



**Kevin McCauley**  
Editor-in-Chief

# O'Dwyer's

The Inside News of PR & Marketing Communications



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January 31, 2022 Vol. 55 No. 5

## BUFFALO SEEKS PR FOR COVID EDUCATION

Buffalo is looking for a PR firm to develop and run a public education campaign to keep people informed about its American Rescue Plan Act investments.

The city received \$331M from the federal government's ARPA to help it recover from the negative impact of the COVID-19 pandemic.



Some of that funding is to address the long-term and systemic reasons why the pandemic affected certain communities, especially low-income and communities of color, more than others.

After receiving feedback from stakeholder groups, Mayor Byron Brown and the City Council adopted a transformation plan to help residents who live in communities that have been disproportionately negatively affected by COVID-19.

Buffalo wants a PR partner to educate the public about the ARPA-funded initiatives, create an online presence for the programs, handle media relations and coordinate activities among city agencies.

Responses to the RFP are due Feb. 3.

Packages should be labeled "Communications and Public Engagement Services" and sent to: City of Buffalo; Dept. of Administration, Finance, Policy & Urban Affairs; Attn. Jessica Brown; 65 Niagara Square, Room 203; Buffalo, NY 14202  
[Read the RFP \(PDF\)](#).

## KETCHUM SEEKS GREATER INFLUENCE

Ketchum has hired Jenny Heinrich of [Finn Partners](#) and Heather Green of GroupM as executive VPs in its influencer marketing group.

Heinrich, who has more than 20 years of PR experience, led Finn Partners' influencer practice as EVP & senior partner of global digital and influencer. She also did stints at Edelman, MSLGroup and Weber Shandwick.



**Jenny Heinrich, Heather Green**

Green was senior partner & US influencer marketing lead for GroupM. She also handled more than \$100M in paid social and content programs at Publicis.

Neera Chaudhary, Ketchum's President North America, noted that influencer marketing is projected to become a \$15B business in 2022, driven by the power it holds in storytelling and driving business outcomes.

## APPLE'S HOGAN RETURNS TO NFL

Cynthia Hogan has returned to the National Football League as senior advisor to commissioner Roger Goodell.

She left the NFL in 2016 for Apple, where she held the VP public policy and government affairs post.

At the NFL, Hogan was SVP and then EVP of public policy and government affairs. Before that, she was deputy assistant to president Obama and counsel to VP Joe Biden.

Average NFL TV viewership for the 2021 season rose 10 percent to 17.1M, its highest mark since 2015.

The league added another game to its 16-week schedule in 2021.



**Cynthia Hogan**

## EX-MERCURY PA STAFFERS OPEN ACTUM LLC

Former Mercury Public Affairs staffers have launched Actum LLC, a bipartisan shop that opens with about 70 staffers in Sacramento, San Francisco, Los Angeles, New York, Washington and London.

Mercury founding partner Kirill Goncharenko is managing partner at Actum, which is stocked with California political veterans such as Sen. Barbara Boxer and Los Angeles Mayor Antonio Villaraigosa.

They are joined by former South Carolina Republican Congressman and Trump White House alum Mick Mulvaney. Mulvaney was

serving as special envoy to Northern Ireland when he quit on Jan. 7, 2021 to protest the trashing of the US Capitol.



**Mick Mulvaney**

## MORGAN'S QUADRANI TAKES DISNEY IR POST

The Walt Disney Company has hired Alexia Quadrani as SVP, investor relations. Quadrani comes to Disney from J.P. Morgan, where she served as managing director and senior analyst for its US media equity research group. She was previously a senior managing director at Bear Stearns.

In her new position, Quadrani's responsibilities will include expanding Disney's relationships with sell-side and buy-side investment analysts, industry analysts and investors worldwide. She will lead ongoing engagement with the governance community and environmental, social and governance focused investors.

## OPEN PITCH RATES SLIPPED IN '21

Journalists opened email pitches far less often in 2021 than they did in 2020, according to a new report issued by PR software company Propel.



According to the [Q1 2022 Propel Media Barometer](#), open rates dropped from 38.81 percent in 2020 to 28.45 percent last year, a decline of 37 percent. Response rates saw a similar drop, dipping from 5.21 percent in 2020 to 3.53 percent in 2021.

The media outlet with the highest open rate was the *Wall Street Journal*, where an average of 70.04 percent of pitches were opened. The *New York Times* was close behind at 66.48 percent, and Business Insider came in third at 49.05 percent.

Propel's survey also named the most popular topics across the 1.4 million pitches that the platform sent to journalists last year. Business and industrial came out on top (13.83 percent), followed by tech and computing (11.78 percent), health and fitness (9.81 percent) and art and entertainment (9.38 percent).

## OAC WANTS TO HOOK MARKETING PARTNER

The Oregon Albacore Commission seeks a partner to develop and execute a marketing plan to promote the sale, use and consumption of its tuna on a regional and national basis.

OAC represents more than 350 commercial ocean albacore fishermen/women and 65 purchasers in The Beaver State.



The marketing partner will create/maintain working relationships with chefs, food professionals, restaurants and seafood retailers; handle promotions and events; and monitor/respond to social media issues that are relevant to OAC's fisheries and stakeholders.

Proposals are due Feb. 4. They go to: Nancy Fitzpatrick, Executive Director; Oregon Albacore Commission; P.O. Box 983; Lincoln City, OR 97367

[Read the RFP \(PDF\)](#).

## LAAG ADVISES EL SALVADOR

The Latin America Advisory Group has landed a six-month \$390K contract to provide PR services and communications advice to the Government of El Salvador.

The Miami-based firm will conduct outreach to the federal government, media and public and stress the importance of fostering a dialog between the US and El Salvador.

LAAG reports to the office of El Salvador president Nayib Bukele, the 40-year-old who came to power in 2019.

Bukele made financial news last September when El Salvador adopted bitcoin as its national currency.

Since adopting it as legal tender, the country [has spent \\$85.5M on Bitcoin, including a \\$15M purchase this month](#).

The International Monetary Fund on Jan. 24 recommended that El Salvador drop Bitcoin as its legal tender because it "entails large risks for financial and market integrity, financial stability, and consumer protection."

LAAG's contract calls for it to be paid \$65K in US dollars via electronic transfer each month.

## ACCOUNTS IN TRANSIT

**9th Wonder Agency**, a minority-owned independent marketing agency, is engaged by the **Houston Health Department** to partner on a creative campaign to accelerate COVID-19 vaccinations among hesitant populations. Kicking off in Q1 2022, the campaign will aim to provide clarity on the misinformation that surrounds the COVID-19 vaccine. 9thWonder will utilize its geo-based data platforms to pinpoint minority cohorts and unvaccinated populations in the greater Houston area and then follow up on that data through strategic cross-cultural messaging and digital implementation. "Building trust and ensuring access to vaccines among these groups is crucial," said Houston Health Department chief communications & public affairs officer Scott Packard.



**Powerhouse Communications** is named US public relations agency of record for French-Asian bakery café chain **TOUS les JOURS**. Powerhouse will execute comprehensive media relations strategies aimed at local consumer, restaurant/franchise industry, and national business media. It will also work to generate maximum exposure for the brand and its products. Founded in South Korea in 1997, TOUS les JOURS has over 70 US locations in 20 states and plans to open 30 more locations this year.

**Media Cause**, a San Francisco-based marketing agency that helps nonprofit organizations grow and accelerate their missions, is working with the **It Gets Better Project**, a nonprofit organization that works with lesbian, gay, bisexual, transgender and queer youth. The agency will work to build awareness and activate critical audiences for its "[50 States. 50 Grants. 5,000 Voices](#)" campaign, which is soliciting ideas for projects designed to promote greater inclusion of LGBTQ+ students, with the opportunity to secure grants of up to \$10,000.

**[K]overt Creative** signs up **Made by Nacho**, a cat food brand from by chef Bobby Flay (and his "Instagram-obsessed cat," Nacho). It will work to elevate awareness and expand reach of the brand amongst key media and influencer stakeholders. Made by Nacho, which was launched in spring 2021, was developed with the assistance of Dr. Katja Lang, Nacho's lifelong vet. Kovert's clients include Microsoft, Beam Suntory's Maker's Mark and "Jimmy Kimmel Live."

**Rachel Harrison Communications** checks out **Fairmont Pacific Rim's** Botanist and The Lobby Lounge & RawBar. RHC will be overseeing PR, creative ideation and media relations for the client. Fairmont Pacific Rim is part of the Fairmont Hotels & Resorts chain, which operates more than 80 properties worldwide. Located in downtown Vancouver, the property offers unobstructed mountain and harbor views.

**Zapwater Communications** promotes **Hestan Culinary**. It will oversee media relations, influencer marketing, strategic partnerships and events. Zapwater will work with Hestan Culinary to increase awareness about its brand, product offerings and innovations among consumers. Hestan founder Stanley Cheng pioneered hard-anodized aluminum cookware in the 1970s—the breakthrough that ushered in nonstick cookware.



## **WHEN A PRODUCT RECALL BECOMES A CRISIS**

No company wants to introduce a product to the market that might later be recalled, but being prepared for that exact scenario is essential in the course of protecting an organization's reputation. Product recalls are a unique type of incident, one that combines regulatory oversight, legal liability, operational challenges and reputational threats.



**Alexa Miller, Bob Josephson**

A product can be recalled for a variety of reasons, and with many regulatory players involved, product recalls can get messy. While some product recalls may go virtually unnoticed, others can garner significant attention depending on the product itself, the industry, the company and even the placement in the supply chain.

In most situations, companies should adhere to a few key principles, including maintaining credibility with the regulatory body overseeing the recall, ensuring there are established compliance and monitoring programs in place, focusing on consumers' safety and ensuring they have the relevant information and coordinating with supply chain partners.

When there's a framework for responding to product recalls and alignment around key objectives, companies can mitigate potential reputational damage, maintain relations with key stakeholders and ensure the continuity of business operations.

### **Industry and expectations**

The steps a company must take as a result of a recall are largely dependent on the industry of that product. Generally, recalls in heavily regulated industries require more action and planning to understand the complexity behind particular communications considerations and decision-making needs. That's precisely why certain recalls require sophisticated communications strategies, especially when a recall has the potential to escalate to a crisis.

The pace and nature of oversight vary by industry as well as by the regulatory body responsible for the product. In the event of a healthcare- or medical-related product recall, a company would work with the FDA to determine next steps. Similarly, if an airbag manufacturing device was found to be defective, the company would work with the corresponding agency that handles recalls in the automotive industry, the National Highway Traffic Safety Administration. In terms of the immediacy of these regulators' actions, they must consider efficacy versus safety when determining if a product must be recalled.

Many recalls are voluntary, while others are not. The nature of product recalls is also affected by the scale of the recall—and that can often be driven by the scope of the impact, whether that be domestic or international. For the latter scenario, in particular, a company's communications strategy must include how to coordinate across geographies and agencies overseeing the product recall, as well as with applicable law enforcement globally.

### **Place in the supply chain**

Product recalls don't happen in a vacuum. Depending on the product's placement in the supply chain, the disruption can have a cascading effect, creating tension that threatens more than one business. Whether your organization provides the raw materials to other partner companies or delivers products

directly to consumers, the further upstream in a supply chain you are, the more likely a ripple effect could damage business relationships and escalate the scope and visibility of a product recall. Where your product stands in the supply chain is not only a consideration from a legal perspective but should also influence your communications strategy; meaning, whether you should be proactive versus reactive, or even involved in the narrative at all. In all situations, companies must prioritize business-to-business relationships and manage partnerships through transparent and meaningful communications.

### **Visibility and impact**

There are a number of factors that influence why a product recall generates significant media attention or none at all. The type of product, industry and end-consumer are just a few contributing factors to the anecdotal impact of a recall. The communications strategy must take into account who will likely talk about the product recall, what stakeholders are involved or impacted and where this is likely to draw a reaction. Ultimately, it's essential to consider who the audience is and how that shapes what you say and to whom.

Having the right communications strategies in place can help mitigate potential reputational repercussions with regulators, the media, consumers and other important stakeholders.

Regardless of the specific situation, leveraging an effective communications strategy to manage a product recall is always beneficial to protecting business continuity and reputation, especially when a recall turns into a crisis. When considering overarching communications goals, communications should be fact-based and aligned with the broader legal strategy. Most importantly, communications should reflect what the company is hoping to achieve in the future and how it will learn from this incident to do better, no matter what that looks like.

*Alexa Miller is a Consultant, Crisis & Litigation Communications, at [FTI Consulting](#). Bob Josephson is Managing Director, Crisis & Litigation Communications, at [FTI Consulting](#).*

## **INDIANA TRANSIT AUTHORITY NEEDS PR**

The Central Indiana Regional Transportation Authority wants a PR firm to promote its Commuter Connect rideshare program aimed to reduce the number of single-occupancy vehicles in the 10-county region.

The push for Commuter Connect will promote the benefits of carpooling, vanpooling, biking, walking and bus travel.

The selected PR firm also will engage with public- and private-sector partners for participation in promotions such as "Car Free Indy Day" and "Bike to Work Day."

The communications firm also will promote Workforce Connect and County Connect, cross-county transit trips.

Responses are due Feb. 3.

They should be labeled "RFP #2022-01-05-01 CIRTA: Marketing and Public Relations Services" and sent to: Jennifer Gebhard; Assistant Director of Commuter Connect; Central Indiana Regional Transportation Authority; 320 N. Meridian St., Suite 920; Indianapolis, IN 46204

[Read the RFP \(PDF\)](#).



## **FTI CONSULTING SNAGS ABMAC'S TUCKER**

[FTI Consulting](#) has named Patrick Tucker senior managing director and Americas head of mergers/acquisitions & activism for the strategic communications practice.



**Patrick Tucker**

Based in New York, Tucker succeeds David Roady, who left for the head of communications job at Nextdoor, the online neighborhood connector.

Tucker did a ten-year stint at Abernathy MacGregor, departing as leader of its M&A and activism practice. He also did a three-year stint at RF|Binder.

In his US and cross-border M&A work, Tucker has dealt with antitrust litigation, foreign ownership reviews, competing bidders and shareholder challenges. He handled transactions for Carlyle Group, Conoco Phillips, JAB Holdings, KKR, Advent International Sanofi and T-Mobile.

Tucker also has devised communications strategies for Office Depot, Callaway Golf and International Flavors & Fragrances.

## **GAGNIER PEDALS BLACKWELLS AT PELOTON**

Gagnier Communications works for Blackwells Capital as it calls on Peloton's board to fire CEO John Foley and put the exercise machine company on the auction block.

The activist firm, which owns less than five percent of Peloton, says Foley "must be held accountable for his repeated failures to effectively lead Peloton."

Blackwells claims Foley misled investors about the need for more capital weeks before issuing \$1B in equity, failed to implement effective internal controls over financial reporting, vacillated on pricing strategy, hired his wife as a key executive and committed to expensive office space in New York.

The fund believes Peloton squandered an opportunity "to accelerate consumer adoption of its category-defining products" during the pandemic.

Peloton went public on Sept. 26, 2019, pricing shares at \$29 each. They hit an all-time high of \$171.09 on Jan. 14, 2021 and now trade at \$26.98.

Gagnier Communications' Dan Gagnier and Jeffrey Mathews represent Blackwells.

## **MAZUR MOVES TO BLANK FOUNDATION**

Sherrie Mazur will join the Arthur M. Blank Family Foundation as managing director, communications on Feb. 14.

Most recently, she was senior VP-communications & public affairs at the V Foundation for Cancer Research.



**Sherrie Mazur**

Arthur Blank, co-founder of The Home Depot, chairs the Atlanta-based Foundation, which concentrates on youth development, democracy with a focus on voting rights and journalism, and the environment.

Mazur will report to Foundation president Fay Twersky and Blank Family of Businesses EVP, chief brand and communications officer Brett Jewkes.

Prior to the V Foundation, Masur had marketing and communications jobs at International Society of Automation Research, Viking Properties and Blazer Associates.

## **MAKE TIME FOR A 'MINDFULNESS COMMUTE'**

At this point, many of us are [used to working at home](#), and perhaps are even good at it. But from the ping of Slack to your crying baby in the next room, employees have never been so distracted.

We used to have a commute, during which we could listen to music or a podcast, read a book or even sit in silence. Now, we take a few steps and instantly go from the kitchen to the office. But given how stressful PR can be, professionals working from home should still budget time in the morning for what I call a Mindfulness Commute—30 minutes to clear your head from all the noise of life.

### **What is a Mindfulness Commute?**

A Mindfulness Commute is utilizing the time you would have normally spent commuting to simply rest and reset your brain.

These three simple techniques can get you started:

*Body scan:* Found easily on Spotify, you can lay down and focus your mind slowly from your head to your toes, being aware of how each body part feels.

*Binaural beats:* Between 1 and 30 Hz, binaural beats create the same brain wave pattern one would experience during meditation. When you listen to a sound with a certain frequency, your brain waves will synchronize with that frequency.

*Mindful walk:* Similar to a body scan, take a walk. Start at your feet and be aware of how they feel. As you make your way up the body, take note of how each body part feels.

### **Why a Mindfulness Commute?**

It's not like many of us enjoyed sitting in traffic or running for a train, but this block of time provided a buffer between our work and home lives. With our private lives feet away from our offices, it's easy to do just a few minutes of extra work, adding up to [hours of unpaid work per week](#).

Also, since we can no longer pop into someone's workspace to ask a question, we have become buried in Slack and non-stop Zoom meetings. With our co-workers reduced to faces on screens, grabbing coffee is no longer an option.

We aren't made to perform like this, so we have to adapt to this work environment. Mindfulness practices can give your mind the break it needs as well as some much needed clarity.

And, hey, meditation is [practiced daily](#) by some of the world's most successful people. The exercise is backed by numerous scientific studies, which have shown that it makes practitioners' [brains thicker](#), [promotes creative thinking](#), [sharply reduces](#) stress hormones in people with anxiety disorder, and [could help you to become less error-prone](#).

### **Going beyond your Mindfulness Commute.**

It's good to come to work with a clear and focused brain, but given all the new distractions in our lives, this is something I encourage employees to schedule in their day too.

So, block out time on your calendar for a mental break. And during this time, put away your phone. [One study showed](#) that your "cognitive capacity is significantly reduced when your smartphone is within reach—even if it's off," and hence defeats the purpose of meditating.

You've already gained back the time previously dedicated to your commute, so use it wisely. Try out a Mindfulness Commute, and reap the amazing benefits meditation provides.

*Trey Ditto is founder and CEO of DittoPR.*



**Trey Ditto**

## FLINN FLIES FROM WWE TO ISOS CAPITAL

Brian Flinn, who was senior VP marketing & communications at publicly traded World Wrestling Entertainment, has joined Isos Capital Management as managing director.



**Brian Flinn**

During his nine-year run at WWE, Flinn handled the WWE Network subscription business, consumer products, special events, consumer insights, communications and corporate social responsibility.

Prior to the WWE, he worked a dozen years at the National Basketball Association, exiting as senior VP marketing, responsible for brand management, market research, digital/multicultural marketing, broadcast promotion, advertising and corporate communications.

He began his career as PR manager for the New York Knicks.

Westport, CT-based Isos is an investment firm seeking opportunities in the global media, entertainment, sports and technology sectors.

An Isos SPAC in December acquired Bowlero Corp., the world's biggest operator of bowling alleys and owner of the Professional Bowlers Assn., in a deal valued at \$2.6B.

## MOROCCO'S OCP SIGNS COGENT STRATEGIES

Morocco's OCP Group has awarded a \$180K six-month contract for public affairs services to Cogent Strategies.

The phosphate fertilizer giant, which is 94 percent owned by the Government of Morocco, has been waging a battle with the Commerce Dept. over countervailing duties.



Cogent's contract with OCP North America calls for drafting messaging, handling media outreach, writing op-ed pieces and supporting paid media efforts and conducting targeted outreach on Capitol Hill.

OCP has a history with US firms.

In 2020, it signed \$300K one-year contracts with FleishmanHillard and Cornerstone Public Affairs.

It also inked a pact with CCO Communications for outreach pegged at a \$300 hourly rate.

CCO Communications is the firm set up by Tom Forsythe, who was CCO and VP-global communications at General Mills.

## PROSEK NAMES DAVID TO HEAD DC OFFICE

[Prosek Partners](#) has hired Jim David to head up its Washington office, which will be opening later this year.



**Jim David**

David joins the agency from Hamilton Place Strategies, where he most recently served as partner.

Before that, he was a managing director at Kekst.

"Jim brings the perfect combination of financial communications and regulatory expertise," said Prosek managing partner Jen Prosek. "He also has the 'grit, hustle and humanity' attributes that perfectly align with our culture."

## ON THE MOVE

**Marina Maher Communications** hires **Joshua Wu** as SVP, performance analytics. Wu joins MMC from Edelman Data & Intelligence, where he most recently served as VP. Before coming to Edelman, he received a doctorate in political science and statistical methodologies from The Ohio State University. In his new post, he will be responsible for expanding MMC's predictive and performance analytics capabilities. "Josh's arrival to the team will bolster our innovative approaches to assisting clients in predicting performance and evaluating data," said MMC chief strategy officer Amy Inzanti.



**Joshua Wu**

**Stanton Communications** names agency president **Lori Russo** and vice president **Emily Wenstrom** to its board of directors. They also gain equity stakes in the firm. The move is part of a reconstituted ownership structure that includes key executives and moves away from sole ownership by agency founder Peter Stanton. Russo and Wenstrom will assume increased control of the future direction of the firm. The agency says the new structure will also enable others in the firm to secure equity as their tenure and rank in the agency expand. "My pride of ownership is instead now shared with others who have made huge contributions to the success of our company," Stanton said.

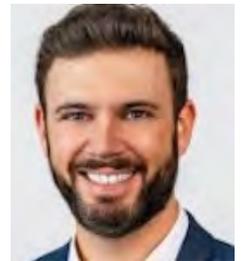
**The Ritz-Carlton Yacht Collection** names **Jacqueline Barney** as VP of marketing. She comes to the company from Disney, where she led the marketing strategy and sales planning for both National Geographic Expeditions and Adventures by Disney. In her new post, Barney will oversee all facets of The Ritz-Carlton Yacht Collection's marketing strategy to drive awareness of the brand globally. "With her impressive marketing and leadership background, Jackie will play an integral role in shaping our brand strategy," said The Ritz-Carlton Yacht Collection CEO Douglas Prothero.



**Jacqueline Barney**

**Assemble** promotes **Kate Conway** to partner and chief creative officer. Conway was previously creative director at the firm. Before joining Assemble, she was creative director at the Democratic Congressional Campaign Committee. She has also worked at American Bridge 21st Century and Media Matters for America. "Kate is a proven leader who has led complex campaigns for organizations across politics, corporate and advocacy," said Assemble CEO Mark Skidmore.

**Advantage Capital**, a venture capital firm and small business lender, appoints **Jeff Grass** vice president of communications and stakeholder engagement. Grass was most recently global director of communications at Bayer Corporation. He was previously communications director at Anheuser-Busch and before that worked at O'Malley Hansen Communications. At Advantage, Grass will serve as strategic counselor to the leadership team and guide the development of comprehensive communications and outreach programs.



**Jeff Grass**

## COMMENTARY



**China's government loves the results of the latest Edelman Trust Barometer**, which found that the Chinese people trust their government far more than Americans do theirs.

A whopping 91 percent of Chinese respondents told Edelman they trust their government compared to 39 percent of Americans who have faith in Washington. That robust number for China though must be taken with a huge grain of salt.

It takes a brave man or woman to criticize the central government in a super-surveillance state such as China. They don't want to arouse the powers that be in Beijing who live in constant fear of a mere stirring of dissent or a yearning for a measure of freedom.

Nevertheless, China's propaganda machine put the report to good use, pitching their authoritarian system of government superior to what we have here.

Governmental mouthpiece [China Daily feasted on the Edelman research](#). It reckoned that people trust China's government due to its "performance in tackling COVID-19, incurring economic growth, fighting corruption and pollution, and enhancing its own governance capacity and its quicker response to public concerns."

There was no mention of Beijing's cover-up of the initial COVID-19 outbreak in Wuhan.

Zhao Lijian, a spokesperson for China's Foreign Ministry, chimed in, saying he wasn't surprised about his country's high trust score because "the communist party of China and the Chinese government actually deliver for the people."

Unless, of course, you are a Hong Konger, where the government has clamped down on freedom of expression, or a Muslim in the Xinjiang region living in constant fear of being sent to a re-education camp.

In touting the advantages of China, Liu Leming, professor at East China University, criticized western political systems for an "unstable and unsustainable implementation of policies."

China Daily featured a quote from Deborah Lehr, chair of Edelman's global advisory, who said China's "success in rapidly bringing the pandemic under control created confidence with Chinese citizens."

China has indeed vaccinated more than 80 percent of its 1.4B people with two doses, but the government decided to wall off the country from the rest of the world in a bid to defeat the pandemic.

We'll see if those harsh measures result in a lower trust rating for China's government in the 2023 Edelman Trust Barometer.

**New York Republican Congresswoman Nicole Malliotakis**, a charter member of the "Sedition Caucus" who voted against certifying the 2020 presidential election results, stumbled her way through a five-minute interview on Jan. 27 with Steve Inskeep, host of NPR's "Morning Edition."

Inskeep invited Malliotakis, a member of the Foreign Relations Committee, to talk about how the Biden administration is handling the crisis in Ukraine.

Biden was slow to act but is moving a little better in the right direction, said the Staten Island/Brooklyn representative.

Malliotakis, who is my Congresswoman, faulted Biden's hasty withdrawal from Afghanistan for making the US look weak overseas.

That opened the door wide open for Inskeep.

He asked whether Malliotakis was aware that America's adversaries overseas might have been watching as she voted to object to the election without any evidence of fraud.

He then aired an audio of a European political analyst who said Russian strongman Vladimir Putin became convinced that democracy was dying in the US after he watched the trashing of the US Capitol.

Malliotakis decided to run out the clock.

She began talking about her Constitutional duties and then started blabbering about two states that might not have abided by the Constitution, but that would not have overturned the results of the election. Go figure.

Malliotakis probably would have started blaming Biden for the hefty tolls on the Verrazano Bridge, but luckily for her, Inskeep ran out of time.

Her time in Congress also may be running out as redistricting could add many Brooklyn Democratic voters to her district.

**Hey, hey, my, my, Neil is off Spotify because** it didn't dump Joe Rogan, a font of misinformation about COVID-19 vaccines.

The rocker demanded that Spotify yank his music unless it drops Rogan because he is "spreading fake information about vaccines—potentially causing death to those who believe the disinformation being spread about them."

Spotify, which paid more than \$100M for the rights to "The Joe Rogan Experience," put money over principle and agreed to dump 76-year-old Young, who suffered from polio during its last outbreak in Canada in 1952.

Young though may ultimately win the PR war.

He used his celebrity to bring attention to a [letter signed by 270 scientists and healthcare professionals](#) earlier this month that said Rogan has "spread misleading and false claims on his podcast, provoking distrust in science and medicine."

The letter noted that Spotify "presently has no misinformation policy."

**Hats off to White House correspondent Peter Doocy** for blowing off White House advisor and Fox News spouting head Sean Hannity who asked if Joe Biden apologized for calling him a "stupid son of a bitch" for asking whether inflation would be a liability during the midterm elections.

[Sarcastically, Biden said inflation "would be a great asset"](#) and then hurled the vulgarity at the Fox reporter. He called Doocy an hour later to patch things up a bit.

On the apology, Doocy told Hannity: "Sean, the world is on the brink of, like, WWII right now with all this stuff going on. I appreciate that the president took a couple of minutes out this evening while he was still at the desk to give me a call and clear the air."

Doocy upped his game.

—Kevin McCauley