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WPP SELLS STAKE IN REVAMPED PA UNIT

WPP chief Mark Read is selling a 49.99 percent stake to management of the revamped Finsbury Glover Hering, which will launch early next year with nearly 700 staffers in 18 countries.

FGH is a mash-up of Finsbury, Glover Park Group and Hering Schuppener, which had a strategic partnership in place.



Mark Read

Roland Rudd and Carter Eskew, founders of Finsbury and GPG, respectively, will co-chair the new firm that Alexander Geiser, managing partner of HS, will helm.

Read said the corporate revamp fits WPP's plan to simplify and integrate operations.

He will sit on the board of FGH, which he predicted would be a "global powerhouse in strategic communications."

Based in New York, FGH will have offices in Washington, Los Angeles, London, Dublin, Brussels, Berlin, Moscow, Dubai, Riyadh, Shanghai, Hong Kong, Beijing, Singapore and Tokyo.

TULSA READIES COVID-19 AWARENESS PUSH

The Tulsa Health Department plans to issue an RFP to PR firms looking for their input on the content of a public awareness program to promote best practices to reduce the spread of the COVID-19 pandemic.

Leanne Stephens, a spokesperson for the Department, told the Tulsa World that it wants to reach "vulnerable populations, particularly non-English-speaking residents."



The goal is to "ensure that Tulsa county residents are informed about the stuff they can take personally to keep themselves and their families safe from COVID-19."

Tulsa plans to spend \$600K for the public awareness effort.

The city stood in the national spotlight on June 20 when president Trump held his first indoor rally during the pandemic to re-launch his 2020 campaign.

About 6,200 people, most of them not wearing masks, showed up at the BOK Center, which has a 19,000 seat capacity.

Some blamed fear of COVID-19 for the poor turnout.

REDSKINS BOW TO PRESSURE, DROP NAME

The Washington Redskins announced today that the NFL team would change its name and logo—both long criticized as racist by Native Americans—after an 87-year run.

Team owner Dan Snyder launched a "thorough review" of the name on July 3 following pressure by team sponsors FedEx, Pepsi and Bank of America.

FedEx paid \$205M for the naming rights of the team's stadium in Landover, MD, and its chairman Fred Smith, is a minority owner of the Redskins,

Amazon, Walmart and Target also announced that they would stop selling Redskins merchandise.



Snyder and coach Ron Rivera are working to develop a new name and design.

The Redskins brought in Burson-Marsteller in 2014 as the NFL dealt with pressures to change the name of the team.

The *Washington Post* reported July 4 that Jay Leveton, president of Mark Penn's The Stagwell Group, has been advising Snyder, a good friend, on the name change issue.

Earlier, Leveton was global CEO at Penn, Schoen & Berland Assocs, polling firm, and executive VP-worldwide at B-M.

EDELMAN REPS BROOKS BROS. CHAPTER 11

Edelman is handling the Brooks Brothers bankruptcy as America's oldest apparel company falls to the casualization of corporate attire and pressures from the COVID-19 pandemic shutdowns.

The company pitches the reorganization as a way to facilitate its sale, which would "ensure that the iconic Brooks Brothers brand is positioned to continue serving its loyal customers for years to come."

"Our priority is to start this important chapter with a new owner that has appreciation for the Brooks Brothers legacy, a vision for its future, and aligns with our core values and culture," said CEO Claudio Del Vecchio.



Brooks Brothers, which was founded in 1818, plans to close 51 of its 200 stores in the US. It has 500 stores worldwide.

Earlier this year, it announced a plan to close factories in New York City, Haverhill (MA) and Garland (NC).

Edelman's Arielle Patrick and Allison McLarty handle Brooks Brothers.

NYSERDA NEEDS MARKETING SUPPORT

The New York State Energy Research and Development Authority, the public benefit corporation that promotes energy efficiency and the use of renewable energy sources in the Empire State, is requesting proposals from marketing firms that can help the agency meet New York State's renewable energy and climate goals.

Albany-based NYSERDA is looking for an agency with a background in cleantech and renewable energy that can provide a range of marketing and communications services to support and reposition its Innovation program, which works to expand New York's clean energy economy, in part, through driving cleantech business growth and growing clean tech markets in the state by attracting private sector capital investment and communicating the benefits of New York State as an innovation hub among technology companies, startups and investors.

Proposed budget for the work is \$500,000 over the course of two years, with a tentative start date of Fall 2020.

Proposals are due by 3:00 p.m. (EST) on August 10 and should be submitted online through the [NYSERDA portal](#).

Application instructions and a Portal Training Guide can be found [here](#).

Questions should be directed to Cynthia Klopfer, (Designated Contact) at 518/862-1090, ext. 3536 or advertising@nyserdera.ny.gov. Technical questions should be directed to Erin Schucker, 518/862-1090, ext. 3352, or advertising@nyserdera.ny.gov.

[Download the RFP \(includes budget, sample agreement, Article 15-a MWBE statement and MWBE disclosure statement\) \(PDF\)](#).

BCW JOINS SAUDI ARABIA'S NEOM TEAM

BCW has agreed to handle PR in the US for Neom, the \$500B mega-city that is the brainchild of Crown Prince Mohammed bin Salman in his bid to diversify the Kingdom's economy.

The WPP unit will tailor international press releases for the US market, distribute press releases, invite reporters to virtual press conferences and provide a daily report of Neom coverage.

BCW does not have a formal written contract with Neom Co.

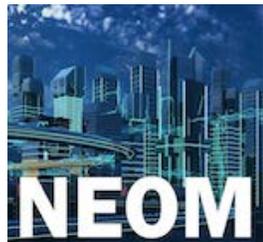
It is acting under a commercial proposal for Neom prepared by ASDA'A BCW, which is based in

Dubai, which called for a global seven-language communications campaign.

The proposal set forth a \$1.1M push from April 29 through Oct. 6 for Neom. The US accounts for \$475K of that effort.

Ruder Finn in June inked a \$1.7M one-year contract to develop a website and social media campaign for Neom.

The Saudis also have Teneo working on Neom. It signed a six-month \$840K contract in January to manage the communications department of Neom. That followed a \$2.1M pact inked in 2019.



ACCOUNTS IN TRANSIT

Hill+Knowlton Strategies lands global PR duties for hearing aid maker **GN Hearing**. H+K London will provide strategic counsel and deliver purpose-driven creative campaigns through a long-term partnership for the Denmark-based company, which recently celebrated its 150th anniversary. The agency's work for GN Hearing's ReSound brand will focus on changing the way hearing technology is valued and addressing the stigma associated with hearing aids.



Magrino has added **Il Palagio**, a sixteenth-century estate, organic farm and vineyard in the Tuscan countryside south of Florence, Italy, to its roster of lifestyle clients in the areas of wine and travel. The agency will manage media relations, brand advocacy, digital content management and strategy for the brand. The estate, which features villas, guesthouses, a vineyard and olive groves, has been restored by proprietors actress and producer Trudie Styler and musician Sting.

Stuntman PR has been selected as US agency of record for the **Balsamic Vinegar of Modena** under a three-year contract in collaboration with the brand's European PR agencies of record, Mind The Pop and Blancdenoir. Stuntman PR will implement a fully integrated U.S. media relations campaign that will target the Florida, New York and California markets, including collaborations with celebrity chefs and influencers.

Diffusion has been named agency of record for **Advancing Women in Product**, a non-profit dedicated to helping women and other underrepresented groups become product and technical leaders. The agency will provide media relations and briefing support for the organization, as well as a press playbook informing its future partnerships. Diffusion will also work to create a strong media profile for AWIP, with the goal of positioning it as an organization that goes beyond networking to provide skills-based workshops and executive-level mentorship programs.

Walt & Company has been selected by **Neocortix**, a developer of virtual data center solutions, to manage the launch of the company's mobile research initiative, which is aimed at creating new therapeutics and diagnostics to combat COVID-19. Walt & Company will be providing Neocortix with a range of communications services including leadership positioning, media and analyst relations, partner communications, and editorial services.

5W Public Relations has been named PR agency of record for the reopening of the outdoor dining and entertainment spaces at **Ravel Hotel**, a boutique property in New York City. The hotel's outdoor dining and entertainment spaces include the Profundo Pool, the newly opened Perivóli Greek garden rooftop restaurant, and The Penthouse, a restaurant, cocktail bar, and lounge. It also features a private COVID-19 testing center, in partnership with Vestibular Diagnostics PA (based in Rochelle Park, NJ) for all guests with a reservation, making the hotel the only hospitality company in New York City to provide COVID-19 testing for guests and staff.



COVID-19 DRIVES DIGITAL MEDIA TAKEOVER

The COVID-19 pandemic has had a profound impact on how media is distributed and accessed in 2020. As news consumption increased around the world in the wake of the coronavirus crisis, our news habits evolved, carving out a few losers and several unlikely winners in the post-COVID media landscape.



Research commissioned by the [Reuters Institute for the Study of Journalism](#), which surveyed approx. 80,000 people globally in an effort to gauge news consumption habits around the world, found that most news sources—traditional as well as digital—gained traffic amid the pandemic, as the use of online and social media platforms—and particularly, mobile messaging apps—surged ahead.

According to the report, television saw upticks of five percentage points as a news source among global respondents during the month of April. Social media gained five percentage points and online media and radio were both up two percentage points.

Print, which has continued its downward spiral, lost two additional percentage points in April, a decline no doubt further attributed to the fact that lockdowns around the world prevented the physical distribution of printed newspapers and magazines to consumers.

On the other hand, the report discovered “significant increases” in payment for online news sources, particularly in the United States (up four percentage points) and Norway (up eight percentage points).

WhatsApp now stands as the third-most-popular social media networks—behind Facebook, and YouTube—claiming weekly use by 48 percent of the global population surveyed (compared to only 17 percent in 2014). The smartphone instant messaging service saw the biggest usage gains of any platform in 2020, with year-over-year increases of around ten percentage points in some countries.

The report found that in April alone, about a quarter (24 percent) of global respondents said they used the app to find, discuss or share news about COVID-19.

In terms of overall popularity, Facebook and YouTube remain the leading social networks (used by 63 percent and 61 percent of the global population, respectively). WhatsApp is followed by Messenger (38 percent) and more than a third (36 percent) of respondents said they use Instagram weekly, topping Twitter (23 percent) and Snapchat (13 percent).

Another unexpected development: Instagram has become a destination for news. In fact, according to the Reuters Institute’s report, virtually the same percentage of users now turn to Instagram for news as Twitter (11 percent vs. 12 percent, respectively). By comparison, in 2014 only two percent of respondents said they relied on Instagram as a news source.

Instagram now ranks fourth among the social networks for news, beating out Snapchat and Messenger to run neck-and-neck with Twitter. Facebook retains the top slot for news—though its standing as a news source has dipped considerably since 2016—followed by YouTube and WhatsApp.

COVID-19 has played a part in this as well, as Instagram has become a popular hub—particularly among younger audiences—for celebrities and influencers sharing coronavirus-related news updates as well as health and wellness tips. About one-in-four 18-24-year-olds in the U.S. and U.K. (26 percent and 24 percent, respectively) reported using Ins-

tagram as a news source in the last week. In Germany and Argentina, those percentages are even higher (38 percent and 49 percent, respectively).

What’s causing these shifts? The report noted that Instagram and WhatsApp were designed for smartphone use, which gives these platforms an advantage in today’s mobile-first media environment, particularly among younger users. More than two-thirds of respondents (69 percent) said they now use a smartphone to read the news every week.

Reuters Institute’s “Digital News Report 2020” surveyed respondents in 40 markets across six continents. Research was conducted by market research firm YouGov using an online questionnaire. A post-COVID-19 survey was conducted in Argentina, Germany, Spain, South Korea, the U.K. and the U.S., in collaboration with the Oxford Internet Institute, to gauge the pandemic’s impact on media consumption.

NON-PROFIT NEEDS PR SUPPORT

Pittsburgh-based community organization the 10.27 Healing Partnership, which was formed in the aftermath of the October 27, 2018 Tree of Life synagogue shooting, is seeking an agency to lead the direction, management, coordination and production of a public relations, media outreach and social media strategy.

The strategy is intended to support the work of the organization and solidify its role in the community as a destination for healing and wellness in response to hate-related violence.



Scope of work includes media relations, website maintenance, managing social media channels, creation of videos and graphic materials that promotes the organization’s message and the work it does and seeking additional opportunities to promote 10.27 Healing Partnership’s messages.

Proposals are due by July 30 and should be submitted to: Maggie Feinstein, Director; 10.27 Healing Partnership; 5738 Forbes Avenue; Pittsburgh, PA 15217

Proposals can also be emailed to mfeinstein@1027healingpartnership.org.

All bidding agencies should submit one original and one copy of their proposals. Proposals should be titled “PR RFP.”

Any questions should be directed to Maggie Feinstein, mfeinstein@1027healingpartnership.org or 412/339-5416, by July 20.

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

PADILLA TO RAISE PROFILE OF NY WINES

Padilla is partnering with the New York Wine & Grape Foundation on a project intended to build on NYWGF’s recent rebrand and raise the profile of New York wines.

The initiative will work to attract trade and consumer audiences by leveraging NYWGF’s Boldly, NY brand and promoting the diversity and excellence of New York wine regions and wineries. The partnership is focused on a launch strategy for the brand as well as devising a long-term marketing strategy through a two-year integrated marketing campaign.

“Our efforts will ultimately bolster brand recognition for New York state wines on a global stage,” said NYWGF executive director Sam Filler.



FACEBOOK FLUNKS HATE-SPEECH AUDIT

Facebook was not “sufficiently attuned” to how its algorithms inadvertently fuel extreme and polarizing content,” according to a two-year audit of its practices released July 8.



Sheryl Sandberg

Commissioned by Facebook, the report found its approach to civil rights to be “reactive and piecemeal.” It says Facebook made “heartbreaking” decisions during the past nine months that were “serious setbacks for civil rights.”

Authors Laura Murphy, a civil rights activist, and Megan Cacace, lawyer at Relman Colfax, faulted the social media platform for not being “invested enough in tackling hate speech.”

The report took issue with Facebook’s decision to allow posts by president Trump to remain on the platform though they violated the company’s policies.

The report calls CEO Mark Zuckerberg and global affairs officer Nick Clegg the key decisionmakers at the company.

Facebook COO Sheryl Sandberg posted a blog to thank Murphy and Cacace for their leadership and work on the audit, which turned out to be a “deep analysis of how we can stren. She said while Facebook cannot make all of the changes recommended by the auditors, it will put more of their proposals into practice.

AXIS BUYS ITSELF FROM INTERPUBLIC

The Axis Agency, which launched in 2005 as Weber Shandwick’s multicultural marketing unit, is now an independent and minority-owned shop, as CEO Armando Azarloza and COO Carmen Lawrence acquired it from Interpublic.

Calling it a proud day for Axis, Azarloza said the firm’s success is driven by its ability “to deliver unique cultural insights and purpose-driven campaigns for our clients.”

The Los Angeles-based firm, which has an office in Miami, has represented GM, Nestle, Clorox and Spectrum.

“We are proud of what the Axis team achieved within our family,” said Gail Heimann, Weber Shandwick CEO.

IPG retains a minority stake in Axis.

APCO TO ADVISE KAZAKHSTAN

APCO Worldwide is providing strategic communications to assist legal counsel representing Kazakhstan’s Ministry of Justice. Retained by Herbert Smith Freehills LLP, APCO’s duties include “assessing media coverage regarding such litigation and seeking fair and balanced coverage,” according to its engagement agreement.



Evan Kraus

APCO is in line for a flat \$65K under the three-month pact signed July 7 by Evan Kraus, president/managing director of operations. The shop also is to be reimbursed for “actual, reasonable expenses (e.g., payments to subcontractors, outlays for databases, travel/parking/meal expenses.)”

APCO also charges a flat fee of \$3,250 for “desktop research tools, premium digital and social tools and subscriptions for analyzing audiences, media impressions, stakeholder engagement, public opinion trends, and social media channels.”

INSTAGRAM TESTS ‘SHOPS’ TAB

Instagram launched a small-scale global test of its Instagram Shop tab last week, allowing select users to shop from brands and creators using a tab on the app’s navigation bar. Users with the tab can filter products by categories, searching through the platform as they do on Instagram Explore.

The move may be a boon for e-commerce stores, marketers and digital PR pros. Accessed via the main navigation bar, brands can search through beauty products, clothing, home, accessories and travel products on offer, as they would on eBay or Amazon. The Instagram Shop feature was first launched in May and has already helped countless small businesses grow their sales.

With more than 500 million Instagram users on the platform daily, it’s no surprise that Instagram provides an essential tool for small businesses determined to boost their exposure. But how does Instagram Shop work for businesses?

First, Instagram Shop reduces friction, allowing brands to take their store directly to the customer. Brands can already do this by inviting users to follow their account so that product images show up in their feeds. The Instagram Shop feature makes it even easier for users to browse shop catalogues, check prices and garner more information about a product.

Second, the new Shop tab will help brands reach users with an existing intent to purchase. In other words, images that are tagged appropriately will show up in the Instagram Shop tab to users who are already electing to search through purchasable products.

Until now, the only option available to businesses keen to boost exposure has been to pay for sponsored posts. With the new Instagram Shop tab, brands can finally join a designated marketplace on the platform.

This new feature will be made available universally later this year, though an exact date hasn’t yet been announced. Businesses should take advantage of this interval to overhaul their Instagram strategies and make the most of the change.

Ronn Torossian is CEO of SWPR, a leading NY PR firm.



Ronn Torossian

SEVEN LETTER, O’NEILL MERGE STRATCOMMS

Seven Letter and O’Neill & Associates have merged their strategic communications and marketing practices.

The move creates a combined entity of more than 40 staffers under the SL brand.

Erik Smith and David Di Martino, founding partners of SL, are excited to “expand our expertise-driven business model and collaborate with the leaders of O’Neill & Assocs.”

Thomas O’Neill, son of the late Speaker of the House Tip O’Neill, will become a founding partner of SL. His firm’s government relations practice will continue to operate, supported by the SL team.

Washington-based SL launched in 2006 as Blue Engine Message & Media. Following the 2018 acquisition of JDA Frontline, it rebranded as SL. Since its 1991 start-up, O’Neill & Assocs. has emerged as a leading PA and communications in Boston and all of New England.



OU ISSUES MARKETING SERVICES RFP

The University of Oklahoma is requesting proposals from agencies that can provide online creative marketing services.

The Norman, OK-based public research university, which counts approx. 32,000 students and maintains additional branches in Oklahoma City and Tulsa, is looking for an agency that can help build OU's brand online, drive and increase awareness of the university's online programs and generate leads for prospective applicants.



Scope of the work includes photography services, video services, graphic design, strategy, concepting and creation and refinement of current brand strategy.

Terms of the work call for a one-year commitment, with the option to renew for up to four additional one-year periods for a maximum of five years.

Proposals are due by 2 p.m. (CST) Tuesday, July 21. In light of the COVID-19 pandemic, all proposals should be sent via email only, to: OUBIDS@ouhsc.edu.

All bidding agencies should reference the RFP number (#R-21034-21) and name (OU Online Creative Marketing Services) as well as closing date and time in the subject line of the email.

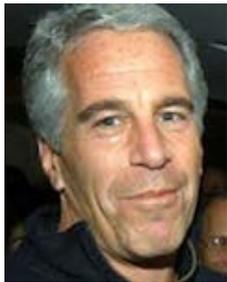
Questions should be directed to senior buyer Monica Hardesty, Monica-Hardesty@ouhsc.edu.

[Download the RFP, which includes brand concept and guidelines and addendum \(PDF\).](#)

DEUTSCHE BANK CALLS EPSTEIN A 'MISTAKE'

Deutsche Bank CEO Christian Sewing told colleagues that taking on sex offender Jeffrey Epstein as a client was "a critical mistake that never should have happened."

The corporate mea culpa followed an announcement by the New York State Department of Financial Services that the German bank agreed to pay a \$150M penalty for lack of oversight in dealings with the now deceased sex trafficker, as well as Danske Bank Estonia and Federal Bank of the Middle East.



Jeffrey Epstein

DB worked with Epstein and related entities from August 2013 until December 2018, the year Sewing became CEO.

The Financial Services Dept. found that DB "processed hundreds of transactions totaling millions of dollars that, at the very least, should have prompted additional scrutiny in light of Mr. Epstein's history."

In his letter to colleagues, Sewing thanked them "for their determined handling of these cases and the internal investigations, which the DFS acknowledged as "exemplary."

At the same time, he stressed: "We all have to help ensure that this kind of thing does not happen again."

He urged staffers to examine things critically, ask questions and speak up. He also wants them to read the DFS consent order and the client Q&A "so that we are aware of our mistakes and learn the appropriate lessons from the past."

The DFS announcement follows this month's arrest of Epstein's girlfriend and alleged procurer of young women, Ghislaine Maxwell, on federal charges.

MEDIA MANEUVERS

Shepard Smith, who exited Fox News last October, has moved to CNBC, where he will host "The News with Shepard Smith," a one-hour program running weekdays at 7 p.m. Smith will also serve as CNBC's chief general news anchor. He had become an increasingly vocal critic of president Trump while at Fox and had criticized fellow Fox host Tucker Carlson. Smith had been with Fox News since it started up in 1996, and served as managing editor of its breaking news division in addition to anchoring "Shepard Smith Reporting," "The Fox Report" and "Studio B."



Shepard Smith

Voice of America CEO Michael Pack has indicated that VOA does not plan to renew the J-1 visas of up to 100 foreign citizens who translate its content into such languages as Swahili or Mandarin, as well as report in those languages, according to reports in the *New York Times* and on NPR. Pack assumed his new position in June, and has since fired the heads of several USAGM news organizations.

Omnicom Media Group is planning to spend \$20 million over the second half of 2020 on ads to run in podcasts available on Spotify, according to the *Wall Street Journal*. Podcast spending still lags far behind that of digital video, with tech site Axios reporting that 2022 ad revenues for podcasts are expected to reach \$747 million, versus \$127.4 billion for Internet, and \$74.9 billion for TV. But it's podcasting rate of growth that has ad buyers interested, with an expected 102 percent jump from 2018-2022, topping all other media.

TOP PR PROS TALK: ANNA LINGERIS

How to get earned media coverage in a changed communications landscape is the subject of this week's "PR's Top Pros Talk," with Hershey's earned media and brand publicity lead Anna Lingeris.

D S Simon Media's Doug Simon talks with Lingeris about what consumers want to hear now, and how PR agencies can help media outlets meet those needs.



With many people still stuck at home, information about home-based activities is in demand. "Everything from the New York Times and Washington Post to PopSugar, everyone and everybody wanted to know what do you do at home," Lingeris says.

People are also looking for a little bit of escape. Lingeris talks about how a pet-related contest to pick this year's Cadbury Clucking Bunny provided some welcome positive news in an Easter season "when the world seemed to be down."

But maybe the most important pointer is to present media contacts with a story, not just a pitch. "It's not self-indulgent, it's empathetic," Lingeris says, "and you can show that story can resonate with America, or why people would want to see it."

All of the interviews in the "PR's Top Pros Talk" series [can be seen here](#).

Interested in taking part? Contact Doug Simon at dougs@dssimonmedia.com.

COMMENTARY

President Trump, the master of distraction, has rolled out the need to reopen schools in his latest bid to divert people's attention from his mind-blowing failure to take action in January against the threat posed by the COVID-19 crisis and his silence about his dear buddy Vladimir Putin putting bounties on the heads of US soldiers in Afghanistan.

The master of distraction though met his match at the Supreme Court.

In his losing argument that he enjoyed absolute immunity and wasn't required to hand over financial documents to a New York DA Cyrus Vance, the tweeter-in-chief resorted to maximum presidential chutzpah. He trotted out this gem: Trump claimed the subpoena distracted him from his duties in the White House so he could ignore it. That's rich. as the president puts the people's business over his own.

The Supreme Court shot down the Trump's hubris. Writing for the 7-2 majority, chief justice John Roberts said: "The president next claims that the stigma of being subpoenaed will undermine his leadership at home and abroad.

"But even if a tarnished reputation were a cognizable impairment, there is nothing inherently stigmatizing about a President performing "the citizen's normal duty of ... furnish information relevant" to a criminal investigation."

Trump's tax returns will be an even more fascinating read than his niece's book about her dysfunctional family.

Woe is me. They are all out to get me. Trump tweeted the Supreme Court decision represented "prosecutorial misconduct" and a "political witch hunt." He sure has run that witch hunt line a zillion times.

Trump claims political opponents want to keep schools closed to hurt him in the election. "They think it's going to be good for them politically, so they keep the schools closed," snapped the president on July 7. "No way." Local school boards across the nation responded—as kids argue in playgrounds—"Yes way." Trump fails to understand or even cares that children and teenagers are ideal carriers of COVID-19.

The *Washington Post* reported July 10 that Trump is wallowing in self-pity and victimhood these days. Perhaps sensing that he's doomed at the polls, he is telling anybody within earshot he's the victim of COVID-19 (vs. 130K-plus dead Americans), the collapsed economy, (43M Americans filing for unemployment) and racial unrest (nationwide protests).

The president needs a new theme song for his rallies to drive home his sense of victimhood.



Warren Zevon

"Poor, poor, pitiful me" written by the late Warren Zevon in 1976 and made into a Top 40 hit by the incomparable Linda Ronstadt fits the bill. The chorus goes:

"Poor poor pitiful me
Poor poor pitiful me
Oh these boys won't let me be
Lord have mercy on me
Woe woe is me"

Team Trump might like to fine-tune the third line, swapping out "boys" for "Fake News."

Washington Redskins owner Dan Snyder is changing the NFL team's name and logo, both considered racist by Native Americans.

Will Notre Dame follow suit and retire the "Fighting Irish" leprechaun logo, which earns the school millions in marketing dollars each year?

Irish Times columnist Dave Hannigan thinks it should. On July 9, he wrote the Notre Dame mascot with "fists raised, hat askew and chin curtain beard, is near enough a replica of the simian-featured caricatures deployed by *Punch* magazine when mocking the Irish throughout the 19th century."

Every time there is a controversy about pejorative team names, the leprechaun often seems to skulk beneath the radar.

Hannigan noted that Irish-Americans, "a constituency famous for clinging to an archaic version of the land of their ancestors, take perverse pride in Notre Dame's mascot."

While the fighting Irish character "looks outdated and cringe worthy to someone in Dublin, Ireland, it is regarded as a symbol of cultural heritage to a guy in Dublin, Ohio."

Notre Dame, which was founded by French Catholic priests, has a very tenuous link to Ireland.

The school's sports teams were called "Ramblers," "Nomads" and "Hoosiers," until the future leader of Ireland, Eamon de Valera, paid a visit to South Bend in 1919 and Notre Dame's football team went on to beat Army.

The mascot didn't arrive until 1964 when Notre Dame's marketing department paid a designer \$50 to draw it up.

The Fighting Irish Leprechaun has been a pot of gold for Notre Dame, but he is an embarrassment and insulting to Irish people and should be retired. As Brian Kenny, MLB broadcaster and son of an Irish immigrant, put it: the mascot "paints us as a bunch of foolish, drinking, fighting, singing, dancing, & lying gnomes."

Princeton University goes into reputational recovery mode. The university removed Woodrow Wilson's name from its public affairs school due to his "racist thinking" and now requires a diversity course for its Master in PA program. Woodrow certainly could have used one.

The *Daily Princetonian* reports that graduate students at the soon-to-renamed Woodrow Wilson School of Public and International Affairs have been demanding such a requirement for more than a year, long before the murder of George Floyd.

"We are grateful to the students who advocated to keep this issue as a priority, and we thank the faculty and staff who have considered these matters carefully and ensured proper implementation," said Princeton.

Since 2015, students have demanded that Wilson's name be stripped from the school.

Wilson, a descendent of Confederate soldiers, bought into the "Lost Cause" narrative about southerners fighting the Civil War to defend their agrarian way of life against rapacious northern industrialists.

At the White House, he hosted a screening of "The Birth of a Nation," which glorified the Ku Klux Klan as defenders of southern culture.

What took Princeton so long?

—Kevin McCauley