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The Inside News of  
PR and Marketing  
Communications

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## ALABAMA ISSUES TOURISM MARKETING RFP

The Alabama Tourism Department, the state agency charged with promoting travel throughout the state, is looking for an Alabama-based marketing firm for the 2020-2021 fiscal year that can raise awareness of Alabama's vacation options and position the state as a unique travel destination while driving online traffic to [Alabama.travel](http://Alabama.travel) and working with ATD staff to identify more marketing initiatives



Work includes devising a paid and donated media strategy across digital and traditional channels, integrated marketing services and communications planning and designing an overall digital marketing strategy.

The contract will commence on October 1 and run until September 30, 2020.

Deadline for proposals is 4 p.m. (CT) on June 17. Proposals should be sent to:

Scott E. Burbank; Alabama Tourism Department; 401 Adams Avenue, Suite 126; Montgomery, AL 36104

All bidders should submit one original and three duplicate copies of their proposals, in a package labeled "Response to Tourism Marketing RFP."

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

## HICKS TOLD NOT TO RELEASE WH DOCUMENTS

Former White House communications director Hope Hicks has been directed by her former employer not to turn over any documents relating to the time she spent in the White House.

Hicks, now chief communications officer at Fox, received a subpoena on May 21 requesting the documents, which relate to matters involving the 2016 Trump campaign and were subjects of the Mueller investigation.

According to a statement from Judiciary Committee chairman Jerrold Nadler, Hicks agreed to release documents from when she was working for the Trump campaign in 2016. However, the *New York Times* reports that a copy of a letter from Hicks' lawyer indicates that the haul consisted of just four documents.

A letter from White House Counsel Pat Cipollone says "the White House records at issue involve significant Executive Branch confidentiality interests."

Nadler said that the documents requested "are no longer covered by executive privilege, if ever they were."

Hicks is still expected to testify before the committee on June 19.



Hope Hicks

## UBER'S MARKETING CHIEF MESSINA TO EXIT

Rebecca Messina, Uber's first marketing chief, is stepping down after eight months on the job, following the massive \$1B first-quarter red ink tide at the ride-hailing and delivery giant.

Her departure will come as CEO Dara Khosrowshahi promises to take a more "hands-on" approach to management.

Jill Hazelbaker, senior VP-communications & public policy, will be in charge of the combined group.

She joined Uber in 2015 from the VP-communications and public policy job at Snapchat and earlier worked on communications and policy issues in London for Google.

Hazelbaker has political experience, gained from stints as national communications director for John McCain's presidential run and Mike Bloomberg's campaign for New York mayor.

Messina, who held marketing jobs at Coca-Cola during a more than 21-year stint there, joined Uber from liquor company Beam Suntory, where she was senior VP & global marketing chief.



Rebecca Messina

## QORVIS' MASTERS MOVES TO BIO

Rich Masters, executive VP at Qorvis Communications, is taking the top public affairs post at BIO on June 17. He'll be in charge of developing an integrated communications, branding and marketing strategy for the trade group of biotechnology companies and academic institutions.

BIO has restructured its communications unit, splitting it into two departments, each headed by an EVP.

Jeanne Haggerty assumed EVP-government affairs and external relations duties last summer. Masters will have the EVP-PA title.

As part of the restructuring, SVP-Communications Ken Lisaius, will leave BIO on June 14.

Masters developed Qorvis' media-and message-training studio in Washington to train clients under simulated game-time media pressure.

He also led parent company MSLGroup's US crisis/issues communications practice.

Prior to joining Qorvis, Masters was communications and senior policy advisor to former Louisiana Senator Mary Landrieu (D-LA), working on environmental, healthcare, energy and trade issues.



Rich Masters

## NEW GUIDELINES FOR POLITICAL ADS

The Digital Advertising Alliance has announced the timeline for enforcement of its new transparency guidelines for political advertisers, including use of the “Political Ad” icon.

The new guidelines will become effective on Nov. 1, with enforcement of compliance beginning on Jan. 1,



2020. The independent enforcement program will be run by the Advertising Self-Regulatory Council of the Council of Better Business Bureaus and the Association of National Advertisers, which also are responsible for enforcement of the DAA’s

YourAdChoices program, which was a model for the political advertising transparency initiative.

Under the guidelines, the Political Ad icon will appear in or around digital advertisements that expressly advocate the election or defeat of a candidate for federal office and in certain state-wide elections. Information available through the Political Ad icon is to include the political advertiser’s name, contact information, contribution or expenditure records (when applicable) and individual contacts.

“The advertising industry is committed to giving voters simple access to the information they need about express advocacy political ads,” said DAA Executive Director Lou Mastria. “The responsible digital advertising industry has a vested interest in making digital advertising more transparent, and the Political Ad Icon program redoubles our commitment to this critical goal.”

The DAA is an independent not-for-profit organization which establishes and enforces responsible privacy practices for relevant digital advertising. More information about its political advertising transparency initiative and guidelines for political advertisers can be found at [www.AboutPoliticalAds.org](http://www.AboutPoliticalAds.org).

## MCLARTY REPS MAURITIUS IN BORDER FIGHT

McLarty Inbound is providing strategic communications and advisory services to the African island nation of Mauritius, which is seeking global recognition of its sovereignty over the Chagos Archipelago.

The UK carved Chagos from former colony Mauritius in 1965, expelled its residents and leased its largest island, Diego Garcia, to the US for a joint military base in the Indian Ocean.



**Richard Burt**

The International Court of Justice in February ordered the UK to return Chagos to Mauritius. The UN passed a resolution in April, calling for the same.

Richard Burt, managing director of MI, oversees his firm’s work on the six-month contract worth \$210K. He is the former US ambassador to Gerin the strategic arms reduction talks with the Soviet Union.

MI is the government relations unit of McLarty Asocs, which was founded by Mack McLarty, president Clinton’s chief of staff.

## OBAMAS SIGN PODCAST DEAL WITH SPOTIFY

Higher Ground, the production company led by Barack and Michelle Obama, has signed a partnership deal with Spotify under which it would produce podcasts available only on the streaming platform.

The Obamas formed Higher Ground in 2018 in conjunction with Netflix to produce a range of content including docu-series, documentaries and features which would run on the platform. Higher Ground Audio, a new division of the company, will be overseeing the move into podcasts.



Spotify will distribute the podcast to its audiences around the world. The service currently has more than 217 million monthly active users, with more than 100 Premium subscribers.

“We’re excited about Higher Ground Audio because podcasts offer an extraordinary opportunity to foster productive dialogue, make people smile and make people think, and hopefully, bring us all a little closer together,” president Obama said in a statement.

Higher Ground has yet to specify topics that its podcasts will cover. Spotify chief content officer Dawn Ostroff says that platform will be working with the Obamas “to identify and share stories that will inspire our global audience.”

## MEDIA MANEUVERS

*Entertainment Weekly* is the latest print magazine to go from being a weekly to publishing monthly. The *Hollywood Reporter* reports that the switch will result in the loss of 13 jobs. EW’s July 5 edition will be the last weekly issue to hit newsstands, with the August issue marking the start of its monthly run. JD Heyman, who was previously deputy editor, entertainment at People, is taking over as editor-in-chief from Henry Goldblatt.

**Barnes & Noble** is being acquired by Elliott Advisors (UK) Limited, the owner of Waterstones, the largest bookseller in the U.K. The all-cash transaction values B&N at \$683 million, including the assumption of debt. Waterstones CEO James Daunt will also be CEO of Barnes & Noble following the completion of the transaction. Elliott says that each bookseller will continue to operate independently. With 627 stores, B&N is the largest bookseller in the U.S., and Waterstones operates 293 bookshops in the UK, Ireland, The Netherlands and Belgium.



Almost all of *Esquire*’s senior staff is out the door in the wake of Jay Fielden’s May 30 exit as editor-in-chief, the *New York Post* reports. Features editor Bruce Handy, executive director of editorial Michael Hainey, design director Emily Poenisch and entertainment features editor Matthew Marden are among those leaving the magazine. Hearst Magazines, under the leadership of Troy Young, has cut the magazine’s print schedule from monthly to eight issues per year and the Post report says there are rumors that it could be cut further, perhaps to six issues per year.

## JARGON AND BUZZ WORDS TAKE OVER PR

I recently received a publicity release with more jargon and buzz words than I can remember in my years working in public relations.

Three of the most overused words I keep seeing are “strategic,” “branding,” and “utilize.” Strategic and branding have become two of the buzz words of the 21st Century. When I see a story using them, I ask myself, what does this really mean? And why don’t people just say or write “use” instead of “utilize.” If you really want to stump someone, ask them to define the difference between the two words.



**Rene A. Henry**

Reading news releases today reminds me of an article I read some 40 years ago that criticized and mocked people who used – not utilized - superfluous language. It suggested if someone wanted a buzz word to just simply create one by choosing one each from three columns that consisted of such generic terms as “total,”

“responsive,” “digital,” “transitional,” “flexibility” and “content.”

It won’t be long before I read about someone utilizing “total strategic branding” or “balanced digital programming”—or perhaps even “integrated generational capability.”

Add to that the job titles being given to so many people today and you start to wonder if words really mean what they say.

Secretaries are a thing of the past. Now executive assistants work for the CEO and president. Some I have dealt with would more appropriately be titled a clerk-typist, provided the individual can type. And what about those people who tell you, “I work in the office of the president,” when they actually are in customer service and based hundreds or thousands of miles from the president and his headquarters.

Some of my other pet peeves are the repeated misuse of a score of words and writing or saying an event is a “first” annual or that a record is a “new” record.

We have people in PR and the media who have never seen the *Associated Press Stylebook*. I wonder where they learned journalism, or how to write, when they use the U.S. Postal Service’s two capital letters for states instead of standard abbreviations. It gets worse when you consider grammar, and especially how often a radio or television anchor, reporter or news reader mispronounces a word or name.

I asked my friend Patrick Boyle for his thoughts. A former editor of the *Pittsburgh Press*, he is one of the best grammarians I have worked with, and headed my media relations team when I worked for the U.S. Environmental Protection Agency. I remember when Pat brought me a news release edited by a Department of Justice lawyer. Pat marked more than a dozen errors in red. The lawyer demanded the article be sent to the media the way he wrote it, so we did, but with his name and a note to the editor to be sure and check for any grammar mistakes.

“Sadly, grammar (and even spelling) are hopelessly

broken. This is largely the result of the Internet, and composition using only two thumbs on a pocket-sized computer,” Boyle says. “In the age of social media and spell-check, proofreading is obsolete. Spell-check was designed to autocorrect spelling errors, but often inserts errors instead. On the other hand, free grammar and spell checkers are available online, and the best ones will even guard against plagiarism.”

“On the positive side, people communicate much more freely than they ever did, but everything is convenience,” he adds. Type it and send it is the order of the day. The internet is a huge democracy of ideas where speed matters more than accuracy.

As Pat reminded me, English is a living language and changing. We certainly no longer have “thee” and “thou” from Victorian times. But I’m not sure what has evolved today is for the best. I just wish those in PR and the media would say what they mean and mean what they say.

*Rene A. Henry has authored ten books and had a diversified career in public relations, sports marketing, housing and real estate, television and entertainment, federal service and association management. Many of his commentaries are posted on his website, [www.rene-henry.com](http://www.rene-henry.com).*

## ACCOUNTS IN TRANSIT

**BerlinRosen** has been selected by Singapore Airlines as its public relations agency for North America. BerlinRosen will work to amplify the brand’s standing as a leader in luxury travel. In addition to assisting with the launch of the company’s non-stop service between Seattle and Singapore this September, the agency team will support communications for inflight products, services, amenities, retail offerings and partnerships in all gateway markets including New York, Newark, Los Angeles, San Francisco and Houston.

**Brandware** is working on the U.S. launch of Kami Home, a residential and small business security system. The brand is owned by YI Technology, Inc., an international provider of imaging technologies, products, services and platforms. Brandware’s Atlanta team will collaborate with YI Technology’s offices in China and San Francisco on brand and media strategy, including product demos and media collateral.



**Paradise Advertising & Marketing** has been named agency of record for St. Petersburg, FL-based Kahwa Coffee Roasting Company. Paradise will provide strategic planning, brand development, creative services, public relations, advertising media and data analytics for the brand.

Richmond, VA-based **ndp** is collaborating with The Virginia State Police on creative campaigns to increase awareness about the Help Eliminate Auto Theft program, which is targeted at reducing the number of auto thefts and related financial losses in the state, and the Insurance Fraud Program to combat the growing crime of insurance fraud.

## **ALLENTOWN, PA REQUESTS MARKETING INFO**

Allentown, Pennsylvania is looking for a marketing firm that can create a brand identity for the city.

The city is seeking a marketing firm with branding experience to create a brand that will resonate with residents, a marketing strategy to accompany this renewed identity and an implementation plan for the brand launch. The chosen firm will be provided with community survey data to create this identity as well as its accompanying marketing strategy and implementation plan.



A formal RFP document for these services will be released at a later date. At this time, the city is looking for a “very broad, estimated range” for these services for budgeting purposes only. To preserve the integrity of the future RFP that will be released, no additional details will be currently provided regarding the scope of work.

Allentown wants bidding agencies to simply email “a broad, estimated price range to create a brand identity, marketing strategy, and implementation plan.”

Proposals should be emailed to: [Jessica.Baraket@allentownpa.gov](mailto:Jessica.Baraket@allentownpa.gov) and [Purchasing.Agent@allentownpa.gov](mailto:Purchasing.Agent@allentownpa.gov).

Deadline for proposals is 12:00 p.m. (EST) June 28.

The city cautions that outside email is often accidentally rerouted to a junk folder and advises bidders follow up with a phone call to ensure receipt of proposals. All inquiries or questions should be directed to purchasing agent Jessica Baraket, 610/437-7624 or [jessica.baraket@allentownpa.gov](mailto:jessica.baraket@allentownpa.gov).

## **ARONSON HEADS TO HP ENTERPRISE**

Doron Aronson has been hired as senior director of product communications for Hewlett Packard Enterprise, the information tech company that was formed when Hewlett Packard split into two entities in 2015.

Aronson joins HPE from software company Malwarebytes, where was global director of corporate communications. He was previously senior public relations and corporate communications group manager at Cisco.

At HPE, Aronson will lead a team of PR professionals in support of HPE’s product portfolio. His duties will also include identifying trends and developing story angles to position the company’s product offerings and communicate its innovation story externally.

## **HSIA JOINS FTI FROM JANE STREET**

Colleen Hsia has joined FTI Consulting as senior managing director and Americas head of financial services in the firm’s strategic communications segment.

She comes to FTI from trading firm and liquidity provider Jane Street, where she was global head of marketing. Before that, Hsia spent seven years at asset manager BlackRock, serving as head of investment content, as well as head of institutional marketing and head of iShares marketing in the Asia Pacific region.

At FTI, Hsia will lead a multidisciplinary team advising clients on matters of corporate reputation, public affairs, financial communications and crisis communications. She will be based in New York City, reporting to Brian Kennedy, the segment’s head of the Americas.

## **PCC HANDS OUT GOLDEN TRUMPETS**

Zapwater Communications CEO David Zapata was named the first-ever “Member of the Year” at the Publicity Club of Chicago’s 60th Golden Trumpet Awards, which were handed out June 6.

The “Lifetime Achievement Award” was presented to Dominic Calabrese, senior vice president, public relations at The Chicago Lighthouse and PCC’s immediate past president.

Other winners included Weber Shandwick, which took home the Buell Patterson Technology Award and Agency H5, which won the Jeffrey D. Bierig Brand Builder Award.

Card game company Cards Against Humanity nabbed the “Best of Show” trophy for its “99% Off Sale” campaign and McDonald’s digital communication lead Jacobo Hollins was recognized as “Rockstar of the Year.”

The PCC also presented its first “30 under 30” list of “rock stars demonstrating excellence in leadership and execution.”

## **QUENQUA NAMED WEIGHT WATCHERS CCO**

Joe Quenqua is joining the new Weight Watchers as chief communications officer. Quenqua comes to WW from entertainment PR firm 42West, where has been managing director since July 2017.

Prior to 42West, he was executive vice president and head of the national entertainment practice for DKC/Dan Klores Communications.

From 2002 to 2013, Quenqua was a VP at Walt Disney Studios, leading the company’s national media strategies across all film titles and brands. He also led worldwide communications for Disney Theatrical Group, its global stage division.

At WW, Quenqua will lead communications globally. He will be a member of the executive committee and report to Mindy Grossman, WW president and chief executive officer.



**Joe Quenqua**

## **NEWS OF FIRMS**

**Markstein** and Travel + Leisure, the tourism-focused media brand centered around the Meredith publication, have partnered to launch the Travel + Leisure Crisis Communications for Tourism Recovery initiative. The initiative is intended to help travel companies and tourist destinations prepare for, respond to and recover from crisis situations such as natural disasters, terrorism and illness outbreaks.

**Lambert & Co.** and client HarperCollins Publishers have donated 5,000 early-reader books from the Michigan-based Zonderkidz imprint to students at Detroit Public Schools, Flint Community Schools and the Detroit Literacy Project. Lambert’s Education and Social Impact practice works with educational institutions from early childhood development to higher education and non-profit and community organizations and causes. The firm has contributed more than \$2.5 million in pro bono work and contributions since its founding in 1998.

## WAKE WANTS MARKETING SOLUTIONS HELP

Wake Technical Community College in Raleigh, North Carolina is seeking proposals from agencies that can provide solution services for the college's new marketing automation software.

The two-year community college, which was founded in 1963, is North Carolina's largest community college, serving more than 74,000 adults annually across six campuses and three training centers.

Wake Tech's Workforce Continuing Education Division needs a contractor that can support and leverage its new marketing automation software, the Marketo platform, to be used by the college's Corporate & Business Solutions division.



Marketo was acquired last year by software giant Adobe.

Scope of the work includes a lead nurturing campaign, communication and messaging strategy, landing page creation, content ideas to drive engagement and reporting and analytics work.

Terms of the contract run for one year, with the option of renewal for two additional one-year terms at WTCC's discretion.

Deadline for proposals is 2:00 p.m. (EST) on June 19. All proposals for this solicitation must be submitted electronically via the North Carolina Business Invitation Delivery System online bidding system. Agencies can register with the NC BIDS Vendors portal here. RFP# is: 130-WTCC582-2019.

Questions are due by 12:00 p.m. (EST) on June 12, 2019 and should be directed to procurement specialist Karen M. Woodall, kmwoodall@waketech.edu.

All questions should include the line "RFP # 130-WTCC582-2019: Questions" written in the email's subject field.

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

## BUZZFEED'S JAFAR STARS IN IMAX PR PICTURE

Mark Jafar has come on board at Imax as global communications head, according to the *Hollywood Reporter*. Jafar joins the company from BuzzFeed, where has served as vice president, corporate communications since May 2017.

Before coming to BuzzFeed, Jafar held several executive positions with Viacom, including vice president, corporate communications and senior vice president, communications at MTV. He has also worked as a national editor for NBC News.

Imax has hired Jafar to market the giant-screen exhibitor as its own movie-tech brand. He will report to Imax CEO Richard Gelfond, overseeing communications and media relations for the company. He is also tasked with supporting efforts to communicate the company's brand narrative and strategic partnerships.

In a statement, Gelfond said that Jafar's "deep experience with global consumer brands will be critical as we grow and expand Imax, while his proven effectiveness as a communicator and leader will be key to telling our story."



**Mark Jafar**

## TECH SECTOR WAGES LOBBYING SALVO

The Big Four technology companies have upped their spending on lobbying retainers in light of increased chatter regarding a federal crackdown and calls for regulators to break up social media platforms such as Facebook, according to a report in the *New York Times*.

According to the Times' analysis, Google, Amazon, Facebook and Apple spent a combined total of \$55 million on lobbying in 2018, effectively doubling their 2016 lobbying spends of \$27.4 million. According to the Times, these figures now put the big four tech companies "on a par with long-established lobbying powerhouses like the defense, automobile and banking industries."

The Times report comes days after the House Judiciary Committee announced it would launch a "top-to-bottom" antitrust probe into Google, Facebook and other tech giants.

House Speaker Nancy Pelosi, D-Calif., was recently the victim of a heavily doctored video that showed her appearing to drunkenly slur words at a Center for American Progress event. To date, Facebook has declined to take any action in removing that "deepfake" clip.

The spate of calls for a federal inquiry into Facebook account for only the latest in an ongoing hurdle of PR disasters to face the social platform, after the site was used for political manipulation by Russia-backed firms during the 2016 presidential election and was later criticized for hiring D.C. PR firm Definers Public Affairs to conduct opposition research on critics.

## ON THE MOVE

**Porter Novelli** has hired Margaret-Ann Cole as executive vice president, global talent leader and Sandy Skees as executive vice president, global lead of innovation and impact. Cole comes to Porter Novelli from Accenture, where she served as managing director and human resource disruptor. She will be based in New York City. Returning to Porter Novelli after 12 years, Skees previously led the sustainability practice at BSI, a global environment, health, safety and sustainability consulting She will be based in San Francisco.

**Kite Hill PR** has brought on Rachel Hadley as president. Hadley was previously president of digital and social media marketing agency Likeable Media. She has also served as head of corporate communications at Cinnabon and was an account supervisor at Weber Shandwick Worldwide in Atlanta. At Kite Hill, Hadley oversees international operations, finance and staffing.

**Weber Shandwick** has promoted Jim Wetmore to general manager of its Los Angeles office, a new role under the Weber Shandwick West structure. Wetmore, who has been with the agency since 2014, will continue to lead the healthcare practice for Weber Shandwick West, working with such clients as Amgen, Genentech and the LA LGBT Center. Before coming to Weber, he was executive vice president, west coast market leader at GCI Health.



**Jim Wetmore**

## COMMENTARY

**Alabama is looking for a PR firm to position the Yellowhammer State as a “unique travel destination.”**  
Good luck with that one.

The search follows Governor Kay Ivey’s signing into law last month the nation’s most restrictive anti-abortion measure.



**Kay Ivey**

The law, which does not include exemptions for rape or incest, makes it a crime for doctors to perform an abortion unless a woman’s life is threatened or there is a lethal fetal condition. A physician could get 99 years in jail for doing an abortion.

With the US Supreme Court’s conservative make-up, abortion is the hottest of all hot button issues.

Alabama’s law is part of the national anti-abortion strategy to get the Supreme Court to overturn the right to abortion.

Any PR firm taking on the Alabama travel business would expose itself to a revolt among its staff, especially from women upset with Alabama’s decision to remove their right to make their own healthcare decisions.

That’s what happened in the early 1990s to Hill and Knowlton after it took on the US Conference of Catholic Bishops. The resulting employee unease and public demonstrations delivered a hard blow to H&K’s image. It took years for the PR firm to recover.

There is still hope. Alabama’s abortion law doesn’t go into effect for several months.

And then there is noise from Judge Roy Moore, who has been charged with sexually assaulting teen girls while he was in his 30s, about making another run for the Senate from Alabama.

Moore lost the special election in 2017 to Democrat Doug Jones.

Any national PR firm has to think twice about pitching Alabama’s business. Some things are just not worth the headache and reputational damage.

**And speaking of Catholic hierarchy, Pope Francis on June 9 warned against the “culture of insults” that exists on social media.**

During his Pentecost Mass homily, the pontiff said: “Nowadays, it is fashionable to hurl adjectives and, sadly even insults” on social media. The more time that people spend on social media, the less social they become, he added.

The Pope also preached about the dangers of nationalism and ethnocentrism. “No one ought to remain closed in self-absorption,” he said.

**Does the NFL cash machine really need to get into the beer and liquor marketing business?** Shouldn’t the

NFL worry about cleaning up its own mess, concerning on and off field violence, concussions and the aftermath of the Colin Kaepernick kneeling PR disaster?

**Morning Consult reported May 29** that the NFL is allowing beer brands to partner with teams to use images of active players to hawk their products.

Will Green Bay Packers quarterback Aaron Rodgers now swill Budweisers in its TV ads in addition to his State Farm insurance ads. Does State Farm want its pitchman to be promoting alcohol? Probably not.

Riches await players who jump on the beer wagons as they are promised to get a cut of the action.

According to the NFL email obtained by Morning Consult, hard liquor brands will be barred from using the likeness of active players. They will be able to use team logos on packaging.

The new policy goes into effect during the 2019 season and “will continue indefinitely pending further notice from the league.”

The NFL should sack the new policy.

**Donald Trump did it again.** The president spent nine days threatening to pose tariffs on Mexico, which in reality is a huge tax on the American people, and then seemingly pulled a rabbit out of this hat and called the whole thing off.

Facing a rebellion from normally docile Republicans and warnings from US corporations led by the automotive sector, the president withdrew the tariff threat days before they were supposed to go into effect.

Trump’s base, which is still smarting over the lack of funding for the Great Southern Wall, gushed over their leader’s ability to wring concessions from Mexico to curb immigration.

Since Mexico agreed months ago to toughen its immigration crackdown the whole drama was a self-created crisis designed to make Trump a hero.

The Mexico showdown was “fake news” at its worst.

Trump ascribes to Richard Nixon’s “Madman Theory” of government. Nixon, who was desperate to end the Vietnam War by beginning peace talks with North Vietnam, told his chief of staff, H.R. Haldeman: “I want the North Vietnamese to believe I’ve reached the point where I might do anything to stop the war. We’ll just slip the word to them that, ‘for God’s sake, you know Nixon is obsessed with communism. We can’t restrain him when he’s angry-and he has his hand on the nuclear button,’ and Ho Chi Minh himself will be in Paris in two days begging for peace.”

We should be thankful for little things, like Trump not threatening to nuke Mexico. Nixon is the ideal role model for the current president. He resigned before it looked as if he was going to be impeached. Trump should follow Tricky Dick’s move.

—Kevin McCauley