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O'Dwyer's Newsletter



The Inside News of
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Communications

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ARMY \$4B RECRUITMENT BIZ HEADS TO OMC

The Army announced Nov. 20 that Omnicom's DDB Chicago has won the \$4B ten-year marketing and advertising program that had been at Interpublic for a dozen years.



The US Army Mission and Installation Contracting Command at Fort Knox, KY, is the contracting agent.

Work locations and funding levels are to be determined.

The Interpublic team, which was led by McCann Worldgroup and included Weber Shandwick, was eliminated from the pitch due to a technical issue.

FleishmanHillard is part of the winning DDB team. WPP also pitched.

NONPROFIT SEEKS GLOBAL PR SUPPORT

Global foundation Education Above All has issued a Request for Quotation for agencies that can provide international PR services. The Doha, Qatar-based initiative provides educational opportunities.

EAA is seeking an agency that can support the foundation's strategic corporate goals abroad. Scope of work will include developing key messaging as well as a communications and business plan; creation of a media strategy and maintaining relations with international media outlets; creation of social media content and securing social media influencer support; media training; supplying media monitoring reports; and development of a crisis management plan.

The work is expected to begin January 1, 2019, and will continue for one year.

Bidders are required to submit their quotation and creative proposals via mail in two separate sealed envelopes: one containing two copies of the RFQ's commercial offer and the other containing two copies of its technical offer. Bid should be sent to:

التعليم | education
فوق | above
الجميع | all

Attn: The Procurement Department
Education Above All

Al Rayyan, MB3 Building, Education City – Inside
Qatar Foundation

P.O. Box 34173; Doha, Qatar; Al Rayyan
RFQ No: 673

Deadline for quotations is Monday, Dec. 10.

Questions may be sent to EAA contracts officer Jefferson Laquindanum Custodio, jcustodio@eaa.org.qa.

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

WPP'S READ MERGES JWT, WUNDERMAN

WPP chief Mark Read announced the merger of Wunderman and J. Walter Thompson in a bid to deal with the disruptive wave sweeping over the marketing communications business.

Mel Edwards, CEO of Wunderman, will lead Wunderman Thompson, supported by Tamara Ingram, chief of JWT.

The New York-based entity will launch early next year with 20,000 staffers in 90 markets.

Founded in 1896, JWT is among the oldest names in advertising. It has represented Kraft and Unilever for more than 115 years.

Read, who took over WPP from founder Martin Sorrell, has promised "radical rethinking" to restore momentum to the ad/PR conglomerate.

In September, he announced the merger of Young & Rubicam, another venerable name in advertising, with VML to create VMLY&R with 7,000 employees. Y&R launched in 1923.

Read will update analysts and investors on WPP's strategy in London on Dec. 11.



Mel Edwards

FACEBOOK RECRUITS DOJ ANTITRUST PRO

Facebook hired Kate Patchen, who headed the Justice Dept.'s antitrust office in San Francisco, this month as associate general counsel for litigation matters.

The 14-year Justice Dept. veteran joins the social media giant as tech companies grapple with antitrust issues and critics blast Facebook as too big and in the need of a break-up, noted the *Financial Times*.

Congressman David Cicilline, the Rhode Island Democrat who will chair the judiciary subcommittee on regulatory reform, commercial and antitrust law in January, ripped Facebook in the aftermath of the *New York Times* Nov. 14 article on the company's effort to smear critics.

He tweeted that Facebook shouldn't be trusted any longer to regulate itself and said Congress "should get to work enacting new laws to hold concentrated economic power to account."

Embattled Facebook CEO Mark Zuckerberg told CNN on Nov. 21 that he will not step down in the wake of the NYT article and defended COO Sheryl Sandberg as "a really important part of the company."



Kate Patchen

PRESS DETRACTORS FALL FOR FAKE NEWS

People with an aversion to the news industry have more difficulty differentiating between actual news and “fake” news content, according to a recent report from the News Co/Lab at Arizona State University’s Walter Cronkite School of Journalism and Mass Communication in collaboration with the University of Texas at Austin’s Center for Media Engagement.

The study, which sought to measure local communities’ news fluency as well as their attitudes toward the press, tested respondents’ ability to identify phony headlines and compared those findings along shared education, income and age characteristics. It discovered that those who harbor a dislike for the media are often bad at discerning fake news from the real thing, and worse, often don’t realize they’re doing so.



Respondents were asked for the first word that came to mind when they heard the word “news.” About 62 percent responded with a negative phrase,

“fake,” “lies,” “untrustworthy” or “BS” among the responses provided. The remaining 38 percent responded with a positive or neutral phrase such as “information” or “factual.” Those who used a negative word in reaction to the “news” identified as Republican 74 percent of the time, compared to 26 percent who identified as Democrat.

Participants were then shown a series of headlines or story ledes and were asked to identify whether that item was news, opinion, analysis or advertising content. Those who used a negative phrase to describe the news were less likely to distinguish news from opinion or advertising compared to those who used a positive or neutral phrase (73.8 percent vs. 79.5 percent, respectively).

The survey also discovered that education level seems to make a difference in someone’s ability to parse real news from phony content. Respondents were supplied with three headlines, two real and one fake. While the study found that most overall (62 percent) correctly identified which headline was fake, more than two-thirds (68 percent) of those with a college degree or more were able to successfully spot the fake headline, compared to 57 percent of those with less than a college degree.

Income also appeared to be a causal factor. Those earning \$150,000 or more a year were statistically more likely to detect false news better than those making less than \$30,000 a year (71 percent vs. 54 percent, respectively). The same goes for age: about two-thirds (66 percent) of respondents between the ages of 18 to 64 were able to correctly identify a fake news headline, compared to 56 percent of those ages 65 and older.

In another part of the survey, respondents were asked whether they occasionally require help finding the information they need online. Those who used negative phrases to describe the news were less likely to admit they ever needed help (34 percent) compared to those with positive or neutral reactions to the news (42 percent).

Partisan identity didn’t appear to be a clear causal factor in determining whether someone is more or less

likely to be fooled by a fake headline (two communities polled revealed that Democrats were statistically more likely to spot fake news, but a third found that fewer than 60 percent overall were able to correctly identify a false headline, with no statistically significant differences in partisanship among this group). However, those identifying as Democrats were far less likely to use a negative word when describing the news compared to those identifying as Republicans (26 percent vs. 74 percent).

The News Co/Lab / Center for Media Engagement at UT Austin study surveyed more than 4,800 people in Macon, GA; Fresno, CA; and Kansas City, MO via Facebook between May and June.

A separate portion of the survey partnered with local newsrooms in those cities, surveying 88 journalists and 51 news sources via the Qualtrics research platform between July and October.

These findings also revealed a disparity between how reporters view themselves and the public’s perceptions of them. When asked if their news organization “is focused on helping the community,” 83 percent of journalists agreed, compared to only nine percent of the public. When asked if their newsroom “knows the community well,” 85 percent of journalists agreed, while only 29 percent of the public agreed with this statement. And while an overwhelming number of journalists (93 percent) felt their newsroom was “concerned with the community’s interests,” only 10 percent of the public agreed that this was true.

MEDIA MANEUVERS

Condé Nast is pulling the plug on the print version of *Glamour*. The January issue of the magazine will be its last. *Glamour* is the latest Condé Nast brand to go all digital, following *Self* and *Teen Vogue*. Like Hearst’s *Seventeen*, which announced the end of its print publication last week, *Glamour* is keeping the door open for special print issues centered around such events as its Women of the Year awards. The company says it plans to keep on with print editions of *Vogue*, *Vanity Fair*, *Wired*, *GQ*, the *New Yorker*, *Allure*, *Condé Nast Traveler*, *Architectural Digest* and *Bon Appetit*. The print version of *Glamour* currently has around 2.2 million subscribers. There are currently no plans to erect a paywall for its digital content.

Amazon is one of the bidders for the 22 Fox regional sports networks Disney was required to divest as part of its acquisition of a large slice of Fox’s assets in July, according to a report from CNBC. Amazon has been increasing its footprint in the sports arena. In addition to streaming the NFL’s Thursday Night Football, the company also made a deal to air 20 soccer matches from the English Premier League starting next year. Others in the first round of bidding for the networks include Apollo Global Management, KKR and Blackstone Group. YES Network, which is currently 20-percent owned by the New York Yankees, is part of the deal, and the Yankees are one of the bidders looking to acquire that property.



NYC UNVEILS DIGITAL-FIRST TRAVEL PUSH

NYC & Co., destination marketing organization of the City of New York, has unveiled a \$15M digital-first global tourism campaign to keep the Big Apple top-of-mind of travelers throughout the world.



Slugged “Famous Original New York City Welcomes You. Always.” the effort is pegged to travel affinities: Secret NYC, Glamorous NYC and Classic NYC.

The campaign's landing page is now live. Advertising will run in 17 countries, including France, UK, Brazil, Colombia, India, Germany, Chile, Peru and Italy, through the summer of 2019.

Out-of-home ads will run in Boston, Chicago, San Francisco, San Juan and here.

NYC & Co. has partnered with Facebook and Instagram to develop content to attract people with specific interests and behaviors. It will use artificial intelligence to zero in on social media users with an intent to travel.

New York attracted a record 62.8M visitors in 2017. They spent \$44B, generated an economic impact of \$66B and supported almost 400K jobs in the city.

GOP OPERATIVE HAUCK GOES TO QORVIS

Kara Hauck, most recently communications director for the House Republican Conference and its chair, Cathy McMorris Rodgers, has joined Qorvis as VP-PA.

McMorris has just won her eighth term to represent eastern Washington, but decided to step down as the leader of the Republican caucus. Liz Cheney of Wyoming is the new chair.

Prior to working for the HRC, Hauck was communications director for former House Speaker John Boehner's political office and press secretary for Steve Stivers of Ohio.

Publicis Groupe owns Qorvis.

KATZEFF TAKES CONDE NAST CONTENT POST

Conde Nast has named digital media veteran Oren Katzeff president of its entertainment group, which produces/distributes content across premium video, social, OTT, virtual reality, film and television channels. He succeeds Dawn Ostroff, who exited in June to lead Spotify's content shop.



Oren Katzeff

Katzeff, most recently was global head of programming at Tastemade, the lifestyle media company that operates YouTube channels and distributes material on Facebook.

Conde Nast Entertainment distributes more than 5,000 videos annually based on content from brands such as *Vogue*, *Wired*, *GQ*, *Architectural Digest* and *Bon Appetit*.

It also produces TV series for Netflix, Amazon, Discovery and Viceland as well as feature films.

Katzeff will report to Conde Nast CEO Bob Sauerberg when he joins the company in New York on Dec. 17.

NEWS OF FIRMS

Finn Partners is opening a new office in Costa Mesa, CA. The new location will be Finn's fourth west coast office, joining Los Angeles, Portland and San Francisco. It will support technology, food and beverage and consumer accounts. The Costa Mesa location is near such Orange County-based clients as BSH Home Appliances, TP Link and East-seals Southern California, “Establishing a strong, strategic footprint in the western U.S. has been a top priority for Finn,” said Howard Solomon, managing partner, FinnPartners West. “Our newest office positions us just minutes away from our existing Orange County clients.”



Howard Solomon

Manifest is restructuring its business to bring together all of its brand communications offerings. The reorganization includes what the agency calls a “refreshed brand identity” as well as a new website that incorporates a thought leadership platform, Incites. In addition, Manifest is introducing a ventures component, called Make, that will allow the agency to play a role in the development of brands from the ground up. Through Make, the agency already has equity in Closed on Monday, a grooming brand; ethical cryptocurrency exchange Salt; and a Swedish social media network that is yet to launch.

Golin Singapore has added creative content agency Hurrah Productions to its Asia-based office. Hurrah's staff and clients will become part of Golin Singapore. This move follows Golin's creation of a digital, analytics and creative team in Singapore. Hurrah has worked with such clients as Netflix, Aston Martin, US Trucks and Jetstar. James Rotheram, Hurrah Productions founder, will become an executive director at Golin.

BIAS SUITS ADVANCE VS COMCAST, CHARTER

Byron Allen's Entertainment Studios' racial discrimination suits against Comcast and Charter Communications will move forward following two legal decisions issued on Nov. 19.

The U.S. Court of Appeals for the Ninth Circuit in Pasadena, CA overturned a decision by a lower court to dismiss Allen's suit against Comcast, and affirmed an earlier decision denying Charter's motion to dismiss Allen's claims against the company. Both decisions said Allen has made a plausible case that the refusal of Comcast and Charter to carry channels from Entertainment Studios is at least partly the result of racial discrimination.

According to *Variety*, a case brought by Allen against AT&T in late 2015 was resolved when DirectTV, which is owned by AT&T, agreed to air seven of the company's channels. Entertainment Studios channels include the Weather Channel as well as Cars.TV, Recipe.TV and JusticeCentral.TV. Allen has expressed an interest in purchasing Tribune Media, which owns 42 TV stations.



Byron Allen

COMMS IN THE 4TH INDUSTRIAL REVOLUTION

Technological innovations are fundamentally changing society as we know it, affecting both our work and personal lives.

In fact, artificial intelligence, long confined to advanced tech projects, is increasingly prevalent in objects as mundane as household appliances and as ubiquitous as smart phones. Google's Pixel 3 phone, for example, has



Sanjay Nair

AI capabilities that auto-adjust the camera to capture the best picture, as well as predictive texting and machine-learning enabled call screening, offering a preview into the coming Fourth Industrial Revolution.

That revolution is well underway and is seeing technological breakthroughs in a wide range of fields, including robotics, artificial intelligence, nanotechnology, the Internet of

Things, fifth-generation wireless technologies and additive manufacturing/3D printing, among many others.

As the First Industrial Revolution used steam power to replace people in manufacturing, the Second replaced steam power with electric power, allowing for mass production. The Third utilized electronics and information technology to automate production. This so-called Fourth Industrial Revolution will combine aspects of each of these previous revolutions by blurring the lines between the physical, digital and biological spheres.

The result is a transformation of technological speed, impact, adoption and relevance that has no historical precedent. The Fourth Industrial Revolution's exponential pace is not only disrupting nearly every industry globally, but also fundamentally transforming entire systems of production, management and governance.

We're living in a world where technology is evolving faster than we are, and we cannot predict the long-term societal impact these advancements will have.

As anxiety increases from the risks of AI, driverless cars and robotic automation, it's our job as communications professionals to help people understand these technologies and their impact — both good and bad — in a proactive way. We must help facilitate the long-term exponential thinking necessary to develop a system for technology to augment and complement humans.

A key component of this is ensuring that those responsible for the Fourth Industrial Revolution — technology companies — are taking the right actions to build and maintain society's trust.

In the 2018 Edelman Trust in Technology supplement, we examined the societal and economic concerns in relation to technology of people around the globe. We found that even in this climate of distrust, technology is still the most trusted of all business sectors — meaning that technology companies have a license to lead.

The technology sector has evolved to a point where it isn't about speeds-and-feeds; everything is fast. What's important is how your tech can improve lives. Companies need the public to trust their technology if they want widespread adoption and those that haven't built trust will pay a steep price in such an environment.

While tech is the most trusted business sector, troubling concerns around their societal value and impact are bubbling, and if disregarded could lead to further tech backlash. In our trust in technology supplement, three-quarters of respondents believe tech companies need to improve societal issues broadly, while 79 percent want tech companies to play a larger role in educating the future workforce to keep pace with emerging skills.

Organizations need to act with purpose and take a stand on issues that speak to their values. Leading with transparency and ethics both internally with employees and externally with stakeholders at large will have a positive impact on society and business. This includes doing more to help regular people affected by emerging technologies, such as automation, in their day-to-day lives.

Our client, Infosys, partnered with the Rhode Island School of Design to train the future workforce with the necessary tech tools. Over the next two years, Infosys will train 1,000 designers across the globe, and has chosen to partner with RISD to contribute to this goal because of its ability to guide an immersive learning experience steeped in studio practice and the liberal arts.

Beginning with an eight-week pilot this summer, Infosys will partner with RISD to develop a curriculum to build the skills of these designers, helping them acquire design- and human-centric skills in technologies used to address challenges facing Infosys' global clients. Infosys will focus on hiring designers with these specialized design skills as part of its commitment to hire 500 American workers in Rhode Island over the next five years.

Companies must also set an example for inclusion and ethics. PayPal canceled plans to build a headquarters in North Carolina over equality concerns regarding the 2016 "Bathroom Bill." The company chose to speak out against laws they saw as at odds with their company values. Adobe and HP have taken affirmative actions towards diversity and inclusion. For example, HP has committed to diversity with its suppliers and partners. Recently, Apple's Tim Cook waded into the conversation around the separation of immigrant families and children.

Being open is crucial to building trust in tech. Only 53 percent of global respondents believe that tech companies are transparent and authentic in how they operate. For example, the recent backlash against social media tech giants related to privacy and transparency is making consumers increasingly wary of tech practices.

Tech companies must address data privacy concerns and join forces with regulators, platforms and consumers to restore and maintain trust. Silence is not an option.

The Fourth Industrial Revolution is being shaped by human curiosity as much as greed. We can't blindly pursue one, or be consumed by the other, without considering the consequences. In short, how we act today as a global community will shape our collective future.

We live in interesting times, with advances coming at a rapid-fire pace. AI and other next-generation technologies impact how we work, live and play. Organizations must take the human impact into consideration today to compete in the business world of tomorrow.

Sanjay Nair is global chair of Edelman's technology sector.

AMERICA'S LOVE AFFAIR WITH CARS COOLS

While America's love affair with the car still seems relatively strong, a report from Ketchum finds that the relationship may be showing some signs of wear.

Almost three in ten respondents (29 percent) to Ketchum's Daily Ride Index survey said that they would be willing to give up their cars for other modes of transportation (ridesharing, biking, buses, etc.). Even more (33 percent) said that their vehicle is too expensive to operate.



Perhaps more surprising: 44 percent of male respondents said they would consider giving up their daily drive, with only 16 percent of women indicating that they'd be willing to follow suit. The generational breakdown goes counter to expectations as well, with Gen Xers being the most willing to go auto-free (44 percent), outpacing Millennials (37 percent) and Gen Zers (32 percent). Boomers, however, weren't nearly as willing to give up the keys to the car, with just 13 percent having considered doing without their vehicles.

The survey also looks into what technological features auto consumers want. Collision avoidance features were the most-desired add-on for 24 percent of respondents. Bluetooth integration was the choice of 12 percent, while six percent opted for in-car mobile wifi hotspots.

One innovation met with some skepticism is the rise of self-driving vehicles, with women voicing reservations more often than men. While a third of men (33 percent) said they'd be uncomfortable with the concept of a fully autonomous car, that number rises to 59 percent for women.

STANTON REPS TOYS "R" US HARDSHIP FUND

Stanton PR & Marketing is handling Bain Capital's decision to pay \$10M to former Toys "R" Us workers who "lost their jobs as a result of the severe disruption in the retail industry and liquidation of the business."

KKR, Bain's private equity partner in the 2005 buyout of Toys, is also kicking in \$10M.

The agreement, which the *Financial Times* called an "unprecedented move," followed a pressure campaign by ex-Toys workers who persuaded big state pension funds to cut off investments in PE firms connected to the toy chain's buyout.



The \$20M "hardship fund" falls short of the \$75M that workers were seeking to cover payments they claim were promised "and then was snatched away when creditors opted to liquidate the company in March," reported the FT.

Bain and KKR worked with Ken Feinberg and Camille Biros, who designed and administered the 9/11 Fund, BP Oil Spill Fund, GM Ignition Switch Compensation Fund, OneFund Boston and OneOrlando Fund. They also administered funds created by Roman Catholic dioceses to compensate abuse victims.

Stanton PR & Marketing's Alex Stanton and KKR's Kristi Huller handle media for the set-up of the Toys fund.

BERMAN EXITS AMAZON PR POST

Amazon Entertainment VP Public Relations and Publicity Craig Berman has left the company, according to a report on *Deadline*.

Berman had been with Amazon since 2004, with duties that included advising CEO Jeff Bezos on corporate/crisis communications, communications duties for the company's fulfillment network and consumer PR for Amazon's retail business.

At Amazon Entertainment, he dealt with two controversies that centered on sexual harassment charges: the removal of "Transparent" star Jeffrey Tambor and the exit of Roy Price from the top spot at Amazon Studios.

Before coming to Amazon, Berman was a senior vice president at MWW Group.

No replacement for Berman has been named.



Craig Berman

TOP MEXICAN EDITOR JOINS FTI'S PR UNIT

Jorge Padilla, deputy editor-in-chief of *Reforma*, an influential Mexican newspaper, has joined FTI Consulting in Mexico City. He takes the senior director spot in FTI's strategic communications operation.

With 20 years of journalism under his belt, Padilla will concentrate largely on reputational and policy issues in Mexico's energy sector. He also served as *Reforma*'s business editor and editor-in-chief of *Mural*, *Reforma*'s sister newspaper.

Brian Kennedy, head of the Americas for FTI's strategic unit, said the addition of Padilla comes as clients face local and cross-border challenges and an evolving regulatory landscape that requires more coordinated and integrated PA and reputation management projects.

FTI has worked closely with the Government of Mexico in areas such as the "modernization of the North American Free Trade Agreement." NAFTA has been recast as the US-Mexico-Canada Agreement (USMCA).

PEOPLE ON THE MOVE

CBS Corporation has named Kelli Raftery executive vice president, communications. Raftery most recently was senior vp, communications, at CBS, managing media relations for its corporate communications department. In her new role, she will work with CBS CCO Dana McClintock and executive VP Chris Ender to guide the company's overall media relations and communications strategy.

Citizen Relations has hired Kevin King as global chief digital officer. King comes to the agency from Edelman where he had been since 2004, most recently as global head of Edelman Digital. In his new post, he will focus on strengthening the agency's digital and marketing communications in the U.S. and leveraging its assets within the Vision7 International and BlueFocus network of agencies.



Kelli Raftery

COMMENTARY

REPLACING THE COACHES—ZUCK AND TRUMP

Last month, the Cleveland Browns, suffering through another losing season, fired the coach. The same week, the winless/Labronless Cleveland Cavaliers of the National Basketball Association also fired its coach.

In sports, teams demonstrate their desire to change course by firing the man, or occasionally woman, in charge (in part because failing teams can't easily clear the decks of sub-par players).



Fraser Seitel

In many cases, the move does little to restore the team to winning status, but it indicates that management is doing something to assuage critics.

Recently, business has begun to borrow this strategic public relations technique to help restore the credibility of damaged organizations.

The most compelling recent case is that of automaker Tesla, founded and managed by the always-unpredictable and often-unsteady Elon Musk. Musk is a constant reminder that the line between genius and insanity is razor thin.

On the one hand, Musk has also almost single-handedly created and mass produced a world-class automobile. On the other, he's impetuous, impervious to advice and surrounds himself with sycophants. Sound familiar?

Musk is also, pardon the expression, a serial tweeter. In August, when he falsely tweeted about having "secured financing" to take Tesla private, the Securities and Exchange Commission not only fined him \$20 million but made him relinquish his position as Tesla Chairman.

Three weeks later, Tesla appointed a little-known Australian board member to replace its rambunctious genius as chairman. Tesla's stock immediately soared and subsequently has fared much better than its formerly high-flying brethren in the tech rout on Wall Street.

The compelling message: changing coaches works.

Which brings us to Facebook and the Republican Party. Like Tesla and the Cleveland sports teams, both, too, have fallen on tough times.

- Mark Zuckerberg's company is in shambles, thanks to Russian interference and a damning front-page *New York Times* article accusing Facebook and its Chief Operating Officer, Sheryl Sandberg, of underhanded tactics to distract attention from its problems. Facebook's stock, which stood at \$218 a share in July, now hovers in the \$130s, a dizzying drop of 40 percent in four months.

- Donald Trump's Republican Party, meanwhile, has suffered a similar ignominious fate, getting its butt kicked in the mid-term elections, including a precipitous decline in support from suburban, college-educated, formerly dependable Republican women who've evidently grown tired of the infantile commander-in-chief.

It's time for Facebook and the Republicans to consider reversing their death spirals by "replacing the coach."

In Facebook's case, Zuckerberg ain't going nowhere—it's his company. But Sandberg is another story. Her Democratic supporters are seething that their former darling targeted mega-Dem donor George Soros as part of her distraction campaign. So she has gone under cover as her reputation smolders.

Were Sandberg to be replaced as Facebook COO with a proven manager — preferably from outside the company — Zuckerberg would be credited for making the kind of decisive move of which most people believe him incapable. Because "most people" are likely right and Zuckerberg lacks the courage of offing his second-in-command, Facebook could still recruit a Silicon Valley star to share power with Sandberg in its executive ranks.

Either change would boost the company's credibility, not to mention goose its suffering stock price.

The Republican Party's challenge with Trump is more complicated.

Contrary to what you read in the *New York Times*, our coarse commander has, in fact, achieved quite a bit in his first two tumultuous years in charge. His boldness boosted an economy that had been relatively lifeless under his two timid presidential predecessors. He got rid of scores of unnecessary and costly regulations. And he helped destroy ISIS and neutralize North Korea. Most of all, he demonstrated that things can get done in Washington if you're willing to make decisions and stick your neck out, which most entrenched politicians are not.

But after two years, the Trump experiment is waning. The midterms proved that unless the President drastically changes his nasty tune, Republicans aren't likely to have the votes to win in the future. And if Trump loses the stock market, which seems eminently possible as the recovery dissipates and recession nears, then he'll sacrifice more voter support and his grip on the party.

So, like Facebook, the Republicans must make a change at the top. The logical candidate to replace the incumbent is Vice President Mike Pence, who would basically continue the Trump agenda with more humanity and less drama.

Obviously, convincing the blockheaded Trump to stand down for reelection won't be easy. But if Republicans want to salvage the Senate in 2020 and retain the presidency, it's becoming increasingly clear that they, like Facebook, have little choice but to replace the coach.

Fraser P. Seitel has been a communications consultant, author and teacher for 40 years. He may be reached directly at yusake@aol.com. He's author of the Pearson text "The Practice of Public Relations," now in its 13th edition, and co-author of "Rethinking Reputation" and "Idea Wise."