



Kevin McCauley
Editor-in-Chief

O'Dwyer's

The Inside News of PR & Marketing Communications



271 Madison Ave., New York, NY 10016
212/679-2471. Fax: 212/683-2750
www.odwyerpr.com; jobs.odwyerpr.com

November 16, 2020 Vol. 53 No. 46

WASHINGTON DAIRY COMMISSION NEEDS PR

The Washington Dairy Products Commission, the state agency funded by dairy farmers that represents and raises awareness of the State's second-largest agriculture commodity, is accepting proposals from agencies that can provide public relations, marketing, research and media buying services that communicate key dairy industry messages.



The Commission needs an agency that can assist in the development, implementation and evaluation of initiatives that enhance the image of Washington's dairy products, develop an awareness of dairy's importance and increase awareness among consumers, media, retailers and other key audiences.

Scope of the work includes: strategy and planning, creative development and supporting communication and marketing initiatives; providing public relations counsel and assistance with key communication issues; market/audience analysis and consumer research; creative development and production work; social media content creation, monitoring, calendar and strategy development; website development; media planning, placement and buying services; and giving updates and presentations at industry meetings and conferences.

Estimated budget for the work is up to \$600,000 per year. The Commission anticipates the work to begin on or around January 1, 2021, and to run until December 31, with the possibility of three additional one-year contract extensions at the Commission's discretion.

Proposals are due by 1:00 p.m. (PST) on December 3 and should be submitted electronically (in PDF format) to celeste@wadairy.org.

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

AT&T APPOINTS NEW CMO

AT&T Communications has named Kellyn Smith Kenny chief marketing and growth officer, a new role at the world's largest telecommunications company.



Kellyn Smith Kenny

She officially assumed her new role on Nov. 16.

Smith Kenny joins the Dallas-based telecommunications giant from hospitality titan Hilton, where she served as global chief marketing officer for two years.

Prior to that, Smith Kenny was CMO at ride-hailing giant Uber, which she joined in 2016. She previously held marketing management roles at Capital One and Microsoft.

WPP RETIRES GREY GLOBAL

WPP is retiring the Grey Global shop, which bills itself as "famously effective since 1917," as CEO Mark Read continues the revamp of the ad/PR giant.

Grey is being teamed with digital shop AKQA to form the AKQA Group with 6,000 staffers in more than 50 countries.

Ajaz Ahmed, AKQA founder, will helm the new combine. Grey CEO Michael Houston will take the president/COO position.

The AKQA Group will launch with both brands intact though they will be eventually be integrated into one brand.

The consolidation, according to Read, meets client demand for creativity and technology on a global scale. "This new company is designed precisely to meet those needs and is another important step forward in building our future-facing offer for clients," said Read.

He already has combined WPP shops to create Wunderman Thompson, VMLY&R and BCW.



EDELMAN BOLSTERS PROFILE OF PANAMA

Edelman has inked a \$1.3M contract to bolster the profile of Panama in the US, UK and European Union via press relations and content development for earned and social media.

Funded by the United Nations Development Programme, the contract was ironed out in Panama City on Sept. 24 via a zoom meeting with members of the UN, Panama's Ministry of Foreign Affairs and Edelman.

The PR executives included Jere Sullivan (global PA chairman), Debora Murray (international PA senior VP), Julio Valeriano (international PA VP) and Amaia Betelu (Brussels-based PA director).

According to Edelman's contract, the firm is to establish a base narrative; develop powerful messaging that is adaptable to various languages; establish relationships with journalists and influencers who set the tone of public opinion; and handle events.

The No. 1 independent PR firm also will create a "voice strategy" in national and international media for representatives of Panama's government to amplify the planned narrative and positive messages.

Sullivan leads Edelman's Panama team, which includes VP Yazmine Esparza Blanco, account supervisor Kaitlyn McBrayer and senior account executive Iana Pervazova.

In August, the US announced a plan to help Panama crack down on money laundering and graft.



LAKE TAHOE WANTS A FIRM TO TOUT TOURISM

The Lake Tahoe Visitors Authority wants a firm to develop a “highly visible, hands-on, proactive consumer and trade media campaign” focused on top markets in the US and overseas.



The goal is to build brand awareness for South Lake Tahoe and promote the Authority’s role in the community, pertaining to “potentially controversial and complicated legislation, events and issues impacting tourism,” according to the RFP.

Initial thrust of the PR push will be focused on US markets, followed by international once the travel industry recovers from the COVID-19 pandemic.

The desired firm will review PR, marketing and sales goals of the Authority in order to complete the brand and media messages. Currently, the Authority does not have an in-house communications team.

Work on the three-year contract begins on July 1, 2021. There is a potential for a four-year option.

Responses to the RFP are due Dec. 2. Send six copies to: Carol Chaplin; President & CEO; Lake Tahoe Visitors Authority; PO Box 5878; Stateline, NV 89449

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

BORIS JOHNSON’S COMMS DIRECTOR QUILTS

UK prime minister Boris Johnson is losing his communications director as Lee Cain, a former Vote Leave official, plans to call it quits early next year. His departure signals a power struggle over access to the PM, according to the *Financial Times*.

The former tabloid journalist and longtime Johnson aide resigned after the PM apparently reneged on a promise to up Cain to chief of staff.

Reports of Cain’s promotion triggered a backlash among members of Johnson’s Conservative party, who blame him for botching communications related to the COVID-19 pandemic.

Carrie Symonds, Johnson’s fiancée and former Tory official, opposed Cain’s elevation, telling colleagues she wants someone with a “less confrontational style” in the CoS post.

Last month, Johnson named Allegra Stratton to serve as his spokesperson for the new daily televised press briefings.

She was previously director of strategic communications for Chancellor of the Exchequer Rishi Sunak.

SLOANE HELPS REVLON AVOID BANKRUPTCY

Sloane & Co. handled Revlon’s financial restructuring, a bond exchange that will keep the cosmetics company out of bankruptcy.



Revlon has been hard hit by the COVID-19 pandemic, and CEO Debra Perelman called the debt swap deal “an important step towards strengthening our capital structure and better positions us to focus on our future growth.”

While Revlon is challenged by the pandemic, Perelman said the company “has the right strategy in place and will continue to execute against it.”

Sloane & Co.’s Dan Zacchei and Joe Germani represent Revlon.

Stagwell Group’s SKDKnickerbocker owns Sloane & Co.

ACCOUNTS IN TRANSIT

Berk Communications wins **Weedmaps**, the largest technology company in the legal cannabis economy. Berk will work to increase the company’s brand awareness among US media across consumer, business, lifestyle, technology and cannabis verticals. It will also support ongoing programming initiatives by the company’s consumer marketing team, helping to reinforce Weedmaps and its executives as thought leaders in the cannabis space. Founded in 2008, Weedmaps produces software that connects cannabis consumers directly with retailers and brands.

Clarity picks up fintech startup **Currensea**. The agency will work on the launch of Currensea’s Open Banking SME FX card, the first of its kind in the UK. The card enables small businesses to make payments internationally from their existing bank account, but without the fees. It offers 24/7 interbank exchange rates, and the ability to spend in any currency. Currensea was founded in 2018 by co-CEOs James Lynn, who has worked with Barclays and Credit Agricole, and Craig Goulding, who headed up open banking at Lloyds as well as working in investment banking at RBS and J.P. Morgan.



Rachel Harrison Communications lands Urban Cowboy, which operates bed and breakfasts in Brooklyn, the Catskills and Nashville and its sister property, The Dive Motel in Nashville. RHC will work with Urban Cowboy’s Nashville location as it launches a pop-up from the Brooklyn, NY restaurant Roberta’s and a partnership with luxury menswear shop Snake Oil Provisions.

Powerhouse Communications adds London-based interactive fitness and nutrition app producer Tone & Sculpt. Powerhouse will manage the company’s national PR program with the goal of engaging women who are passionate about improving their overall health and fitness abilities. Tone & Sculpt, which has over 500,000 downloads to date, allows users to customize workouts, recipes and nutrition plans.

Red Lorry Yellow Lorry has been named US PR agency of record for ZOO Digital, a provider of cloud-based dubbing, subtitling, localization and media services. RLYL will focus on expanding awareness of ZOO Digital’s services among major film studios, streaming services, broadcasters and independent distributors through a strategic media relations campaign targeting media and entertainment trades. RLYL’s Los Angeles director, Kim Willsher, will lead the account team.



V2 Communications has added SaaS company **Ardoq** to its client roster. V2 will help launch the company in the US and showcase its new capabilities to senior IT and business leaders. The PR program encompasses product promotion and thought leadership campaigns. Ardoq’s software helps organizations plan, implement and execute change across technologies, capabilities, people, projects and strategies. “When we first met with the V2 team, it was evident that they did their market landscape research, knew the important media and influencers in our market, and had strategic, thoughtful recommendations around where we’d have the most immediate impact in meeting our brand awareness goals,” said Ardoq vice president of marketing Sigrun Rodrigues.

THE BIDEN-HARRIS HEALTHCARE GAMEPLAN

One of the most urgent priorities of the new Biden Administration will be tackling the COVID pandemic and providing healthcare security to millions of Americans. So, we will likely see President-elect Biden use his executive authority to advance many of his healthcare priorities very early in his Administration.

The most immediate issue that the President-elect intends to focus on is the federal government's response to COVID-19. Joe Biden has already formed a coronavirus advisory board composed of medical professionals and scientists. He has announced that the United States will re-enter the World Health Organization as soon as he takes office.



Michael Kempner

Biden has also laid out a national plan to address the virus. In addition to ensuring that vaccines are safe and effective, he plans to invest \$25 billion in a vaccine manufacturing and distribution plan to ensure that vaccines are distributed to all Americans at no cost. He is working closely with scientists to develop strategies to curb the increasing rates of infection and plans to increase testing, contract tracing and PPE production. Biden also plans to encourage all states to establish a mask mandate and to establish a renewable federal fund for state and local governments.

Biden may also use his authority to reopen the ACA's insurance marketplaces to the uninsured, restore funds for enrollment outreach and temporarily fund more subsidies. While he will need Congressional approval for some of his more progressive proposals (like a public option and lowering Medicare eligibility from 65 to 60), he has the ability to get rid of Medicaid waivers and explore policies to encourage governors to expand Medicaid in states that haven't yet done so.

The president-elect has said that his goal is to make sure that no American buying insurance on the individual marketplace pays more than 8.5 percent of their annual income on healthcare. He wants to do this by increasing subsidies for the ACA exchanges and increasing cost-sharing for deductibles and copays. He also plans to remove the prohibition on receiving exchange subsidies if you are offered affordable health coverage by your employer. While this would be a big help to patients, it does have the potential to destabilize employer-provided health insurance, since so many would likely switch from their employer plans to the exchanges. Opponents have argued that unless the employer mandate is changed, this would increase federal government spending and may result in businesses having to pay higher taxes. Although unlikely, opponents have also argued that it has the potential to lead employers to stop offering coverage altogether.

The repeal of the ACA could also have the potential to be a major issue for the new administration if that were to happen. Supporters of the ACA are hopeful, given this week's Supreme Court oral arguments, that they will sever the mandate provision but, most importantly, leave this critical law in place. The Supreme Court is not likely to issue its decision until June. Repealing the ACA would have significant implications including the potential elimination of health insurance for up to 20 million people if Medicaid recipients are includ-

ed, as well as the elimination of annual/lifetime dollar limits on essential health benefits, the end of dependent coverage up to age 23, and the elimination of protections for pre-existing conditions.

Last, but certainly not least, President-elect Biden also plans to dramatically shift the White House's focus to address racial justice and health equity, protect immigrant families, safeguard reproductive freedom, and work with Congress to address surprise billing issues and the rising cost of prescription drugs. Healthcare and health policy will see a major shift under the new Administration and is likely to be front and center for the next four years.

Michael Kempner is founder and CEO of MWWRP.

APCO ACQUIRES UK'S TWC ASSOCIATES

APCO Worldwide has acquired London-based boutique consultancy firm TWC Associates. Financial terms of the acquisition weren't publicly disclosed. Founded in 2008, TWC specializes in developing political and business strategies for corporate and non-corporate clients.

TWC chairman Lord Stuart Polak, a British Conservative politician and member of the House of Lords who served as director of the Conservative Friends of Israel for 26 years, will join the Washington, D.C.-based firm's International Advisory Council as a senior counsellor.

TWC partner Greg Weingarten, who formerly served as a Parliamentary affairs adviser at the Association of British Insurers and also spent two years in Brussels as political counsellor to the UK Conservative Party in the European Parliament, will join APCO Worldwide as senior director.

In light of the acquisition, the TWC name will no longer be used.

APCO Worldwide CEO Brad Staples told O'Dwyer's that the acquisition will bolster the independent firm's high-tech advisory expertise and will better serve clients entering complex international markets.

"APCO's acquisition of TWC strengthens our UK position, and our global technology offering, by adding greater expertise in the fast-growing advanced technology, AI, and IoT spaces," Staples said.

WASHINGTON STATE PATROLS FOR DE&I PLAN

The Washington State highway patrol wants proposals to develop and help implement a diversity, equity and inclusion recruitment plan. It has declared DE&I a top priority and seeks to align workforce diversity with its overall mission and goals, according to the RFP.

The Washington State Patrol has 1,069 commissioned officers, of which 90.9 percent are men. The force is 86.5 percent white, 4.4 percent Hispanic, 2.4 percent Black, 2.1 percent Asian-American and 1.2 percent American Indian/Alaskan.



The desired firm will provide WSP with the "relevant tools, best practices, recommended training, and design strategies that support and engage community members and align organizational culture."

Proposals are due Dec. 10.

Interested parties must be registered to do business in the Evergreen State at <https://des.wa.gov/services/contracting-purchasing/doing-business-state/webs-registration-search-tips>.

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

BRANDS PROVIDE ‘SENSE OF SECURITY’

In a world where fear levels are rapidly on the rise, brands are often providing a sense of security for consumers, according to a new study from Edelman.

Edelman’s survey, which polled 8,000 people in eight countries, found that those fears center largely on issues of personal safety, economic security and quality of life. Brands that are seen as alleviating those anxieties are trusted four times as much as those that aren’t.

That trust is becoming more important to consumers. The study found that the net importance of trust as a factor in purchasing decisions was up 28 points. High trust levels also made respondents more likely to share personal information with a brand, share or repost content about it, or pay attention to its advertising.

Brands are also facing a greater expectation that they will play a role in solving both the personal and societal problems that are raising fear levels. More than half of the survey respondents (55 percent) said that brands can do more to solve social ills than governments can.

The respondents also voiced a desire to see brands back up their opinions with action. Almost two-thirds (64 percent) said that for their trust in a brand to increase, that brand would need to take action to help workers and communities.

FORMER NPR CMO TO NATURE CONSERVANCY

Former National Public Radio CMO Meg Galloway Goldthwaite is joining The Nature Conservancy as chief marketing and communications officer, effective Nov. 16.



**Meg Galloway
Goldthwaite**

Goldthwaite was most recently a managing partner at visual marketing studio Cove Creative. Her previous positions include chief marketing officer at Conservation International; senior director, strategy and innovation at Women for Women International; and vice president, marketing and communications for the Clinton Bush Haiti Fund.

At The Nature Conservancy, she will lead the communications team as it works to raise the profile of TNC’s efforts, as well as awareness of the crucial issues facing the planet.

PASSAIC TRIES AGAIN TO HIRE PR FIRM

Passaic has put its RFP for PR and marketing services for 2021 up for re-bid. The New Jersey city issued an RFP last month with an Oct. 16 deadline.

It still wants a partner to generate buzz about various projects in the city through press releases and advisories, establish close relations with reporters and draft talking points for officials.

The firm will handle Passaic’s website, produce and place cable infomercials and create an English and Spanish language newsletter.

Interested parties must register with New Jersey’s Division of Revenues at www.nj.gov/treasury/revenue/taxreg.htm.

Responses to the RFP are due Nov. 18. They go to: Doris Dudek, Director of Purchasing; City of Passaic; Division of Purchasing; 330 Passaic Street; Passaic, NJ 07055

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

MICROSOFT RECRUITS SIXKILLER

Microsoft Innovation & Policy Center is hiring Mariah Sixkiller, who runs Sixkiller Consulting in DC and heads its national security practice, as director of government relations.

“Sixkiller Consulting will close at the end of the year as I transition to Microsoft in early January,” she told O’Dwyer’s.

The firm represents Microsoft on information technology matters and defense authorization issues. It also handles BSA The Software Alliance, Textron, Motorola, Noble Energy and Patriotic Millionaires.



Mariah Sixkiller

Sixkiller has strong ties with the Democratic party. From 2006 to early 2014, she was national security advisor to House Democratic Whip and Majority Leader Steny Hoyer (2007-2011). Earlier, she was a foreign policy advisor to Sen. Paul Sarbanes (D-MD) and research director for Sen. Maria Cantwell (D-WA).

At Microsoft’s US government affairs shop, Sixkiller will report to Kinney Zalesne, general manager for responsible growth strategy.

PROOF STRATEGIES EXPANDS QATAR WORK

Proof Strategies has received a monthly pay raise from Qatar as it provides additional PR duties to its DC embassy.

Qatar had been paying Proof \$30K per month under a contract that went into effect May 1 and ran through yearend.

It now pays Proof a blended rate of \$206 per hour, up to \$71,175 per month, effective Nov. 1

The firm also will be reimbursed for advertising, media buys and related charges to third parties up to \$20K a month and \$2,450 a month for digital and media monitoring tools, experiential materials, wire service fees and compliance-related outlays.

Saudi Arabia, United Emirates and Egypt placed an economic and political blockade on Qatar in 2017 for its close relations with Iran and alleged ties to terror groups.

Proof’s contract precludes it from working for any other sovereign state or company owned by a government in the Middle East, North Africa region unless approved by Qatar.

That exclusivity clause runs for a year after the expiration of the Qatari relationship.

KEKST CNC WORKS RIVERSTONE IMTT DEAL

Kekst CNC is handling Riverstone Holdings’ \$2.7B deal to acquire International-Matex Tank Terminals from Macquarie Infrastructure Corp.

New Orleans-based IMTT operates 19 bulk liquid (petroleum, biofuels, special chemicals, vegetable and tropical oils) storage terminals across the US. Nearly a third of that capacity is located in the New York Harbor and the Lower Mississippi River regions.



Riverstone, which has invested more than \$40B in energy and power-related companies, operates its own storage terminal network.

The deal is expected to close by early 2021.

Kekst CNC’s Jeffrey Taufield and Daniel Yunger represent Riverstone. Publicis Group owns Kekst CNC.

FIDELITY TOPS FINANCIAL COMMS LIST

Fidelity Investments was singled out as the global asset management firm with the most effective integrated marketing and communications activities, according to a new study from Peregrine Communications.

The Global 100 2020 judged firms in such categories as brand awareness, brand momentum, media sentiment, social media and Google Page 1 rating (which Peregrine says measures how well a firm “owned” the first page of a Google search for its brand search term).

Vanguard Asset Management took second place on the list, followed by BlackRock, Invesco and PIMCO.

Despite the increasingly virtual state of communications, asset managers came up short in how well they utilize such tools as social media and website management. More than a third (36 percent) of the firms on the list scored a four or less (out of 10) for social media metrics, which measured a firm’s performance across LinkedIn, Twitter and YouTube.

There is also room for improvement when it comes to keeping visitors to an asset manager’s website engaged. The average website bounce rate, which records how many users leave a site after viewing one page, was 53 percent.

To see a copy of the full report, [click here](#).

FOOD SAFETY EDUCATION GROUP WANTS PR

Partnership for Food Safety wants proposals for a consumer outreach program to raise awareness about the safe handling of food in all forms—grocery, prepared and meal kits.

The Arlington, VA-based nonprofit has a network of 13K health and food safety educators that connect with an estimated 8.5M consumers each year.

PFSE wants a PR effort that will create compelling, evidence-based messages that encourage—not scare—consumers into adoption of at-home behaviors that mitigate the greatest risk of foodborne illnesses.

The campaign will build on PFSE’s reputation with health educators, media, retailers and food delivery companies and elicit their active involvement in sending messages directly to American homes.

Responses are due Dec. 9. They go to info@fightbac.org. Put “Food Delivery Proposal” in the subject line of the email. [Download RFP \(PDF\)](#).

HEINS TAKES HELM AT LAVOIE’S NY OFFICE

James Heins, who led communications at Purdue Pharma from 2000 to 2015, is joining LaVoieHealthScience as senior vice president and managing director of its New York practice.

Heins comes to LHS from Hill + Knowlton Strategies, where he served as managing director. Before joining Purdue, he was manager, public affairs at Boehringer Ingelheim.



James Heins

At LHS, Heins will provide senior-level communications counsel to LHS’s roster of biopharmaceutical, medical technology, health IT, and health care services clients. He will also expand the firm’s integrated investor and public relations team.

“His combination of health care agency experience and client-side communications expertise makes him a natural fit for our firm,” said LHS founder and CEO Donna L. LaVoie.

JUST SAY NO TO CIGARETTES, WEED

Summit County, which is located in the Colorado Rockies an hour’s drive from Denver, is looking for a firm to create an anti-tobacco and marijuana PR campaign designed to encourage young people and adults to quit smoking/vaping.

The push is “to provide social norming strategies around healthy behaviors and counter-marketing against Big Tobacco’s media efforts,” according to the RFP. It will create “calls to action to cessation services such as the Colorado Quitline.”

The marketing campaign is to include a strategic plan “encompassing a marketing umbrella including research and discovery of target populations and intended audiences, creative development and design, project management, advertising and paid media placement and buys, and earned media strategies.”

Proposals are due Nov. 30. They must be submitted via email to Lauren Gearhart, health promotion specialist at Lauren.Gearhart@SummitCountyCo.gov.

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

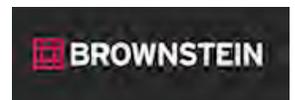


NEWS OF FIRMS

LLYC purchases a 90 percent stake in Chilean strategic and public affairs communications agency **Factor C Comunicaciones**. The move will double LLYC’s size in the Chilean market, where it has been operating via an in-house team since 2014. The merger process between the two companies, which will take place gradually over the course of 2021, will bring the operations of both firms under one roof using the LLYC brand. During that process, Marcos Sepulveda will head up LLYC Chile, while Factor C will be led by managing partner Maria Soledad Camus.

Siren announces an agency-wide rebrand. Formerly known as Siren PR, the agency has dropped “PR” from its name. It has also launched a new website that focuses on what the agency calls its “greatest value proposition”—strategic communication—followed by its core service areas: media relations and training, communication strategy, crisis communication, social media content and engagement, brand messaging, integrated marketing, storytelling and creative content and executive branding.

Brownstein unveils a brand refresh, which is based on what the agency calls the Brand Longevity Model. The agency says the model will map the brand ecosystem, as well as the cause-and-effect relationships of change across brand elements through time. The goal is for brands to achieve social relevance and ongoing consumer engagement over a sustained period of time, and across consumer lifecycles.



Paris-based communications agency **JIN** and New York-based **Thunder11** forge partnership aimed at offering clients digitally focused strategic and thought leadership capabilities. The relationship will be overseen by Elliott Maidenberg, a JIN partner and managing director of the firm’s US operations, and Thunder11 managing partner Dan Perry, who will work out of Tel Aviv. While the firms will initially leverage the collaboration to best serve existing clients, they plan to ultimately target new global business, scaling together with specializations ranging from public affairs to health care, sustainability and tech innovation.

COMMENTARY

Hats off to the Trump administration for achieving its greatest achievement, albeit it arrived pretty late in the game.

According to the Dept. of Homeland Security's Cybersecurity and Infrastructure Security Agency, the 2020 presidential vote was a triumph not only for Joe Biden, but for America's democracy.

"The November 3rd election was the most secure in American history," it said. "There is no evidence that any voting system deleted or lost votes, changed votes, or was in any way compromised."

The DHS unit also took aim at sore losers who make the outrageous claim there was widespread fraud, or that the election was somehow rigged.

"We can assure you we have the utmost confidence in the security and integrity of our elections, and you should too."

Well done, Mr. President. You did your country proud. We will begin to treasure your triumph on Jan. 20, once you leave Washington on Jan. 20.

Congratulations to Jennifer O'Malley Dillon for being the second woman to serve as campaign manager for a winning presidential campaign.

The Democratic operative played a major role in president Obama's two campaigns, giving birth to twins a week after Election Day 2012. Prior to taking over the Biden campaign, Dillon headed Beto O'Rourke's primary effort.

The *Boston Globe* profiled the Massachusetts native, noting that her "under-the-radar style" stands in sharp contrast to people like Karl Rove and Kellyanne Conway, the first woman to run a winning presidential bid.

Dillon, a co-founder of Precision Strategies in DC, is certainly now on the political radar.

White House press secretary Kayleigh McEnany, who predicted Trump would win re-election in a landslide, must be happy the campaign is over and that her days in Washington are almost over.

McEnany hit a low on Nov. 12 when she referred a question about Trump's transition plans to the White House. "I haven't spoken to the president about that; that would be a question more for the White House," she said.

Did she mean the physical building? Isn't she still White House spokesperson?

McEnany is not one to sit on her laurels. She wildly overestimated the crowd that turned out for Nov. 14 "Million MAGA March" Washington, tweeting that it drew more than a million people. The National Park Service had issued a permit for 13K people, of which an estimated 10K MAGA people showed up.

Kayleigh made Sean Spicer proud.

Dr. Kathrin Jansen, who earned a doctoral degree in microbiology, biochemistry and genetics, may have missed her true calling in life: Public Relations.

Pfizer's senior VP and head of vaccine research & development shot down the Trump White House lie that Operation Warp Speed bankrolled the company's COVID-19 vaccine.

Vice president Mike Pence had tweeted: "Thanks for the public-private partnership forged by President @realDonaldTrump, Pfizer announced its Coronavirus Vaccine trial is EFFECTIVE, preventing infection in 90 percent of its vaccine."

First son-in-law Jared Kushner called Pfizer's success a testament to his father-in-law. Not so.

Truth-teller Jansen minced no words in saying that Pfizer isn't part of Warp Speed. "We have never taken any money from the US government, or from anyone," she said.

The only money flowing to Pfizer's vaccine effort went to its German development partner, BioNTech SE.

Germany gave BioNTech \$445M in September to accelerate the vaccine's development.

Reports surfaced in March that the Trump administration was trying to woo CureVac, another German company working on a COVID-19 vaccine, to set up its research in the US.

The German Health Ministry pushed back against that courtship. "The German government is very interested in ensuring that vaccines and active substances against the new coronavirus are also developed in Germany and Europe," a spokesperson told Reuters.

Pfizer and BioNTech worked together on a COVID-19 vaccine before the launch of Operation Warp Speed.

Count the Federal Reserve Board as a believer when it comes to global warming.

In its biannual financial stability report released Nov. 9, the Fed for the first time counted climate change among the threats to the national economy. In a note attached to the report, Fed governor Lael Brainard wrote:

"Climate change poses important risks to financial stability. A lack of clarity about true exposures to specific climate risks for real and financial assets, coupled with differing assessments about the sizes and timing of these risks, can create vulnerabilities to abrupt repricing events. Acute hazards, such as storms, floods, or wildfires, may cause investors to update their perceptions of the value of real or financial assets suddenly.

"Chronic hazards, such as slow increases in mean temperatures or sea levels, or a gradual change in investor sentiment about those risks, introduce the possibility of abrupt tipping points or significant swings in sentiment.

"Supervisors expect banks to have systems in place that appropriately identify, measure, control, and monitor their material risks, which for many banks is likely to extend to climate risks.

"Increased transparency through improved measurement and more standardized disclosures will be crucial. It is vitally important to move from the recognition that climate change poses significant financial stability risks to the stage where the quantitative implications of those risks are appropriately assessed and addressed."

Brainard will find a receptive ear in the Biden administration.

—Kevin McCauley



Kathrin Jansen