



Kevin McCauley
Editor-in-Chief

O'Dwyer's Newsletter



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

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HUNTSWORTH ACQUIRES NAVIENCE FOR \$24M

Huntsworth is acquiring an 80 percent stake in Navience Healthcare Solutions for \$24M and will fold the market access/payer shop into its Evoke healthcare communications offering.

Princeton-based Navience recorded revenues of \$6.4M in 2017 and profits of \$3.8M.



“The influence of the payer, in the medical decision-making process and to the success or failure of any given product in today’s healthcare landscape, cannot be over-

stated,” said Reid Connolly, Evoke CEO, in announcing the deal.

Navience founder John Shamsey will helm the re-branded Evoke Navience. He'll report to Connolly, who called the acquisition "an ideal fit."

Huntsworth's \$24M outlay for the 80 percent stake is subject to adjustment for working capital and deferred compensation requirements based on earnings for the two-year period ended Dec. 31, 2019. The total consideration is capped at \$40M.

The UK firm may acquire the remaining 20 percent of Navience subject to put and call rights that are exercisable beginning in 2022. The acquisition price for full-ownership of Navience is capped at \$94M.

Evoke has more than 550 staffers in New York, Philadelphia, Chicago, Los Angeles, San Francisco and London.

WPP MERGES Y&R, VML

WPP has announced the merger of iconic ad agency Young & Rubicam with digital marketing shop VML as new CEO Mark Read puts his mark on the ad/PR combine.

Set to officially debut in 2019, VMLY&R will feature Y&R's creative and brand advertising savvy and VML's digital expertise to offer integrated communications services to client.



Jon Cook, VML chief, will helm the merged shop and report to Read. David Sable, ex-global head of Y&R, will support Cook.

Read said VMLY&R, which will have more than 7,000 staffers, is an important step in his effort to build a simpler WPP, where clients have easy access to its range of services.

SCHWARTZ EXITS CBS WITH \$4.9M HAUL

Gil Schwartz, long-time chief communications officer at CBS, is calling it quits Nov. 1 at the once “Tiffany Network,” which had been involved in a brutal legal squabble with majority stakeholder National Amusements Inc.



Gil Schwartz

His departure follows the forced resignation of CBS CEO Les Moonves and the recruitment of Richard Parsons, an ally of NMI’s Shari Redstone, as interim chairman.

CBS, according to its Securities and Exchange Commission filing, will pay Schwartz \$1.5M severance, which is equal to 1.5X his \$1M base salary. He is in line for a pro-rated 2018 bonus of \$1.5M that is payable from Jan. 1 to March 15 of next year and a “bonus severance” of \$1.9M that will be paid through 2021.

In the CCO post since 2000, Schwartz joined CBS in 1996 as senior VP-corporate communications after a 14-year run at Westinghouse Broadcasting before its merger with CBS.

Schwartz is a prolific author of books, including “100 Bullshit Jobs... And How to Get Them,” that he wrote under pen name, “Stanley Bing.”

LOTT LOBBIES FOR EX-TRUMP BIZ PARTNER

Former Senate Majority Leader Trent Lott is lobbying for the Silk Road Group, private investor firm, that was once a business partner of the Trump Organization.

Based in the former Soviet Republic of Georgia, Silk Road Group inked a deal in 2011 with the Trump Organization to use its name on a \$250M 47-story residential tower to be built in the Black Sea resort city of Batumi.

Giorgi Ramishvili, Silk Road Group CEO, told Reuters (Jan. 10, 2017) the only reason the deal was killed was because Trump was elected president “and could not continue business abroad as it would pose a conflict of interest.” He told CNBC (Oct. 20, 2017) that he’d be “happy” to team up with Trump after he leaves office.



Trent Lott

As senior counsel to Squire Patton Boggs, Lott is handling financial issues for Silk Road Group, specifically securing approval of a project by the Overseas Private Investment Corp.

Sam Adcock, a former aide to the Mississippi Republican Senator, also reps Silk Road Group.

CRC PLAYS ROLE IN KAVANAUGH HEARINGS

CRC Public Relations' involvement with the sexual misconduct charges facing Supreme Court nominee Brett Kavanaugh reportedly includes drawing attention to unsubstantiated stories meant to exculpate Kavanaugh, and a former CRC employee who worked for the Senate Judiciary Committee.



Ed Whalen

A Sept. 21 report from Politico said CRC worked with conservative legal strategist Ed Whalen on the rollout of a campaign to discredit Kavanaugh's accuser, Dr. Christine Blasey Ford. After Whalen's allegations—which were posted on Twitter before being swiftly removed—collapsed, CRC still helped organize a news conference wherein several

women dismissed Ford's claims. Whalen has since taken a leave of absence from think tank the Ethics and Public Policy Center.

In addition, it was revealed that Garrett Ventry, a Senate Judiciary Committee communications officer who had been on a leave of absence from CRC, had been fired in 2017 as social media adviser for the office of North Carolina House Majority Leader John Bell following sexual harassment charges. Following that revelation, he resigned from both his committee post and CRC.

HALL HEADS BOSTON FOR WEBER SHANDWICK

Weber Shandwick has hired Boston PR veteran Julie Hall to head its outpost in the city.

As general manager/executive VP, Hall reports to Joy Farber Kolo, president of WS/East, and works closely with Micho Spring, chair of WS/New England and the Interpublic agency's corporate practice.

Prior to joining WS, Hall did a five-year stint at Havas as executive VP/chief growth officer & managing director of Boston, worked 11 years at Schneider Assocs, and did a three-year run at Cone.

Most recently, Hall handled marketing & communications for Cambridge-based WuXi NextCODE, a genomic data technology firm.

MADDEN TO LEAD FP SOCIAL IMPACT EFFORTS

Jane Madden has joined Finn Partners, where she's been picked to head the agency's sustainability and social impact practice.

Madden joins the independent agency from Burson-Marsteller, where she served as managing director, corporate responsibility and sustainability out of the agency's Chicago office. She previously led the sustainability practice Environmental Resources Management and served as a social responsibility/sustainability executive VP at Edelman.



Jane Madden

Madden, who served at the World Bank for 12 years, will work to build FP's sustainability and social impact practice globally.

ACCOUNTS IN TRANSIT

DeVries Global has been selected to lead communications in the U.S. for **SharkNinja**. DeVries, an Interpublic Group agency, will be charged with driving awareness and consideration across earned channels for Shark and Ninja products via communications strategy, media and influencer relations, and measurement and analytics. The agency will join a multi-functional agency roster, including IPG media agency UM, to help drive strategic communications programs for priority initiatives.



Chicago-based **3rd Coast PR** has signed on to help **Surge for Water**, an international nonprofit organization, spotlight the work it is doing to address the global water crisis. 3rd Coast will focus on brand awareness efforts by supporting the organization's events and initiatives, leading national media outreach through the rest of the year. Founded in 2008, Surge for Water invests in international communities by providing safe water and sanitation solutions.

Klick Communications has added **Ko Hana Hawaiian Agricole Rum**, production and design agency **Current Affairs**, specialty décor rental company **Event-Accents** and **Strategic Solutions Partners**, a consulting firm that works with clients in the travel and hospitality industries, to the client roster of its Los Angeles office. The agency will provide integrated marketing for the clients, including media relations, public relations, social media, special events and partnerships and paid media.

Motion will provide PR and digital support for **Exelon Corporation's** inaugural HeForShe STEM Innovation Leadership Academies to promote opportunities for women in science, technology, engineering and math. The academies are part of Exelon's three-year commitment to the HeForShe initiative, to which the company's charitable foundation has made a \$3 million commitment. Motion has also added consumer experience center World of Whirlpool and Truluck's Restaurant Group, a seafood and steakhouse, to its client roster.

Sheila Donnelly & Assocs. has added Aerion Supersonic to its client roster. Aerion is working with GE Aviation on the first new civil supersonic engine in more than 50 years and has joined forces with Lockheed Martin to design the Aerion AS2 supersonic business jet. SDA will support Aerion's public relations and marketing efforts and is focused on supporting the program as it progresses toward first flight and entry into service.

SBX Group has signed on to represent NHL All-Star and Stanley Cup champion **Tyler Seguin**. SBX will work with Seguin and his sports agency, The Will Sports Group, to expand and create multiple lines of business: expansion of e-commerce and merchandising, development of non-traditional partnerships outside of endemic hockey brands, extension of charitable efforts and the launch of new proprietary brands and businesses in lifestyle, entertainment and fashion.



FACEBOOK HACK HITS UP TO 50M ACCOUNTS

Facebook said the site was hit last week with a massive security breach, after hackers were reportedly able to gain access to accounts belonging to as many as 50 million of the site's users.

The breach was discovered Sept. 25 by the social media network's engineering team. The company said that hackers had exploited a vulnerability in the site's "view as" feature, a privacy control that allows users to see what their profile looks like to others. A reported bug in this feature let attackers steal "access tokens" — or digital keys that allow people to stay logged in after multiple sessions — which the hackers then allegedly used to take over users' accounts.

Facebook said it has since fixed the vulnerability. Anyone affected by the breach was logged out of the network the morning of Sept. 28 and prompted to re-log-in for security purposes.

The company also said that it doesn't currently know the attackers' identity or their country of origin, and that an internal investigation into the matter is still in its early stages. It has notified the FBI about the breach and, per Europe's new GDPR regulations, has informed the Irish Data Protection Commission.

"In this case, I'm glad that we found this and that we were able to fix the vulnerability and secure the accounts. But it definitely is an issue that this happened in the first place," Facebook CEO Mark Zuckerberg said today in a conference call with reporters.

Facebook's PR response to this latest crisis appears to be far more bullish and transparent than its role in previous scandals. The site announced the hack on its own volition today, beating the press to the story—a far cry from how it handled the Cambridge Analytica leak, which the company had allegedly known about since 2015 yet never shared with the public until the press broke the story in early 2018.

SARD VERBINNEN PROS LAUNCH REEVE MARK

Brandy Bergman heads a group of five Sard Verbinen & Co. veterans to launch Reeve Mark strategic communications shop to tackle complex value-determinative issues (e.g., activism, crises, M&A, litigation), as well as corporate positioning and reputational matters.

The 20-year veteran was SV&C's managing director in charge of employee development and former senior assistant district attorney in the Kings County (Brooklyn) DA Office.

Hugh Burns (former SV&C's general counsel), Paul Caminiti (ex-chair of SV&C's compensation & marketing/business development committees), Delia Cannan (ex-SV&C MD & Taylor Raftery alum) and Renée Soto (ex-partner at SV&C who was running Sotocomm) join CEO Bergman as founding partners of the New York-based start-up.



Mark Zuckerberg



Brandy Bergman

MAXIMIZE YOUR PROFITABILITY

I recently found a publication written by Ron Baker in 1997 on how to maximize fees. The publication — Ron called it a handbook — was written for CPAs but I think his words apply to the PR industry as well.

What do your customers — I use "customers" here in place of clients — buy from you?

What needs to be understood is the buying process from the customer's perspective, and how you can arrive at a better understanding of this in order to implement a value pricing strategy.

Customers are really buying one thing when it comes right down to it: expectations. Your goal — or challenge — is to discover that those expectations are remembering no two customers are alike, and no two of them engage your agency for exactly for the same reason.

Are your customers rational?

The quick answer is no! According to Allan Bores, your potential customers buy emotionally and justify intellectually.

What's the cost of buying?

If a customer objects to your price, it's usually due to one of two reasons: fear, or the fact that they want a better deal.

When meeting with a customer to set a Fixed Price Agreement, try and sell more services. The more services they buy, the more willing you'll be to adjust pricing.

You should also ask your customers these questions:

1. What do you expect of us?
2. What keeps you up at night?
3. If price isn't an issue, what role would you want us to play in your business?
4. What do you like about working with your current PR agency?
5. What don't you like about dealing with your current PR agency?

So, what are some of the requirements to institute value pricing?

You can reduce the chances of violating the customer's expectations by spending more time planning the engagement and discussing the value your agency provides.

In terms of total quality service, you must take care of your customers emotionally and psychologically, rather than just meet their PR needs.

One last thought: offer an unconditional money-back guarantee if the customer isn't satisfied. This gives the customer an incentive to complain. Most customers will usually not share their reasons with you. Instead, they'll move on to another PR agency. You may already be doing this if a customer complains loudly enough!

Become a total quality service agency! All things being equal, you should command a higher price as a TQS agency, offering perks such as a money back guarantee, than those without it.

Think about it. I know there's risk and the concept is controversial.

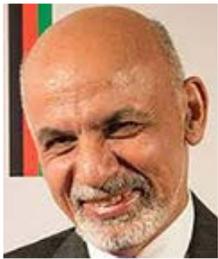
Richard Goldstein is a partner at Buchbinder Tunick & Company LLP, New York, Certified Public Accountants.



Richard Goldstein

AFGHANS PICK PIPER FOR US EXIT COMMS

Afghanistan has brought on DLA Piper to handle its communications with US government officials as president Trump has famously expressed his desire to “Get the Hell out of Afghanistan.”



Ashraf Ghani

Secretary of Defense Jim Mattis made an unannounced visit to Kabul last month in an effort to restart peace talks with the Taliban.

The US team met with Afghanistan president Ashraf Ghani and CEO Abdullah Abdullah to discuss peace talks and other issues, according to the Sept. 7 *New York Times*. It reported the Americans departed from previous US insistence that talks

with the Taliban should begin with the Afghan government, which the Taliban dismiss as a “puppet regime.”

DLA Piper’s Jessica Woolley and Matthew Bernstein help Afghanistan’s DC Embassy in its interactions with the Trump White House, Congress and individuals/groups involved in US public policy matters.

RITTI TO DISAPPEAR FROM SNAP

Mary Ritti, VP-communications at social media’s Snap Inc. since 2013, is leaving the troubled company by the end of the year. She will remain on the board of the Snap Foundation, a nonprofit focused on art and education programs for disadvantaged youth, and participate in the search for her replacement.

Ritti did an eight-year stint at Burson-Marsteller before joining Snap, which bills itself as a “camera company,” as one of its first employees

Snap’s initial public offering in 2014 at \$17 per share was the largest since the market debut of China’s high-flying Alibaba Group Holdings. Shares surged 44 percent on the first day, but have since plummeted to an all-time low today of \$8.23.

Snap lost \$739M during the first half of 2018 on revenues of \$493M.

CHEVRON'S KOETZLE POWERS API'S DC PUSH

Bill Koetzle has joined the American Petroleum Institute as VP-federal affairs.

He represented Chevron for the past decade, departing as federal government affairs manager.



Bill Koetzle

At Chevron, Koetzle was responsible for legislative, regulatory and political affairs. He spent time in Asia, working government relations, internal & external communications in support for the energy giant’s holdings in six nations, including China.

Koetzle turned his sights on DC in 2015, handling such duties as Chevron’s advocacy for tax and environmental matters.

Before Chevron, he worked as deputy Republican staff director for the Energy & Commerce Committee and assistant to the former Speaker Denny Hastert.

SIRIUS XM TO ACQUIRE PANDORA

Sirius XM announced that it intends to acquire Internet radio provider Pandora.

The all-stock transaction, which was unanimously approved by both companies’ board of directors, has been



pegged at approximately \$3.5 billion. The deal is expected to close during 2019’s first quarter.

The world’s largest radio streaming service,

Pandora provides both free and paid music streaming to more than 70 million monthly listeners, approx. six million of whom are paid subscribers.

Pandora earlier this year acquired digital audio tech firm AdsWizz. In October 2015, it purchased live events company Ticketfly.

In a press release, Sirius CEO Jim Meyer said the acquisition would diversify the streaming company’s revenue streams, broaden its technical capabilities and expand its efforts to reach new listeners.

The New York-based satellite radio giant, which currently owns a 15 percent stake in Pandora, boasts more than 36 million subscribers in North America.

MEDIA MANEUVERS

The City, a local news website set to launch later this year, has formed a partnership with *New York* magazine. Readers will be able to access The City through the magazine’s website, and the New York website will also post content from The City on its pages. The new site will be led by Jere Hester, who was city editor at the *New York Daily News* before becoming director of the NYCity News Service at CUNY’s Craig Newmark Graduate School of Journalism. The City will start operations with nearly \$8.5 million in funding, which includes \$2.5 million each from the Leon Levy Foundation, the Charles H. Revson Foundation and Craigslist founder Craig Newmark.

CBS has named **Richard Parsons**, the former chairman of both Citibank and Time Warner, interim chairman

of its board of directors. Parsons succeeds Les Moonves, who resigned Sept. 9 following a string of sexual misconduct charges. Parsons had been nominated for a spot on the CBS board earlier this year, joining the board as one of six new members last month. According to a report in the *New York Times*, he is an ally of Shari Redstone, who is vice chairman of the CBS board as well as controlling shareholder in the company.



Richard Parsons

21st Century Fox, after losing out in its quest to purchase European pay-TV company Sky, is selling its 39 percent stake in Sky to **Comcast**, the top bidder in the auction for the company. According to *Variety*, the purchase price is \$15 billion. The planned sale will allow Comcast to take full control of Sky. In July, Comcast abandoned its efforts to purchase a large portion of 21st Century Fox’s assets, paving the way for Disney to acquire them.

UNDER ARMOUR NAMES NEW CMO

Tommy Hilfiger alum Alessandro de Pestel has moved to Under Armour, where he's been named chief marketing officer of the athletic apparel and footwear company.

de Pestel fills a slot that's been vacant at the Baltimore-based sportswear brand since last November, after former CMO Andrew Donkin, an Amazon brand marketing head, left the company after a 15-month stint as part of an executive shakeup that followed the company's dismal 2017 financial performance.

de Pestel joins Under Armour from fashion designer Tommy Hilfiger, where he was stationed for more than a decade, most recently as executive vice president of marketing, communications and consumer insights in the company's European headquarters in Amsterdam.

He was previously EMEA region marketing EVP for Calvin Klein in Amsterdam.

de Pestel will now lead all aspects of Under Armour's global marketing efforts.



Alessandro de Pestel

JOELE FRANK WORKS SONIC TAKEOVER

Sonic Corp, America's largest drive-in restaurant chain noted for its "made-to-order American classics" served by Carhops, is using Joele Frank, Wilkinson Brimmer Katcher for media work in connection with its \$2.3B acquisition by Inspire Brands of Atlanta.

Inspire's \$43.50 bid represents a 19 percent premium over the closing price of Sonic's stock on Sept. 24.

Pat Brown, CEO of Inspire, called Sonic a "highly differentiated brand" and an "ideal fit" for his company's portfolio of Arby's, Buffalo Wild Wings and Rusty Taco fast-food brands.

Sonic earned \$52.6M on \$311.8M nine-month (ended May 31) revenues. Founded more than 65 years ago, Sonic has more than 3,600 drive-ins.

Matthew Sherman, Andrew Siegel and Aaron Palash of JFWBK represent Sonic.

B-M'S CHANG ENROLLS AT PRINCETON

Benjamin Chang, a managing director in Burson-Marsteller's PA and crisis practice in Washington since 2016, has moved to Princeton University as chief spokesperson and media relations director.

Chang worked at the White House as director of press & communications at the National Security Council during the administrations of presidents Bush II and Obama.

Most recently, he was VP/events editor at the *Los Angeles Times* and associate administrator for communications at the Small Business Administration.

Besides media duties, Chang will advise Colburn and Princeton president Christopher Eisgruber on PR messaging strategies.



Benjamin Chang

CHARTWELL CHARTS KOSOVO'S OUTREACH

Chartwell Strategy Group, which launched in February, is providing government relations and PR communications services to Kosovo's Ministry of Foreign Affairs.

The DC's firm's representation is via Pillsbury Winthrop Shaw Pittman, which has a one-year contract with Kosovo worth about \$50K per-month.

Muslim-dominated Kosovo this year is celebrating the 10th anniversary of its bloody split from largely Orthodox Christian Serbia, a break-up spurred by NATO air strikes and demands that Serbian forces leave Kosovo.

President Hashim Thaçi marked Kosovo's anniversary with an op-ed in the Sept. 27 *Financial Times* in which he expressed an eagerness to normalize relations with Serbia and join NATO and the EU.

Chartwell's Matthew Epperly, Oswaldo Palomo and David Tamasi are working the Kosovo account.

Epperly is a former VP at Harbour Group and advisor to Democratic politicians.

Palomo founded Public Sphere government relations firm and was senior VP at A.D.S. Ventures.

Tamasi, a veteran of nine years at Rasky Partners and four at Ogilvy VP, is a Republican fundraiser and recent Trump Victory finance chair.

AWARDS

Two **Finn Partners** clients are among the 10 recipients of the first-ever Biden Cancer Initiative FIERCE Awards. Chosen from more than 700 entries, the award-winning individuals and associations were recognized for their transformative impact on the lives of cancer patients. The awards honor work in prevention and early detection, patient navigation efforts, helping patients through the impacts of surviving cancer. In addition, the LEAP (Leadership through Exemplary and Awesome Purpose) awards highlight efforts that transform approaches to cancer research and care, improve patient support and patient outcomes, or accelerate progress against cancer.

Cision chief insights officer **Mark Weiner** has received the Jack Felton Medal for Lifetime Achievement from the Institute for Public Relations.

The award recognizes contributions in the advancement of research, measurement and evaluation in public relations and corporate communication. It is named after Jack Felton, former CEO of IPR, who valued research and measurement in the advancement of public relations as a profession. Weiner is also a member of the Arthur Page Society and sits on the Board of Directors for the Institute for Public Relations. He is a trustee of the Museum of Public Relations and a member of the University of Florida's Public Relations Advisory Council. His award will be presented at the IPR Annual Distinguished Lecture and Awards Dinner on Nov. 28 in New York City.



Mark Weiner

COMMENTARY

HUMANITY/HUMILITY: PR'S SECRET WEAPONS

The headline in the unabashedly liberal/virulently anti-Trumpian *New York Times* was so jarring, it had to be reread to be believed: "Trump Hit Iran With Oil Sanctions. So Far, They're Working."

The story went on to explain that, despite predictions, Trump's unilateral decision in May to withdraw from the Iranian nuclear deal would neither cause oil prices to spike or isolate the U.S. as the only nation not trading with Iran. "The policy has been effective without either of those nasty consequences, at least so far," concluded the *Times* in what may have been a first.



Fraser Seitel

Few people noticed the *Times*' grudging commendation of the man liberals love to hate. While more objective observers might credit this President for a roaring economy, lowering jobless rate, increased take-home pay

for most Americans, détente with North Korea, not to mention having the chutzpah to demand for the first time in history that U.S. trading partners stop taking us for granted and play fair, Trump's approval numbers continue to sink.

But why?

The answer is that the President, who might have achieved more in two years than any of his recent predecessors, is also widely perceived as the most odious, offensive and polarizing political personality in anyone's lifetime. In other words, he lacks the two secret weapons for public relations success: humanity and humility.

Humanity basically means showing compassion for others. Humility, on the other hand, is the quality of being humble, of not seeing yourself as the one and only best of the best.

We've recently seen the best and the worst of these two qualities on display in a variety of headline quarters.

Christine Blasey Ford v. Judge Brett Kavanaugh. The Ford/Kavanaugh hearing, which satiated the nation's political bloodlust but didn't much benefit the quest for justice, is Exhibit A for humility.

Dr. Ford showed herself a quick learner from the week-long presentation training crash course her Democrat Party handlers provided. She came across as sincere, confident, helpful, naïve but earnest in easily parrying the disjointed questions from the Republicans' bumbling prosecutor. She was a picture of humility, backed by certainty, winning points for the anti-Kavanaugh constituency.

The judge, up until that fateful hearing, also comported himself with both humility and humanity. Facing Armageddon at the Dr. Ford showdown, Kavanaugh's even-keeled demeanor flipped. Buried in a withering barrage of unsubstantiated and damning public allegations de-

signed to destroy him, Kavanaugh had little choice but to go full-out Clarence Thomas and lash out at his accusers.

The humility he had demonstrated earlier had understandably taken a back seat as he fought for his life.

There was no humility to be found in the case of sex offender **Bill Cosby** who, despite all the evidence against him, refused to utter one word of contrition or apology.

Unlike the Kavanaugh case, Cosby's guilt was never in doubt. His decades-long preying on vulnerable women was indefensible. Nonetheless, even at the moment of his finally coming to cloture for the crimes he committed, Cosby — through a spokesman, no less — insisted he was framed and being made a scapegoat. In the final analysis, Daddy Huxtable lacked humility and humanity.

Tiger Woods, on the other hand, evidently took time during his medically induced sabbatical from public life to learn the virtues of these two indispensable traits.

Tiger was once the world's greatest golfer, whose successes knew no limit, until he was caught up short by dodging a golf club thrown by his wife, crashing his car and being exposed as a serial philanderer. After divorce, treatment for sex addiction, losing his golf game and undergoing four back surgeries, in September Woods won his first PGA golf tournament in five years.

In his post-tournament interviews, gone was the arrogance and diffidence and robotic answers of the pre-crisis Woods. Instead, he answered questions sincerely, thoughtfully and even humbly, correctly thankful for the second chance he'd been given and reluctant to predict that he would soon — or ever — return to the form of old.

Tiger had discovered that a dose of humility — even if you might be the best in the world — goes a long way.

Perhaps he could teach that lesson to his friend

Serena Williams.

Williams, the best women's tennis player ever, suffered a major meltdown at last month's U.S. Open Finals. After an umpire's questionable but legitimate call that she had received illegal coaching, Williams went wild. First, she excoriated the official for having the nerve to imply she was a "cheater." Then, after losing a point, she demolished her racket and, in a display of breathtaking hubris, demanded the umpire "apologize" to her and then called him a "thief" and a "liar."

Williams' selfish tantrum ruined the day for Naomi Osaka, the young Japanese-American champion who beat her handily, and underscored that the mega-talented/mega-wealthy Serena, like the President, has a lot to learn about the public relations power of being humble and human.

Fraser P. Seitel has been a communications consultant, author and teacher for 40 years. He is author of the Pearson text "The Practice of Public Relations," now in its 13th edition, and co-author of "Rethinking Reputation" and "Idea Wise."