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The Inside News of  
PR and Marketing  
Communications

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October 7, 2019 Vol. 52 No. 39

## NEXT FIFTEEN BUYS HEALTH UNLIMITED USA

Next Fifteen Communications Group has acquired the US division of Health Unlimited.

Health Unlimited, along with its specialist consultancy Corkery Group, will be rebranded as M Booth Health and operate as a separate agency reporting to M Booth CEO Dale Bornstein. M Booth was acquired by Next 15 in 2009.



Timothy Bird

Timothy Bird, Health Unlimited global CEO, and his US-based management team will continue to lead the agency. "We will continue our work at the forefront with clients in health and medicine with access to M Booth's creative, digital and analytics expertise to advance progress," Bird told O'Dwyer's.

Health Unlimited comes in at #5 on O'Dwyer's list of top healthcare firms, reporting 2018 net fees of \$24.3 million. For the year ending March 31, the agency reported adjusted before-tax profit of \$5.2 million and net assets of \$17 million. It is to be acquired debt-free.

Next 15 CEO Tim Dyson said the acquisition "adds another specialist business to the portfolio and greatly expands our international footprint in the healthcare sector."

## CA FILM COMMISSION PRODUCES PR RFP

The California Film Commission, which administers a film and tax credit program to attract producers/production companies to work in the Golden State, is looking to hire a PR firm.



The desired PR firm will create a comprehensive communications program to generate awareness of the tax credit program among production companies in the US and overseas and expand public knowledge of the CFC's services and programs, as well as informing California lawmakers and government officials about the benefits of a robust film industry and the impact that it has on the state's economy.

The firm will develop messaging, conduct media outreach, draft press releases/op-ed pieces, arrange speaking engagements and provide a cost/benefit analysis and recommendations of advertising and sponsoring opportunities.

CFC plans to award a two-year contract.

Responses are due RFP Oct. 11. Selected firms will be required to present their pitches at CFC's Hollywood office. The contract will be awarded around Oct. 25.

Click [here](#) for the RFP.

## EX-MWWPR EXEC CHARGED WITH WIRE FRAUD

Former PR executive Andrew Garson was arrested and charged with wire fraud in connection with multimillion-dollar schemes to defraud two PR firms where he worked and for a subsequent scheme to obtain New York State unemployment benefits to which he was not entitled, according to a suit filed Oct. 2 by Geoffrey Berman, US attorney for the Southern District of New York.



Andrew Garson

The suit does not identify the firms that employed Garson, but the allegations cover the period from 2013 to 2018 when he worked as executive VP at MWWPR and VP at Catalyst PR, a unit of WME|IMG (now known as Endeavor).

"As a PR executive, Andrew Garson's expertise in garnering positive attention for his clients is well-known, even earning him a spot on the '40 Under 40' in a popular industry magazine," Berman said in a release. "But behind the scenes, Garson allegedly schemed to steal from his employers, eventually costing them over \$2M in losses."

Garson is charged with two counts of wire fraud, each of which carries a maximum sentence of 20 years in prison.

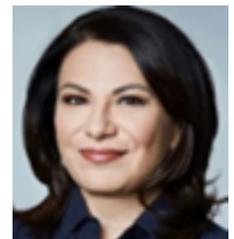
Click [here](#) to read the release from the Southern District of New York.

## BRUNSWICK HIRES DEM PLAYER SOLIS DOYLE

Patti Solis Doyle, who was Hillary Clinton's campaign manager for her 2007-2008 presidential bid, has joined Brunswick Group in Washington as a partner to counsel clients on political, PA and business issues.

Since 2012, she's been running Solis Strategies, a communications shop focused on businesses and non-profit clients.

The 30-year veteran of Democratic politics was a top advisor to the Obama-Biden campaign of 2012 and chief of staff to vice presidential nominee Joe Biden during the 2008 campaign. She was COS for Hillary Clinton's 2000 run for the New York Senate seat, then managed her PAC and 2006 re-election bid. In 1991, Solis joined the presidential campaign of then-Arkansas governor Bill Clinton.



Patti Solis Doyle

Neal Wolin, Brunswick CEO, expects Solis' knowledge and experience of politics and PA at the highest levels of government, along with her business network, to be valuable assets to his firm's clients.

## NATION'S ENERGY CAPITAL NEEDS PR BOOST

The city of Gillette, which bills itself as the “Energy Capital of the Nation,” and Campbell County (WY) are struggling to attract businesses to the region, and want to hire a PR firm to remedy that situation.

The area boasts an “inviting and engaging community for individuals and families,” according to its RFP, located near outdoor activities including hiking, hunting, fishing, camping and snow sports.



CC, which features one of the lowest tax rates in the country, is home to the largest coal reserves in the US.

That low-sulfur coal “is an important aspect of meeting environmental standards aimed at reducing air pollution,” according to the RFP.

The strategic marketing push will position CC as “Carbon Valley: The Word Capital of Advanced Carbon Research and Development.”

CC plans to award a two-year contract with the possibility of an extension. Proposals are due Nov. 8. They go to Ivy McGowan-Castleberry at Ijm01@ccgov.net.

## LIBYA HIRES TRUMP-TIED GOTHAM

Gotham Government Relations & Communication, which helped coordinate Donald Trump’s 2015 presidential campaign announcement, has picked up a \$1.5M one-year contract to represent Libya’s Government of National Accord, which is based in Tripoli.

Recognized by the United Nations as the legitimate government of Libya, the GNA is under assault from a rebel group fronted by Libyan-American Khalifa Haftar

The GNA gave Omnicom’s Mercury unit a one-year contract on April 22 for strategic consulting, government relations and media outreach.

Gotham’s pact with the GNA includes preparing reports on Haftar’s “human rights violations and crimes against the Libyan civilians.” The Garden City, NY-based firm also will promote the GNA’s terror-fighting activity and its successful liberation of the city of Sirte from ISIS via outreach to US policymakers and think tanks.

It received upfront payments of \$750K and \$75K on Sept. 23 to cover its six-month lobbying tab and expenses, respectively.

## HARRINGTON NAMED EDELMAN GLOBAL PRES

Edelman COO Matthew Harrington became the third global president of Edelman Oct. 1, which was the 67th anniversary of the founding of the independent firm.

The 35-year veteran of the agency took the job only held by firm founder Dan Edelman and his son & current global CEO Richard.

As global president, Harrington is responsible for Edelman’s digital and advisory offerings, while continuing to oversee its four operating regions, talent and the client portfolio management committee. He also retains oversight of global client relationships, creative, practices, United Entertainment



**Matthew  
Harrington**

Group, data & analytics and overall strategy.

## ELISABETH MURDOCH STARTS CONTENT SHOP

Elisabeth Murdoch, daughter of media mogul Rupert Murdoch, is the lead investor in Sister, an entertainment production company that intends to capitalize on the increasing demand for content by streaming services. She will also serve as the company’s executive chairman.



**Elisabeth  
Murdoch**

Murdoch’s partners in the venture are former 20th Century Fox Film chair Stacey Snider and television producer Jane Featherstone. Featherstone’s Sister Pictures, which was behind the recent hit HBO series “Chernobyl,” is going to form the core of the new initiative. Featherstone previously worked with Murdoch at Shine UK. Murdoch founded Shine in 2001 and sold it to her father’s News Corporation in 2011.

Snider left Fox in the wake of its deal with Disney last year. Before coming to Fox in 2014, she served as chairman/CEO of DreamWorks and chairman of Universal Pictures.

Sister is based in London with an office in L.A.

## MEDIA MANEUVERS

*Newsday* has sold *amNewYork*, its free commuter paper, to Schneps Media, according to the *New York Post*. Schneps started life as the *Queens Courier* in 1985, and now operates 33 weekly newspapers and 28 magazines in the New York metropolitan area including the *Bayside Times*, *The Villager* and *Long Island Press*. Schneps Media CEO Joshua Schneps told the *Post* that the company intends to keep on publishing the paper. *amNewYork* was launched in 2003, and a statement from *Newsday* says it is Manhattan’s highest daily circulation newspaper with almost 1 million unique visitors to its website each month.



**Fox News** has did not renew the contract of radio host and commentator Todd Starnes in the wake of comments he made about Democrats on his radio program Sept. 30, according to a report on *The Wrap*. During an interview with right-wing pastor Robert Jeffries, Starnes said he has no doubt that Democrats “want to especially go after and target Christians in America.” A source with knowledge of the situation said that the termination of Starnes’ contract was in the works well in advance of those comments.

Rich Barbieri is joining the *New York Times* as deputy business editor. Barbieri comes to the Times from CNN, where he was most recently serving as executive editor of CNN Business. In that position, he oversaw a global team of about 50 reporters and editors covering companies, economics, technology, media, markets and the workplace. Before his stint at CNN, he was managing editor at *Crain’s New York Business*. Barbieri has also been news editor for AP’s New York City bureau and has worked as an editor and writer at American Lawyer Media. His remit is to help the Times attain its digital and storytelling goals as it expands its business coverage.

## **FRAGMENTATION IS NOW BUSINESS AS USUAL**

Pharma brands once saw patent cliffs as their greatest challenge. They sought to establish as many “good years” in the market as possible to recoup years of drug development investment. Today, brand-building challenges start years before the Food and Drug Administration grants a company approval to market. No longer is the communicator’s goal simply creating awareness and “see your doctor” moments during the lead-up to launch.



**Gil Bashe, Kristie Kuhl  
and Fern Lazar**

Now, among their changing tasks are helping clients to define why their medication should be easy-to-access on formulary, or acting to shield the product from non-medical switches.

Historically, health public relations and investor relations pros tailored their communications to three main audiences: those most likely to benefit from a particular medication, physicians or investors. Communication must now include those who determine access: from payers to regulators, and everyone who influences both. Understanding how to navigate the health ecosystem, and working to build connections among decision-makers, reduces the risk of falling victim to fragmentation.

Fragmentation within the medical community has become more than just the “left hand not knowing what the right is doing.” Now, it often appears as though the left hand is actively working against its right. In this climate, rising costs are the bi-partisan decision-maker’s primary concern, but this focus misses the real—and necessary—expense of keeping people healthier, happier and out of the hospital.

Fragmentation rears its head at every level of care. Imagine a patient with prescription in hand going into a pharmacy, only to be told that their physician’s medication recommendation isn’t covered by their health insurance formulary. Imagine people adherent on a medication for a life-threatening condition told unexpectedly that, due to a non-medical switch decision, they’re being shifted to another therapy. It happens every day. Fragmentation carries a cost. It results in diminished patient care. It can result in death.

### **Market approval isn’t a bench-to-bedside expressway**

The frequent refrains of “requiring prior authorization,” “fail first” or “step therapy”—which require the least expensive drug to be prescribed first, even if a physician believes a different therapy is in the best interest for their patient—result in kicking the proverbial can of cost toward someone else in the medical chain. Those extra calls to inform patients, lost time from work to see a physician about a new medication, or the time gap caused by obtaining the new medication—all increase costs in the end, negating the intended savings from a “less expensive” medication.

Among the most high-profile lifesaving drugs that recently failed to secure market traction have been the cholesterol reducers called PCSK9 inhibitors. Financial analysts predicted blockbuster sales for PCSK9s, reach-

ing \$6 billion annually. Companies saw these predictions as a signal that payer and provider were aboard. But insurers and pharmacy benefit managers balked, refusing to pay for these high-priced medicines. They required doctors and patients to jump through “prior authorization” hoops to secure access. Even a massive outcomes trial of almost 20,000 patients that showed PCSK9s could reduce deaths as much as 29 percent for people with the highest cholesterol level was not enough to make insurers open the gates. And, when their developers finally slashed prices for these cholesterol-lowering drugs, payers responded only lethargically.

### **Stakeholders face access challenges**

The system creates winding curves for patients on the path to care, and communicators need to be far more aware of the access land mines awaiting brands. For example, people taking medications for irregular heartbeat confront all-too-frequent unplanned treatment interruptions due to non-medical switching. The seemingly innocuous decision by payers to change their formularies carries real impacts: a five-fold increase in a patient having a stroke and a two-to-three-fold increase in hospitalization. These outcomes increase financial and human costs, but who tracks total cost of patient care when someone inside a formulary group makes a non-medical decision to change access to a particular drug? No one.

Organized chaos within the health system isn’t part of any master plan. It’s the result of inwardly focused economic structures centering around four decision-making health sectors: payers, policymakers, product innovators and providers. But the fifth sector, the one which everyone is focused on “helping”—patients—doesn’t have a reserved seat at the decision-making table. While their interests are often left outside the conference room, patients have the most skin in the life-preserving game.

Years before becoming FDA Commissioner, Dr. Scott Gottlieb, then with the American Enterprise Institute, saw how drug development policies between regulators and drug developers interfered with patient care. He argued that FDA caution is hazardous to public health, that the system needed to streamline and find common connection. While he made considerable progress during his tenure at the Agency, there’s much more to be done to reduce fragmentation among health sectors.

Communicators who are savvy about how the ecosystem operates—from securing a seat at the table for patient advocacy to recognizing the importance of the Center for Medicare and Medicaid Part D system, as well as acting on the need for more give and take in the commercial formulary system—must speak out. They must begin to outline how demonstrating and supporting brand value across the health ecosystem chain, years before a drug is even determined to be safe and effective, is crucial to patient outcomes as well as reducing overall system costs. Their work might well prevent life-enhancing and -saving medicines from ending up on the formulary cutting room floor.

*Gil Bashe is a Managing Partner, Global Health, Finn Partners. Kristie Kuhl, JD, is a Managing Partner, Health, Finn Partners. Fern Lazar is a Managing Partner, Health, Finn Partners.*

## AMERICA'S PARTISAN VIEW OF MEDIA WIDENS

The partisan divide in how Americans view media companies is wide and getting wider, according to a new survey from Morning Consult.

Of the 15 companies that showed the biggest gap in net favorability between Republican and Democratic respondents in the survey, 12 were media companies. For every media company that was part of the survey in 2018, that favorability gap grew over the past year.

Despite the negative effect that increasing polarization may be having on the country, there's one place where it's reaping benefits. The study notes that viewership was up at CNN, Fox News and MSNBC, all on the list. For the three combined, revenues have risen 36 percent since 2015, with profits up 50 percent.

With the number of local newspapers dwindling, the national companies on Morning Consult's list are gaining a greater share of the public's attention, the study says.

## TRUMP EX-AIDE WORKS KOSOVO VOTE

Sam Nunberg, who was a political advisor to Donald Trump, worked for Democratic Party of Kosovo in connection with the Oct 6 election. (At press time, results show the party in third place.) New York-based Nunberg's contract covers the period from Sept. 26 through Dec. 15.



**Sam Nunberg**

It is worth \$110K in fees plus travel and first-class hotel lodging in Kosovo's capital city of Pristina from Sept 22 to Oct. 8. Nunberg is responsible for speeches, strategic communications, outreach to US government officials and media relations.

Nunberg, an associate of Roger Stone, has had an on/off relationship with Trump. He began working for the real estate developer in 2011 as a political advisor and was let go in 2014.

Trump rehired Nunberg as the first member of the 2016 Trump for president campaign. He and Stone prepped Trump for the first Republican debate in August 2015. After a falling out with campaign chief Corey Lewandowski, Nunberg left the campaign and endorsed Ted Cruz for president. Trump then sued Nunberg in July 2016 for allegedly leaking confidential information, but the parties settled a month later.

## BEYAH-TAYLOR TO NORTHWESTERN MUTUAL

Clarissa Beyah-Taylor, who most recently handled global communications at professional services firm Aon, has moved to Northwestern Mutual as VP-strategic communications.



**Clarissa Beyah-Taylor**

She's in charge of advancing the insurer's narrative and enhancing the reputation of the more than 160-year-old company among employee and field audiences.

Earlier, Beyah-Taylor handled PR for Exelon's Pepco utility group, served as chief communications officer for GE Transportation and led communications for Pfizer's generics arm.

## VICE MEDIA ACQUIRES REFINERY29

Vice Media has acquired Refinery29, a lifestyle website targeting women, forming what Vice calls "the world's largest digital media business."

Refinery29 is expected to help Vice draw more of the female audience its platforms have lacked. A report in the *New York Times* values the mostly-stock deal, which follows last week's acquisition of New York Media by Vox Media, at \$400 million. Vice Media Group CEO Nancy Dubus will lead the combined company.

The Times report says that Vice is considering shedding positions in its business and administrative units, but is planning to beef up the editorial and creative side.

A Vice statement says that investment in "premium content production" across all its platforms will grow 20 percent. Dubus also said that in contrast to the "bro"-centric image Vice has maintained, the addition of Refinery29 staffers means that "our company will be majority women."

## ACCOUNTS IN TRANSIT

**Hemsworth Communications** has been named PR firm for **Kenefick Ranch Vineyards** in Calistoga, CA. Hemsworth's scope-of-work includes creating a comprehensive communications plan to elevate the company's portfolio and position it as a top Napa Valley wine producer. The agency will launch strategic campaigns to promote the brand's positioning.



Publicis Groupe's **Team One** has added **Jacuzzi Brands** to its roster. Team One is tasked with promoting the company through branding and design strategies, advertising, media, marketing and public relations. Team One has five North American offices, including its Los Angeles headquarters, Dallas, New York, Chicago and Atlanta.

**Ink & Roses** has been named public relations agency of record for **Cannafloria Essentials**, a hemp-infused collection of aromatherapy, body and skincare products. The agency will lead the launch of the brand, including traditional media relations and social strategy.

## NEWS OF FIRMS

**Hill+Knowlton Strategies** has partnered with production company **Happy Finish** to launch REALITY+, which will work with brands that incorporate extended reality into their communications. REALITY+ will provide XR solutions—including virtual reality, augmented reality and 360° video production – as well as communications and behavioral science expertise. The new endeavor will also offer guidance on data and insights, behavioral science, purpose-led communications, event production, media relations, and content and publishing.

**The Pollack PR Marketing Group** has created The Noemi Pollack Scholarship, which will annually award a partial tuition scholarship to an undergraduate student pursuing a major or minor in public relations at the USC's Annenberg School for Communication and Journalism. The first recipient will be awarded in Spring 2020. The scholarship was created in honor of agency CEO and founder Noemi Pollack and to mark the agency's 35th anniversary in 2020.

## **COHEN REPS UKRAINE PRESIDENT ZELENSKY**

Attorney Marcus Cohen registered his PR work on behalf of Ukraine president Volodymyr Zelensky on Oct. 2, following a request by the Justice Dept.



**Volodymyr  
Zelensky**

President Trump, in a July 25 phone call, asked Zelensky if he could do a “favor” and launch a corruption investigation of Joe Biden.

Cohen reported that he hired government affairs firm Signal Consulting Group to execute a PR program, including outreach to US government officials, media and think tanks.

Cohen had neither a written contract nor verbal understanding to represent Zelensky, who was elected president of Ukraine on April 21. He received no compensation for the work and registered with the Justice Dept. “out of an abundance of caution,” according to the filing.

## **CHILDREN’S CHARITY SEEKS COMMS AOR**

Children’s charity Me Fine Foundation is seeking a communications partner that can implement a strategy to increase awareness of the organization and its work.

The Durham, NC-based nonprofit, which was founded in 2004, provides financial assistance and emotional support to families of critically ill children receiving care at partner hospitals in North Carolina.

Me Fine is looking for a communications partner that can help the organization develop a communications plan with a focus on earned and owned media, as well as social media support and implementation.

Me Fine plans to work with a partner on a monthly retainer basis, with an increased spend in the months preceding major events. Budget for the work is \$15,000.

Proposals in PDF format should be sent by 5:00 pm (EST) Oct. 25 to Joey Powell (joey.powell@mefinefoundation.org) and Laura Brewer (laura.brewer@mefinefoundation.org). Questions are due by 5:00 pm (EST) Oct. 11 and should be sent to the same email addresses.

[Read the RFP.](#)

## **PETERLIN TO EXIT AT&T GLOBAL PA POST**

Margaret Peterlin is leaving her AT&T senior VP-global external & public affairs at the end of the year according to Politico.

She took the AT&T job in July 2008 after serving as chief of staff to former Secretary of State Rex Tillerson.



**Margaret Peterlin**

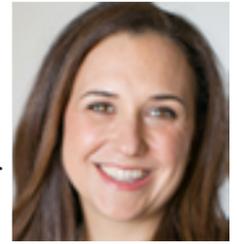
Peterlin joined AT&T as it dealt with the fallout connected to paying Michael Cohen, president Trump’s former fixer, a \$600K consulting fee.

Prior to signing on at Tillerson’s team, Peterlin was a communications officer in the US Navy, national security advisor to ex-House Majority Leader Dick Arney and former Speaker Dennis Hasert.

Peterlin has agreed to stay on for two months at AT&T to advise Jim Cicconi, who recently returned to its DC office as senior executive VP.

## **ON THE MOVE**

Ogilvy has named **Rachel Caggiano** group managing director for its D.C. office. Caggiano comes to Ogilvy from fellow WPP firm VMLY&R, where she served as account managing director and WPP team leader for the PhRMA GoBoldly account. She previously spent a decade as Ogilvy’s head of content for North America and a top leader in the network’s social practice. In her new role, Caggiano will be responsible for driving all aspects of Ogilvy’s integrated business model for its client portfolio in Washington and will join Ogilvy’s US executive leadership team.



**Rachel Caggiano**

Columbus, OH-based **Inspire PR Group** has hired **Marisa Long** as executive vice president. Long comes to the agency from Washington D.C.-based non-profit U.S. Green Building Council, where she was vice president, PR and communications. Before that, she was a vice president at Quinn PR. In her new post, Long will guide agency operations and client management and broaden Inspire’s portfolio and services, including the growth of its corporate, sustainability and social impact practices.

**The Stevens Group** has brought on **Greg Sherry**, president of Sherry Communications Consultants, as an affiliate associate. Before starting up SCC, Sherry served as executive vice president, marketing and communications at Kellen, and was managing director of the consumer marketing practice at G&S.

**D S Simon Media** has promoted **Mike Bako** to vice president, content and media strategy. Bako has been with the agency since 2012, primarily leading the production of local TV interviews for clients through Satellite Media Tours. He was previously public relations manager and lead corporate communications trainer at Media Training Worldwide. In his new post, Bako’s remit will be to lead and grow the agency’s media and production staff.

**North 6th Agency** has promoted **Jim Morris** to chief financial officer. Morris has been N6A’s senior vice president of finance since joining the firm in 2017. Prior to joining N6A, Morris worked for JP Morgan Chase, where he rose to become executive director and CFO of the firm’s global wealth management and technology division. He has also held financial management positions with Merrill Lynch, Barclays, Credit Suisse and Lehman Brothers. In his new role, Morris will retain his duties to oversee N6A’s accounting, budgeting, forecasting, and financial reporting functions.



**Jim Morris**

**Osborn Barr | Paramore** has brought on **Tim Lindstedt** as director of client services. Lindstedt comes to OBP from Gunpowder Incorporated in Milwaukee, where he also served as director of client services. He has worked with such brands as Coca-Cola, LEGO and Major League Baseball. In his new role, Lindstedt will engage with OBP clients to provide strategic leadership and industry insights.

## COMMENTARY

**Bell Pottinger, the disgraced and now defunct British PR firm, played a supporting role in the sad saga of Hunter Biden** trading his family name in return for a \$50K monthly board seat at a then little-known Ukrainian gas company called Burisma.

Created by Ukraine energy minister Mykola Zlochevsky, whom the UK's Independent news site called a caricature of wild east cronyism, Burisma grew via shady deals to the country's No. 1 gas company.

Following the ouster of Ukraine president Viktor Yanukovich, Zlochevsky was a wanted man and the future of Burisma was in doubt.

He brought in Bell Pottinger and criminal cases were closed and "outwardly respectable organizations like the Adam Smith Institute became partners," according to *The Independent*. There was chatter of listing on the London Stock Exchange. By 2018, industry insiders said Burisma had begun to be recognized for good management practices and clever procurement

Thanks to Bell Pottinger salvaging the image of Burisma, combined with Hunter Biden's greed and bone-headed decision to take director job while his dad was US VP, the Bidens are now a sideshow in president Trump's desperate effort to ward off impeachment.

**Tough guy Mark Zuckerberg promised to "go to the mat and fight" Senator Elizabeth Warren** over her plan to break-up big technology companies if she becomes president. The Facebook CEO called her plan an "existential threat" to his company. Duh!



**Mark Zuckerberg**

Zuckerberg took his swipe at Warren during an open staff meeting in July: "If she gets elected president, then I would bet that we will have a legal challenge, and I would bet that we win the legal challenge. And does that still suck for us? Yeah. I mean, I don't want to have a major lawsuit against our government."

A person at the meeting recorded Zuckerberg's rant and gave the audio to The Verge.

Warren had the perfect response to Zuckerberg's outburst. She tweeted Oct. 1: "What would really 'suck' is if we don't fix a corrupt system that lets companies like Facebook engage in illegal anti-competitive practices, stomp on consumer privacy rights and repeatedly fumble their responsibility to protect our democracy."

Round One goes to Warren. It's your move, Zuck.

**Warren has friends in Silicon Valley beyond the Facebook staffer who leaked Zuckerberg's rant.**

The Recode tech website canvassed Democratic donors and fundraisers in SV and found that Warren hasn't toned

down her anti-SV rhetoric, the two-dozen executives, investors and fundraisers polled by Recode respect her policy rigor, more moderate stance than Bernie Sanders and shot at winning the nomination.

As former Facebook exec Chamath Palihapitiya tweeted: "I don't agree with many of her proposals, but I donated to Elizabeth Warren because she is the only major candidate with stuff written down."

The Massachusetts politico has a plan for technology and just about every other challenge faced by the US.

**First Lady Nancy Reagan championed the "Just Say No" slogan**, which became the tag line in the Needham Harper & Steers-created advertising campaign, launched during Ronald Reagan's presidency as part of the "war on drugs."

The US could use a "Just Say No" advocacy campaign to break the country's addiction of relying on social media as its main source of news.

A Pew Research survey found that 62 percent of Americans say social media companies have too much control and that they present a worse mix of news because they rely on computer algorithms that rank and prioritize content tailored to the interest of each viewer.

Almost all of the respondents (88 percent) believe social media favors "sensational attention-grabbing articles," while 79 percent say the platforms focus on stories with a political bent.

How about "Just Say No" to algorithms controlling your news diet?

Take a break from Pew's Top 10 sites with the most news-focused users. They are Facebook, Twitter, Reddit, YouTube, Instagram, LinkedIn, Snapchat, Tumblr, WhatsApp and Twitch.

Expand your world. Curate your own news.

**Kara Swisher, contributing editor at the *New York Times*, published a piece Oct. 1 headlined "Trump Is Too Dangerous for Twitter."**

Noting that Section 230 of the Communications Decency Act provides Internet companies broad immunity from controversial content posted on their platforms, Twitter gives Trump a showcase for his "more incendiary tweets and rage-filled tweets and appalling tweets and reckless tweets and misleading tweets and inaccurate tweets and really inaccurate tweets," wrote Swisher.

She wonders what Twitter management would do if the president "should lose the 2020 election and tweet inaccurately the next day that there had been widespread fraud, and, moreover, that people should rise up in armed insurrection to keep him in power."

Swisher believes it is Twitter CEO Jack Dorsey's duty to keep Trump from weaponizing the platform. It's up to you, Jack. Don't let us down. —Kevin McCauley