



Kevin McCauley
Editor-in-Chief



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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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PLATINUM EQUITY SPENDS \$2.7B FOR CISION

Platinum Equity, which has \$19B in assets under management, is acquiring Cision for \$2.7B in cash.

The \$10-per share offer is a 34 percent premium over the 60-day closing stock price for the period ended Oct. 21.

The PR services firm posted a \$7.7M loss on \$190.4M in second-quarter revenues. Its stock has traded in the \$6.02 to \$15.76 range during the past 52 weeks.

Cision's board and GTCR, which owns a 34 percent stake in the company, have approved the deal, which has a "go-shop" provision to seek other offers through Nov. 21.

"This transaction will provide shareholders with immediate and substantial cash value, while also providing us with a partner that shares in our commitment to customers and employees and can add strategic and operational value," said Cision CEO Kevin Akeroyd in a statement.

There will be a special shareholders' meeting to vote on the transaction. The deal is expected to close during the first quarter of 2020.

NEW ORLEANS SCHOOLS NEED PR HELP

The Orleans Parish School Board has penciled in a search for a PR firm to help it devise better ways to communicate with the public.

The desired firm will be responsible for comprehensive communications support with a focus on press engagement & management, content creation (press releases, statements, opinion pieces, presentations, speeches), strategic planning (selection of communications channels, targeted messaging, goals) and media training.

The budget for the one-year contract will fall in the \$75K to \$100K range. The pact may be renewed for up to three additional one-year periods.

Proposals are due November 1.

Send the original and five copies in three-ring binders along with a flash drive in an envelope marked: "Response to Request for Proposal No. 20-001 | Specifications for Public Relations and Communications Consultant" to: Office of Business Partnerships, Orleans Parish School Board; 2401 Westbend Parkway, Suite 5055; New Orleans, LA 70114

The name and address of the firm submitting the RFP must appear on the top left corner of the envelope.

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



IPG POSTS 6.1% Q3 GROWTH

Interpublic CEO Michael Roth reported that Q3 revenue rose 6.1 percent to \$2.4B and a 2.9 percent jump in net income to \$165.6M. Net organic revenues (excluding Axiom data management arm) advanced 1.4 percent.

He credited the PR, media, healthcare marketing and sports/entertainment groups for driving IPG's performance.

The constituency management group, which is headed by Andy Polansky, registered a 0.7 percent uptick in revenues to \$317.5M. Organic revenues were up 2.1 percent.

For the nine-month period, CMG chalked up \$931.2M in revenues, up 0.5 percent on an as-reported basis and 2.0 percent organically.

Polansky told O'Dwyer's the PR shops within the CMG (Weber Shandwick, Golin, ReviveHealth, DeVries Global, Current Global and Rogers & Cowan) had low single-digit growth during quarter of 2019 on both an organic and as-reported basis.

Weber, R&C and CG and Current had particularly strong quarters. Europe and Latin America were the highest-performing regions, though the U.S. and Asia had some pockets of very strong performance as well.

DEUTSCHE BANK GRABS PROSEK'S HUNTER

Daniel Hunter has been named managing director, head of communications for the Americas at Deutsche Bank.

Hunter comes to Deutsche Bank from Prosek Partners, where he was a managing director in the New York office, advising global banks, private equity funds and hedge funds. He previously worked in London as head of corporate communications, EMEA for Nomura and head of external communications, personal & corporate banking at Barclays.

In his new post, Hunter has full responsibility for the Americas region and will be responsible globally for Deutsche Bank's "Investment Bank" business, which includes equity capital markets, debt capital markets, M&A, sales and trading.

Based in New York, he reports to Deutsche Bank global head of communications & corporate social responsibility Jörg Eigendorf.



Michael Roth



Daniel Hunter

CHINA TELECOM CALLS ON LEVICK

China Telecom's US unit has hired Levick Strategic Communications for a public affairs campaign and crisis communications counsel/support/services on an as-needed basis, according to the Washington-based firm's agreement with the Herndon, VA-based client.



Levick maintains it is "without knowledge" that any foreign government or political party controls, directs, finances or subsidizes its client, which is a subsidiary of China Telecom Corporation Ltd., a joint stock limited company incorporated in the People's Republic of China.

It receives a \$45K monthly retainer for the PA push to advance US-China "techno-relations."

That effort began Oct. 9 and runs through Dec. 31. The PA campaign auto renews for another three months unless China Telecom Americas notifies Levick in writing by Dec. 15 that it wants to terminate the relationship.

CTA markets integrated communications and information technology services from offices in Herndon, New York, Chicago, Dallas and Los Angeles.

KEKST CNC WORKS LVMH'S BID FOR TIFFANY

Kekst CNC is handling the \$14.5B all-cash bid of LVMH Moët Hennessy-Louis Vuitton, the world's No. 1 luxury goods group, for Tiffany & Co.

The \$120 per-share offer represents a 22 percent premium to Tiffany's Oct. 25 closing price.

Paris-based LVMH says it had preliminary discussions with Tiffany but gives no assurance that a takeover may result from the talks.

Tiffany confirms receipt of "an unsolicited, non-binding bid from LVMH," which it is carefully reviewing.

The New York retailer, which chalked up \$4.4B in sales last year, noted that it is "successfully executing on its business plan."

James Fingerroth, Molly Morse, and Anntal Silver of Kekst CNC, which is part of Publicis Groupe, are handling the US media for LVMH. Publicis Consultants and DGM Conseil are working the media in France.

PORTER NOVELLI'S FARNHAM HEADS TO FINN

Kyle Farnham, who led Porter Novelli's New York and Chicago outposts, has joined Finn Partners as its first consumer practice chief.

Peter Finn considers the consumer group, which has annual fees of \$12M, a major growth market for the independent firm.

The addition of a senior talent like Farnham signals the shop's confidence in future opportunities in the consumer space, according to Finn.

Prior to Porter Novelli, Farnham led BCW's US consumer marketing practice. He also was responsible for the WPP unit's integrated marketing communications team, handling creative, digital marketing, social media, events, channel planning and analytics.

Farnham joined BCW from MSL, where he spent 16 years, 10 of them as managing director in Atlanta.



Kyle Farnham

ACCOUNTS IN TRANSIT

Travelino/Keller has been engaged by the **Pat Summitt Leadership Group** to increase and drive its brand awareness. Travelino/Keller will lead creative and public relations efforts intended to align with the organization's focus on serving the public as the source and resource for championship lessons, education and inspiration. Summitt, who coached the University of Tennessee Lady Vols from 1974 to 2012, retired with what was at the time the most wins in college basketball history – 1,098 games.



Pat Summitt

iMARS Communications will arrange the participation of Russian exporters at the **China International Import Expo 2019**, which runs from Nov. 5-10 in Shanghai. The agency will provide promotional, communication and media support to Russian companies participating in the event, as well as assisting in the development of exhibition and business programs.

French|West|Vaughan has been signed up to provide national PR support for **Sound Royalties**, a specialty finance firm serving creative talent in the music industry. With headquarters in West Palm Beach, Fla., and staff in Nashville and Los Angeles, Sound Royalties extends funding to songwriters, producers and performers based on their royalty income—without taking ownership of a client's copyrights.

NEWS OF FIRMS

Worldcom has brought on Moscow-based **R.I.M. Communications Agency** as its newest partner. Established in 1993, R.I.M. offers services in public affairs, corporate, marketing and digital communications. The company says it has developed and implemented more than 1,000 campaigns for Russian and multinational companies. It is also one of the founders of the Association of Communications Agencies of Russia.

Montieth & Company has launched Tangible, a service that offers startups an integrated suite of marketing communications, content, media relations and management consultancy, as well as providing equity capital and making introductions to third-party investors. The platform will work with companies in such industry segments as fintech, cybersecurity, blockchain and crypto, cleantech and proptech.

Fish Consulting, which specializes in franchise public relations and marketing, will offer franchise advisory services to help drive growth for emerging and mature franchise brands. Those services will be overseen by Franchise System Advisors founder and president Jeff Sturgis, who will advise the agency's clients roster with services ranging from franchise development assessments, strategic plan development and franchise sales team "mystery shopping," to sales process evaluations, plan implementation and outsourced development leadership support.



Jeff Sturgis

LEBRON AND SOCIAL RESPONSIBILITY

When both Rush Limbaugh and the *New York Times* go after you for the same infraction, you must be doing something right!

The poor shnook who found himself this month in the crosshairs of the right-wing commentator and the left-wing newspaper was none other than the greatest NBA basketball player on the planet, LeBron James. The transgression that so enraged Mr. Limbaugh and the Times involved Mr. James' criticism of Twitter comments by Houston Rockets' general manager Daryl Morey, who in October tweeted his support for the recent protests in Hong Kong.



Fraser Seitel

Mr. James argued that Mr. Morey probably should've stayed out of the Hong Kong dispute with China because the Rockets' executive was "misinformed or not really educated" on the issue. In other words, contended Mr. James, Mr. Morey, as they say in court, "lacked standing" to offer his two cents on the conflict.

And because the Morey tweet—which he quickly deleted—resulted in an enraged China reconsidering its many financial relationships with the NBA, James worried that the errant tweet would inadvertently cost lots of people who depended on the NBA-China relationship lots of money.

So, James felt Morey should've kept his mouth shut, or in this case, his thumb still.

Mr. Limbaugh, the *New York Times* and social justice warriors throughout the fruited plain were revulsed by James' lack of empathy for the persecuted Hong Kong throng. In near-universal rejection of his cold-heartedness, James' critics responded with a full-throated, Greta Thunbergian "How dare you!"

Today, as James reverts back to his more familiar hardwood playground, his accusers return to their non-stop impeachment wrangling and Morey remains very much off the radar screen, the questions remain.

"Was LeBron wrong?"

"Should individuals who lack knowledge on social issues get involved anyway?"

"And what about organizations? Should they spring to involve themselves in social issues that have little bearing on their business?"

It's fashionable these days to say that corporations have a responsibility to take action on important social issues, and if they don't, customers—particularly Millennials—will forsake them, meaning companies that don't get involved in issues like immigration, climate change and gun control will pay a penalty. Stated another way, the "cause marketing" of the 2000s has morphed into the "socially responsible marketing" of the 2010s.

Of course, it's true that organizations directly affected by social issues have no choice but to take a stand. That's why Dick's Sporting Goods was right to stop selling automatic weapons and raise the age to purchase firearms in its stores. It's why CVS showed great courage in eliminating the sale of cigarettes in its stores. And it's why Facebook took the right step this month to con-

tribute \$1 billion for California to build affordable housing, after criticisms that highly-paid technology workers have exacerbated the state's housing problem.

These companies correctly stepped up to confront social issues with direct bearing on their business. In doing so, they demonstrated when it makes sense for organizations to lead on social issues.

But that's a lot different than involving the organization in controversial issues far removed from the firm's business, which can—and have—redounded to the sponsor's detriment. For instance:

When Chik-fil-A founder Dan Cathy railed against same-sex marriage in 2012, his stores, employees and business partners became lightning rods for criticism, so much so that a month later, Chik-fil-A announced to the world, "Going forward, our intent is to leave the policy debate over same-sex marriage to the government and political arena."

Three years later, when Starbucks' do-gooding founder Howard Schultz announced his "Race Together" campaign, in which baristas would henceforth engage customers in "a national conversation about race relations," it was an unmitigated—and thankfully short-lived—disaster.

Most recently, it was Salesforce CEO Marc Benioff—a model business leader both in contributing philanthropically and rewarding his shareholders—who learned the unintended consequences of suddenly abandoning one's business purpose for social betterment. When Benioff announced on CNBC that the time had come for the business to focus on "making the world a better place" and that "capitalism as we know it is dead," Salesforce's previously high-flying stock was immediately pounded and has yet to recover.

The point is that if there's no direct connection between the social issue confronted and the purpose of the enterprise, you've got to ask yourself whether it's really worth taking the risk.

Which brings us back to LeBron James, the NBA and the Hong Kong protestors.

The point, my dear Shaquille, is not whether Daryl Morey had the right to say what he tweeted. Of course he did; in the land of the free, we're all privileged with the right to say virtually anything we want.

But the more crucial questions are: Should he have said it? Was the outcome he hoped to achieve worth the risk of taking a public stand?

And the answers to those questions, as LeBron and NBA Commissioner Adam Silver and all those thousands of merchandise sellers and sneaker makers and sports channel employees now worried about their livelihood will attest, is an unequivocal "no."

And if you still aren't convinced, go ask Daryl Morey whether he still thinks it was a good idea. That is, if you can find him.

Fraser P. Seitel has been a communications consultant, author and teacher for 40 years. He's author of the Pearson text "The Practice of Public Relations," now in its 14th edition, and co-author of "Rethinking Reputation" and "Idea Wise." He may be reached directly at yusake@aol.com.

WPP BREAKS INTO GROWTH COLUMN

WPP broke into the growth column during Q3 as like-for-like revenues inched ahead 0.7 percent as CEO Mark Read works to achieve "sustainable growth" comparable to Interpublic and Omnicom by 2021.

Year-to-date revenues slipped 1.1 percent.

"Our growth in Q3 is encouraging but we are focused on delivering these longer-term goals and know there will be twists and turns along the way," he said in a statement.



Read cited pick-ups of Mondelez and eBay as major wins during the quarter and expressed gratitude that Centrica

and the US Marine Corps stuck with WPP because they "value the depth of our understanding and the longevity of the relationship."

The Finsbury, Hill+Knowlton Strategies and BCW-led PR group registered a 0.9 dip in Q3 revenues to \$288M and a 1.3 percent slippage to \$667M for the nine-month period.

North America showed an overall 3.2 percent drop in revenues to \$1.2M during the quarter, while western continental Europe posted a 1.8 percent gain to \$663M and UK advanced 2.1 percent to \$427M.

FALLS ACQUIRES WYSE ADVERTISING

Falls Communications has acquired Cleveland-based brand management and advertising agency Wyse Advertising. Financial terms of the acquisition were not made publicly available.

One of Ohio's largest independent full-service agencies, Wyse was founded in 1951 by Marcus "Marc" Wyse and then-wife Lois Wyse. The duo became ad industry legends, coining famous taglines such as "With a name like Smucker's, it has to be good" for then-unknown client the J. M. Smucker Co. Wyse was also behind the classic "Ask Sherwin-Williams" phrase and was responsible for rechristening then-small retailer Bed 'n Bath as Bed Bath & Beyond.



Rob Falls

The company was sold to agency employees in 2007. The same year, Lois Wyse died at the age of 80. Marc Wyse followed four years later at 88.

In light of the acquisition, the agency will henceforth be known as Wyse, a Falls company. The newly-combined organization will count more than 80 staffers.

Falls president and CEO Rob Falls now assumes leadership of both entities. Wyse CEO Michael Marino, meanwhile, plans to retire.

Falls president and CEO Rob Falls told O'Dwyer's that the new combined entity will offer clients a broader array of products and services as well as shared resources and expertise to help clients better connect with consumers and customers.

Cleveland-based Falls Communications, founded in 1989, specializes in crisis communications, investor relations, corporate communications and digital. The agency maintains an additional office in Washington D.C.

SOCIAL, GREEN ISSUES MATTER TO GEN Z

A vast majority of Gen Zers say that they care about social and environmental issues—and they think companies should take action on them, according to the 2019 Porter Novelli/Cone Gen Z Purpose Study.

More than nine out of 10 survey respondents (91 percent) said they want companies to get involved in promoting job creation in the U.S., while 90 percent want to see companies do their part to solve problems surrounding racial equality and sexual harassment. Working for women's equality (89 percent), battling climate change (85 percent) and defending religious freedom and tolerance (83 percent) were also priorities.



In addition, Gen Zers want companies to take action, not just make statements. Nearly all respondents (93 percent) said that companies should have the appropriate programs and policies in place to back up their commitment to an issue. And three-quarters (74 percent) said they intended to do research to see if companies really follow through on their statements.

A company's positions and actions can have a strong effect on how attractive a place it is to work, and to whether or not Gen Zers want to buy its products. 83 percent of survey respondents said they consider a company's purpose when deciding where to work, and 72 percent said that purpose was a factor when they make a purchase.

When it comes to how they can move social change forward themselves, most Gen Zers are big believers in social media, with 80 percent saying they feel they can have an impact on issues by going online and 64 percent saying supporting issues online is more effective at making a difference than doing something in their communities.

But perhaps the biggest priority for Gen Zers is finding a way to bring people together, with 90 percent of survey respondents saying they were tired of how negative and divided the country has become, and 94 percent citing the need for greater unity.

The Porter Novelli/Cone Gen Z Purpose Study surveyed a random sample of 1,026 American consumers ages 14 to 22 between Aug. 12 and 15 of this year.

EXPRESS SCRIPTS' KATZ CATCHES ON AT BCW

Emily Katz, who was senior director of government affairs at Express Scripts, has joined BCW's public affairs & crisis practice in Washington. She reports to Licy Do Canto, executive VP and managing director of the group.

Express Scripts, which is part of Cigna, is the pharmacy management giant, with more than 100M members.

Prior to joining ES in 2015, Katz was senior health policy advisor to California Senator Barbara Boxer.

She also did stints as health policy director for Colorado Congresswoman Diana DeGette and legislative assistant for Oregon Senator Ron Wyden.



Emily Katz

GLADSTONE PLACE WORKS HUGHES' REVAMP

Gladstone Place Partners is working the restructuring of The Howard Hughes Corp., redeveloper of New York's South Street Seaport District, as it installs new leadership, shifts headquarters from Dallas to Houston, slashes overhead and unloads \$2B in "non-core assets."

Paul Layne, president of HHC's central region and a 35-year veteran of the real estate development, steps into the CEO role, replacing David Weinreb.

Most recently, the eight-year HHC veteran led the development of 110 North Wacker, a 56-story tower in Chicago that is 69 percent pre-leased and slated to open in October 2020.

Layne will oversee HHC's transformation plan to become a more focused, profitable, and free-cash-flow-generative company that is focused on its master planned communities and the Seaport District.

Gladstone's Steve Lipin and Lauren Odell work the HHC transformation.

HAYWARD IMPROVEMENT ASSN. SEEKS PR

The Downtown Hayward Improvement Assn. is searching for a PR firm to promote its activities to grow the economy of the city located in the East Bay section of the San Francisco Bay region.

The desired communications firm will create a strategic PR plan, conduct media relations and handle advertising. It will work with DHIA staff on social media



outreach on Twitter, Facebook, Instagram and Pinterest. The Association is limiting the search to firms located within a 60-mile radius of Hayward.

The one-year contract is worth \$3K per month and may be extended up to an additional three years.

The work begins Dec. 1.

Responses are Nov. 8. Send four copies of the response to Marco Li Mandri; Executive Director; Downtown Hayward Improvement Association; 22654 Main St.; Hayward, CA 94541

Proposals may also be emailed to Li Mandri at marco@newcityamerica.com. Attachments may not exceed 10 pages.

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

H+K ADDS TECH SAVVY DERRYBERRY

John Derryberry, who helped build Edelman into a Silicon Valley force, has joined Hill+Knowlton Strategies as managing director of the US technology group.

Derryberry joined Edelman in 2006 following its acquisition of tech specialist A&R Partners, where he worked for 15 years, guiding it to the \$16M annual revenue mark. He co-managed A&R's flagship Adobe account while counseling clients such as Xerox/XSoft, Siemens, iRobot, Citrix and Palm.

At Edelman, he maintained the Adobe relationship and advised Bosch, Verifone, Lending Club and Western Union.

Derryberry shifted to Western Union's digital unit in 2017 to pitch the narrative dealing with the transformation of the 167-year-old company into a fintech leader.

FTI'S PR GROUP POSTS 9% Q3 GAIN

FTI Consulting's strategic communications unit posted 8.9 percent Q3 growth to \$60M as it navigated a complex financial environment marked by disruptions in global capital markets, supply chains and political uncertainty, according to Mark McCall, head of the PR group. Operating income surged 20.2 percent to \$11.3M.

A robust demand for corporate reputation services in North America, Europe, Middle East and Africa sparked the solid performance.

McCall told O'Dwyer's a priority of the stratcom unit is to integrate its marketing communications services offering into the overall FTI platform.

Simon Lewis is joining FTI on Jan. 6 as EMEA vice chairman and global head of financial services for the stratcom segment. He's the CEO of the Association for Financial Markets in Europe, former director of communications for UK prime minister Gordon Brown, first communications director for Queen Elizabeth and director of corporate affairs at Vodafone, Centrica and NatWest.

Earlier this month, Anne MacGregor signed on as managing director in Brussels. Most recently a national partner at Dechert LLP, she will advise and counsel clients on antitrust, M&M, state aid and trade matters.

For the nine-month period, stratcom registered a 6.9 percent growth in revenues to \$176.8M and a 12.9 percent advance in operating profit to \$30.7M.

Billable headcount rose 10.3 percent to 719 staffers from a year ago.

MEDIA MANEUVERS

Klayton Fennell, **Comcast's** liaison to the LGBTQ community, has filed suit against the company, claiming he was a victim of prejudice, the *Philadelphia Inquirer* reports. In the lawsuit Fennell, who has been with the company since 2002 and was named a senior vice president in 2015, says he was passed over for promotions "because of his sexual orientation and because he does not conform to gender-based stereotypes."

Meredith has sold the **Money** magazine brand to Ad Practitioners, LLC, a media and advertising startup based in Puerto Rico and run by former Google sales exec Gregory Powel, according to a report in *Folio*. When Meredith discontinued the print edition of the magazine earlier this year, the company said it would invest in Money.com rather than selling it.

Harper's Magazine has named **Christopher Beha** editor of the 169-year-old monthly. Ellen Rosenbush, who has been serving as editorial director since the departure of former editor James Marcus last year, will continue to contribute to the magazine as editor-at-large. According to a report in the *New York Times*, Marcus said he was fired by Harper's publisher John R. MacArthur after a dispute centering on the magazine's publishing of a cover story over Marcus's objections.



Mark McCall



COMMENTARY

The Securities and Exchange Commission is set to deal a blow to both shareholder democracy and financial PR firms with a plan to slap new limits on proposals submitted by activist investors.

The *Financial Times* reports that the SEC is expected to vote next month on measures to give targeted companies two chances to review shareholder proposals before they are put up for vote and to increase the threshold of shareholder support for a proposal before it is submitted.

Currently, a proposal needs to win three percent of backing from shareholders in the first year it is introduced to be included in the proxy statement. The level of support rises to six percent and ten percent during the next two years. The SEC measure will up the threshold to six percent in year one and then 15 percent and 30 percent.

The FT says the proposal, if passed, would be a win for pro-business groups, such as the Business Roundtable, and a defeat for proxy adviser firms Institutional Shareholder Services and Glass Lewis.

Financial PR firms, which drum up fees on defeating activists pressing for action against climate change, executive compensation disclosures and a range of other issues, also will lose as fewer shareholder proposals ultimately qualify for a shareholder vote.

“We thrive on conflict and chaos,” a CEO of a top financial firm told O’Dwyer’s. The SEC apparently prefers a sense of calm to corporate chaos.

The proposals aren’t a sure-fire thing as there will be a public comment period before the SEC can adopt the measures.

During his latest temper tantrum, Donald Trump canceled the White House subscriptions to the *Washington Post* and *New York Times*.

Stephanie Grisham, who is quickly giving Sean Spicer a run for the worst White House press secretary ever, took the ball from the head-in-the-sand tweeter-in-chief, and carried it further downfield, vowing to get all federal agencies to cancel their NYT and WaPo subs.



Stephanie Grisham

Pulling a number from thin air, Grisham said taxpayers will save “hundreds of thousands of dollars” from denying federal officials access to information that can help them do their jobs better.

Pen America, the writers’ group that advocates for open expression, says dropping the NYT and WaPo subs is “a terrifying and self-defeating effort at vindictive information control that reeks of totalitarianism.”

The push against two of the nation’s most influential papers “underscores the danger of a president willing to use the federal government to exact retribution against

the press, even if the cost is plunging his own workforce into information darkness,” according to Pen.

TikTok, the wildly popular short-form video platform, is a potential counterintelligence threat we cannot ignore, according to Sens. Chuck Schumer and Tom Cotton.

Owned by Beijing-based ByteDance, TikTok has more than 110M downloads in the US.

While Congress grilled Facebook CEO Mark Zuckerberg during his Oct. 23 appearance on Capitol Hill, the New York Democrat and Arkansas Republican are concerned that the Chinese company may be used by China’s government as a tool of espionage and for spreading propaganda among millions of Americans.

Though the platform does not operate in China, it must adhere to Chinese intelligence, national security and cybersecurity laws that require Chinese companies to support the country’s Communist Party.

Schumer and Cotton want the US intelligence community to conduct an assessment of the national security risks posed by TikTok and other Chinese content platforms and a Congressional briefing on the finding.

The politicians fear TikTok could censor material deemed politically sensitive to the Chinese government, while manipulating content to make Beijing look good.

They also view TikTok as a “potential target of foreign influence campaigns like those carried out during the 2016 election on US-based social media platforms.”

The 2020 election is coming up fast.

Former Defense Secretary Jim Mattis feels betrayed by his former communications director, Guy Snodgrass, whose tell-all book is to be published this week.

“Holding the Line: Inside Trump’s Pentagon With Secretary Mattis” spills the beans about Mattis’ relationship with Trump, members of Congress and the press.

The *Washington Post*, which obtained an advance copy of the book, reports that Snodgrass wrote about how Mattis said he’d “rather swallow acid” than see the military parade that the president wanted to hold in Washington.

The book by Snodgrass, a former Navy fighter pilot, is promoted as “an insider’s sometimes shocking account” of inner workings at the Pentagon.

Mattis wrote his own book, “Call Sign Chaos: Learning to Lead” in September. That book barely scratched the surface of his time on Trump’s team.

Trump critics expressed disappointment that Mattis didn’t shed light on the chaos in the White House. Military man Mattis, however, felt honor-bound to respect the commander-in-chief.

Semper Fi.

Snodgrass apparently doesn’t share his old boss’ “always faithful” sense of duty. —Kevin McCauley