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NEVADA ISSUES \$3.2M 'OBAMACARE' PR RFP

Nevada's Silver State Health Exchange has issued an RFP worth \$3.2M per year to run marketing and outreach efforts.

It is looking for a "complete design of a creative, cost-effective, dynamic and integrated year-round marketing and outreach campaign," according to the document.

The desired firm will communicate the benefits of accessing health and dental coverage through the Nevada Health Link. The campaign, which encompasses Children's Health Insurance Program, will include outreach to targeted audiences including rural Nevadans, 50+ age group, 26-45 age group, the "young invincibles," members of Nevada Tribes, Hispanic/Latino, Asian Americans and Asian Pacific Islanders, African Americans and multicultural populations.



The firm will create press releases, pitch statewide/national media publications, secure meetings for the Exchange in order to educate the public on open enrollment and the advertising campaign and oversee all social media channels, organic search engine optimization marketing (SEO) and related online material.

Nevada plans to issue a four-year contract with work beginning April 1, 2021. There will be an option to renew for two additional one-year periods.

Proposals are due Dec. 4 and must be sent electronically to the state's portal at <https://NevadaEPro.com>.
[Download RFP \(PDF\)](#).

BCW HIRES BRAND GURU GLAZER

BCW has hired Lauren Glazer, who has spent the past five years leading the engagement group at Omnicom's Batten Group brand consulting boutique, as chief brand officer.



Lauren Glazer

A goal is to expand BCW's brand beyond its traditional offerings to clients that need the firm's capabilities in research, analytics, advertising, earned/paid media and e-commerce.

Glazer made her branding mark at the Union Square Hospitality Group, where she once served as brand ambassador for a hot dog cart in Madison Square Park that later grew into Shake Shack.

She went on to hold key posts at ad agencies BBDO and Weiden+Kennedy and has counseled clients such as Delta Air Lines, ExxonMobil, Johnson & Johnson, Lincoln Financial Group and Tiffany & Co.

IPG Q3 REVENUES FALL 12.8%

Interpublic Group CEO Michael Roth reported a 12.8 percent decline in Q3 revenues to \$2.1B and an 11.3 percent drop in operating income to \$248.6M.

Organic net revenue decreased 3.7 percent due to the impact of the COVID-19 pandemic disruption.

IPG's constituency management group, which includes Weber Shandwick, Jack Morton, Octagon, Current Global, DeVries Global, Golin, Rogers & Cowan PMK and FutureBrand, posted a 16.5 percent dip in Q3 reported and organic revenues to \$269.1M.

For the nine-month period, revenues slipped 10.7 percent to \$844.4M and 9.8 percent organically.

Andy Polansky, who heads the CMG operation, said the PR firms in the group posted a mid-single digit decline in revenues on both a reported and organic basis. That compares to low single-digit growth last year.

Golin had a "particularly strong quarter" powered by new business wins from General Mills and Johnson & Johnson.

During Q3, IPG took a \$47.3M restructuring charge related to actions designed to reduced operating expenses structurally and permanently relative to revenue and the acceleration of the transformation of IPG's business.

IPG also announced that 58-year-old Philippe Krakowsky, executive VP & COO, will succeed Roth as CEO on Jan. 1. Roth will become executive chairman.



Philippe Krakowsky

CURRENT GLOBAL HOPS ON SUBWAY

Current Global has scooped up AOR duties for the Subway sandwich shop chain.

The Interpublic unit will promote consumer PR initiatives and Subway's reputation as a leader in the global QSR segment. Prior to Current Global, Ruder Finn had the business.

Michele DiNello, VP-communications & PR at Subway, said the chain wanted a partner that aligns with its brand vision and can work as an extension of its internal PR team.

The firm has a team of about 20 staffers handling Subway, led by Lisa Dini, executive VP, and Desta Roy, senior VP on the consumer side, along with Renee Austin, executive VP, global corporate lead.

Subway operates in more than 100 countries and serves six million sandwiches each day.



ELECTION NEWS RIVALS COVID COVERAGE

With the presidential election almost here, it's no surprise that more Americans are following election-related news closely. According to analysis by the Pew Research Center, Americans are paying about as much attention to election news as they are to the COVID-19 pandemic.

Pew's survey, which examined Americans' news habits in the weeks leading up to the 2020 U.S. election campaign, found the percentage of Americans who are now paying "very" or "fairly close" attention to news about the election nearly equals the same amount of U.S. adults who said they're giving similar levels of attention to the coronavirus outbreak (79 percent).

More than half of those polled (57 percent) said they're currently getting candidate-related news at least "several times a day," while nearly a quarter (22 percent) reported getting this news "almost all the time."

When it comes to where Americans plan to watch election results, more than half (60 percent) cited national network TV sources (ABC, CBS, NBC or PBS). Cable TV outlets came in second (55 percent), followed by news websites (54 percent), social media platforms (42 percent) and the candidates or campaigns themselves (28 percent).

Respondents identifying as Biden supporters are far more likely to rely on network TV than Trump supporters (78 percent vs. 49 percent). Trump supporters, meanwhile, are more likely to turn to presidential candidates and campaigns for election night returns than Biden supporters (37 percent vs. 26 percent).

A vast majority of Americans (82 percent) said they're confident the news outlets they rely on will make the right call when announcing the winner.

Pew's analysis was based on a survey of more than 10,000 U.S. adults conducted in early October.

HUNGARY HIRES 'POLITICAL WARFARE' PROS

The Government of Hungary has hired Strategic Improvisation Inc. to generate positive media coverage and combat negative press coverage of the Central European country.

David Reaboi, who calls himself a national security and political warfare consultant, heads SI, which he relocated last year from DC to Miami Beach.

Politico dubbed him "a right-wing pugilist on Twitter," where he has more than 107K followers.

Reaboi took to the platform on Oct 19 to hit former vice president Joe Biden after he called Hungary and Poland totalitarian regimes.

Hungary's right-wing leader, Viktor Orban, is a close ally of president Trump. Both are strong advocates of

border security and immigration control.

SI's agreement with Hungary's DC embassy calls for it to manage the political media and to place op-eds.

The firm will "build a network of writers and experts and use those contacts to create interview opportunities for high-level Hungarian leaders."

The campaign began Sept. 25 and runs through Dec. 20. SI receives a fee of \$70K for the effort.



David Reaboi

ACCOUNTS IN TRANSIT

MMGY picks up **Karisma Hotels & Resorts**, a collection of resort properties in Mexico and the Caribbean. MMGY's efforts will focus on driving increased awareness and bookings for the Karisma brand and its portfolio of Gourmet Inclusive properties. Social media services are being provided by the firm's Kansas City office, and public relations is handled by MMGY NJF in New York. MMGY and MMGY NJF will also be working on the launch of new resort brands and properties, including the all-inclusive Margaritaville Island Reserve concept and the new Margaritaville Island Reserve Riviera Cancun in Mexico.



CJ Media Solutions adds **Real Hospitality Group** to its growing portfolio of B2B PR clients in the hospitality space. CJ Media has been tasked with increasing the hotel management company's visibility by developing and implementing a range of proactive media relations strategies; evaluating and garnering earned media opportunities; and building thought leadership in several industries, including hospitality.

LDPR is managing the national/regional grand opening media relations program for **Grand Hyatt Nashville**. The agency is also handling social media strategy and channel management as well as the media relations program for Thompson Washington D.C., the Thompson Hotels' first property in the nation's capital. Also, business software company **Peek** has selected LDPR to run its North American media relations program. LDPR is headquartered in New York, with staff in California and Chicago.

Steinreich Communications lands **The UAE-Israel Business Council**, an organization comprised of business

leaders from both nations to promote trade, innovation and cooperation. Steinreich will work to promote the Council and its leadership. In September, the agency formed a practice area within its corporate group that is working with clients in the United Arab Emirates and Israel looking to expand their businesses in both countries following the announcement of the normalization of relations by their national leaders.



TURNER adds **Evolve Vacation Rental**, **Lonely Planet** and **BEABA** to its roster of travel and lifestyle clients.

Turner will be agency of record for media and communications efforts for Evolve, which hosts a rental marketplace as well as actively managing properties for homeowners. The agency will handle PR in the United States for two Lonely Planet campaigns—the second edition of the Lonely Planet Ultimate Travel List book and Lonely Planet's Best in Travel 2021. For baby products line BEABA, Turner will execute a hyper-targeted media relations and seeding program.

Magrino gains the media strategy and partnership opportunities for **The Princess Grace Foundation – USA**, which is dedicated to elevating emerging artists in theater, dance and film via awards in the form of grants, scholarships and fellowships. The organization's Grace Influential digital lifestyle platform encompasses social media, global partnerships, podcasts and other media to reach new generations and invite them to see the world through Princess Grace's lens, and be inspired by her influence on lifestyle, fashion, culture and philanthropy.

WOMEN MUST PRIORITIZE PREVENTATIVE CARE

The COVID-19 pandemic has challenged us to think about health in new ways.

When the stay-at-home orders started, and doctors' offices and hospitals filled with patients in need of urgent care, it may have initially seemed safer to delay or reschedule routine checkups and screenings.

Now, the medical community is predicting a rise in cancer rates due to preventative screenings that have fallen through the cracks during the shutdown.

GCI Health and HealthyWomen teamed up in July to explore how women were approaching their preventative care during the pandemic. This next phase of #BeHealthiHer,



Wendy Lund

which launched in 2017 in partnership with *Prevention* magazine, is focused on making health a priority for women across generations by reminding them that taking care of yourself isn't selfish.

To understand how many women were delaying or missing important appointments, GCI Health, HealthyWomen and *Prevention* conducted a survey, "Stay Healthy in 2020," which revealed that 70 percent of women weren't getting regular screenings for health conditions like cancer and heart disease, even before the onset of COVID-19.

Fueled by these findings, #BeHealthiHer Now is issuing a call-to-action to reinforce the urgency and importance of preventative care and encourage more women to focus on their immediate health and book appointments for screenings.

Stay Healthy in 2020 looked into what was keeping women from scheduling the preventative screenings they need to maintain good health and found three primary factors trending across all ages and races. One in four women noted that healthcare costs or lack of insurance were the main barriers, especially for Black women, reinforcing significant racial disparities in access to preventative care.

An additional 25 percent of women said they didn't think preventative screenings were necessary for them, with the highest numbers (41 percent) among women ages 65 to 74, a group highly likely to need screenings. Women also cited schedules packed with family and work obligations, with the highest numbers (38 percent) among 18- to 24-year-olds.

In addition to uncovering barriers to preventative care at the individual level, the Stay Healthy survey provided insights into broader trends that could impact women's health in 2020 and beyond. While telemedicine has made it possible to connect virtually with doctors and care teams, the remote health platform also poses hurdles for some women.

Appointments that don't require diagnostic tests can easily be adaptable to telehealth, but in-person visits are still necessary for many preventative care screenings.

Further, the survey found that women's levels of comfort navigating telemedicine varied by age and generation. While many women (42 percent) have engaged with telehealth, the highest group was those between the ages of 18 and 24 (57 percent), with the lowest numbers (36 percent) among those over 75. In the younger group, 65 percent felt they got the same quality of care compared to in-person visits, while only 45 percent of the women over 75 felt that way.

Mental health was another area for concern, with 36 percent of women surveyed saying they have increased their

alcohol consumption since the start of the pandemic. Given the link between alcohol consumption and certain cancers and health conditions, these could manifest without regular health screenings.

On a more positive note, the arrival of a vaccine for COVID-19 could potentially help restore some semblance of normal life. Many of the women (58 percent) surveyed said they plan to get the vaccine as soon as it becomes available, including 64 percent of women over 55 and 74 percent of those between 18 and 24.

However, given the pharmaceutical industry's speed in developing a viable vaccine, the window to generate support for universal vaccination is relatively small and closing quickly. If enough people aren't vaccinated, the public health gains could be much smaller than expected.

#BeHealthiHer Now wants to remind women that when it comes to taking charge of their health and holding their loved ones accountable for doing the same, there's no better time than the present. The goal is to provide tips, inspiration and expert advice to help them get healthier, stay healthier and live more vital lives.

As communicators, we can play an important role in raising awareness about the necessity of preventative care and inspiring women to prioritize self-care, for themselves, for their families and for society. It's time that more women realize that taking care of themselves is as important as taking care of others and put themselves at the top of their list of priorities.

Wendy Lund is CEO of GCI Health.

CA WATER PROJECT NEEDS WASTEWATER PR

The East County Advanced Water Purification Program is seeking a PR firm to handle public education, outreach and community relations for its effort to purify recycled water to provide up to 30 percent of drinking water demand, while eliminating wastewater discharge into the Pacific Ocean.

The Program is a collaborative partnership between the County of San Diego, City of El Cajon, Padre Dam Municipal Water District and Helix Water District to create a local and sustainable drought-proof water supply.

According to the RFP, the recycled water "will be so clean that it is near-distilled in quality."

ECAWPP is expected to be up and running by the summer of 2025.

Its Joint Powers Authority unit will issue a five-year PR contract. The initial year is budgeted at \$200K. The budget is expected to rise to \$300K in each of the subsequent years.

The objective of the outreach is to "continue to create and maintain a positive public perception of the Program, with an emphasis on the reliable, high quality, safe drought proof and cost-effective water supply," according to the RFP.

The desired firm will keep communities and stakeholders updated on the construction of the system and listen to, acknowledge and provide feedback to their concerns.

It will manage outreach to local media and update them on Project milestones and develop media kits, video news releases, b-rolls and presentations to earn positive press coverage.

Proposals are due Oct. 28. Send six hard copies and an electronic version (USB flash drive) to: Melissa McChesney; Padre Dam Municipal Water District; P.O. Box 719003; Santee, CA 92072-9003

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



DTC IS ON THE RISE

Direct-to-market brands are already big, and over the next five years they are likely to get even bigger, according to a new study from Diffusion.



Conducted in partnership with research firm YouGov, Diffusion's 2021 DTC Purchase Intent Index found that more than two out of five respondents were familiar with a DTC brand, and 69 percent of those who knew about DTC

brands had made at least one DTC purchase in the past year.

While only four percent said that they made 80 to 100 percent of their purchases from DTC brands, 45 percent said they bought from DTC brands 20 percent or more of the time.

According to the survey, those numbers are rising. In the coming year, 79 percent of respondents familiar with DTC brands plan to increase the number of purchases they make.

The most popular items for DTC shopping are clothing & apparel, and health, wellness & beauty, with 29 percent saying that had made purchases from at least one of those. Food (18 percent), everyday goods (18 percent) and tech & gadgets (17 percent) also showed considerable strength.

When it comes to the reasons why consumers opt for DTC brands, more than four in ten (44 percent) say that they perceive those brands as being produced at higher quality and lower cost.

But retail is not out of the running. Over a third of those familiar with DTC brands (36 percent) say that convenience and being to have the product the same day would sway them toward traditional retail. Almost as many (35 percent) said that fast, free shipping could move the needle toward retail.

In addition, DTC is seen as having its own drawbacks. 35 percent said that not being able to physically examine items was a downside.

DTC brands also got points for social responsibility, with 31 percent of respondents saying they would purchase from brands that have shown support for social and environmental issues, and 15 percent favoring sustainable brands.

The Diffusion/YouGov survey was conducted from Sept. 26 to 28. To see the entire study, [click here](#).

RACEPOINT GETS \$2.6M FROM HUAWEI USA

Racepoint Global received \$1.2M from Huawei Technologies USA for handling social media work, arranging "virtual cocktails," doing press outreach and producing videos during the six-month period ended Sept. 30, according to its Justice Dept. filing.



HUAWEI

That fell a bit short of the \$1.4M that the Boston-based firm collected for the March 31-ended period from the US affiliate of the Chinese smartphone maker that has been sanctioned by the US government.

The Trump administration cut off Huawei's access to the American-made advanced technology chips that it needs to build telecommunications networks because it views the company as a security threat. Huawei rejects that charge.

Huawei reported Oct. 23 that nine-month sales grew 10 percent to \$101B vs. a 24 percent jump for the 2019 period.

CNN reported the US sanctions make it harder for Huawei to compete with Apple and Samsung in the high-end smartphone market.

FINANCIAL PRO MEINERS JOINS BRUNSWICK

Molly Millerwise Meiners, who was CCO at the US International Development Finance Corp., has joined Brunswick Group as a partner in its DC office.

Prior to the DFC, Meiners was principal deputy assistant secretary for PA at the Treasury Dept. from 2017 to 2019, where she focused on regulatory/financial reform, foreign investment, sanctions and fighting illicit finance.

Earlier, she was managing director at Reservoir Communications Group and director of Citigroup's corporate communications unit.

In her current post, Meiners concentrates on PA, financial regulation, economic policy and crisis management.

George Little, head of Brunswick Washington, expects clients to benefit from Meiners' "experience on the front lines counseling government and corporate leaders on their most pressing and complex challenges."



Molly Millerwise Meiners

MOROCCO'S OCP ADDS CCO COMMUNICATIONS

Morocco's OCP North America unit has hired Minneapolis-based CCO Communications LLC for PR support on the petition by Florida's The Mosaic Company seeking countervailing duties on the import of phosphate fertilizers to the US.

Mosaic claims OCP's exports to the US are unfairly subsidized by Morocco, owner of 94 percent of the company, putting the future of its mines and production facilities and jobs of 3,500 workers in Florida and Louisiana at risk.

Launched in 2016 by General Mills CCO & VP-global communications Tom Forsythe, CCO joins FleishmanHillard and Cornerstone Government Affairs on OCP's communications team.

It will handle research, message development, media relations, stakeholder targeting/engagement and advocacy efforts.

CCO bills OCP an hourly \$300 rate for up to 100 hours per month. It must receive prior approval for additional hours.

The agreement runs for eight months. Morocco's OCP Adds CCO Communications to PR Lineup

PHARMA VET KELLY JOINS PRECISION

Precision BioSciences, Inc., a clinical-stage biotechnology company, has appointed Alex Kelly chief corporate affairs officer.

Kelly comes to the company from Allergan, where he was executive vice president, corporate affairs and chief communications officer, as well as president of The Allergan Foundation.

Kelly has also served as senior VP, chief integration officer at Actavis and senior VP, chief communications officer, public affairs and investor relations at Forest Labs.

In his new role, he will join the senior leadership team and oversee all investor relations and corporate communications. "Alex brings valuable and meaningful experience leading corporate affairs for some of the most successful healthcare companies in the industry," said Precision CEO Matt Kane.



Alex Kelly

THE HOME OFFICE DEDUCTION AFTER COVID

With the onset of COVID, many PR firms work remotely from their homes. So who can deduct home office expenses?

Most expenses for personal use assets are not deductible. The exception is primarily interest and taxes. While interest is generally deductible, taxes are limited to a maximum deduction of \$10,000. However, self-employed persons are allowed a deduction for office in the home expenses. Unfortunately, owners of a regular corporation (a C corporation) or a Subchapter S corporation aren't considered self-employed and the office in the home deduction will not apply. However, self-employed individuals are allowed a deduction for home office expenses if a portion of their home is used exclusively



Richard Goldstein

on a regular basis as either the principal place of business for the firm, or a place of business used by clients.

From 2018 through 2025, employees aren't allowed an office in the home deduction because these expenses are considered miscellaneous itemized deduction that aren't deductible until possibly 2026.

A principal place of business satisfies the following requirements: the office is used by the taxpayer to conduct administrative or management activities of the business; and there's no other fixed location of the business where the taxpayer conducts these activities.

The exclusive use requirement means that part of the home must be used solely for business purposes. The following example should clarify any questions on this subject.

Assume that John is a self-employed PR professional and makes an office in his home for business purposes. The office is also used by his wife to pay family bills and by their children to remote into their school classes and do homework assignments. Unfortunately, the exclusive use requirement isn't met, and no office in the home deduction will be allowed.

How is the office in home deduction determined?

The office in the home deduction can be determined in two ways: the regular method or the simplified method.

When using the regular method—actual expenses—expenses must be categorized as direct or indirect. Direct expenses benefit only the business part of the home and are deducted in full. Indirect expenses benefit both personal use as well as business use and allocations between the two are therefore necessary.

Home office expenses of a self-employed person

The allocation of the home office expenses can't exceed the gross income from the business less all business expenses. If it does, the loss can be carried forward to future years and used subject to the same limitations.

Employees can't benefit from the home office deduction because it's considered an itemized deduction which is no longer allowable. However, mortgage interest is deductible and taxes up to \$10,000 are also allowable if total itemized deductions exceed the standard deduction.

Finally, the home office deduction includes an allowable portion of cost recovery on the personal residence.

A home office deduction is also available to those who rent rather than own. In this case, the business percentage is applied to the rent being paid and utilities if paid for.

Because of the complexity of the regular method, the IRS

established an optional simplified method for calculating the home office deduction. Taxpayers using this method are allowed a deduction of \$5 per square foot of space devoted to the office. However, because no more than 300 square feet can be counted, the maximum deduction is limited to \$1,500.

Taxpayers can choose either the simplified method or regular method each year.

So, what should you choose?

Both methods require exclusive, regular use of the office.

The simplified method requires less record keeping. No depreciation is allowed, so the simplified method avoids the 25 percent tax on real estate gains when the home is sold.

With a maximum deduction of \$1,500, the simplified method, in most cases, will result in a smaller deduction than the regular method.

Under the simplified method the taxpayer isn't permitted to carry over unused deductions to the following year.

Once a choice is made for a year, the choice can't be changed.

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

AMSTERDAM (NY) FLOATS \$200K RFP

Amsterdam, which is located in New York's Montgomery County on the banks of the Mohawk River, is floating a \$200K contract for economic development.

The city of about 20K was once a major producer of carpets but the industrial base went into a decline during the 1990s.

The Dept. of Community & Economic Development wants a communications partner as it plots the post-industrial future of Amsterdam.

The desired firm will "keep the general public, stakeholders, and potential site selectors informed on the progress of the variety of projects taking place with the city," according to the RFP.

It must have experience in working with municipalities and non-profit organizations' economic marketing initiatives. It also will know how to deal with New York State economic development grants.

Proposals are due Nov. 5. Send three hard copies and an electronic version of the proposal to: City of Amsterdam; Clerk's Office; Attention: Amanda Bearcroft; 61 Church Street; Amsterdam, NY 12010

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

KEKST'S GIGLIO RETURNS TO RUBENSTEIN

Chris Giglio, who joined Kekst CNC in January, is rejoining Rubenstein on Nov. 2 as managing director.

From 2005 to 2007, Giglio served as an executive VP at the firm. Giglio previously served as chief strategic officer of HL Group and VP, global communications at The Estée Lauder Companies.

He has also worked as an investigative reporter at NBC News.

At Rubenstein, he will provide strategic counsel, and crisis planning to a diverse portfolio of clients across sectors, including finance, media, entertainment, technology, real estate, sports, health-care, education, culture, and philanthropy.



Chris Giglio

COMMENTARY



Losing his Trump card. Through-out the presidential campaign, Donald Trump enjoyed an edge in polls when voters were asked who was better equipped to handle the economy. Trump trounced Joe Biden. Despite his total mishandling of the COVID-19 crisis and rising concerns about racial equality,

the economy was Trump's sturdy trump card.

Not anymore.

The *Financial Times* and Peter G. Peterson Foundation have released their final monthly survey ahead of the November 3 election, showing that 46 percent of Americans now say Trump's policies have hurt the country, compared to 44 percent who say he has helped.

It is the first time in the poll that voters gave the president a failing grade on the economy. Talk about bad timing.

Prior to the COVID-19 lockdowns in March, Trump enjoyed an 11-point favorability rating on the economy. In his recent round of rallies, Trump promises to get the economy back to where it was before the virus. That may be music to the ears of his most rabid supporters, but the rest of us are not buying it, according to the FT-Peterson Foundation survey.

The FT notes that Trump's reputation as an economy wizard is declining because weekly unemployment claims are on the rise and COVID-19 cases are surging in the Midwest.

The survey found that only 31 percent of Americans believe that the economy will fully recover from COVID-19 within a year.

Trump will be far away from DC when that economic rebound finally takes hold.

Facts are stubborn things... There's been a dramatic plunge in the number of pollution prosecutions during the Trump administration, according to research from the [University of Michigan Law School's](#) environmental crimes project.

The research found prosecutions under the Clean Water Act plunged 70 percent, while Clean Air prosecutions nose-dived 50 percent.

The researchers blamed the significant drop in prosecutions on the EPA and Justice Dept. failing to aggressively pursue environmental crimes, "a policy that historically received support from Democratic and Republican presidents regardless of their environmental policies."

EPA enforcement chief Susan Bodine took umbrage with the press coverage of her agency's lax enforcement of rules on the books.

"There is an untold story out there—it is counter to the conventional wisdom that everybody thinks they know, which I would probably argue is simply not true—and that is that the staff here at EPA, the enforcement staff, are doing a great job and have great accomplishments," she told reporters on Oct. 21.

Bodine obviously is not a fan of John Adams, who said: "Facts are stubborn things; and whatever may be our wishes, our inclinations, or the dictates of our passion, they cannot alter the state of facts and evidence."

Working from home is a bummer... An "emotional intelligence" survey conducted by [The Marten Group](#) found that 84 percent of employees say working from home is affecting their mental health and productivity.

The survey found that prior to the COVID-19 outbreak, 62 percent of employees reported positive mental health. That has plummeted to 28 percent. Job satisfaction also tumbled from 57 percent to 32 percent.

Marten breaks out employees into four groupings in the world of work from home. They are "thriving" (16 percent) "hopeful" (25 percent), "discouraged" (27 percent) and "trapped" (32 percent).

The Detroit research firm's survey did find some positive aspects of working from home. Thirty-eight percent of respondents say their work/life balance has improved.

But all in all, people would rather be trading gossip around the proverbial water cooler than being stuck at home.

The National Catholic Reporter is not a fan of Amy Coney Barrett's elevation to the Supreme Court, which would pack the High Court with six Catholics.

"We at NCR do not like the prospect of five of the six conservative justices being Catholic and worry what that says about our church," it said in [an Oct. 21 editorial](#). In America, however, there are no religious tests for office and no senator should oppose Barrett on account of her religion.

The bi-weekly publication opposes Barrett due to her unwillingness to state her position on the "evils of climate change, access to healthcare and voter intimidation."

It points out that Barrett, after acknowledging that COVID-19 is contagious and that smoking causes cancer, declined to affirm that climate change is happening. She called climate change, "[a very contentious matter of public debate.](#)"

NCR continued: "Denying climate change is not that far from Qanon conspiracy theories. If Barrett really has doubts on the subject, she is not intellectually qualified to serve on the bench, and we suspect she knows that." Amen to that.

Ballard Partners has a very, very talented staff...

Tallahassee lobbyist Brian Ballard, who chaired candidate Trump's fund-raising apparatus in the Sunshine State, thinks it's laughable for some to say his connections with the president are why Ballard Partners, which did not have a DC office before Team Trump took over the White House, is now the No. 7 lobbying firm in DC.

The *Wall Street Journal* reports that Ballard Partners has collected nearly \$75M in fees from foreign governments, US companies and other clients.

Ballard is a very busy man, registered to represent 122 clients on more than 300 policy matters.

He told the WSJ that firm's success is due to its "exceptionally talented and bipartisan team."

Ballard chaired Trump Victory and led campaign's finance effort in Florida. As a member of the Electoral College, he cast one of Florida votes for Trump. He was vice-chairman of the Inaugural Committee and a member of the presidential transition finance committee.

—Kevin McCauley