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The Inside News of  
PR and Marketing  
Communications

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## FINN PARTNERS ACQUIRES LAZAR

Finn Partners has acquired Lazar Partners, a 22-member high-science firm that serves clients in the digital, technology, media devices and pharma categories.



The deal propels FP to an annual healthcare revenue base of more \$30M and global staff of 150 people.

Fern Lazar, founder/CEO, will take the managing partner position at FP and join the global health practice team led by Gil Bashe.

Prior to launching LP in 2001, she held executive VP posts at

Edelman and Citigate Dewe Rogerson.

As part of FP, Lazar, which reported \$4.9M in 2018 fees to O'Dwyer's rankings, expects her firm and staff to benefit from access to its cutting-edge services, global reach and expanded career opportunities.

Lazar also said she admires Finn's "people-first, best place to work culture."

Bashe, who has known Lazar for more than 20 years, said the acquisition "sends an important message to colleagues, client and the industry community: everything we do must improve people's lives. Communicators who share ideals build bridges between healers and those seeking to be healed."

The deal, according to Peter Finn, "shows our vision at work, focused on high-growth global sectors such as health, sustainability, technology and travel, and geographic concentration of talent and resources to best serve client interests."

FP ranked as O'Dwyer's No. 4 independent firm in 2018 with fees of \$88.1M.

## GE'S ERICKSON TO POWER MASTERCARD PR

Jennifer Erickson, General Electric's chief communications officer, is joining Mastercard Sept. 23 as executive VP, global communications.



Jennifer Erickson

Responsible for corporate, internal, external and digital communications, she will help deliver Mastercard's pitch of leading the world beyond cash.

Erickson will report to Raja Rajamannar, chief marketing & communications officer and healthcare president.

She joined GE after a 15-year stint at Motorola, where she was CCO and then communications head of Motorola Mobility after the corporate split-up.

## QATAR NONPROFIT SEEKS PR SUPPORT

Education Above All, a non-profit organization based in Qatar's capital city, Doha, is seeking a U.S.-based PR agency that can provide a range of communications services on an international level.

The global foundation, which was launched in 2012 by Qatar princess Sheikha Moza bint Nasser, provides educational opportunities to improve the lives of marginalized children and women.



EAA is seeking an agency that can develop an international PR and media relations plan in an effort to meet the organization's strategic corporate goals.

Scope of work includes developing a year-long business plan; developing a communications plan and messaging for the EAA and its programs; developing and maintaining effective working relations with global media outlets; providing communications support during international events; creating social media content; writing and editing speeches; developing media monitoring reports; preparing board members and senior management for media interviews; developing a crisis management plan; and securing moderators, speakers and media influencers for major EAA events.

The winning agency must be available on a 24-hour basis by telephone and email.

Contact is Meryem Guergaf, public diplomacy coordinator for Qatar's Washington D.C. Embassy, [mguergaf@mofa.gov.qa](mailto:mguergaf@mofa.gov.qa).

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

## BRUNSWICK TAPS EX CYBER COMMAND CHIEF

Mike Rogers, retired US Navy admiral who served as commander of the US Cyber Command and director of the National Security Agency, has joined Brunswick Group in its Washington office.

As senior advisor, he will counsel clients on cybersecurity, geopolitical, technology, telecom and crisis matters.

As creator of the Cyber Command and head of America's biggest intelligence operation, Rogers dealt with issues such as artificial intelligence, machine learning, encryption, quantum computing and data policy.

He retired from the Navy in 2018 after 37 years of service.

Nik Deogun, Brunswick Americas CEO, said Rogers' insights "will help our clients tackle thorny issues and risks that keep them up at night."



Mike Rogers

## **BAYER PROBE CLEARS FH IN MONSANTO CASE**

Bayer has released a report by law firm Sidley Austin that cleared FleshmanHillard of illegal behavior connected with its work on behalf of the German company's Monsanto unit, maker of Roundup herbicide.

The Omnicom unit in 2016 and 2017 compiled lists of European politicians, journalists, scientists and other influencers who had expressed health concerns about the weed killer. France's media raised concerns that creation of such dossiers may have violated ethical principles and legal regulation.

S&A's concluded: "There is no question that the stakeholder lists created were detailed, methodical, and designed to strongly advocate Monsanto's positions to stakeholders and to the public. But we did not find evidence to support the French media's allegations regarding the illegality of the stakeholder lists."

It said the lists didn't track the hobbies, leisure activities or personal interests of those who were tracked.

With the release of the report, Bayer has completed its probe into Monsanto's PR activities.

## **SIEMENS' REICHERTS DRIVES TO GM**

Liz Reicherts, head of US government affairs for German industrial giant Siemens, is joining General Motors Sept. 15 as VP-external affairs.

Based in Washington, she'll manage the federal, state and local government affairs teams of America's No. 1 auto company, while developing its political strategy. Reicherts will report to Everett Eissenstat, senior VP, global public policy.



**Liz Reicherts**

Reicherts joined Siemens in 2015 after 22 years at BP, where she left as US director of government affairs.

She dealt with issues related to US exploration & production, pipelines, LNG, remediation, marketing, trading and alternative energy.

Earlier in her BP stint, Reicherts interfaced with the US and the diplomatic community on matters related to operations in Canada, Latin America, Caribbean and Sub-Saharan Africa.

## **PFIZER ALUM BOYKIN-TOWNS JOINS SVC**

Karen Boykin-Towns, who was VP-corporate affairs for Pfizer's \$34B innovate medicines unit and is vice chairman of the NAACP, has joined Sard Verbinnen & Co. as senior counselor.



**Karen Boykin-Towns**

She will advise the financial PR shop on healthcare, PA, diversity, crisis, governance and social issues and pitch in on business development work.

Boykin-Towns had a 22-year run at Pfizer, working in government relations, PA, global policy and human resources. She was also the pharma giant's first chief diversity officer.

She was previously chief of staff and legislative director for New York State senator David Paterson, who was later governor of the Empire State.

## **NEWS OF FIRMS**

Three former Golin execs—Caroline Dettman, Pamela Culpepper and Erin Gallegher—are at the helm of **Have Her Back Consulting**, a women owned and operated business that will work with companies and brands to advance equity for women while driving business outcomes. Dettman was formerly chief creative officer at Golin, while Culpepper served as chief people officer and Gallagher was executive director of marketing. Interpublic Group, which includes Golin under its umbrella, is taking a minority ownership stake in the firm.

**Buffalo Groupe**, which represents golf, sport and lifestyle brands, has acquired **54 Brands**, a marketing and communications company based in Charlotte, NC, which will now be known as 54 Brands, a Buffalo Groupe Company, with current 54 Brands president Jack Burris staying on. Burris will concurrently hold the title of managing director with Buffalo Groupe.

**Wunderlich Kaplan Communications** has launched a collaboration with **The Plant Lore Agency**, a sales, branding and consultancy agency that works with clients in the CBD space. Plant Lore was founded by Barbara Kramer, who previously ran Designers and Agents, a curated women's fashion industry trade show, now in its 20th year. WKC is providing Plant Lore with full-service public relations and social media services for its present and future clients. WKC recently launched its own CBD division covering health and wellness, consumer, food and beverage, and beauty.



**Barbara Kramer**

## **ACCOUNTS IN TRANSIT**

**Mower** has been named media agency of record for several of the **Oneida Indian Nation's** business enterprises. It will provide marketing support, including media planning and buying, for Oneida Nation Enterprises, focusing primarily on upstate New York's Turning Stone casino. The federally recognized Oneida Indian Nation's enterprises employ more than 4,750 people. Its business proceeds are used to rebuild the Nation's economic base.

**MMGY Global** has been named marketing communications agency for **Costa Rica's** "Only the Essentials" campaign. The campaign will kick off with ads across public transportation in New York, Chicago, Dallas and Toronto. Ads include bus and trolley wraps, taxi toppers and an experiential activation bringing the sights and sounds of Costa Rica's jungle to New York City's Brookfield Place on Sept. 25.

**Uproar PR** has been named agency of record for **RedTeam Software** and **RoadSync**. Uproar will support RedTeam by identifying the platform's most impactful differentiators and the stories that demonstrate its value. RoadSync allows warehouses, freight handlers, trucking companies, heavy truck repair and maintenance shops and others to digitally invoice and accept payments. Uproar will work to bolster the company's reputation and highlight it as a leader in digital payments. With offices in Orlando and Chicago, Uproar works with technology, consumer and professional services clients.

## **EX-HILTON, QATAR AIR EXEC PLEADS GUILTY**

A former marketing communications executive for Qatar Airways Americas and Hilton pleaded guilty Sept. 5 in federal court to defrauding two unnamed companies of more than \$855K.



**Rebecca Jelfo**

Rebecca Jelfo, 47, faces 20 years in prison when she is sentenced Dec. 10 at the courthouse in Greenbelt, MD.

According to the court filing, Jelfo issued false and inflated invoices for marketing services and fraudulently obtained cash to cover her personal debt and expenses.

Jelfo was head of marketing & communications for Americas at Qatar Airways from 2008 to 2015. She was senior director, global brand marketing, luxury & lifestyle at Hilton from 2015 to 2018.

Most recently, Jelfo ran Look Forward, a marketing & communications consulting firm, in metro DC.

## **INBOUND MARKETING GAINS IN POPULARITY**

Inbound marketing—the practice of drawing visitors to an organization’s products and services through the use of content that stirs interest—has become an increasingly popular strategy for businesses in recent years. A refreshing break from the more “traditional” route of pushing messages onto consumers via marketing and advertising strategies, it’s also become one of the latest buzzwords to take hold of the digital marketing world.

But inbound marketing efforts could also be paying off as an effective strategy for businesses to attract and retain customers, according to a new research report from D.C.-based research and consulting firm Clutch

According to the report, nearly three-quarters of businesses (72 percent) reported that their leads increased in the last six months due to inbound marketing efforts, and more than half (55 percent) said conversions were up during the same period.

Virtually all businesses that use inbound marketing (90 percent) reported incorporating social media into their inbound marketing efforts, though respondents were divided on the success of these activities: nearly half of (42 percent) said social media is the most successful inbound marketing activity to attract audiences, but nearly a quarter (21 percent) said it’s the least successful.

About a quarter of businesses (24 percent) said attracting leads is their top priority for using inbound marketing strategies, while the same number (24 percent) said converting leads into customers is their main objective. Growing website traffic (14 percent), building brand authority (13 percent) and increasing revenue from existing customers (11 percent) followed as the reasons businesses rely on inbound marketing activities.

Finally, the report found most businesses (77 percent) track website traffic to measure the success of their inbound efforts. This was followed by social shares (57 percent), and email opens and clicks (56 percent).

Clutch’s “How Businesses Use Inbound Marketing” report surveyed more than 500 U.S. businesses that reported using inbound marketing as part of their overall marketing strategy.

## **TARGET / DISNEY TEAM IS GOOD STRATEGY**

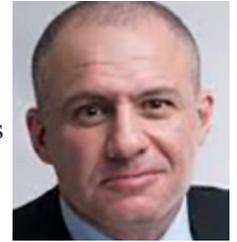
Target’s corporate office announced the beloved retail brand was partnering with another time-tested name: Disney. The bullseye is aiming to have 65 Disney stores open inside select Targets, with 25 of the locations opening in October of this year. For those not living near a retail location, Target will also offer a dedicated online store for the partnership. While the move may seem a bit odd, there is more strategy behind the idea than it may initially appear.

The latest partnership for Target, which has dedicated much of its resources to marketing to Millennials, is a strategic move that factors in Disney’s staying power. The brand remains timeless and classic, operating retail stores and also launching its own streaming service, Disney+

What do these new partnerships signify? A shift in traditional retail, where it’s very much every man for himself. In order to stay alive in a consumer economy that’s moving closer to full e-commerce each day, these partnerships may just be key.

Working together with another brand can often be an injection of fresh air and creativity for any brand’s marketing. This partnership between Target and Disney is sure to be a unique success, and in the face of often dismal retail news, this can be a bright moment other brands might want to emulate.

*Ronn Torossian is CEO of leading PR firm 5WPR.*



**Ronn Torossian**

## **CABLE TV PR PIONEER SANDO DIES AT 71**

Arthur Sando, who was PR executive at the fledgling Turner Broadcasting and CNN, died unexpectedly of an apparent heart attack on Sept. 3 at Georgetown University Hospital. He was 71.

He headed PR at Turner Broadcasting System, King World/CBS and ION Media and provided long-term counsel to the Joe Torre Safe At Home Foundation, which provides hope and healing to children exposed to domestic violence.

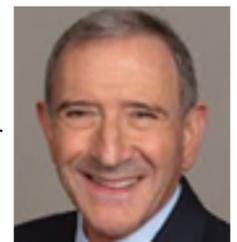
Sando was TBS’ first PR director and rose to VP of communications and marketing, responsible for teams in Atlanta, New York, Washington, Los Angeles, London, Moscow and Hong Kong.

At King World/CBS, he directed publicity for many popular television series, including Wheel of Fortune, Jeopardy! and The Oprah Winfrey Show.

Much-admired in the TV business, Sando was presented with the NCTA’s President’s Award in 1987 and was inducted into the Cable TV Pioneers in 2018.

A celebration of his life will be held at 12 noon on Sept. 10 at Nationals Park (home of the Washington Nationals MLB team)

Donations in Sando’s name go to Joe Torre Safe At Home Foundation, Attn: Tracy Weber-Thomas, 55 W. 39th St., Suite 600, New York, NY 10018 or online at <https://joetorre.org/arthurando/>.



**Arthur Sando**

## GALLAUDET UNIVERSITY UNVEILS PR RFP

Gallaudet University is seeking a PR firm that can increase recognition and visibility of the institution through mainstream national press coverage.

The Washington, D.C.-based private university is the premier learning, teaching and research institution for deaf and hard-of-hearing students.



GU is looking for a communications partner that can plan, coordinate and administer PR and media relations services that communicate Gallaudet's vision.

Scope of the work includes developing an overall public and media relations plan; executing targeted PR campaigns to generate mainstream media coverage; identifying and framing content and story ideas to generate expanded media coverage; conducting outreach to arrange interviews; providing media training to coach key GU leadership to prepare for interviews; writing, distributing and placing press releases, white papers, and opinion articles with media outlets; planning press conferences and media opportunities; sending media clips as well as tracking coverage and measuring efforts; and devising a crisis communications response strategy.

Anticipated budget is up to \$16,000 monthly.

Deadline for proposals is October 7 and should be submitted via email to university communications executive director Brandi Rarus, brandi.rarus@gallaudet.edu.

All proposals should be sent with the subject line "PR RFP." Questions should be directed to manager and executive communications of university communications Robert Weinstock, at robert.weinstock@gallaudet.edu or 202/250-2411.

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

## HARRY & MEGHAN TAP SUNSHINE SACHS

Prince Harry and Meghan Markle have hired Sunshine Sachs to help the British royalty launch their Travalyt initiative. "Sunshine Sachs have been supporting us with outreach and coordination in the US around the launch of Travalyt," said a statement from James Holt of Royal Communications.



The hiring of a Hollywood PR firm is "unorthodox to say the least," according to *The Sun*, and has left "palace courtiers" bemused that the Duke and Duchess of Sussex "have been ignoring advice from their own highly professional team.

Chris Bastardi, VP/head of strategy & crisis communications at SS, told O'Dwyer's that reports that his firm represented Harvey Weinstein and Michael Jackson are incorrect.

The British royals unveiled Travalyt Sept. 3 in Amsterdam. It seeks to convince people to make environmentally friendly choices when they travel.

The duke co-founded Travalyt with Visa, TripAdvisor, Skyscanner, Booking.com and Ctrip.

Though he flies commercial 99 percent of time, the duke said he must rely on private jets occasionally "in a unique circumstance to ensure my family is safe."

## ON THE MOVE

**360PR+** has named former Taylor Strategy managing director **Erin Weinberg** general manager of its New York office. Weinberg has also served as executive vice president, marketing & communications at United Entertainment Group, the lifestyle, sports and entertainment arm of Edelman. She has launched such campaigns as MasterCard's Priceless and Staples' Easy Button, as well as product introductions for companies including Samsung, Speedo and General Mills.



**Erin Weinberg**

**Hill+Knowlton Strategies** has appointed **Markus Hermsen** managing director and head of technology for its operations in Germany. Hermsen takes over from **Romina Gerhards**, who now leads H+K Germany's content + publishing and digital planning + optimization teams. Hermsen has held management positions at firms including H+K, FleishmanHillard and Hotwire. Before joining H+K, Gerhards headed Proof, a digital storytelling start-up agency of the Bauer Media Group.

**SRW**, a marketing agency focused on natural, wellness and better-for-you brands, has promoted agency co-founder **Kate Weidner** to CEO. Weidner has been chief operating officer, account lead and chief strategist at SRW for the past four years. She was previously director of production at digital marketing agency Frequency540 and a producer at Comcast Sportsnet Chicago.

**North 6th Agency** has brought on **Jordan Cohen** as chief marketing officer. Cohen was most recently interim CMO at Zignal Labs, a media intelligence software platform for PR and marketing departments. He has also served as chief marketing officer at Fluent, a provider of performance marketing solutions, and has held senior level marketing positions at such B2B and B2C organizations as Epsilon, Movable Ink and Ladders.



**Jordan Cohen**

**The National Air Transportation Association** has promoted **Shannon Chambers** to vice president of marketing and communications. Chambers was previously director, marketing and communication for the organization. While at NATA, Chambers has worked to establish www.nata.aero as the members' primary resource for news, services and training, as well as working to launch the Association's social media presence and developing the *Aviation Business Journal*.

**KCSA Strategic Communications** has hired **Anthony Feldman** as senior vice president in its PR practice. Feldman joins KCSA from Weber Shandwick, where he was vice president in its financial communications and corporate issues practice. He was previously manager, corporate & financial practice at Burson-Marsteller and a client strategist and account manager at PricewaterhouseCoopers. In addition to creating comprehensive communications and investor relations strategies for both public and private clients, Feldman has led complex special situations work including litigation, M&A, IPOs, crisis, fundraising, and shareholder activism.

## **US SOCCER ENLISTS VAN NESS FELDMAN**

US Soccer Federation, which has been waging a high stakes battle with members of the four-World-Cup-winning women's team about pay equity with men, has hired DC-based Van Ness Feldman.

The firm's job is to provide background information about USSF and respond to inquiries related to soccer player compensation and national governing bodies.

Stuart Hall, a legislative director to former Louisiana Republican Congressman Richard Baker, heads the effort. She has crisis communications savvy earned through working response and recovery efforts for Hurricanes Katrina and Rita.

Members of the women's soccer team filed a gender discrimination suit against USSF last March but dropped the case after both sides agreed in June to mediation to resolve the case.

Rep. Doris Matsui (D-CA) and Sen. Joe Manchin (D-WV) have introduced bills to withhold US funding for the 2026 World Cup if USSF fails to pay the women's and men's teams equally.

The Levinson Group is representing the 28 players on the women's team in the pay equity fight.

## **JWT'S VAN SOMEREN SHIFTS TO EDELMAN**

Megan Van Someren, London-based global strategy director at J. Walter Thompson, will join Edelman Oct.



**Megan Van Someren**

14 as global chair & EMEA lead for its food & beverage group.

She has counseled global marketing powerhouses such as Kellogg's, Nestle and Kraft Foods.

Van Someren also co-founded the ad agency's Canteen Consulting arm to advise food brands on how to innovate and thrive within the food culture.

She also was executive VP, global strategy director at Leo Burnett and planning director at Wunderman Chicago.

At Edelman, she will be based in London, reporting to Katie Burke, global head of practices, sectors & intellectual property, and Ed Williams, EMEA CEO.

## **HUAWEI HOOKS SQUIRE PATTON BOGGS**

Huawei Technologies has signed Squire Patton Boggs for matters concerning economic sanctions, trade and export controls.

The US in May put the Chinese telecommunications on the "entity list" over national security concerns, which means American companies need a special license to sell components and parts to Huawei.

President Trump on Sept. 4 called the company "a big concern for our military, of our intelligence agencies and we are not doing business with Huawei."

SPB partners Jack Deschauer, head of the aerospace, defense & government services practice and former director of Senate affairs at the Pentagon; Ed Newberry, chief of the public policy, investigatory & regulatory practice, and Jeff Turner, who advises clients on Committee on Foreign Investment in the US reviews, represent Huawei.

## **BROADHEAD SNAPS UP KOHNSTAMM**

Broadhead, which bills itself as the No. 1 independent marketing agency in Minnesota, has acquired Kohnstamm Communications, which reported \$2.3M in 2018 fees to O'Dwyer's rankings.

Headed by Josh Kohnstamm, the St. Paul-based shop is noted for its strength in the food & beverage PR category gained via work for clients such as Beech-Nut Nutrition, Edible Arrangements, Bushel Boy Farms, Blue Dog Bakery and Blossom Water.

KC also handled the launch of "better-for-you" brands including Noosa Yoghurt, Happy Baby, Honest Tea and Angie's Boomchickapop.

Dean Broadhead, CEO, said KC is "an extraordinary additional to our farm-to-table practice" and praised its "leadership in consumer advocacy as second-to-none."

Broadhead has more than 100 staffers, handling business from Cargill, Bridgestone Firestone, CMS Boehringer Ingelheim and The Mosaic Co.

PR merger and acquisition consultancy Gould+Partners introduced the parties and facilitated the transaction.



**Josh Kohnstamm**

## **FAKE NEWS DOESN'T CURB SOCIAL MEDIA USE**

Most Americans agree that "fake news" is a problem that negatively impacts their opinions of social media networks, but few are willing to let that change their social media habits, according to a recent survey released by business news site The Manifest.

The survey, which sought to gauge social media users' ability to identify fake news as well as how the fake news phenomenon influences their social media habits, found that virtually all respondents agree that fake news is a problem: 94 percent of conservatives, 94 percent of moderates and 92 percent of liberals think fake news on social media is an issue, according to the survey.

Almost all respondents (97 percent) expressed confidence in their ability to spot fake news, and most reported regularly encountering news on social media platforms they thought was fake: More than half said they've seen fake news on Facebook (70 percent) and Twitter (54 percent) in the past month, while others reported encountering fake news on YouTube (47 percent), Reddit (43 percent) and Instagram (40 percent).

A majority (53 percent) of respondents said fake news lowers their opinions of social media, perhaps due to their presumptions that they can spot fake news so easily—the survey discovered fake news doesn't appear to deter most Americans from using social networks, no matter how regularly they encounter it.

More than half of Facebook users (53 percent) said fake news doesn't impact their use of the platform. Only one percent of people said that fake news was cause enough for them to cancel their Facebook accounts.

The Manifest surveyed polled 537 U.S. adult social media users in late 2018 as part of a seven-part survey. Research was conducted using brand intelligence research company Survata. The Manifest is the sister site of D.C.-based research and consulting firm Clutch.

## COMMENTARY

**Walmart earned positive PR in deciding to end the sale of ammunition for handguns and AR-style rifles in the aftermath of the latest rounds of mass shootings,** including two slaughters in its El Paso and



Southaven (MS) stores that resulted in 24 dead and 48 wounded. Walmart's 20 percent share of the ammo market is expected to shrink to six to nine percent.

A condemnation from the National Rifle Assn. on Sept. 3 shows that Walmart is on the right track.

"It is shameful to see Walmart succumb to the pressure of the anti-gun elites," huffed the NRA. "Lines at Walmart will be replaced by lines at other retailers who are more supportive of America's fundamental freedoms."

Further poking its thumb into the eye of the NRA, Walmart asked customers not to openly carry their guns into its stores in states where "open-carry" is permitted—unless they are law enforcement officers.

Kroger followed Walmart's lead on the no-firearms policy. That came on top of Kroger's decision last year to exit the firearms and ammo business in its Fred Meyer stores in the Pacific Northwest.

The NRA contends that ammo bans won't make Americans any safer.

Walmart's CEO Doug McMillon begs to differ. Saying the world's biggest retailer knows what's best for its customers, McMillon called ending the sale of ammo a constructive step to "reduce the risk" of mass shootings.

"The status quo is unacceptable," he said. Amen to that.

**The White House needs a crash course in cartography, the study and practice of map making.**

President Trump displayed a doctored map of the trajectory of Hurricane Dorian on Sept. 4, showing it was going to slam into Alabama.

That "fake news" from Weatherman Don sent citizens of the Yellowhammer State into a frenzy and triggered a response from the National Weather Service's outpost in Birmingham.

"Alabama will NOT see any impacts from Dorian," it tweeted. "We repeat, no impacts from Hurricane Dorian will be felt across Alabama. The system will remain too far east."

Meanwhile, vice president Mike Pence decided to stay at his master's Doonbeg golf resort during last week's visit to Ireland. Though Doonbeg boasts stunning views of the Atlantic from the west coast of Ireland, the burg is more than 140 miles from Dublin, where Pence met with Ireland's taoiseach Leo Varadkar.

Pence's chief of staff Marc Short said Trump sug-

gested that the VP's entourage stay at his place. Of course, the president later denied saying that, throwing his VP under the bus.

The scrambling Pence then threw out the nonsensical justification that only Doonbeg could host his traveling carnival, mocking the hospitality capability of Ireland's capital, a city of more than 1.2M people that celebrated its millennium in 1988.

Is Pence ever going to grow a backbone and stop being such a Trump toady?

**The Hispanic Public Relations Association and the Museum of Public Relations are presenting an event that will celebrate Latino PR history** and discuss the role that communications can play in advocating for social justice and equality.

The event's keynote speaker, Sindy Benavides, is CEO of the League of United Latin American Citizens (LULAC), the oldest Latino civil rights organization in the U.S. Benavides will address the challenges that the current political environment presents to Latino communities throughout the country.

Also on the program are a group of leading PR professionals in the Latino community, including Aflac senior vice president and chief ESG and communications officer Catherine Hernandez Blades and Llorente & Cuenca CEO Mike Fernandez.

"A Celebration of Latino PR History" will take place Sept. 12 from 6 to 9 p.m. at 85 Broad Street, 27th Floor, in Manhattan. General admission to the event is \$75, \$5 for students and \$15 for educators and those who have been in the business for three years or less. Sponsorships are also available.

Attendees must register in advance. To register or find out more about the event, [click here](#).

It's never too early to begin your Christmas shopping for 2020. St. Martin's Press announced Sept. 5 that **Sarah Huckabee Sanders is writing her memoir.**

She promises to recount her battles with the media and her service as trusted confidante to the president.

The reality is far different.

With the decision to kill the daily press briefing, Sanders went AWOL in her interactions with the media. She used most of her media face time planted in the friendly confines of Fox News, auditioning for a contributor gig.

Does anybody believe Trump relied on the wisdom of Sanders for presidential guidance? Spare me. He's pretty much of an impulsive right-from-the-gut sort of guy.

Sanders not-yet-named titled book won't be available until the Fall of 2020.

My hunch: Sanders' shelf life will have expired well before then. —Kevin McCauley