



**Kevin McCauley**  
Editor-in-Chief

# O'Dwyer's Newsletter



**The Inside News of  
PR and Marketing  
Communications**

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## **ALASKA ISSUES \$300K AIR QUALITY PR RFP**

Alaska's Dept of Environmental Conservation has issued an RFP for air quality PR and education with a first-year budget of \$300K and up to \$1.5M over the course of five years, pending renewal on a yearly basis.



The PR firm will work closely with the DEC "to advise, plan and develop effective multifaceted public awareness campaigns designed to effectively deliver messages to targeted audiences for specific air quality outreach projects," according to the document.

Campaigns may serve a statewide outreach effort, but most will be directed to specific communities, such as Anchorage, Fairbanks, Juneau and the Mat-Su Valley.

The firm will work with the state's media, establish and maintain a social media presence and help produce a variety of press releases and other information.

Proposals are due May 10. The original proposal, three copies and an electronic version (CD or DVD) go to:

Department of Environmental Conservation Division of Administrative Services  
Procurement Section  
Attention: Christine Mash  
555 Cordova St.  
Anchorage, AK 99501  
Request for Proposal (RFP) Number: 190000060  
RFP Title: Air Quality Public Relations & Education  
Click [here](#) for the RFP.

## **MICROSOFT CO-FOUNDERS' REP TO FACEBOOK**

John Pinette, who worked for Microsoft co-founders Paul Allen and Bill Gates, has joined Facebook as VP-global communications. He takes over for Caryn Marrooney, who announced plans to quit in February.



**John Pinette**

Most recently, Pinette was VP-marketing & communications at Vulcan Inc, the philanthropic, technology and business platform of Allen.

He has headed communications for Gates Ventures, served as Asia-Pacific PR lead for Google, worked in various PR jobs at Microsoft and handled external PR for Pershing Square Capital Management hedge fund.

"John's deep understanding of the technology industry and his experience leading communications teams will be invaluable to helping us communicate the work we do at Facebook," COO Sheryl Sandberg said.

## **INTERPUBLIC ENJOYS 13% RISE IN REVENUES**

Interpublic said Q1 revenues jumped 13 percent to \$2B, sparked partly by the acquisition of Acxiom's data business. Organic growth rose 6.4 percent. The US grew 5.7 percent organically, while international was up 7.7 percent.

CEO Michael Roth said the financial results were driven by strong performances from its global creative networks, PR and digital offerings.

Adding Acxiom "significantly strengthened our position as it relates to helping clients succeed in a world where data-driven marketing solutions are core to brands' success," said Roth.

IPG's constituency management group inched ahead 0.3 percent to \$293.6M. CMG was up 1.9 percent on an organic basis.

Andy Polansky, CEO of Weber Shandwick, said the PR components of CMG, which include Weber, Golin, DeVries Global, Rogers & Cowan and Current Global, posted low-single-digit growth on a reported basis and mid-digit organically.

Weber topped that performance, turning in mid-single growth as reported and high-single on an organic basis. The firm had 19 units posting double-digit organic growth, according to Polansky. Healthcare and technology sparked Weber's performance. IPG's \$50.2M operating profit was up 29.4 percent from the year-ago quarter.



**Michael Roth**

## **WPP SUFFERS 2.8% DROP IN REVENUES**

WPP reported a 2.8 percent drop in like-for-like revenues due to an 8.5 percent crash in its North America region, its biggest market, due to client losses in the automotive, pharmaceutical and fast-moving consumer goods sectors.

CEO Mark Read called the NA results "disappointing" but in line with WPP's budget. "It will take time to address the company's legacy issues, but we are committed to taking all the actions necessary to position WPP for future success," he said.

The PR/PA group posted a 0.3 percent dip in like-for-like growth to \$348M. Read singled out BCW, which picked up \$70M in new business since its year-ago revamp, as a solid performer.

He reiterated that 2019 will be a challenging year, especially during the first half.



**Mark Read**

## **OHIO ISSUES COLLEGE SAVINGS PLAN RFP**

Ohio has kicked off an RFP search for an agency that can help spread statewide awareness of its state-run 529 plan, CollegeAdvantage, which provides higher education savings services to help families send their children to college without incurring large amounts of debt.



The Ohio Tuition Trust Authority wants a full-service advertising and marketing firm to create and execute ad campaigns and marketing activities that will increase awareness of the plan and communicate the benefits of saving for college. OTTA is interested in firms with demonstrated success working with 529 plans or financial products and services firms.

Terms of the contract are slated to run from July 1 through June 30, 2021, with renewal possibilities at the Ohio Department of Administrative Services' discretion.

Questions concerning the RFP should be directed to the State Procurement web portal, <https://www.ohio.gov/procure>, and accessing the RFP by selecting "Bid Opportunities Search" from the Quick Links Menu and typing in RFP number: CSP901120.

Proposals are due by 1 p.m. (EST) on May 13 and should be sent to:

Department of Administrative Services  
Office of Procurement Services - Bid Desk  
4200 Surface Road  
Columbus, OH 43228-1395

Technical proposals and cost proposals must be submitted as two separate components in separate sealed envelopes, each marked "CSP901120 RFP – Technical Proposal" or "CSP901120 RFP – Cost Proposal."

All bidders must submit one original document signed in blue ink, and seven copies, as well as a complete copy of their proposals on a flash drive or CD-ROM in PDF or Microsoft Office (Word, Excel, or Project) 2003 or higher format.

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

## **APCO CUTS TIES WITH HUAWEI**

APCO Worldwide has ended its nine-year relationship with Huawei, the Chinese electronics/telecommunications giant that is at the heart of the US battle with China on the technology and trade fronts.

The seven-term Congressman Don Bonker (D-WA), had handled APCO's representation of Huawei, which officially terminated April 19.

The US has slapped sanctions on Huawei, which is heavily subsidized by the Government of China, for violating its ban on the sale of high-tech equipment to Iran.

Critics believe Huawei's telecommunications gear contains a "backdoor" to enable spying by China's government. The US has been conducting a global campaign to persuade allies to bar Huawei technology from their 5G mobile networking systems.

The Trump administration received a major blow last week with news that the UK may go with Huawei's equipment.

Larry Weber's Racepoint Global provides PR and crisis support for the Chinese company.

## **ON THE MOVE**

**Hamilton Place Strategies** has hired **Bryan DeAngelis** as a managing director and **Stephanie Walstrom** as a director. DeAngelis comes to HPS from Kivvit, where he most recently served as senior director. From 2008 to 2011, he was communications director for Sen. Chris Dodd (D-CT). At HPS he will serve as a principal, working on issue management campaigns, corporate reputation and crisis communications. Walstrom was previously global marketing director at advocacy nonprofit ONE Campaign.

**French/West/Vaughan** has brought on **Cary Cox** as vice president. Cox comes to the agency from Cox Marketing Group, a firm she led for 19 years. From 2013 to 2017, she was an assistant secretary for marketing and communications for the NC Department of Natural and Cultural Resources, overseeing marketing for natural, cultural, tourism and historic destinations. FWV has also hired **Heather Scatamacchia** as Vice President – Finance and **Kerry Branon** as group account director for FWV Fetching, the agency's pet and veterinary marketing division.



**Cary Cox**

**Taft Communications** has promoted **Connie Ludwin** to vice president. Ludwin has been with Taft since 2013, most recently serving as senior director, working to manage several key client accounts and direct human resources and account operations. Before coming to Taft, she was CEO for Boys & Girls Clubs in New Jersey.

**Bateman Group** has promoted company partner and former general manager of its New York office **Tyler Perry** to the position of partner and president, New York. The agency has also promoted **Shannon Hutto** to partner and general manager, San Francisco, and has brought on **Nicole Messier**, who was most recently head of communications at HelloFresh, as senior vice president, New York. **Matt Coolidge**, who was with Bateman from 2014 to 2017, when he left to found and lead marketing for media startup Civil, rejoins the firm as vice president in its new Portland office.

**North 6th Agency** has brought on former Bigfoot Interactive CEO **Al DiGuido** as president and chief revenue officer. After selling Bigfoot to Alliance Data's Epsilon business unit in 2005, he was Epsilon Interactive CEO. He is currently CEO at Optimus Interactive. At N6A, DiGuido will oversee sales and revenue functions, as well as M&A and capital initiatives.



**Al DiGuido**

**Banner Public Affairs** is expanding its digital offerings in Silicon Valley with the move of digital practice lead **Lynn Stinson** from its D.C. office to California. The agency says the move is a response to growing demand for its digital marketing and issue advocacy offerings on the West Coast. "Lynn Stinson's move from D.C. to California transfers an expert knowledge of government, politics and advocacy that can be readily applied to a tech-centric West Coast office," said Banner partner Brett Thompson.



## **PRSA/NY TACKLES SEISMIC SHIFTS IN PR**

Top PR pros analyzed the seismic shifts reshaping the marketing communications business during a panel discussion presented by Public Relations Society of America's New York chapter on April 17 that was held by Makovsky & Co.

Henry Feintuch, president of Feintuch Communications, led the panel in sharing their top takeaways about the dramatically shifting PR landscape. SPOILER



**Lynn Appelbaum**

**ALERT:** No one used the words “public relations” in their observations.

Barri Rafferty, president/CEO of Ketchum, talked about how pervasive technology is in driving the industry's dramatic changes. She discussed the increasing importance of left-brain analytics in tracking the consumer journey, starting with shifts in how people get news and with the need to connect

with key audiences in non-traditional ways. She contrasted this with the importance of right brain creativity, and with the increasing importance of visual storytelling.

Rafferty observed that there is a shift in corporate social responsibility and how it can be a “force for good,” citing increased opportunity for public and private sponsorships.

Social commerce changes, led by China, is a third area in which Rafferty saw major shifts in the customer shopping journey. Microtargeting with geo-tracking uses technology to recommend shopping choices to consumers in real time on what to buy and where to buy it near their immediate location.

Jon Iwata, former IBM senior VP & chief brand officer, took a look at the way PR is practiced today. PR professionals need to “unlearn thinking about controlling messaging, storytelling, positioning and content creation.” There is a shift from thinking about an audience as a monolithic large group, to targeting individuals with personalized delivery due to the phenomenon of data.

For practitioners to make this shift requires a significant investment in skills, digital technology and culture, according to Iwata. Some call this “CommTech,” modeled from MarTech, which is transforming marketing. While almost all communications teams today are creating digital content and making it available on social platforms, CommTech goes further — it engages people in a highly personalized way to take action, not just receive a message or story. So, while CommTech may be a radically new operation that we must build, its purpose reminds us of what good PR and communications have always been about: nurturing people's behavior. The real job is “understanding people and what drives them.”

Iwata, who is now executive fellow at Yale School of Management, said that the chief communications officer is the best person to be responsible for the brand and that brand management is a dead end if a company looks at its brand primarily in terms of customers and prospects. Brands need to communicate and resonate with ALL stakeholders, especially policymakers and employees.

Grace Leong, CEO of Hunter, said industry professionals need a stronger combination of “head and heart”

strategic skills/knowledge, and the desire to be constantly learning and adapting. Beyond strong writing, verbal skills and media relations, PR pros need to master data management to drive insights, balanced by great emotional storytelling that connects to audiences.

Leong illustrated this through the power of Fred Rogers (PBS's “Mr. Rogers Neighborhood”), to connect with children by storytelling during an era when most children's programs used visuals and technology to superficially attract children. She reflected on whether people are starting to reject so much screen engagement and if “the screen has cracked.”

“From the impact of AI to the implications of data on personal geo-targeting, four outstanding leaders in our profession gave us valuable ideas on how to navigate the future of communications,” said Leslie Gottlieb, president, PRSA-NY.

The speakers made clear that the PR industry needs to adapt to an ever-quicker pace of societal and technological change. As technology blurs the lines between marketing and PR's role in the marketing mix, PR pros need to increasingly focus on bottom line client results and how they genuinely connect with their audiences in ways the drive results beyond their controlled corporate messaging.

The event celebrated the launch of Bill Doescher's book, “Dear Folks,” which contains his reflections, insights and practical lessons learned during his career of more than 50 years.

*Lynn Appelbaum is a professor in the advertising/PR program of The City College of New York.*

## **ACCOUNTS IN TRANSIT**

AMP3 PR is working with the **Governors Ball Music Festival**, a three-day festival that runs from May 31 to June 2, and the **Elepop Pop-Up**, an experiential art installation about elephant conservation, which will be open from April 27 to July 27. AMP3 will promote the food & beverage program for Gov Ball NYC, which includes both established NYC food vendors and one-time-only collaborations. AMP3's efforts for Elepop include a private pre-opening preview for press and influencers only.

**Parasol** has been named global agency of record for **Baha Mar Residences** in Nassau, The Bahamas. Parasol will employ media relations, marketing partnerships and strategic alliances to promote the residences available at both SLS Baha Mar and Rosewood Baha Mar. Parasol's roster of clients in the luxury lifestyle and hospitality industry also includes Baglioni Hotels; Fairmont Miramar Hotel & Bungalows; Monterey County Convention & Visitors Bureau and One&Only Resorts.

**5W Public Relations** has been named PR agency of record for **Eone**, a manufacturer of watches that can be used by both blind and sighted people. Founded by MIT graduate Hyungsoo Kim, the company makes what it calls the Bradley timepiece, named after former naval officer Bradley Snyder, who became blind while defusing bombs in Afghanistan. 5W will develop and implement strategic media relationships to tell the watch's story to consumers.



## **SUTHERLANDGOLD ACQUIRES ASTRO MEDIA**

San Francisco's SutherlandGold Group has acquired Astro Media to enhance its creative storytelling offering with data, measurement and audience-driven content capabilities.

Rachelle Spero, Astro Media founder/chief digital strategist, will join SutherlandGold as executive VP/chief innovation officer and be based in New York.

Spero previously ran Brunswick Group's digital practice, worked as executive VP/global digital chief at Cohn & Wolfe and served as VP at Racepoint Global.

Lesley Gold co-founded SutherlandGold in 2002 after exiting Blanc & Otus, where she led its consumer technology practice. Earlier, she was booker/producer at CNN, press secretary at the Dept. of Labor and director of radio services at the Democratic National Committee.

SutherlandGold's roster currently includes SurveyMonkey, Circle Financial, Cloudflare, Doctor on Demand, Bill.com, Birchbox and Brex.

## **SOUTH SUDAN HIRES GAINFUL SOLUTIONS**

South Sudan has hired Gainful Solutions to a two-year \$3.7M contract to open channels of communications between presidents Donald Trump and Salva Kiir and encourage U.S. investment in the country's energy sector.



**Michael Ranneberger**

Gainful also will work to delay and ultimately block establishment of a court to pass judgment on those responsible for war crimes connected with the civil war that killed about 400,000 people and displaced another 4M. Only Syria and Afghanistan have more refugees than Sudan.

Its mission includes persuading "the Trump administration to open a military relationship with South Sudan to enhance the fight against terrorism and promote regional stability," according to its contract.

Gainful's Michael Ranneberger, a former deputy assistant secretary for African Affairs State Dept., is working the account.

## **CANNABIS GROUP TAPS VS STRATEGIES**

Cannabis Trade Federation Action has hired VS Strategies to promote its mission to educate DC policymakers and advocate for a sensible marijuana public policy.

VSS will also focus on legislation impacting the operation of the state-legal cannabis industry including the SAFE Banking Act, Marijuana Revenue and Regulations Act, RESPECT Resolution, Marijuana Justice Act and the Responsibility Addressing the Marijuana Policy Gap Act.

VS is the public affairs wing of Denver-based Vicente Sederberg LLC, which *Rolling Stone* dubbed "the country's first powerhouse marijuana law firm."

Steve Fox, of counsel to Vicente Sederberg, spearheads the DC lobbying push for CTFA.

In 2005, he co-founded Safer Alternative for Enjoyable Recreation group to change the mindset of Colorado voters that marijuana is more harmful than alcohol.

He authored "Marijuana is Safer: So Why Are We Driving People to Drink."

## **MOST SMALL BUSINESSES TO HIKE AD SPENDS**

It costs money to advertise, but most small businesses in the U.S. view the strategy as a worthwhile investment, at least if findings from a recent survey released by business news site The Manifest are any indication.

The survey, which quizzed small businesses on their ad spending habits, discovered that nearly all small businesses (91 percent) reported that they plan to spend more on advertising this year than they did in 2018.

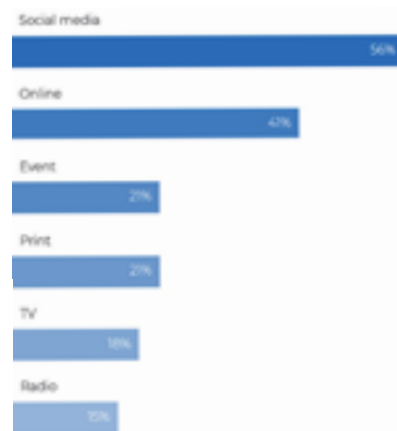
Digital outlets will see the lion's share of this activity. According to the survey, most small businesses (56 percent) prioritize social media as their top channel for advertising this year, followed by other online outlets such as Google search, banner, retargeted and video ads (41 percent). Events and print follow, at 21 percent each, followed by TV (18 percent) and radio (15 percent).

Given small businesses owners' overwhelming affinity for digital content, perhaps it's not surprising that the survey discovered Millennial business owners appear to value advertising more than their older counterparts: More than half (61 percent) of small businesses operated by someone between the ages 18 to 34 cited annual ad budgets of \$50,000 or more, compared to 36 percent of Generation Xers and only 15 percent of Baby Boomers. In fact, more than half (52 percent) of businesses run by Boomers said they spend less than \$10,000 every year on ads.

Regardless of their commitments, however, the Manifest survey also found that most small businesses currently have relatively small advertising budgets: more than half (57 percent) said they spend less than \$50,000 on advertising, while a majority (37 percent) allocate less than \$10,000 on advertising every year. About one in five (20 percent) spend somewhere between \$10,000 and \$50,000 annually. Only 7 percent spend more than \$1 million on advertising.

A vast majority of the small businesses polled (87 percent) claimed they currently advertise, and a majority (32 percent) said their primary reason for doing so was to drive revenue and sales, compared to only 12 percent who said they advertise mainly to convert leads to customers and 11 percent said they do so to stand out from competitors or improve brand awareness.

The Manifest's "2019 Small Business Advertising Survey" polled approximately 530 owners and managers of businesses across the U.S. with 500 or fewer employees. Research was conducted at the end of December using brand intelligence research company Survata



**Advertising mediums small businesses will spend more on in 2019.**

## **TUSK BATTLES DE BLASIO ON HS ADMISSIONS**

Tusk Strategies, political consulting/strategic communications shop, is coordinating the effort to torpedo New York mayor Bill de Blasio's push to kill the admissions test for the city's eight specialized high schools.

The New York firm represents a new coalition of community groups called Education Equity Campaign that wants to increase diversity in the top schools. The group's plan is to offer greater access to gifted student programs, elevate standards of middle schools, double the number of specialized schools—there are 15K seats for 360K students—offer free test prep and encourage every eighth-grader to take the admissions test.

New York business leaders have rallied in support of EEC. Cosmetics tycoon Ron Lauder, who graduated from Bronx High School of Science, plans to spend “seven figures” to back EEC, according to the *New York Post*. Former Time Warner chief Dick Parsons also has signed on.

Tusk Strategies, which is receiving \$7,500 monthly from EEC, will target Albany lawmakers. Bradley Tusk served as former NYC Mayor Mike Bloomberg's campaign manager and communications director for Senator Chuck Schumer.

## **EX-OKC MAYOR JOINS JONES PR**

Mick Cornett, who served as mayor of Oklahoma City from 2004 to 2018, has joined Jones PR in an executive counsel capacity.

He ran for governor of the Sooner State last year but lost in the Republican party runoff to Gov. Kevin Stitt.



**Mick Cornett**

As mayor, Cornett lured the NBA's Seattle SuperSonics, now Oklahoma City Thunder, to his city in 2008. He spent 20 years at a TV sportscaster, news anchor and owned a video production company before entering politics.

Brenda Jones Barwick has known Cornett since they attended the University of Oklahoma.

She served in Ronald Reagan and George W. Bush White Houses before joining OKC's Ackerman McQueen as VP-PR, where she handled the Dallas Cowboys and Six Flags accounts.

## **KOSTKA SUCCEEDS ROOP AT ROOP & CO**

Roop & Co. has named Brad Kostka to succeed agency founder Jim Roop as president, effective April 30. Roop will continue to serve as senior advisor for the firm.

Kostka has been with Roop & Co. since its founding in 1996. For the past 10 years, he has held the position of senior vice president. In that position, he has led business development, agency management and account services.

A past president of the Cleveland chapter of PRSA, Kostka is a board member of the Association for Corporate Growth's Cleveland chapter, leading its branding function.

Before founding Roop & Co., Jim Roop served 15 years as chief operating officer of Watt, Roop & Co. (now Fleishman-Hillard). He was previously a vice president at both Burson-Marsteller and Ketchum.

## **FOX TV'S CMO TUNES IN DISNEY**

Fox Television Group chief marketing officer Shannon Ryan is moving to Disney, where she will be president of marketing for ABC Entertainment and Disney Television Studios.



**Shannon Ryan**

Ryan had been with Fox Television Group since 2015, and before that, she served as executive vice president, marketing and communications for Fox Broadcasting Company.

At Disney, Ryan will lead marketing, publicity and communications strategies for ABC Entertainment, including media, creative, social, digital, publicity and talent relations. She will also oversee the communications and marketing teams of Disney Television Studios, which include ABC Studios, Fox 21 TV Studios and 20th Century Fox TV.

Other Fox execs who have moved over to Disney, which has acquired much of 21st Century Fox, include former 21st Century Fox president Peter Rice and Dana Walden, who was co-CEO of Fox Television Group. Rice is now chairman, Walt Disney Television and co-chair, Disney Media Networks. Walden is chairman, Disney Television Studios and ABC Entertainment.

## **FTI CONSULTING'S PR UNIT JUMPS 9.3%**

FTI Consulting reported a 9.3 percent Q1 revenue jump to \$57.7M for its strategic communications group due to solid results in North America and the EMEA regions. The group showed a 22.1 percent rise in operating income to \$10.2M.

CEO Steven Gunby cited the corporate reputation services business as a standout performer.

FTI registered an overall 10.7 percent boost in revenues to \$551.3M. Net income surged 61.1 percent to \$62.7M.

In noting another record quarter, Gunby said FTI's sustained growth shows it's anticipating and delivering on the needs of clients.



**Steve Gunby**

## **ZAPWATER ACQUIRES CAMC**

Zapwater Communications has acquired Miami-based Cheryl Andrews Marketing Communications, travel and luxury PR shop.

Cheryl Andrews, who launched her shop in 1984, is now executive VP at Chicago-headquartered Zapwater.

Zapwater CEO David Zapata said the deal strengthens his firm in Florida and creates opportunities in Latin America and the Caribbean.

CAMC counts Hawks Cay Resort (Florida Keys), Buenaventura Golf & Beach Resort (Panama), Grenada Tourism Authority, Ocean Club Resorts (Turks and Caicos) and Cayo Espanto (Belize) among clients.

Holly Zawyer, VP at CMAC, is now managing director of the firm's Miami outpost.

Zapwater, which has 30 staffers, also has an office in Los Angeles.



## COMMENTARY

### Facebook chief Mark Zuckerberg has proven once again that he's tone-deaf to PR.

The social media giant's April 22 hiring of Jennifer Newstead as general counsel tops Zuckerberg's 2018 PR disaster, the hiring of Definers Public Affairs to spread dirt on political opponents in an effort to cover up FB's distribution of Russian "fake news" and hateful content.

The *New York Times* Nov. 14 blockbuster reported on that disaster, causing some soul-searching and words of contrition from Zuckerberg and his deputy & COO Sheryl Sandberg.

Newstead is a surveillance expert. Doesn't Facebook have plenty of those?

Her hiring should send shudders down the spines of Facebook users. While serving in the Bush II White House, she was an architect of the expansion of government surveillance under the Patriot Act. As deputy assistant general in the Office of Legal Policy, she also helped sell it to Congress.



**Jennifer  
Newstead**

One would think that Facebook, which critics say spies on users and monitors their every move, would want maximum distance from a superstar surveillance expert, especially one so closely tied to the Patriot Act.

Newstead's work for Bush directly counters Zuckerberg's high-profile pledge last month to bolster Facebook's privacy safeguards.

In Facebook's press release announcing the hiring of Newstead, COO Sandberg praised her as "a seasoned leader whose global perspective and experience will help us fulfill our mission." We thought privacy was Facebook's (or at least Zuck's) mission.

The release does not mention Newstead's Patriot Act duties at the Justice Dept.

Was Zuckerberg just blowing smoke when he made the privacy pitch? "It's almost as if we're living in some bizarre world where the company does exactly the opposite of what Zuckerberg states publicly," Ashkan Soltani, former Federal Trade Commissioner, told Politico.

Could Zuckerberg really be that out to lunch on PR? Or perhaps he doesn't care about the big world beyond the friendly confines of Facebook.

**Donald Trump is double-dog daring the Democrats to impeach him.** It's a brilliant PR strategy and his best shot at winning re-election.

He tweeted on April 21.

*How do you impeach a Republican president for a crime that was committed by the Democrats? MAKE AMERICA GREAT AGAIN!*

And followed up April 22 with:

*Only high crimes and misdemeanors can lead to impeachment. There were no crimes by me (No Collusion, No Obstruction), so you can't impeach. It was the Democrats that committed the crimes, not your Republican president. Tables are finally turning on the Witch Hunt!*

A Reuters/Ipsos poll released April 19 (after Mueller's report dropped) shows Trump's approval ratings dropped three points to 37 percent.

The president's approval rating was 43 percent just before the March 24 release of attorney general Bill Barr's four-page summary of the Mueller Report that gave the president a "clean bill of health." It was a total whitewash.

Trump's approval rating is bound to sink over the next few weeks as the Democrats gear up various inquiries into his administration.

Impeachment proceedings are Trump's ace in the hole. With the Republicans in control of the Senate, there's no way the president is going to be booted from office.

Following impeachment by the Democrat-controlled House, a Senate trial would be manna from heaven for the president.

President Clinton's approval numbers soared ten points to 73 percent after the House approved two articles of impeachment against him in 1998.

A bonus for Clinton, impeachment backfired on his political opponents. Following the House vote, unfavorable ratings of the Republican party jumped ten points, with less than a third (31 percent) of Americans holding a favorable view of the GOP.

Trump, a master of playing the role of martyr, will milk impeachment for all it's worth.

As Maureen Dowd so colorfully put it in the April 21 *New York Times*.

"The spoiled scion of Fifth Avenue somehow always finds a way to be aggrieved, a victim of the media, the deep state, 'dirty cops,' note-taking aides and the elites — all out to get him."

Democrats face a lot of pressure from the party's progressive base to punish Trump for the more than 180 pages of the Mueller Report detailing evidence that the president obstructed justice.

Anti-Trump firebrands won't be satisfied with a House censure, impeachment-lite, of Trump, a recommendation put forth by some media pundits. That won't satisfy the anti-Trump firebrands.

Bring it on, says Trump of impeachment proceedings. Impeachment hearings are his ticket to another term and a total loser for Democrats.

Democratic leadership must resist The Resistance and focus on the 2020 election as the best way to unseat the president.

—Kevin McCauley