



Kevin McCauley
Editor-in-Chief



The Inside News of
PR and Marketing
Communications

271 Madison Ave., New York, NY 10016
212/679-2471. Fax: 212/683-2750
www.odwyerpr.com; jobs.odwyerpr.com

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TEXAS TROTS OUT TOURISM RFP

Texas is floating a tourism PR & marketing services RFP as it seeks to bolster the number of travelers to the Lone Star State.



The office of Governor Greg Abbott, which issued the RFP, noted that research shows that “many domestic and international travelers have a stereotypical and one-dimensional image of Texas, recognizing the state for its rich cowboy image and western heritage.” He wants to go beyond that image.

The state wants a PR firm to generate maximum positive press coverage of the “Travel Texas” product. The PR partner will develop/implement a robust social media strategy, conduct consumer promotions and generate measurable results.

Media FAM trips, press conferences, interviews/presentations, travel trade missions and crisis management plans are on the agenda. The winning firm must operate an office in Austin throughout the contract and have the ability to perform PR services in New York. Preference will be given to firms with an office in the Big Apple.

Work begins Sept. 4 and runs through Aug. 31, 2020. There are three one-year renewal options.

Proposals are due Aug. 22.

Responses go via overnight delivery/express mail to: Office of the Governor; Financial Services Division; Attention: Spencer Cummings; 1100 San Jacinto Blvd.; Austin, TX 78701.

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

FIELDER MOVES TO BP AMERICA

JP Fielder, who was head of corporate affairs at Exact Sciences Corp., will join BP America as head of communications. He'll be based in Washington.



JP Fielder

At Exact Sciences, Fielder headed PR, government relations, PA and internal communications at Madison, WI-based ESC, maker of the Cologuard test for colorectal cancer.

He previously led global external communications for Philip Morris International in Lausanne, Switzerland.

He worked a number of jobs in DC as senior director of communications at the US Chamber of Commerce, senior director of strategic communications at the National Assn. of Manufacturers, senior media relations manager at PR Newswire and producer at Tribune Broadcasting.

INTERPUBLIC PLAYS HOLLYWOOD PR CARDS

Rogers & Cowan and PMK*BNC, the two largest PR agencies in Hollywood, are merging, forming an agency that will have over 500 clients in areas including TV, film, sports, music and fashion.

PMK*BNC chairman and chief executive officer Cindi Berger will be chairman of the combined firm, and Roger & Cowan CEO Mark Owens will serve as its CEO. Alan Nierob, currently co-president at Rogers & Cowan, will be chairman of the new agency's entertainment division.



Cindi Berger

The agency will be part of Interpublic Group's Octagon sports and entertainment network, which has offices in Los Angeles, New York, Nashville, Miami and London. Both PMK*BNC and Rogers & Cowan are currently Interpublic Group companies.

In addition to representing a talent roster that includes such entertainment and sports figures as the Rolling Stones, Denzel Washington and Kobe Bryant, the merged firm will represent more than 30 brands, including McDonald's, Microsoft, YouTube and Mastercard.

“This partnership provides a remarkable opportunity for us to take our clients and campaigns to a new level,” said Berger.

OSCAR HEALTH LOOKS FOR PR INSURANCE

Oscar Health is looking for a PR firm to build a direct-to-consumer media presence in both the national and targeted local markets.

Co-founded by Joshua Kushner, brother of president Trump's son-in-law and senior advisor Jared Kushner, Oscar calls itself a consumer-driven technology-focused insurance company.

The firm promises “to do health insurance differently with more coverage, less hassle and perks that give you the most value for your premium.”

Oscar's more than 1,000 staffers serve more than 250K individuals and corporate customers in New York, New Jersey, Florida, Tennessee, Ohio, Michigan, Texas, Arizona and California.



The company is looking for a firm that is creative, connected, fast-paced and dedicated to client service. That firm will help Oscar tell stories about how it is making healthcare easier, more accessible and affordable in the very complicated insurance marketplace.

The search is in the information-gathering stage. An RFP has not been issued.

EX-CONGRESSMAN PITCHES PAKISTAN

Ex-New York Congressman Tom Reynolds represents Pakistan as the country seeks to improve its political and economic relationships with the US.



Tom Reynolds

President Trump, who met with Pakistan prime minister Imran Khan on July 21, cut the US \$1.3B aid package to Pakistan last year because of ties that its intelligence services have with Islamic extremist groups.

During a Q&A session with reporters, Trump spoke of the “tremendous potential” in the US relationship with Pakistan, especially if it would use its influence with the Taliban to “help us to extricate ourselves” from Afghanistan and the 18-year war.

Reynolds, a senior policy advisor at Holland & Knight, began working July 19 on a public policy strategy for Pakistan under a one-year contract worth \$1.1M.

Asad Khan, Pakistan’s ambassador to the US, signed the letter of engagement with Holland & Knight.

Reynolds, a Republican who represented the Buffalo and Rochester areas for 10 years, is joined on the Pakistan account by his one-time Congressional chief of staff, Sally Vastol; and Jodi Richardson (ex-aide to Indiana Senator Todd Young and former governor Mitch Daniels).

HILTZIK HANDLES J.D. POWER DEAL

Hiltzik Strategies represents private equity firm Thoma Bravo as it acquires J.D. Power, car-ratings/market analytics company, from China’s XIO Group for \$1.8B.

McGraw Hill Financial sold J.D. Power to the Hong Kong-based entity for \$1.1B in 2016.

Scott Crabill, managing partner at Thoma Bravo, called J.D. Power “one of the most recognized brands in the world, synonymous with a deep understanding of real-world customer experiences.”

Costa Mesa, CA-based J.D. Power has 16 offices throughout the world. CEO Dave Habiger said partnering with Thoma Bravo will help fuel expansion plans.

In May, Thoma Bravo acquired Autodata Solutions Group, provider of data and software services to the automotive industry.

Hiltzik’s Chris Cummings is working the deal.

FACEBOOK ALUM HEADS TO SURVEYMONKEY

Lara Sasken Lindenbaum, one-time corporate communications director at Facebook, has joined SurveyMonkey as VP-communications.



Lara Sasken Lindenbaum

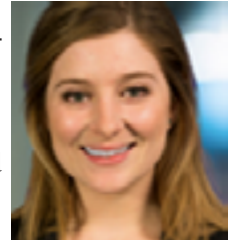
She also did stints at GoPro (senior director of communications), Reputation.com (director of PR & corporate communications) and Cisco (corporate communications manager).

SurveyMonkey wants Lindenbaum to lead its “internal & external communications vision, strategy and execution.”

NASDAQ-listed SurveyMonkey bills itself as a “global survey software company on a mission to power the curious.”

ON THE MOVE

CompTIA, technology trade assn., has brought on **Savannah Schaefer** as senior director. Before joining CompTIA, Schaefer was policy counsel at the Telecommunications Industry Association. She has also served as a fellow at the Federal Communications Commission’s Wireless Competition Bureau. In her new role, Schaefer will focus on the development and advocacy of CompTIA’s policy positions on cyber and supply chain security and other tech and telecom issues at the federal and global levels.



Savannah Schaefer

Seven Letter, the firm that resulted from the merger of Blue Engine Message & Media and JDA Frontline, has hired **David Knaus** as a director. Knaus was previously a senior campaign aide to former Illinois Gov. Bruce Rauner. He has also served as a senior project director at Luntz Global and a field coordinator for the Colorado Republican Committee. In his new post, Knaus will be working with clients on services spanning brand management, crisis communication and issue advocacy.

LaVoieHealthScience has brought on **Harriet Ullman** as a senior consultant, product communications and **Emmie Twombly** as a media relations specialist. Ullman was previously vice president in the healthcare practice at Ogilvy PR/Feinstein Kean Healthcare. She has also served as segment marketing manager for the senior living division at Philips Healthcare, was director of marketing at Copley Pharmaceutical, Inc. and public relations manager at Charles River Associates Incorporated. Twombly has been a contributing writer at HuffPost for over 10 years, and has helped organize such events at the Women in the World Summit.

FoodMinds, a division of Padilla focused on food and nutrition affairs, consulting and communication, has promoted **Elizabeth Stoltz** and **Lauren Shelar** from account supervisor to director. Stoltz, based in the agency’s Washington, DC office, leads strategic communication, thought leadership and global nutrition affairs programs for key food, beverage and nutrition clients. Before coming to FoodMinds, she was a project manager at Ketchum. Shelar, who has been with the agency since 2017, leads large-scale nutrition programs for food and beverage clients across the country. She was previously a senior account executive at Porter Novelli.



Elizabeth Stoltz

Lambert & Co. has named **Kristin Celauro** managing partner of its New York office. She will also lead Lambert’s Transaction, M&A and Private Equity practice. Celauro was previously a managing director for Lambert’s Blinksilver PR unit. Prior to joining Blinksilver, she worked at Financial Dynamics and Sard Verbinen. She specializes in M&A communications, long-term reputation management and corporate communications for private equity firms and portfolio companies, as well as for bankruptcy trustees and financial institutions.

3 THINGS EMPLOYEES ARE TELLING US

It's almost impossible to escape politics these days. And by politics, I mean the kind that's become less civil and more polarizing. It surrounds us through 24/7 news coverage, social media channels, and... our co-workers.

A *New York Times* article, "Edelman, Public Relations Giant, Drops Client Over Border Detention Centers," is another reminder of the growing advocacy of a long list of stakeholders—including employees, clients, investors, and donors—and the expectation that sides or positions are taken on issues. Organizations must make calculations on whether or not an issue really matters to them, and the value of taking a side or not. Discussion points include who they might offend or flatter, what business could be lost or won, which employees they might alienate or attract, and how it might be communicated. There are hard choices to be made.



Paul Oestreicher

So, as people find their voices (or blindly follow the herd) and leverage the tools of the digital world to amplify their message, organizations need to be prepared. You may choose to proclaim neutrality but that, too, is often treated as just another position like right or left, for or against. Expect to be challenged, no matter what.

The NYT piece—and what employees are telling us—underscores a few key points organizations must consider in an increasingly demanding environment:

Define your purpose and gain alignment. Organizations must ensure their stakeholders know the purpose, the mission, of the institution. People need context and an understanding of where the organization fits in its competitive set and where employees fit in the organization.

Understand there are precious few secrets. Our inability to contain information was past the point of no return when I wrote "The Secrecy Bucket Is Full of Holes" 10 years ago. We are being recorded and tracked. I'll never forget being asked to comment on confidential information my firm sent to a government agency only hours earlier.

Declare your values and limits. The article begs the age-old question: Are there people or organizations that do not deserve representation? In a legal situation, the answer is clear, but in other sectors of business and society there are choices to be made. Organizations should declare their values, their operating principles, and enforce ethical standards.

No one needs to tell you that we're operating in a hot mess of division and high expectation. We need to think and plan... all the time. Paraphrasing management guru Peter Drucker: If we're not changing and innovating, we're dying. We can't prepare for every scenario, but we can take steps to better listen and communicate.

Paul Oestreicher is an expert in strategic communications, marketing, public affairs, crisis, change and reputation management. He is the author of Camelot, Inc.: Leadership and Management Insights from King Arthur and the Round Table and the blog C-O-I-N-S: Communication Opinions, Insights and New Strategies. Follow him @pauloestreicher.

COMPANIES FALL SHORT AT HIRING PR FIRMS

While most companies conduct detailed searches when they're looking to hire a senior communications executive, they often don't go into as much detail when it comes to shopping for a new agency, according to a study published by the Institute for Public Relations.

Less than 15 percent of the communications executives surveyed for the study said that they consulted such sources as trade media, online search engines, agency search platforms, professional societies or agency search consultants to help them find an agency.

About three-quarters of them said they rely on their own knowledge, and 67 percent said word of mouth and the advice of peers were key factors.

The survey also finds that RFPs are often incomplete and do not provide all the information agencies need to respond. More than half (54 percent) of respondents said their RFPs do not include a budget.

And although most companies surveyed say they are satisfied with the primary agency they have chosen, it also found that they often don't stay with one agency for all that long before they start the search process again. Only about 30 percent of primary agency relationships have lasted four years or more, while over 40 percent have lasted two years or less.

The study's authors say that a lack of rigor in the process used to hire agencies is at least partly at fault for these short tenures. "When shortcuts are taken in the hiring process," they write, "client and agency expectations may not be aligned, requiring work by both parties."

ACCOUNTS IN TRANSIT

Bianchi Public Relations has been named PR agency of record for the Americas by **MTU America Inc.**, the North American regional headquarters of Rolls-Royce Power Systems. Bianchi PR will help the company to share its story and elevate its brand and product awareness through public relations, media relations, technical writing, social media and trade show support. This work will cut across the sectors that MTU America serves, including marine, mining, construction, oil and gas, rail, agriculture and forestry, defense and power generation.

Manifest New York has been selected to lead nationwide PR efforts for kombucha company **JuneShine**. Manifest will be responsible for executing a series of local creative launches and press stories to communicate JuneShine's unique stance, as well as recruiting what the company calls "an army of kombucha drinkers" who share the brand's commitment to the planet.



William Mills Agency has been chosen to provide strategic public relations services for accounts payable and payments automation company **MineralTree**. "We are happy to engage in a partnership with William Mills Agency to expand the general knowledge around AP automation and increase our brand exposure with middle-market businesses, banks, and the broader Fintech and B2B payments ecosystem," said MineralTree CEO Micah Remley.

2020 POLITICAL SPENDING TO TOP \$6 BILLION

The 2019-2020 election cycle will generate about \$6 billion in paid political ad placements, according to estimates released by market research and data analytics company Kantar Media.



Kantar's latest election spending figures, which excludes funds spent by PACs as well as local election spending, predicts paid media placements endorsing candidates for U.S. federal offices will increase 14 percent during the 2019-2020 election cycle from the \$5.25 billion spent on political ads during the 2018 midterm elections.

These figures actually reveal a slowdown in overall political ad spending growth, when compared to the 21 percent jump ad spending saw during the 2018 midterms from the 2016 presidential election and its 78 percent increase from the 2014 midterm cycle.

TVs ads will reign supreme as the preferred format for political campaign spending, taking more than half—53.3 percent—of the total paid media placements in 2020, or about \$3.2 billion.

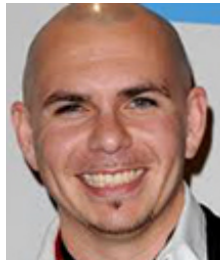
Kantar predicts that digital channels will see significant increases, accounting for about 20 percent—or \$1.2 billion—of total political ad spends, now rivaling cable, which is expected to receive about the same amount. Radio is expected to receive only 6.7 percent of paid media placements, or about \$400 million.

PITBULL PARTNERS ON MULTICULTURAL SHOP

Hip-hop artist Pitbull and Horizon Media have joined forces to start a marketing agency aimed at the multicultural market, according to a report in the *Wall Street Journal*.

Pitbull (Armando Christian Pérez) will be chief creative officer of the new agency, 305 Worldwide, in which he will own a minority stake. Horizon senior vice president, managing director, multicultural Karina Dobarro will be the agency's chief strategist.

305 Worldwide will operate out of New York and Miami (Pitbull's home town). Its services will include media, creative and digital marketing.



Pitbull

Its name combines two of Pitbull's nicknames—Mr. 305, as in Miami's area code, and Mr. Worldwide.

Pitbull told the *Journal* that his goal in launching 305 Worldwide is to “teach companies how to really be able to relate and empower all ethnic backgrounds through a story.” He says that the agency has already had meet-

ings with several potential clients.

Horizon Media founder, president and CEO Bill Konigsberg said that the new agency represents an attempt to raise the profile of multicultural work. He cited Pitbull's ability to tap into the growing multicultural market as a major plus for the new endeavor.

Horizon has over 1,500 employees, and clients that include GEICO, Burger King and Corona, A+E Networks, DISH, Turner, LG and Weight Watchers.

MUST READ FOR FUNDRAISERS, PR PROS

A new book about fundraising in higher education has so many good ideas I believe it should be a “must read” for anyone involved in fundraising.

The principles and strategies cited in “Advancing Higher Education—New Strategies for Fundraising, Philanthropy and Engagement,” (Rowman & Littlefield; Lanham, Maryland and London, England; 2019) are transferable to fundraising and to public relations and marketing support in almost any area.

Editors Matthew Lambert and Michael Worth enlisted support from 21 of the nation's leading fundraisers and foundation executives in higher education who wrote about successful campaigns, events and techniques in different chapters.

Worthy and Lambert write that significant technological, social, economic and political changes have created a new environment for fundraising in the second decade of the 21st Century.

The book has 20 chapters divided into seven subject sections, all with excellent and adaptable examples.

“Advancing Higher Education” describes how development became synonymous with fundraising and then advancement was adopted as the umbrella concept that encompasses all of the related disciplines. The editors described a number of early case histories of philanthropy that the late Scott Cutlip, considered by many as the father of public relations education, wrote about in his books. Other interesting points noted in the book are:

- * If millennials and post-millennials do not develop a habit of giving in their twenties and thirties, they are unlikely to be giving in later life.

- * The rate of alumni giving back to their colleges and universities has declined, but overall giving to higher education is increasing.

- * People born after 1980 are the beneficiaries of tens of millions of dollars, the largest transfer of wealth in history, and represent the future of philanthropy. Their purchasing power, which already is hundreds of billions of dollars, will steadily increase in the future.

- * Digital technology has made it easier and less expensive for nonprofits to reach potential donors and has created a crowded marketplace for philanthropy.

- * Women are major decision-makers regarding philanthropy and women are twice as likely as men to use their wealth for charitable purposes.

- * Today, women have greater access to education, income and wealth but are underrepresented and under-asked as donors.

Gifts are now larger and more complex and donors have changed how they give and what they expect. Donors are motivated by many factors and influencers.

Rene A. Henry has authored 10 books and was involved in fundraising throughout his professional career, creating marketing and promotional materials, events and more for a wide range of institutions including a presidential library. Many of his commentaries are posted on his website, www.renehenry.com.



Rene Henry

EX-SEN NICKLES JOINS JUUL TEAM

Former Oklahoma Republican Senator Don Nickles represents Juul Labs regarding legislative proposals to prohibit the sale of tobacco/vaping products to people under age 21 and to educate Congress about how use of its offerings cuts cigarette smoking.

Kevin Burns, Juul CEO, praised Ohio's decision to raise the legal age to buy tobacco/vaping products to 21.



Don Nickles

Emily Porter, partner at The Nickles Group and aide to former House Speaker John Boehner, and Don Kent, TNG VP and ex-chief of staff to Sen. Ron Johnson (R-WI), join Nickles on the push for Juul.

Nickles, who is remembered for leading the fight to repeal the federal 55 mph speed limit, works for blue-chip clients such as A&T, FedEx and Oracle.

"We won't succeed in providing the world's one billion adult smokers with a true alternative to combustible cigarettes, the number one cause of preventable death in this country, if youth-use continues unabated," said Burns.

Emily Porter, partner at The Nickles Group and aide to former House Speaker John Boehner, and Don Kent, TNG VP and ex-chief of staff to Sen. Ron Johnson (R-WI), join Nickles on the push for Juul.

STANTON SUPPORTS HOUSING, HEALTH FUND

Stanton supported the Low Income Investment Fund's successful closing of a \$100M "sustainable bonds" offering announced July 31, which will support community development projects across the US.

The debt issue is the first nonprofit community development financial institution bond to align directly with the United Nations' Sustainable Development Goals.

The latest offering marked a milestone for LIIF in accessing capital markets, according to Nissenbaum. "It broadens our investor base, helps manage interest rate rise and will enable LIIF to finance more critical community-serving projects," said CEO Daniel Nissenbaum.

The proceeds will create/preserve housing in low income DC neighborhoods; housing/early childhood education and non-profit space in San Francisco's Mission District; a federally qualified health center in New Orleans and mixed-use development in the South Bronx.

NEWS OF FIRMS

Paul Wilmot Communications has launched a dedicated division focusing on cannabis products. The agency has been retained for media relations, influencer campaigns, community management, thought leadership and corporate communications. According to Paul Wilmot Communications CEO Hampton Carney, the focus of the new division will be to educate consumers regarding the benefits of cannabis products "while creating broader, mainstream acceptance of the category."

5W Public Relations is expanding its digital practice in response to Instagram's decision to hide likes on posts in an increasing number of markets around the world. The agency says that the shift in Instagram's strategy will result in an increase for paid opportunities. According to CEO and founder Ronn Torossian, the analytics employed by 5W will allow the agency to continue to provide accurate follower counts for posts.

LONDON STOCK EXCHANGE INVESTS IN TENEO

Teneo is handling the London Stock Exchange Group as it negotiates a massive \$27B (including debt) deal to acquire Refinitiv financial data provider from a consortium led by Blackstone Group.

Known for its Eikon desktop terminals, Refinitiv would put the LSEG in competition with Bloomberg, Intercontinental Exchange Group and CME Group.



**London
Stock Exchange**

The deal would transform the more than 300-year-old LSE from matching up buyers & sellers of stocks into a high-tech seller of financial information/analytics.

The LSEG released a statement July 27 "regarding press speculation" surrounding the deal to confirm takeover talks with Refinitiv. It called Refinitiv "a leading global provider of financial data and infrastructure, delivering data, insight and analytics tailored to strategic workflows across its four core customer segments; investment and advisory, trading, wealth, and risk management."

An acquisition would increase LSEG's global footprint and deepen customer reach.

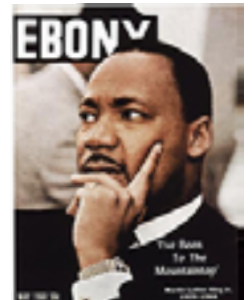
Teneo's Philip Gawith (London) and Lucas van Praag (New York-based former global communications chief for Goldman Sachs) handle the LSEG.

MEDIA MANEUVERS

The reboot of news and gossip site **Gawker**, which was announced earlier this year, has been postponed, according to a report in the *New York Post*. The site's entire staff, including former *Details* editor Dan Peres, has been laid off. Bustle Digital Group, which owns Gawker, said in a statement that it was putting the site on the back burner for the time being in favor of "our most recent acquisitions, Mic, The Outline, Nylon and Inverse." Bustle's owner Bryan Goldberg, who also founded sports site Bleacher Report, purchased Gawker at a bankruptcy auction last summer. Goldberg told the Post he plans to relaunch the site at a later, unspecified date.

Newsday Media Group is offering voluntary buy-outs to some employees as it shifts its focus toward events and video production. The eligible employees work in *Newsday's* newsroom, advertising, marketing and finance departments. "*Newsday* is transforming from a traditional newspaper into a leading-edge multimedia and multiplatform content-generation machine," said company spokeswoman Kim Como.

Johnson Publishing, the former owner of *Ebony* and *Jet* magazines, has sold its photography archive, which contains close to a million photographs and 3.35 million unprocessed negatives dating back to 1948. A group of private foundations led by the J. Paul Getty Trust placed the winning \$30 million bid for the archive at a bankruptcy auction in Chicago on July 24. The group also includes the Ford Foundation, the MacArthur Foundation and the Andrew W. Mellon Foundation.



COMMENTARY

HISTORY'S MOST MEDIA-FRIENDLY PRESIDENT

Right before the scheduled Cabinet meeting, the press was, well, “pressing” the President.

“Mr. President, Mr. President, Mr. President,” they shrieked in unison. What they all wanted to know was when they could expect decisions on important national security issues.



Fraser Seitel

“Actually, it’s getting close. So, I’ll have quite a bit to say about that very soon,” was the evasive answer from the most powerful man in the world. “And with that, I’m going to kick you all out.” Which he did to universal grousing.

At a subsequent meeting with the media, the President was asked when he would be making a long-awaited appointment. “If I appoint somebody, I’ll let you know,” he answered dismissively. To which one anti-Administration reporter took the confrontation up a notch, challenging the President on Russian sanctions in particular and criticizing his foreign policy in general.

“Well,” responded the obviously irked Commander in Chief, “I doubt that I’m going to have time to lay out my entire foreign policy doctrine. And there are actually some complimentary pieces as well about my foreign policy, but I’m not sure you ran them.”

Just a snapshot of the testy relationship between the White House press corps and President... Barack Obama.

Compare these confrontations with this most recent scrum that typifies the current relationship between the media and the current White House occupant.

Reporter: “Are you concerned you could be called to answer on what Mr. Mueller said today about the connection between Wikileaks and your administration?”

Trump: “Wikileaks is a hoax, just like everything else... It was a witch hunt, a total witch hunt. And you saw Robert Mueller’s statement correcting himself in the afternoon testimony. And you know what that correction was, and you still ask the question. And ya’ know, why? Because you’re fake news.”

Reporter: “Are you saying his answers weren’t generally truthful?”

Trump: “I don’t know whose answers weren’t. If you look at the whole report, some of the things he didn’t even know about. The performance was obviously not very good. He had a lot of problems. But what he showed more than anything else was that this whole thing has been three years of embarrassment and waste of time for our country. What else?”

Reporter: “Did your son, Donald Trump, Jr., talk to Mueller?”

Trump: “I don’t know. Frankly, whether or not he did wouldn’t matter to me, because he did nothing wrong.

Yeah, go ahead.”

Reporter: “But he said the meeting at Trump Plaza was questionable.”

Trump: “No, he didn’t say that. Again, you’re fake news, right at the top of the list also. Let me just tell you, read his correction. If you read his correction, you’ll find out. That’s why people don’t deal with you, ‘cuz you’re not an honest reporter. Next.”

Welcome to the most media-friendly President in the history of the Republic.

Oh sure, he despises the press and labels most of them “enemies of the people.” And, of course, most of the media, openly and defiantly, despise him right back.

But in terms of accessibility and candor and willingness to answer every question in any context that any reporter cares to ask, there’s never been a more accommodating President than Donald J. Trump.

In the more than half a century since John F. Kennedy was President, the relationship between the President and the press has become more distant. Even presumed press darlings like Bill Clinton and Ronald Reagan studiously kept their distance from prying media eyes.

All of these Presidents used their press secretaries to serve as a buffer and do most of the daily heavy lifting with the media. But all that has changed under President Trump. The press secretary in the Trump Administration has become a diminished functionary for one simple reason: Trump is his own chief spokesman.

Rather than daily press briefings or periodic press conferences, Trump makes himself “available” virtually every time he leaves the White House.

Meanwhile, the media’s daily agenda is set by early morning Presidential tweets, many of them callous, offensive and embarrassing in their lack of decorum. The media lap up the tweets like catnip. And thus, President Trump regularly manages the news cycle.

For their part, the media, consumed as most of them are with contempt for their White House adversary, have proven little match for the Tweeter-in-Chief. Respect for journalists continues to decline, with the most recent Pew Study reporting that more than half of all Americans expressing “little” or “no” confidence in the media and 61 percent believe “the news media ignore important stories.”

One wonders how the diminishing reputation of the U.S. media might be affected if the press focused more on the important policies and actions of the Trump Administration rather than on its own unrestrained contempt for the most media-accessible President in history.

Fraser P. Seitel has been a communications consultant, author and teacher for 40 years. He’s author of the Pearson text “The Practice of Public Relations,” now in its 13th edition, and co-author of “Rethinking Reputation” and “Idea Wise.” He may be reached directly at yusake@aol.com.