



**Kevin McCauley**  
Editor-in-Chief

# O'Dwyer's Newsletter



**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](http://www.odwyerpr.com); [jobs.odwyerpr.com](http://jobs.odwyerpr.com)**

August 6, 2018 Vol. 51 No. 31

## **AVENIR GLOBAL ACQUIRES PADILLA**

Minneapolis-based agency Padilla, one of the largest independently-owned PR and communications firms in the U.S., has been acquired by Montreal-based holding company Avenir Global.

Terms of the acquisition were not publicly disclosed.

Avenir, a holding and management company of public relations and communication firms, was launched last year after Canada's leading PR agency, National Public Relations, redefined its corporate platform. In addition to its National Public Relations operation, the network also includes international healthcare specialists AXON Communications, U.K.-based consultancy Madano and Boston's Shift Communications.



**Padilla chair Lynn Casey (L) and president Matt Kucharski.**

Avenir is led by president/CEO Jean-Pierre Vasseur and chairman Andrew Molson. It is owned by RES PUBLICA Consulting Group.

With the addition of Padilla, Avenir becomes one of the 25 largest PR outfits worldwide, with 760 employees in 21 offices across Canada, Europe and the U.S.

Padilla will continue to operate under the same name in light of the acquisition, along with food and nutrition specialists FoodMinds, brand consultancy Joe Smith and research authorities SMS Research Advisors.

Padilla CEO Lynn Casey will assume the role of agency chair. Matt Kucharski will now lead the agency as president. Both will report to Vasseur.

Rick Gould, managing partner of Gould+Partners, introduced the agencies and facilitated the transaction.

Padilla was founded in 1961 as Padilla Speer Beardsley. The agency rebranded last year from its then-moniker, PadillaCRT, by which it had been known after PSB acquired Richmond, VA-based CRT/tanaka in 2013, which itself had been the result of a merger after Carter Ryley Thomas took over New York-based consumer PR specialist Patrice Tanaka & Co. in 2005.

Padilla in 2016 acquired Chicago-based food and nutrition communications and consulting shop FoodMinds, establishing it as one of the largest independent food and beverage agencies in the country. Last year, it acquired Richmond, VA-based digital studio and strategy firm INM United.

The agency last year accounted for more than \$40 million in net fees, according to O'Dwyer's rankings of PR firms.

## **MDC'S Q2 REVENUE SLIPS 2.8%**

MDC Partners reported a 2.8 percent second-quarter revenue decline to \$380M and a plunge in net income to \$1.1M from \$8M. Organic growth dropped 1.7 percent.



**Scott Kauffman**

Six-month revenue dropped 3.9 percent to \$706.7M. Net loss widened to \$30.1M from \$1.7M.

To improve financial performance, the firm is reviewing its portfolio of agencies and investing in talent and higher growth strategic offerings.

CEO Scott Kauffman expects full-year organic growth to fall in the 1 percent to 3 percent range.

MDC's PR firms include Hunter PR, Allison+Partners, Sloane & Co and KWT Global, which was formerly known as Kwitken.

## **G&S PICKS UP COOPERKATZ**

G&S Business Communications has acquired CooperKatz & Co. to more than double its New York fee income base to the \$11M range.

Ralph Katz, CK co-founder, will become executive VP of G&S. Anne Greene, CK president & CEO, will head the 65-member NYC office. She will succeed managing director Audra Hession, who will lead the beefed-up corporate and reputation management practice.

Rick Gould, head of Gould+Partners, represented CK in the deal.

G&S recorded \$27.3M in fees last year with \$5.3M of that amount coming from New York. CK had \$5.6M in 2017 fees.

## **EISSENSTAT TAKES GM PUBLIC POLICY POST**

General Motors has named Everett Eissenstat, who has more than 20 years of international government affairs experience, senior VP-global public policy.

Most recently, he worked in the White House as deputy assistant to the president for international economic affairs.

Prior to the White House, he worked in the office of the US Trade Representative and was international trade counsel for the Senate Finance Committee, where he handled issues impacting the automotive business in the areas of trade, regulation, energy and sustainable development.

At GM, Eissenstat reports to CEO Mary Barra.



**Everett Eissenstat**

## PR INDUSTRY GREW NEARLY 5% IN 2017

The U.S. PR industry grew by 4.8 percent last year, according to a survey released by New York-based merger and acquisition consultancy Gould+Partners.



The Gould+Partners' poll, which focused on agency net revenue growth, suggests that the PR industry is still growing,

albeit not at a very fast pace. The findings were consistent with the agency's report last year, where growth was also 4.8 percent, revealing a downturn from 2015's 6.6 percent and 2014's 7.8 percent.

When broken out to account for agencies by size, the survey found that growth was particularly bad at larger firms, where PR agencies in excess of \$25 million were essentially flat last year, gaining only one percent and illustrating a continuing downward trend.

PR agencies with between \$10 million and \$25 million in revenue reported the highest growth rate last year, 6.5 percent, though still revealing a dip from 2016's growth of 8.1 percent and 2015's 7.8 percent.

Firms accounting for between \$3 million and \$10 million revealed growth of 6.1 percent.

The survey found that firms located in Northern CA grew the most in 2017, at 10 percent, followed by the D.C. metro area at 9.2 percent, then the Southeast and Southwest regions (both 8.3 percent). The Northeast, Midwest and Canada were all at two percent, followed by the Northwest, at 1.2 percent. The New York Metro and Southern CA exhibited virtually zero growth (0.2 percent).

The survey's findings arrive on the heels of Gould+Partners' Best Practices Benchmarking report released in June, which found that the average profitability of U.S. PR agencies in 2017 was 18 percent of their net revenues, up from the 15.2 percent reported in 2017.

## DEMARTINO. KRAUTTER LAUNCH TDK

Tony DeMartino, former CEO of Cohn & Wolfe Atlanta and founder of The Titan Agency, has teamed with Kimberly Krautter, managing director of 13th Generation Strategies, to launch TDK Strategies in Atlanta.

DeMartino, who was senior VP at Fleishman-Hillard and head of crisis/litigation at Edelman, has counseled clients such as Coca-Cola, New York Life, Home Depot, Samsung and Hilton.

DeMartino expects TDK to bridge the gap between big advertising/PR firms and digital consulting operations. Krautter launched 13th Generation in 1992 to provide rapid response media, marketing and messaging teams to *Fortune* 500 companies, emerging tech operations, non-profits and public policy groups. The F-H alum has counseled non-profits such as Families First, Gateway Center and WonderRoot.



**Tony DeMartino**

Chrisoula Baikos, public policy advocate and consultant to the Human Rights Campaign, has joined DeMartino and Krautter.

## ACCOUNTS IN TRANSIT

**Nicholas & Lence Communications** has brought on Feld Entertainment on the launch of **DreamWorks Trolls The Experience**, a 12,000-square-foot immersive adventure launching this fall.



NLC has also been engaged to represent **Opry City Stage**, an official New York outpost of Nashville's Grand Ole Opry and **Triumvirate Artists**, an NYC-based theatrical production company. The agency is also work with the **Mamaroneck Coastal Environment Coalition** and the **Sleepy Hollow Local Development Corporation**.

**RMD Advertising** is now working with **Lilly's Hummus**. RMD is tasked with helping to expand the awareness and reach of the Portland, OR-based company's non-GMO, gluten free, vegan hummus. The effort is set to include an increased focus on brand strategy, social media, digital advertising and public relations.

**Matter Communications** announced the additions of next-generation networking company **128 Technology**, identity-as-a-service platform provider **Auth0**, global payments tech company **BlueSnap**, TSL/SSL vendor **Comodo CA**, unified analytics platform provider **Databricks**, aerial intelligence **Kespry**, API-based commerce solution **Moltin** and **Omnigo Software**, a provider of public safety, incident and security management solutions for law enforcement, education, healthcare and other enterprises.

## MEDIA MANEUVERS

**Condé Nast**, facing losses that the *New York Times* says amounted to \$120 million last year, is preparing to put three of its titles—*Brides*, *W* and *Golf Digest*—up for sale. The publisher is also considering an additional series of cost-cutting moves to stem the flow of red ink.

According to the Times, it is planning to lease six of the 23 floors that it occupies at 1 World Trade Center, where it has been headquartered since 2015. In addition, the company has already combined the research and photo departments of several of its magazines. Such titles as *The New Yorker*, *Vanity Fair* and *Vogue* are said to be safe.



**National Geographic Partners** is eliminating the positions of Rachel Webber, executive vice president of digital; Rosa Zeegers, executive vice president of consumer products and experiences; and Laura Nichols, executive vice president and chief communications officer. Webber will be remaining with NGP as a strategic partner, while Zeeger and Nichols will be leaving the organization. NGP's global communications team will now become part of a marketing, communications, research, data and insights team to be led by Jill Cress, while the digital unit will be subsumed by NG Media, which will be responsible for both print and digital platforms.



## COUNCIL OF EUROPE WANTS BOSNIA REP

The Council of Europe is looking for a PR firm to promote its effort in Bosnia and Herzegovina to improve the country's justice system, fight economic crime and combat discrimination.



The program is designed to help Bosnia reach CoE standards for its potential membership in the EU. Bosnia is not yet a candidate for EU enlargement.

CoE's tender calls for communications planning, press releases, press conferences, social media, media monitoring, crisis PR and events.

The contract runs for nine months and the work will be conducted in Sarajevo, Bosnia's capital.

Responses, which are due Aug. 25, go to field-finance.sarajevo@coe.int.

Submissions are required to have "Tender – HF/CaPRS/01-2018" in the subject box.

## SINCLAIR SIGNS S-3 FOR TRIBUNE WORK

Sinclair Broadcast Group has retained Republican-connected S-3 Group to work Capitol Hill in a bid to get its proposed \$3.9B acquisition of Tribune Media on track.

FCC chairman Ajit Pai on July 17 expressed "serious concerns" about the transaction and referred the merger to an administrative judge.

President Trump weighed in on Sinclair's deal via Twitter on July 24, calling the FCC's decision not to okay the merger "so sad and unfair."

S-3's Sinclair team includes Rob Collins (chief of staff for ex-Majority Leader Eric Cantor), Mike Ference (director of strategic development for Cantor), Matt Bravo (director of floor operations for Majority Whip Steve Scalise), Arjun Mody (policy director for former Senator Kay Bailey Hutchinson) and John Scofield (press secretary for Congressman Frank LoBiondo).

5W Public Relations represents Sinclair.

## COC'S PR CHIEF COLLAMORE TO LAUNCH FIRM

Tom Collamore, executive VP and counselor to US Chamber of Commerce CEO Tom Donohue, is leaving his post to launch a strategic communications shop.

He joined the Chamber in 2007 and has been in charge of communications strategy, message development, media relations, PR, advertising, member relations and branding.



**Tom Collamore**

Collamore is credited with creating the CoC's Campaign for Free Enterprise program to promote individual initiative, limited government and private sector-led growth.

He will continue to counsel Donohue for the rest of the year.

Prior to the CoC, Collamore was VP-corporate affairs at Altria Group, with responsibility for public policy, PA, stakeholder outreach, political-giving and philanthropy.

Earlier, Collamore served in the Bush I White House as chief of staff and assistant secretary of commerce.

## RUDER FINN ADDS RLA COLLECTIVE

Independent PR giant Ruder Finn is acquiring Pleasantville, NY-based health and wellness marketing services firm RLA Collective.

Terms of the acquisition have not been publicly disclosed.

RLA focuses on end-to-end product marketing, which includes social media marketing, influencers, geo-targeted retailer campaigns and AI digital advertising for over-the-counter, nutritional supplement and medical device brands.

Formerly titled Robin Leedy & Associates, the agency will now use the name "RLA Collective, a Ruder Finn Company." RLA will keep its Pleasantville offices and occupy space in Ruder Finn's New York City office.

RLA partners Robin Russo (founder and CEO) and Alyson O'Mahoney (president) will remain onboard as Ruder Finn co-managing directors. Russo and O'Mahoney bring along nearly two dozen additional staffers.



## RESORT SEEKS REAL ESTATE PR SPECIALIST

Vivo Resorts, a beachfront resort and real estate development in Puerto Escondido, Mexico, is looking for a U.S.-based PR agency specializing in real estate.

The condo resort was recently featured on HGTV's "House Hunters International," seeks a PR firm to reach out to potential U.S. customers and raise awareness among potential buyers.

Work includes development of a media outreach strategy and connecting with U.S.-based press outlets that fit the development's market, press release development and monthly reporting and review meetings.

The envisioned campaign would run between six and 12 months.

Deadline for submissions is August 10, 2018.

Contact is David He, david@vivoresorts.com.

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

## AWARDS & EVENTS

**Republica** co-founder/CEO **Jorge Plasencia** has received the 2018 BRAVO! Pioneer of the Year Award from the National Hispanic Public Relations Association,

and **Ilia Calderon**, co-anchor of "Noticiero Univision," has been named the 2018 BRAVO! Journalist of the Year. Plasencia co-founded Republica with Luis Casamayor in 2006. Calderon has been with Univision since 2007, serving as co-anchor of "Noticiero Univision Edición Nocturna" and "Primer Impacto" before moving to the network's flagship evening newscast.



**Jorge Plasencia**

**Gutenberg** has received two Platinum 2018 dotCOMM Awards for its World Food India 2017 campaign. The WFI effort was recognized in the social media marketing and social campaign categories. The dotCOMM Awards are administered and judged by the Association of Marketing and Communication Professionals.

## HOW O'DWYER LEVELED THE PLAYING FIELD

When my partner and I first hung out our shingle 32 years ago, *O'Dwyer's* held three spots on our must-do list.

The first task was to subscribe to Jack's ancient and venerable newsletter, all of 18 years old at the time and already the PR industry's bible.



**Martin Mossbacher**

The next was to have lunch with Jack — who seemed very old and wise to me at the time — so I could listen and learn from someone who knew more about the trade than I did.

The last task, and in some ways the most satisfying, was to see my firm's name listed in Jack's eponymous green-covered directory. It's been there every year since.

Much has changed over the decades, but the fair and critical eye that *O'Dwyer's* — and Jack O'Dwyer — has cast over the PR industry has remained a constant.

I can't say I ever got as worked up over PRSA accreditation as Jack did, but I appreciate the fact that Jack was willing to fight the good fight.

I also appreciate the coverage that continues "to give the news impartially, without fear or favor, regardless of party, sect, or interests," as *New York Times* publisher AdoLph Ochs put it 122 years ago.

Jack really did create a level playing field, that continues to this day, where a firm like mine was treated with the same respect as our larger competitors.

\*\*\*

*Martin Mossbacher is managing partner and CEO at Intermarket Communications.*

## CONGRATS ON YOUR 50TH

It's obviously a mistake. It can't be 50 years ago that Jack started his newsletter, because if that were so, I'd have to be over 35.



**David Grant**

What IS undeniably so is that the quality and quantity of Jack's bluntness did not diminish with age. Nor did his zeal for breaking stories. Indeed, when I think of Jack and stories, I have always been delighted with his oft-repeated stress on the value of PR people schmoozing reporters much more. Why, don't they do that?

Finally, I remember with pleasure his accompanying me on the piano for several years when I "sang" at PRSA Counselors Academy's annual spring conference as part of "Late Night with David Grant." Fellow flack Art Stevens certainly sang far better than did I, but Basie's accompaniments for Sinatra paled in comparison with how Jack helped me. Well — almost paled.

Nor was Jack a quiet fellow. His jeremiads against PRSA matched the ferocity of Sherman in Atlanta. I don't think his results matched Sherman's, but it certainly wasn't for lack of desire.

Which leads me to my last comment: Jack, best of luck — and, please, stay cranky!

\*\*\*

*David Grant is President of Grant PR in New York.*

## O'DWYER, LIKE PR, IS ABOUT RELATIONSHIPS

In our 60th anniversary year, I'm proud and honored to contribute an article to celebrate the 50th anniversary of Jack O'Dwyer's company.

Nobody has helped NAPS more than Jack to get the word out to our clients, with a trade publication that's second to none.



**Dorothy York**

Jack is a PR pro of the first order. He calls it as he sees it and lets the chips fall where they may. He's given us the inside cover of his magazine for many years and top-rate positioning on his site.

What we've paid has been far exceeded by the many happy returns on our investment. I don't know if we would have survived all these years without the help of Jack and his staff.

The fundamentals of marketing and PR are the same today as they were 50 or even 100 years ago, as written about by Edward Bernays, who most consider one of the founding fathers of PR. Bernays, a nephew of Sigmund Freud, wrote about the psychology behind the PR efforts, including appealing to people's basic wants and needs, which are much the same today as they were back then.

PR is about relationships. What's changed is that we have new tools and techniques to get the word out and develop those relationships.

Back in 1968, one of the most tumultuous single years in history, in the days of the assassination of Bobby Kennedy and Martin Luther King Jr., the Viet Nam War, student protests all over the world, Apollo 8, the election of Richard Nixon and the dawn of the television age, Jack started out with a fire in his belly and a passion for PR. Those were the golden days of traditional media, the primary focus of the efforts of most of our clients.

Fast forward to 2018, and we live in a world of real-time news and agile responses to the constantly changing environment.

Donald Trump, like him or hate him, has rewritten the rules of PR and marketing by cutting through the filter of traditional media and reaching out directly to the public to build relationships that made the most unlikely of candidates President of the U.S.

New terminology has been coined to describe the current PR landscape, such as changing "press release" to "news release" because the news is not only for the press but also for marketing directly to consumers.

Also, "newsjacking," as described by David Meerman Scott in *The New Rules of Marketing and PR*, is the act of seizing the opportunity to inject your story into the conversation about breaking news, if there's a legitimate connection to be made, and providing a resource to journalists, who want more information on a relevant topic.

Clients who want to repurpose content they've worked so hard to create, typically for a handful of top-tier journalists, have an ever-increasing number of choices, as the media has become fragmented, including citizen journalists, in the age of democratization of the media.

\*\*\*

*Dorothy York is CEO of New York-based North American Precise Syndicate.*



## **OMNICOM ACQUIRES CONSULTANT CREDERA**

Omnicom has acquired Credera, the Dallas-based management and technology consultant that has more than 300 staffers and \$80M in annual revenues.



**Luke Taylor**

With its focus on marTech and ecommerce platforms, Credera “works directly with the C-suite to help companies transform their business for the digital age,” said Luke Taylor, CEO of OMN’s precision marketing group.

Rob Borrego, who will still helm Credera, called OMC “an excellent strategic and cultural fit” that will provide access to a larger client base.

Formed in 1999, Credera serves clients such as Southwest Airlines, National Geographic and NRG. It also has offices in Houston and Denver.

## **BUTTERFIELD EVANS REPS JAPAN WHALING**

Butterfield Evans and Assocs. is representing the Tokyo-based Institute of Cetacean Research before the Trump administration and Congress on Japanese whaling policy. Japan wants to resume commercial whaling, which the International Whaling Commission banned in 1986.

The IWC did grant Japan the right to conduct “scientific whaling,” which the country claims is needed to gauge whether the whale population is stable enough to resume a commercial hunt. The IWC let Japan kill 333 Antarctic minke whales last year.

Australia’s ABC News reported Aug. 2 that Japan will propose to restructure the IWC at its September meeting in Brazil to pave the way for the reintroduction of commercial whaling. Japan’s lead IWC negotiator, Joji Morishita, will chair that meeting.

Ian Butterfield oversees the ICR effort, which began June 1 and runs through March 31.

He’s a former consultant at the Livingston Group, international government affairs director at Westinghouse Electric and member of the foreign policy team at the Heritage Foundation.

## **D’AMATO PROMOTES L.I. CATHOLIC HOSPITALS**

Former New York Senator Al D’Amato’s Park Strategies has signed Catholic Health Services of Long Island as a client for healthcare and nursing services issues.

CHSLI’s six-hospital network includes St. Joseph (Bethpage), St. Francis (Roslyn), St. Charles (Port Jefferson), St. Catherine of Sienna Medical Center (Smithtown), Mercy Medical Center (Rockville Centre) and Good Samaritan Hospital Medical Center (West Islip). They combine for about 2,000 beds.

Run by the Diocese of Rockville Centre, CHSLI handles more than 75K hospital admissions and 800K outpatients annually. Its hospitals, nursing home and hospice have an economic impact of \$3.7B on Long Island’s economy.

D’Amato and son, Christopher, a former counsel at the Securities and Exchange Commission, work the account.



**Al D’Amato**

## **READERS DON’T TRUST AI IN NEWSROOMS**

Newsrooms for several years have begun adopting artificial intelligence-driven applications, which has proven effective for everything from fact checking to data gathering, and in some cases, is even being used to report on current events with little or no human collaboration.

Two studies conducted at the University of Florida’s College of Journalism and Communications by assistant professor Frank Waddell suggest that readers perceive news written by algorithms to be less credible than news written by humans.

In the first study, Waddell recruited participants to read one of two then-current news articles which were identical save for the byline: one read “Kelly Richards, Reporter,” the other read “Automated Insights, Robot Reporter. The study revealed that the article attributed to the robot was seen as less credible and less newsworthy.



**Frank Waddell**

Waddell’s second study observed readers’ feelings and prior exposure to AI, including robots in films and TV, and again presented readers with an article written either by a person or a machine. Readers were asked whether they found the source credible and if it met their expectations. This portion of the study suggests our biases toward machine writing appear to operate on our perceptions that people do a better job at some tasks (such as journalism) than machines do.

A similar July report released by FleishmanHillard, found that while people are excited about the future of artificial intelligence, they remain wary of potentially job-eliminating technology that they admit they still don’t know much about. Like Waddell’s research, that study found that positive sentiment of AI seems to correlate with those who have the most experience with the technology.

## **BERLINROSEN SIGNS CAMBODIAN GROUP**

New York’s BerlinRosen is providing strategic communications and media relations support through August for the Cambodia National Rescue Movement, formed in January by exiled opponents of prime minister Hun Sen.

The former Khmer Rouge commander, who has been in power for than 30 years, dissolved the CNRM’s political party, Cambodia National Rescue Group, last year and won a “sham election” on July 29.

Sam Rainsy, president of the CNRM, wrote an op-ed piece in the July 27 *Washington Post*, calling for the international community to turn a “blind eye” to the “rigged vote.”

He wants countries to recall their ambassadors to Cambodia, impose sanctions on Hun Sen and collaborators and revoke trade privileges for Cambodian business with ties to the regime.

Sam Rainsy praised Congress for passing the Cambodia Democracy Act earlier this month to impose sanctions on government officials for their role in undermining free and fair elections.



## COMMENTARY

### TRUMP MAY GET JOURNALISTS KILLED

Hand it to President Trump. He knows his audience. Did you get a load of his hysterical cults at his rallies in Florida and Pennsylvania after Trump whipped them into a frenzy over the "horrible" journalists who cover the White House? It's not difficult to imagine one or more of these wild-eyed fanatics taking the next step.



Kevin Foley

MSNB's Katy Tur, as professional as they come, told viewers she received an e-mail that read, "I hope you get raped and killed.'... in case you want to argue that this has nothing to do with the president, the most recent note I got ended with 'MAGA.'" Tur added such threats come into her newsroom every day.

Trump supporters in Tampa looked like they were ready to tear CNN's Jim Acosta apart as he tried to do a post-rally live stand-up. When Acosta later asked Trump's press secretary Sarah Huckabee Sanders to state clearly that the press isn't the "enemy of the people," as the president has repeatedly declared, she refused.

"Fellow Americans are not the enemy of fellow Americans," Acosta told viewers after his run-in with Huckabee Sanders. "Forgive me for going on a rant, but I think that they've lost sight of that here at this White House."

What responsible adult, let alone the President of the United States, thinks this is acceptable? Apparently, Trump does. His fragile ego simply can't handle the accurate reports about his administration filed by journalists doing their jobs. While it's true a lot of the coverage is negative, who's responsible for that? Most of the damage

within the White House is self-inflicted.

A free press is essential to democracy. Thus, America must set the example. But Trump's attacks on the U.S. media give the green light to dictators around the world to go after their journalists. According to Reporters Without Borders, 65 reporters and media workers were murdered worldwide in 2017.

*New York Times* publisher A.G. Sulzberger recently met with Trump during which he expressed concern about the president's "deeply troubling anti-press rhetoric," that is "eroding" the First Amendment. Trump, of course, said the meeting was about "fake news."

If I were a journalist covering Trump, I would be extremely worried about my personal safety anytime I get around a crowd of his fans. Acosta, for one, now has security when he covers Trump rallies. He tweeted he is "very worried that the hostility whipped up by Trump and some in conservative media will result in somebody getting hurt."

When he appeared on Fox News' "Outnumbered," politics editor Chris Stirewalt said media should stop covering Trump rallies, this after Media Matters for America reported Fox has given Trump campaign rallies wall-to-wall coverage at a value of more than \$15 million.

"Everybody should stop having reporters penned up like veal in the back of those things for the president to use as a prop," Stirewalt noted, "some of the reporters exploit that for their own personal benefit...this is not helping anybody. Get out of the hall. Leave the cameras, get the reporters out of the hall. Quit letting him use you as a foil."

\*\*\*

*Kevin Foley owns KEF Media Associates, Inc., an Atlanta-based producer and distributor of electronic publicity. He can be reached at [kfoley@kefmedia.com](mailto:kfoley@kefmedia.com).*

### IVANKA SHINES. SARAH WHIFFS

First Daughter Ivanka Trump said that she doesn't view journalists as "the enemy of the people." Hurrah!

That's a far cry from her dad who tweeted a video of the media-hate-fest in Tampa at which the crowd roared "CNN sucks" and jeered its chief White House correspondent Jim Acosta.

Ivanka said at the Axios forum at the Newseum in Washington: "I've certainly received my fair share of reporting on me personally that I know not to be fully accurate, so I have some sensitivity around why people have concerns and gripes, especially when they sort of feel targeted, but no, I do not consider the media the enemy of the people."

Her statement was in sharp contrast to the sorry performance of press secretary Sarah Huckabee Sanders at the Aug. 2 White House briefing, where she passed on multiple times to declare that the press is not the enemy.

A day after her tweet accusing Democrats of suffering from "Trump Derangement Syndrome" for "freaking out about the booming Trump economy," Sanders whiffed on the press/enemy question.

"I'm here to speak on behalf of the president," she said. "The president is rightfully frustrated. Ninety percent of the coverage on him is negative." That's a cop-out.

Sanders then turned the tables, griping about coverage that she has received from the media. That's a page from Trump's diversion book to change the subject.

A fed-up Acosta walked out of the briefing and then tweeted that Sanders' unwillingness to say the press isn't the enemy was "shameful."

White House advisor Ivanka should have a chat with Sanders about the need to tone down her rhetoric.

After all, her title is press secretary, not press provocateur.

—Kevin McCauley