



**Kevin McCauley**  
Editor-in-Chief

# O'Dwyer's Newsletter



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

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## **TRUMP WANTS TO DROP Q1, Q3 REPORTS**

President Trump proposed via Twitter cutting the quarterly financial reporting requirement to a semi-annual basis, a move that would slice into the revenue streams of financial PR firms.



The quarterly system has been long criticized for fostering Wall Street's emphasis on achieving short-term financial gains at the expense of the future growth.

Berkshire Hathaway's Warren Buffett is among Big Business leaders to advocate for easing the financial reporting mandate.

Trump tweeted the implementation of his proposal would "allow great flexibility and save money."

He tweeted that "some of the world's top business leaders" told him that dropping the quarterlies "would make business (jobs) even better in the US."

The Securities and Exchange Commission will study Trump's proposal.

The National Investor Relations Institute has not commented on Trump's tweet.

## **HYPERLOOP ONE HIRES LOBBYING SUPPORT**

Virgin Hyperloop One, the high-speed transit venture co-owned by billionaire entrepreneur Richard Branson, has retained government affairs and strategic communications firm Atlas Crossing for representation before Congress on transportation issues.

The Virgin Hyperloop One system uses a technology concept first proposed by Tesla Motors chief Elon Musk, wherein pods propelled by magnets and a linear electric motor can shuttle passengers or freight through steel tubes at speeds in excess of 600 miles per hour.

Earlier this year, it was announced that the first Hyperloop route would be built in India, connecting the cities of Mumbai and Pune by 2024.

A proposed stateside Hyperloop line would connect Chicago, Columbus and Pittsburgh, allowing riders to potentially travel between Columbus and Chicago in 30 minutes.

The account will be managed by Atlas Crossing founder and CEO Sean Joyce, who was previously chief of staff to Chief Deputy Whip Patrick McHenry (R-NC) and former legislative director and communications director to Transportation and Infrastructure Committee



## **WEBER LAUNCHES TECH-FOCUSED PRACTICE**

Weber Shandwick is bringing together its technology, data sciences, digital innovation and media R&D capabilities in The X Practice.



**Chris Perry**

The agency says that The X Practice's mission is to support client engagements across industry sectors and global markets. According to Weber Shandwick chief digital officer Chris Perry, who will head The X Practice, the new entity "has already led to a range of new services developed on behalf of clients—encompassing new

analytics platforms, digital commerce, lead gen models, and media forensics that guide media buying decisions, stakeholder engagement, and more."

Joining Perry on The X Practice WS current head of client experience in EMEA Hugh Baillie, who will be president, The X Practice, EMEA & APAC; Adam Wall, EVP, digital operations & client services for North America, who will become president, The X Practice, Americas; Lydia Lee, head of technology in APAC, and Wayne Hickey, EVP and senior technology strategist for North America, who will be global co-heads of technology; and Patrick Chaupham, EVP, business integration, who will be EVP, corporate development.

The practice will also tap into the capabilities of several specialist firms on Weber Shandwick's global roster—including mobile agency Flipside, digital creative agency Cappuccino, social creative agency That Lot and digital & performance marketing firm Resolute Digital.

## **BCW SCOOPS UP DIGITAL POWERHOUSE HZ**

Burson Cohn & Wolfe has acquired HZ, a leading digital communications shop.

Based in Rockville (MD), HZ has nearly 200 staffers in Washington, Baltimore, New York and Los Angeles providing mobile activation, social media, brand identity, content, video, search marketing and data analytics services.

Clients include Hilton, Organic Valley, Salesforce, King Arthur Flour and Rockefeller Center.

Donna Imperato, CEO of BCW, called the deal a "major step toward becoming a global leader in integrated communications."

Karen Zuckerman, founder/chief creative officer of HZ, will report to Imperato.



**Karen  
Zuckerman**

## PINTEREST PICKS BHFS

Social media platform Pinterest has retained lobbying and law powerhouse Brownstein Hyatt Farber Schreck, LLP to advocate in Washington on computer industry issues.



The San Francisco-based content-sharing site has hired BHFS to lobby on copyright matters, according to lobbying registration documents filed with Congress in August.

Issues surrounding intellectual property and copyright infringement have been contentious for the virtual scrapbook, which lets users pull content from around the web and “pin” them to their boards.

Sometimes images posted by users to the site are pilfered from others without giving the images’ creators credit for the work. Users who pin those images are considered copyright holders of that content and are responsible for what they pin and repin, thereby placing full blame and potential legal fees on its users in the advent that they repost content that isn’t fair use.

Artists who believe their copyrighted images have been infringed upon may report the issue with the site by submitting a request for that content’s removal.

A five-person team manages the account, including Elizabeth Maier, former aide to Arizona Republican Senator Jon Kyl; Andrew Littman, former policy director to Sen. Barbara Boxer (D-CA) and chief of staff to Sen. Al Franken’s (D-MN); Greta Joynes, former deputy chief of staff and legislative director for Rep. John Shimkus (R-IL); William Moschella, former associate deputy attorney general in the Justice Department; and Laura Johnson, a former legislative intern in the Senate HELP Committee

## CAMEROON TABS MERCURY PUBLIC AFFAIRS

Public affairs and strategy shop Mercury Public Affairs has inked a \$1.2 million pact with the government of the Republic of Cameroon to provide lobbying and media relations in the United States.

The Omnicom public affairs unit will provide consulting and management services, government relations/lobbying, and media issues management, according to Foreign Agents Registration Act documents filed in August.

The Central Africa nation, which has one of the highest GDPs in sub-Saharan Africa, has repeatedly been accused of human rights violations in recent months, including reports of extrajudicial executions by the Cameroonian government.

Mercury has been hired as an independent contractor in the campaign through Yaoundé-based company Top-Com S.A., with the work funded, controlled, directed and supervised by the Cameroon government.



The pact, which became effective August 1 and runs until July 31, 2019, brings Mercury \$100,000 per month as well as a \$5,000.00 one-time charge for legal and filing fees.

## AUSTRIA NEEDS PR FOR 'SILENT NIGHT' EVENT

The Austrian Tourist Office wants a PR firm to promote the 200th celebration of Christmas classic, “Silent Night.”

The event is penciled in for Lower Manhattan's Trinity Church in front of the Hamilton Memorial.



The song originated in Austria and debuted Christmas Eve 1818 in Oberndorf, which is near Salzburg.

Silent Night was performed for the first time in the US on Christmas Day 1839 at the Hamilton Memorial.

Trinity boasts another Silent Night link: assistant minister John Freeman translated the song into English in 1859.

Austria's Kroell Family Singers and the Trinity Church Choir will sing the carol at the event that is scheduled for Nov. 27.

ATO wants a firm to highlight Austria's connection to Silent Night and pitch the country as a great destination for the Christmas Season.

New York PR manager Sigrid Pichler (Sigrid.pichler@austria.info) has more information.

## ACCOUNTS IN TRANSIT

**EVINS Communications Ltd.** has been named public relations agency of record for **One Warm Coat**, an independent coat-drive organization. As AOR, EVINS will manage all U.S. public relations, online and social media initiatives surrounding the organization’s programming for the 2018/2019 campaign, as well as public awareness and experiential initiatives. “After working with EVINS previously, they were the natural choice to help One Warm Coat reach an even wider audience,” said One Warm Coat president & CEO Jennifer Stockard.



**Finn Partners** will be working with media services agency Crossmedia as well as experience design and digital marketing firm IBM iX to develop marketing strategy for Champion Petfoods. Finn will oversee traditional and digital communications, including managing the brand’s public relations, social media and influencer initiatives. Crossmedia's contribution will focus on media planning and buying, while IBM iX will help lead work relative to consumer campaigns for the company. The agencies will develop and execute integrated content to directly reach target audiences on behalf of the ORIJEN and ACANA brands.

**The Brandman Agency** has added **Context Travel** to its worldwide luxury travel and lifestyle portfolio. Context Travel cultivates a network of expert docents to lead tours in nearly 50 global cities. Its tours include art and architecture-focused walks, fashion-centric tours, culinary tastings and historic excursions. In the coming weeks, it will re-launch its Milan product with new experiences led by new expert docents.

### **APCO CALLS HOFF TO LEAD CRISIS UNIT**

APCO Worldwide has appointed Eliot Hoff to lead the agency's crisis and litigation communication practice.



**Eliot Hoff**

Hoff joined the D.C.-based firm in 2005 as senior director of the agency's New York office, where he led crisis communications efforts for clients. He most recently held the title of executive director.

He was previously stationed at Ruder Finn, where he was a senior VP in that independent agency's corporate reputation practice, and also held a managerial role in Hill & Knowlton's corporate practice. An attorney, Hoff began his career as associate director at the Anti-Defamation League.

As crisis practice leader, Hoff will lead a global team of crisis and litigation communication experts. He also joins the agency's global leadership team.

### **PIOTROWSKI TO LEAD JPA'S BOSTON OFFICE**

Washington, D.C.-based healthcare firm JPA Health Communications has appointed Stephen Piotrowski as managing director of the firm's Boston office.

Piotrowski joins the healthcare communications firm from Havas Health & You Network unit Health4Brands, where he served as executive vice president and managing director. He was previously an EVP and global brand director at Havas Worldwide Health and an EVP and client services director at Saatchi & Saatchi's Healthcare Innovations unit. Earlier in his career, he was a VP and management supervisor at healthcare marketing communications agency Nelson Communications.



**Stephen Piotrowski**

Piotrowski will now lead JPA's Boston outpost.

### **TWO-THIRDS OF BUSINESSES USE ONLINE ADS**

Businesses know their consumers reside online, and recognize online advertising as an integral part of the overall marketing mix and a way to reach customers more affordably than traditional advertising, according to a survey published by business news site The Manifest.

Two-thirds of businesses (66 percent) said they invest in online ads to reach customers, and about a quarter of businesses that do so (24 percent) said their top goal for using online advertising is to boost sales and revenue.

The study discovered that most businesses rely on a variety of online ad channels. Of the businesses that said they invest in online advertising, social media advertising (86 percent), display advertising (80 percent), and paid search marketing (66 percent) were the most popular channels used.

The study also found that most remain skeptical of retargeting advertising, with fewer than half (43 percent) admitted investing in the practice.

The Manifest's 2018 Online Advertising Survey polled more than 500 digital marketers across the U.S. stationed at companies staffing more than 100 employees.

### **AT&T'S BURNS JOINS SALESFORCE**

Brad Burns, senior VP-corporate communications at AT&T Communications, has joined Salesforce as chief communications officer.

He'll lead PR, employee communications, reputation management, social media, messaging, content and executive visibility for the San Francisco-based customer relationship management platform company.

Burns, who began his career in Ogilvy PR's Washington office, headed communications for MCI Communications and was senior VP-corporate communications at AOL co-founder Steve Case's Revolution LLC.

He reports to Marc Benioff, Salesforce chairman/co-founder.



**Brad Burns**

### **MOORE ROLLS TO TIRE TRADE GROUP**

Sean Moore has joined the US Tire Manufacturers Assn. as director of government affairs in charge of federal affairs and state advocacy efforts.

Previously, Moore spent more than a decade at the Consumer Healthcare Products Assn., departing as director of state & local government affairs.

He also did a stint at the Consumer Specialty Products Assn., handling government outreach and its industrial & auto products offering.

Moore will further the USTMA efforts in the areas of improved tire performance, developing policies to develop the scrap tire markets and highlighting the economic contributions of member companies.

USTMA counts Goodyear, Bridgestone, Continental, Cooper, Michelin, Toyo, Pirelli, Sumitomo, Yokohama, Giti, Kumho and Hankook as members.



**Sean Moore**

### **360i CALLS ROZEN CMO**

Digital media agency 360i has appointed Doug Rozen as the agency's first chief media officer.

He officially assumes the post in late August.

Rozen joins the agency from Omnicom's media buying unit, OMD Worldwide, where he served as chief digital and innovation officer. He was previously senior vice president, general manager and chief innovation officer at magazine giant Meredith Corp. Earlier in his career, he held senior positions at WPP's J. Walter Thompson operation and Minneapolis-based agency Carlson Marketing.

Rozen will be responsible for expanding and diversifying 360i's media capabilities. He'll report to CEO Jared Belsky.

New York City-based 360i, which was founded in 1998, is a unit of London-based PR and ad group Dentsu Aegis Network.



**Doug Rozen**

## AMERICANS SAY MEDIA ARE NOT THE ENEMY

A solid majority of American voters disagrees with president Trump's contention that the media are the enemy of the people, according to a poll released Aug. 14 by Quinnipiac University National Poll.



Sixty-five percent of respondents call the media an important part of democracy, while 26 percent consider the

press the enemy of the poll.

Trump's attack on the media has gained some traction among Republican voters as a bare majority (51 percent) consider the press the enemy.

Thirty-six percent of the GOP group say the media are a key part of democracy.

Quinnipiac found that less than half of voters (44 percent) express concern that Trump's anti-media rhetoric could result in violence against media people.

There was a sharp split among Democrats and Republicans on the violence issue (76 percent to 14 percent).

Voters aren't buying into Trump's claim that special counsel Robert Mueller is conducting a "witch hunt."

More than half (51 percent) of voters agree that Mueller is conducting a fair investigation into possible coordination between the Trump presidential campaign and the Russian government.

A third of respondents don't think Mueller is conducting a fair probe.

## MEDIA MANEUVERS

**Amazon** is in the running to acquire **Landmark Theatres**, a chain that specializes in independent and foreign films, according to a report on Bloomberg. Amazon operates its own film and TV studio, and the acquisition is seen by some observers as a way for the company to get wider distribution of its film content. Netflix is also said to be interested in purchasing Landmark. Landmark is currently owned by Wagner/Cuban Companies, which is backed by Dallas Mavericks owner Mark Cuban and



Todd Wagner. News of a potential deal sent the prices of several cinema company stocks—including AMC Entertainment Holdings and IMAX—down.

**Condé Nast** is merging the UK and US editions of *Condé Nast Traveler*.

Starting with the January 2019 issue, the magazine will be produced by an editorial team headed by the current editor of

its UK edition, Melinda Stevens. It is unclear how many layoffs there will be, but a company representative said changes to the overall team will be limited, according to a report on fashion-news website The Business of Fashion. "This announcement is the first title collaboration between the two divisions of the company and kicks off several new initiatives set to launch between Condé Nast and Condé Nast International, leveraging our global footprint," said a statement issued by Condé Nast Britain, a division of Condé Nast International.

## DIGITAL PUBS LAG ON STOPPING FAKE NEWS

Major Internet companies aren't doing enough to identify and stop the spread of fake news that appears on their platforms, according to a recent survey by the Knight Foundation and opinion poll giant Gallup.

According to the survey, which was based on a series of reports that gauged Americans' views on the role major Internet companies play in delivering the news, 85 percent of Americans don't think sites like Facebook, Google and Twitter are doing enough to stop the spread of misinformation.

More than two-thirds of U.S. adults surveyed (69 percent) believe Internet companies are limiting Americans' exposure to viewpoints different from their own. A majority (54 percent) said they dislike digital publishers' habit of tailoring items to individuals based on their interests or Internet search history. In fact, 57 percent said they believe major websites' tendency to exclude certain stories based on a user's past activity are "a major problem" for our democracy. Nearly three-quarters (73 percent) said they'd prefer a system in which all users were shown the same content.



An overwhelming majority (88 percent) said they want these publishers to publicly disclose what methods they use for targeting news items to Internet users.

So, who should bear the burden of ensuring that the information that circulates over the Internet is accurate and unbiased? Most (46 percent) said that obligation falls on the shoulders of Internet companies, compared to 38 percent who said the responsibility belongs to Internet users and 16 percent who believe government agencies should step in and do it.

And while a relatively small minority of Americans believe government should be primarily responsible for making sure Internet companies are delivering reliable content, nearly eight in 10 (79 percent) believe tech companies should be regulated like "traditional" media organizations such as newspapers and television news stations.

According to the Gallup/Knight Foundation survey, Americans' distaste for misinformation seems to carry across partisan lines, but Democrats in particular seem to believe that fake news should be removed from digital platforms outright (92 percent), followed by 82 percent of Independents and 73 percent of Republicans. And while Americans of all political stripes are also more or less equally inclined to say digital outlets should be responsible for stopping misinformation, Democrats were more likely to believe the government should be responsible for Internet companies' role in publishing accurate and unbiased news (25 percent, compared to 13 percent independents and 11 percent Republicans).

The Gallup/Knight Foundation's "Major Internet Companies as News Editors" report was based on a series of web surveys of more than 1,200 U.S. adults between May and June. It was funded by the Bill & Melinda Gates Foundation, The Ford Foundation and The Open Society Foundations.

## **A PR PIONEER WITH A BUSINESS IMPACT**

To say O'Dwyer's has helped shape the PR industry would be an understatement. When Jack O'Dwyer founded his company, I was just short of ten years old and had no inkling of the impact he would have on the future of my career.



**Philip A. Nardone, Jr.**

Fast forward two decades and PAN Communications was founded on the very same principles and tenants of PR that Jack laid a foundation for so early on. I found myself gathering and making print copies of the O'Dwyer's newsletter to hand out to my staff in our small Andover, Massachusetts office. The newsletter was a gateway for PR news and industry happenings, and it kept our agency on track with our As others have so fondly done, I would like to reflect on the ways in which Jack has impacted the industry as well as my personal career. Here is a list of what I believe to be the top 5 contributions O'Dwyer's has made to PR in the last 50 years:

**1. O'Dwyer's Educates:** It's more than just a publication, it's a trusted source for PR education and an advocate for why PR needs a seat at the board. As younger generations look to make a mark on the industry, they look to O'Dwyer's. It's often through the PR vets that they do this. An example of this is my position at Syracuse University as a public relations professor over the past 15 years. O'Dwyer's has played a key role in teaching these up-and-coming professionals what PR is all about.

**2. O'Dwyer's Guides:** It is a beacon that guides professionals of all levels. Whether it's a CEO making a big business move, a GM looking to capitalize on trends in a local market, or a recent college grad searching for an agency, O'Dwyer's guides them in the right direction.

**3. O'Dwyer's Listens:** As the industry's eyes and ears, O'Dwyer's listens and reports on the latest news

and trends, and "movers and shakers" – making it easier for all of us to stay in tune. Where should our focus be next? What are our competitors doing? Not only does it serve as a commonplace for news, but it pushes me to move ahead of the curve.

**4. O'Dwyer's Transforms:** It makes moves as the market does. O'Dwyer's reported on the shift to integrated marketing, the alignment of services that agencies should be offering, and it stayed on course from the days of print to the era of digital. O'Dwyer's demands that you keep up, and personally, it keeps me honest.

**5. O'Dwyer's Impacts:** Here's where I'd like to talk about how O'Dwyer's has made a business impact on PAN. Known for its yearly regional and national PR Rankings, O'Dwyer's has become a trusted source for some of PAN's most tenured customers who began their search for a PR firm by surfing the web. Our Executive Vice President of Marketing, Mark Nardone, touts O'Dwyer's as a top source of referral traffic for our site and a go-to publication for prospects as they look to find an integrated agency that can do it all. Simply put, O'Dwyer's helps keep us focused on the bottom line. It's a resource for our agency when we have new partnerships or client news, making a positive impact on the client relations and customer experience aspect of the business that we hold in high regard here at PAN.

The PR industry has evolved over the past 50 years to focus on finding work-life balance and a way to keep people motivated in the job they love; a principle Jack and I share in our excitement for the future of the trade. O'Dwyer's 50th anniversary marks a special time for a company that continues to evolve while the industry innovates. PAN Communications is proud to have worked alongside the esteemed publication that Jack has built for so many decades and is grateful for the impact it has made.

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*Philip A. Nardone Jr. is president and CEO of PAN Communications.*

## **THE DIRECT LINK TO BRAND 'AUTHENTICITY'**

To make sure that a brand's message comes across as authentic, a direct line of communication between company management and the media is key, according to a new study from D S Simon Media.



**Doug Simon**

"If you want your organization to be viewed as more authentic, you need to make your CEO, leaders and experts more accessible to the media," said D S Simon Media president and CEO Doug Simon.

The survey's numbers bring that point home. 83 percent of the journalists surveyed said that having an accessible CEO makes a company seem more authentic. That represents a 12 percent jump from last year.

When it comes to expert spokespeople, Simon says, "organizations are often ignoring their best resource—their own talent. Not only do they make your organization more authentic, journalists are significantly more

interested in interviewing them for a positive story than a third-party expert." 79 percent of respondents said that an in-house spokesperson makes an authentic source for a positive story about a brand, while only 54 percent felt the same way about third-party spokespeople.

Brands can also use social media and video content to increase trust in their messaging. 81 percent of respondents—print and TV journalists as well as bloggers—said they get story ideas from social media and 83 percent are willing to use third-party video as produced.

The importance of a direct line between brands and the media becomes even more important for non-profit organizations, with 87 percent of the journalists surveyed saying they prefer to interview an in-house spokesperson when covering non-profits.

The Brand Authenticity Survey 2018 was conducted using online survey development software Survey Monkey. Nearly 150 journalists, including reporters and producers at television and radio stations, newspapers, as well as bloggers from national, regional and local media were surveyed.

# COMMENTARY

## THE WORST PR TEAM EVER ASSEMBLED

Pray for Sarah Sanders.

Every day (well, not “every” day, anymore), she has to stand before the likes of Jim Acosta and April Ryan and Hallie Jackson and the other assorted enemies of the President who make up the White House press corps and defend her boss’s mostly indefensible Twitter twitches.



**Fraser Seitel**

It is a thankless task, one that Sanders handles with uncommon courage, confidence and commitment. You may despise her for whom she represents, but you’ve got to admire her for refusing to back down in the

face of non-stop venomous attacks from the vacuous vipers focused largely on potential book deals and national recognition.

And if you’re a public relations professional, there’s another thing to admire about Ms. Huckabee Sanders. She is the one and only Trump communications team member with any semblance of credibility.

In point of fact, the Trump presidential public relations team, with the exception of Sanders, is the worst ever assembled.

Here, in order of “public relations terribleness” are the five worst Trump communications non-professionals.

### **#1 Omarosa Manigault Newman.**

In 2013, *TV Guide* named reality diva Omarosa among the “60 Nastiest TV Villains of All Time.” Today, of course, she has left those 59 pretenders in the dust.

She is nasty, scheming, self-serving, insecure, unqualified and unlikeable so naturally, Trump chose her for a communications position.

After her inevitable firing, Omarosa bit the only hand crazed enough to feed her. Her tell-all book, surreptitious tapes and never-ending appearances on every news station yearning for Trump’s downfall cemented her position as worst White House communications hire ever.

### **#2 Katrina Pierson**

Right behind Omarosa in Trump’s communications twit parade is someone with whom you may not be familiar but will be if the President runs for reelection.

Katrina Pierson was Trump’s lead attack spokesperson in the last campaign, who gave anchors fits by never shutting up. Her qualifications for the job included being a single mother, who was arrested once for shoplifting. Pierson lobbied vigorously to be White House press secretary but, in a rare moment of common sense, the Trump Administration declined. Nonetheless, Pierson is poised to regain her old job if Trump runs again.

Or at least “was” poised before she fell victim to the diabolical Omarosa, who revealed a tape of Pierson ap-

parently agreeing that Trump had used the dreaded “N word.”

### **#3 Corey Lewandowski**

The President’s former campaign manager and current public relations mogul is yet another Trump pugnacious communications surrogate who leads with his lip.

Which is what some unsuspecting reporter did at a journalist forum this month, wanting to know if someone with the President’s wealth and privilege could really empathize with ordinary Americans.

Of course, answered spokesman Lewandowski, who proceeded to recount the heartwarming story of candidate Trump “driving his Rolls-Royce from New York City to the golf course in Bedminster” and getting stopped by a cop. Just like the rest of us.

Talk about understanding the “common man!”

### **#4 Anthony Scaramucci**

The “Mooch,” of course, is Exhibit A to prove Trump’s disdain for the practice of public relations.

Appointing a big-mouthed, know-it-all hedge fund manager, with no communications experience or expertise, to run the White House Communications Office was doomed from the start.

It is a credit to Anthony Scaramucci’s supreme self-confidence that said “doom” took only 10 days to transpire, when the Mooch was forced to resign after partaking in an expletive-laden, Administration-skewering diatribe, eagerly transcribed and published by a disbelieving-but-salivating, virulently anti-Trump New Yorker reporter.

### **#5 Sean Spicer**

“Spicy,” the only experienced communicator in the bunch and clearly the only sympathetic figure, still deserves due denunciation, more for what he “didn’t” do as press secretary.

From his first day in the saddle, when the President made him fib about the size of the inauguration crowd, Spicer should have realized that the only thing you’ve got as a professional public relations person is your credibility. If you lie, you lose it. Right then, the press secretary should have read the riot act to the President in terms of either “telling the truth” or finding a new spokesman.

The fact that Spicer chose, instead, to grin and bear it deeply damaged his own credibility and cemented his name in this ignominious Presidential Communications Hall of Shame.

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*Fraser P. Seitel has been a communications consultant, author and teacher for 40 years. He is 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](mailto:yusake@aol.com).*