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The Inside News of
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FINN STEPS UP HEALTH PR PUSH

Finn Partners has acquired Medical & Health Consulting, Paris-headquartered firm that works for bio-pharma, technology and medical devices outfits, to bolster its position in Europe.

Marie-Helene Coste, MHC founding director, will take on the role of senior director, health for Finn Europe. She will report to Chantal Bowman-Boyles, managing partner of Europe and Gil Bashe, managing partner of global health.



Marie-Helene Coste
and Gil Bashe

“MHC is one of France’s most highly regarded medical device, life science and professional association consultancies and recognizes that when health professionals collaborate, the beneficiaries are the patients they seek to serve,” Bashe told O’Dwyer’s.

Peter Finn called MHC a “perfect complement” to his firm’s September acquisition of high-science health-care firm Lazar Partners, a 22-member New York firm.

Finn Partners is O’Dwyer’s No. 6-ranked healthcare company with \$21.2M in fees in 2018.

ACLU CCO MOORE TO FORD FOUNDATION

American Civil Liberties Union chief communications officer Michele Moore is headed to the Ford Foundation, where she will be vice president of global communications.

Moore will begin her new job in January, succeeding Alfred Ironside, who has led the foundation’s communications since 2006.

At the ACLU, Moore has led the national communications team as well as providing advisory support to 54 ACLU affiliate offices.



Michele Moore

Before coming to the organization in 2015, she was a senior consultant at MARC Global Communications. Moore has also served as senior vice president, publicity at Lifetime Networks; associate vice president, marketing and branding at Temple University; and press secretary for New Orleans mayor Marc Morial from 1994 to 1997.

She will join the foundation’s executive leadership team in New York, overseeing all aspects of strategic communications across its 11 U.S. offices.

NEW ROCHELLE NEEDS PR FOR DOWNTOWN

New Rochelle is hunting for a PR firm to help generate public awareness of its downtown revitalization initiative. The PR effort will run for three years.

The desired firm will enhance citizenship engagement via PR and community outreach to neighborhood groups, developers, businesses, nonprofits and other stakeholders, according to New Rochelle’s RFP.

The goal is to forge stronger physical, economic and social links between the Lincoln Ave. corridor and the burgeoning downtown area.

Proposals are due Dec. 12.

Mail or hand deliver the proposal and an electronic copy on “thumb drive” in a package labeled “Sealed Proposal—Spec. 5301” to:

Purchasing Office
City of New Rochelle City Hall
515 North Ave.
New Rochelle, NY 10801.
Click [here](#) for the RFP.



CORNERSTONE LANDS INDIA

Cornerstone Government Affairs is providing strategic counsel to the Republic of India regarding boosting its ties with the US government and institutions.

The Washington-based firm’s agreement with India’s embassy covers a range of services including tactical planning and government relations on policy matters before the US government, Congress, state bodies and think tanks.

The contract went into effect Dec. 1 and runs through Feb. 29. It is worth a fee of \$40K a-month.

Haley Barbour’s BGR Government Affairs had a three-month contract with the Embassy. That pact, which expired Sept. 30, was pegged at \$175K over a three-month period. Loren Monroe, of BGR, told O’Dwyer’s the firm still works for India.

The US and India have been bolstering military ties as part of the effort by the two nations to counter the growing threat from China.

John Rood, undersecretary of defense for policy, told the Senate Armed Services Committee on Dec. 5 that the US and India are “expanding military-to-military cooperation” and establishing “a new tri-service amphibious exercise that will be called Tiger Triumph.”



WEBER SHANDWICK TARGETS CULTURAL RISK

Weber Shandwick and its United Minds management consultancy are offering companies a way to help assess and prepare for cultural risks.

The initiative is the result of research the firm conducted in partnership with KRC Research that tracked the conditions most associated with cultural crises.



More than one in five of the 1,000 full-time employees surveyed (22 percent) said their company has recently been through such culture-related crises as top leadership being accused of significant wrongdoing or the company being criticized about sexual harassment or racist behavior. Almost a third (30 percent) say that they expect a cultural crisis to affect their companies in the next two years.

In addition, only 28 percent of respondents said their employers' values and actions are aligned.

To help companies handle the threats they face, the Cultural Vigilance suite includes what it calls the Culture Risk Check, which assesses organizations against six key indicators predictive of cultural risk: inadequate investment in people; lack of accountability; lack of diversity, equity and inclusion; poor behavior at the top; high-pressure environments; and unclear ethical standards.

The Culture Risk Check gives companies a scorecard that assigns severity status to each indicator and helps boards and CEOs identify hotspots that need to be addressed. In M&A situations, the tool helps acquiring companies understand the cultural issues they're taking on and helps bring to light cultural compatibilities and incompatibilities between the two companies.

Cultural Vigilance then offers a roadmap geared toward lessening those risks. CulturePrep includes planning and training services to ensure the right processes, tools and capabilities are in place to manage through known cultural issues. CultureShift, the firm's culture change methodology, aids organizations in nurturing the specific attitudes, beliefs and actions that support business strategy and guard against risk.

5W REPS ART BASEL'S BANANA EATER

5W Public Relations is handling New York performance artist David Datuna, who gained global fame Dec. 7 for removing the \$120K banana that was duct-taped to a wall at the Art Basel exhibition in Miami and eating it.



David Datuna

The installation by Maurizio Cattelan is called "comedian."

Gallerie Perrotin replaced the banana, saying the artwork wasn't destroyed because the banana stands for an "idea." No charges were filed against Datuna.

On Instagram, Datuna described his banana stunt as a performance piece by "Hunger Artist."

He wrote: "Art performance by me, I love Maurizio Cattelan artwork and I really love this installation. It's very delicious."

PEOPLE ON THE MOVE

Infinite Global has named **Amy Fathers** a vice president, based in New York. Fathers comes to the agency from Prosek Partners, where she served as senior vice president for more than 10 years. At Prosek, she was instrumental in building the agency's professional services practice, and worked in areas including business education, executive recruiting, consulting, financial services and legal.



Amy Fathers

Lambert & Co. has brought on **Lisa Lark** as director in its automotive and mobility practice, with **Katelyn Davis** joining the practice as senior manager. Both will be based in the firm's Detroit office. Lark joins Lambert from automotive supplier Varroc Lighting Systems, where she was corporate communications manager. She has also served as a group manager at Weber Shandwick and a senior communications advisor to the Detroit Public Schools Community District. Davis was previously director of MICHauto, a key economic development initiative of the Detroit Regional Chamber. She has also held corporate affairs and communications positions with Yazaki North America.

The Recording Industry Association of America has named **K. Kim Atterbury** senior vice president of media relations. Atterbury comes to RIAA from the Service Employees International Union, where she was managing director, national communications. She was previously senior director of communications and external affairs at the National Urban League, and served as communications director to Rep. G. K. Butterfield (D-NC) during his tenure as vice chair and chair of the Congressional Black Caucus.

ICR has brought on **Steve Parish** and **Lee Stettner** as managing directors, focused on capital markets advisory. Parish and Stettner will also serve as co-heads of capital markets for ICR's broker-dealer affiliate, ICR Capital. Parish joins ICR from Solebury Capital, where he was a managing director, advising issuers and financial sponsors on a broad range of transactions. Stettner also comes to ICR from a managing director position at Solebury Capital. He was previously managing director in equity capital markets for J.P. Morgan.



Steve Parish

G&S Business Communications has appointed **Steve Halsey** chief growth officer, a newly created position. Halsey has been with G&S for over 21 years, most recently as managing director of its business consulting practice. He spearheaded the development of the agency's proprietary messaging and brand strategy services, IPower and COMMPASS, and helped lead the creation and build-out of the agency's digital, social and insights teams. In his new post, he has overall responsibility for the sales, marketing, innovation and service development functions of G&S as well as supporting corporate strategy.

FAKE NEWS OR REAL? STUDENTS CAN'T TELL

Most students today can't distinguish native advertisements from news articles, fake news from actual news or content posted by partisan groups from content posted by unbiased sources, according to findings from a recent study conducted by Stanford University's Graduate School of Education.

The study, which took a year-and-a-half to carry out, collected responses from more than 7,800 middle school, high school and college students in a dozen states.

Students were presented with dozens of tweets, ads, comments and articles and asked to evaluate the content and credibility of that content, and were further asked to verbalize their reasoning as each task was carried out.

Researchers discovered that while young digital natives spend hours on the Internet each day and can navigate social networks with ease, they're "easily duped" when it comes to differentiating fact from fiction.

The study suggests that many students can't distinguish ads from news. Specifically, the study discovered that students had a hard time telling the difference between articles and native advertisements, or branded content that's been made to resemble editorial content.

In one portion of the study, hundreds of middle school students were presented with the landing page of online current affairs publication Slate, and were asked to evaluate and identify the varying content contained on that page: articles, traditional ads and native ads.

While 75 percent of students were able to identify traditional ads on the page, an alarming 80 percent erroneously believed that native ads were news stories, even though they were clearly labeled "sponsored content." Others even noted that this content was "sponsored," but still presumed they were bona fide news articles.

The findings were even more dire when it came to students' ability to analyze the credibility of claims made over the Internet without evidence.

In another exercise, high school students were shown an image from a popular photo-sharing site that claimed to show flowers growing near Fukushima Dai-ichi Nuclear Power Plant that had "nuclear birth defects."

Few students (less than 20 percent) questioned the source of the post or the photo's veracity. On the other hand, 40 percent argued that the post provided sufficient evidence of its claims simply because it provided a photo. An additional 25 percent argued that the post didn't provide strong evidence, but only because it showed flowers and not other plants or animals that may have been affected by the Fukushima disaster.

Finally, the study found most college students had a hard time detecting potential political bias in claims made over social media platforms.

College students were presented with a tweet regarding gun control posted by liberal advocacy group MoveOn.org, which linked to a poll sponsored by another liberal advocacy group, the Center for American Progress. Few students (less than a third) seemed able to recognize the potential political agenda working behind



this post, even though students were allowed to click on the link as well as roam the web freely to research who these groups are.

Stanford researchers noted that while a great deal of variance is typically seen in studies that poll thousands of respondents, the subjects in their 18-month study displayed a "stunning and dismaying consistency" across each level of education, be it middle school, high school or college.

"Overall," researchers wrote, "young people's ability to reason about the information on the Internet can be summed up with one word: bleak."

DERSHOWITZ DERIDES 'GUILT BY ASSOCIATION'

Some people contend lawyer Alan Dershowitz evolved into a power brand name not because of a genius legal mind. Instead, he rose to influence, fame, and wealth through publishing and then cleverly promoting provocative books on issues related to law. Of the 40 books, eight have been best-sellers.

So, it should have been predictable that he would push back against the allegations of sexual misconduct by Virginia Giuffre with a book. That's "Guilt by Accusation: The Challenge of Proving Innocence in the Age of #MeToo" published by Skyhorse on Nov. 19.

The book would make a nice stocking stuffer for those addicted to "Court TV" or for those considering law school.

Essentially Dershowitz frames his defense through an analysis of the #MeToo movement. That, he dates back to when the allegations of sexual misconduct surfaced about Harvey Weinstein.

As the movement evolved it has made it possible, he claims, for someone to be judged guilty whenever there is a mere accusation. The evidence, at least in the court of public opinion, is irrelevant. In "Guilt by Accusation," Dershowitz presents plenty of evidence.

Interestingly, he notes that movements usually kick off as reforms. Then they mutate into a business. Eventually, they become a racket.

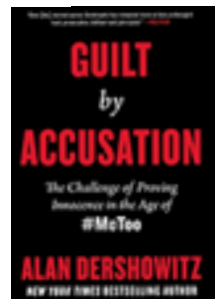
Dershowitz perceives himself accused in order to shake loose money from him. He fingers Giuffre as in it for the big payout.

In addition, the accusation serves as warning to those yet publicly accused. They should be getting the message to pony up the funds necessary to keep their supposed sexual antics from being made public.

The message of the book, though, is this: It can happen to you. You too could be considered guilty just by the nature of an accusation.

In reading this book, one has to keep in mind that Dershowitz is both a successful criminal defense lawyer and an author who knows how to position and package even dull legal content in an engaging way.

It can be persuasive, at least to non-lawyers. But, with Dershowitz now involved in several lawsuits related to the original Giuffre allegations, it will take a court of law to sort out all the contentions



MD COUNTY SEEKS OPIOID TREATMENT PR

The Cecil County (MD) Health Department is looking for a PR firm to boost public awareness of its Buprenorphine and related medication-assisted options for the treatment of opioid use disorder.

The desired firm will handle communications strategy development, execution, creative services and paid media placement within the county, which is part of the Philadelphia, Camden and Wilmington metro region.

Though research confirms the benefits of MAT for OUD as best practice, there is a negative stigma associated with the treatment, according to the RFP.

“Insufficient community education and outdated beliefs that abstinence is the only appropriate pathway to recovery, have discouraged individuals from seeking and sustaining life-saving treatments,” states the document.

The county is looking for a firm with “extensive experience with multifaceted, complex government organizations including the ability to develop an inclusive process and facilitate buy-in from key stakeholders.”

Proposals are due Dec. 16. Send the original and two copies to: Cecil County Health Department; Attn: Allison Borzymowski, Director; Administrative Services; 401 Bow Street; Elkton, MD 21921-5501

Click [here](#) for the RFP.

DAUBENSPECK JOINS BRUNSWICK GROUP

Brunswick Group has added Tim Daubenspeck, a veteran of Wall Street with 20 years of buy and sell side equity experience.

Daubenspeck joins the strategic advisory shop from ClearBridge Investments, where he was a portfolio manager for a small cap value strategy fund.

At ClearBridge, which has \$140B assets under management, Daubenspeck also was a technology/telecommunications analyst and chair of its proxy committee, handling CEO/CFO/board-level presentations.

Earlier, he worked at Pacific Crest Securities, SG Cowen Securities and as a technical consultant at IBM Global Services.

Daubenspeck moved to Brunswick as partner focused on investor engagement.

MPA HIRES HUDSON FOR DIGITAL CONTENT

David Hudson, who was associate director for content in the Obama administration, has joined the Motion Picture Assn. as senior director of digital content & social media in its Washington office.

At the White House, Hudson managed the “We the People” petitions platform and handled interactive content and graphics for WhiteHouse.gov. He then joined Precision Strategies in 2016 and helped build awareness of MPA’s diversity and inclusion programming.

He also helped launch the National Museum of African American History and Culture’s inaugural Smithsonian African American Film Festival.

Hudson joins the MPA from the digital director slot at Accountable USA.



Tim Daubenspeck

NYC COMPTROLLER AIMS AT MCKINSEY & CO.

New York City Comptroller Scott Stringer is “deeply disturbed” by the *New York Times*/ProPublica report that McKinsey & Co. “proposed cuts to food and medical care, as well as accelerated deportation, in the name of reducing costs at ICE,” according to his Dec. 4 statement.

He called for NYC “to reconsider any future relationships with McKinsey and ensure that any contracted work is aligned with our values.”

McKinsey has trashed the article for fundamentally misrepresenting its work. “It disregards the facts that we provided before publication and misleads readers about both the substance and goals of our work,” said McKinsey in its own Dec. 4 statement.



Scott Stringer

The management consultant said it offered “extensive on-the-record comments in response to more than a dozen questions.” It criticized the piece for containing “only the barest” of its statements and for ignoring many of the factual points that we presented.”

The firm maintains that it did not recommended reducing the quality of food or healthcare for detainees.

It said it’s also untrue that “it was deeply involved in executing policies fundamental to the Trump administration’s immigration crackdown.”

McKinsey noted that it was hired by the Obama administration, which established the scope and goals of its work.

The New York-based consultant is committed to supporting America’s legacy of welcoming immigrants, according to its statement. “We believe that our firm, the US and the global economy are strengthened by the mobility of diverse talent.”

BGR RECRUITS CLEVELAND CLINIC’S FARMER

Dan Farmer, who was senior director of government relations at the Cleveland Clinic, will be joining BGR Government Affairs next month.

He will be part of BGR’s access & reimbursement working group, focusing on regulatory and payment issues faced by hospitals, product manufacturers, doctors and patients.

Prior to joining the Cleveland Clinic, which has 66K employees in 30 hospitals/health centers in Ohio, Nevada, Florida, Toronto, London and Abu Dhabi, Farmer worked at the Centers for Medicare and Medicaid Services, where he was responsible for payment policy.

He directed \$230B in payments to private health plans that were part of Medicare Advantage and nearly \$100B in outlays for Medicare Part D.

Earlier, Farmer worked for Democratic Representatives Zack Space (Ohio) and Debbie Wasserman Schultz (Florida).



Dan Farmer

SVC FENDS OFF BID FOR SAKS PARENT

Sard Verbinnen & Co. is working for the special committee of Canadian retailer Hudson's Bay Co.'s board, which has rejected an \$11 per-share unsolicited takeover bid from private equity firm Catalyst Capital Group, in favor of a \$10.30 offer from a group led by executive chairman Richard Baker.

The committee made its decision after the Baker group, owner of 57 percent of HBC, said it would not tender its shares to Catalyst, which controls 17.5 percent of the parent of Saks Fifth Avenue.

Since the Catalyst transaction requires a vote of 75 percent of the tallies cast at the Dec. 17 shareholder meeting, the private equity bid is "incapable of being completed," according to the special committee.

SV&C's Liz Zale, Paul Scarpetta and Meghan Gavigan represent the special committee. After unloading Lord & Taylor last month, HBC runs 250 Hudson's Bay, Saks Fifth Ave and Saks OFF 5th stores.

GOP PRO HATHAWAY JOINS SAUDI PR PUSH

Hathaway Strategies has signed on to provide PR and media management services to Saudi Arabia's Washington embassy.

The Indianapolis-based grassroots PA consulting shop is working as a subcontractor to LS2group, which inked a \$1.5M contract with the Saudis that began Nov. 1.



Anne Hathaway

Anne Hathaway was chief of staff for the Republican National Committee from 2007 to 2009, helping it to raise more than \$400M. She also developed RNC's voter outreach techniques and voter identification programs.

She was program director for the 2012 GOP national convention in Tampa and its liaison to the Mitt Romney campaign.

Her firm's contract runs from Nov. 22 through Oct. 31. It receives a \$10K monthly fee and reimbursement of pre-approved business expenses.

FINANCIAL CLOUD HOVERS OVER M&C SAATCHI

M&C Saatchi announced a \$15.1M adjustment to 2018 and 2019 financials following an independent review of its books by PwC. That's an increase from the \$8.3M adjustment announced in August.

M&C revised financial guidance for 2019, saying underlying profit before tax and exceptional costs are expected to be "significantly below the levels expected."

CEO David Kershaw said the restatement of the numbers and cut in forecast "make for very difficult reading, both for us as a management team and for all our stakeholders."

Looking on the bright side, Kershaw said in his statement, "The only positives that we can offer are that a robust review has been undertaken and we have under our new group finance director, started implementing processes and procedures to prevent such issues from arising again."

Tulchan Communications works M&C's restatement beat.

FEW EXECES GET PR RESULTS THEY EXPECT

Corporate executives appear to experience a major disconnect between the results they expect from PR and what they get, according to a new survey by New York-based firm North 6th Agency.

According to the survey, a majority of the executives polled (33 percent) claimed that PR was of the utmost importance to their specific business outcomes. However, relatively few (only 10 percent) said PR has been highly effective in driving those desired outcomes. On a one-to-five rating scale, a majority of executives (27 percent) rated PR's effectiveness on their desired business outcomes at only a two.

When it comes to what specific business objectives are wanted out of a PR campaign, most executives seemed to have pretty clear ideas about the goals they have in mind. A vast majority (82 percent) cited raising brand awareness, while 70 percent cited driving revenue. A third (33 percent) said recruiting talent is their top goal, while about a quarter (24 percent) said raising capital is their primary objective. Only 12 percent said they turn to PR to prepare for an IPO.

In terms of media relations, an overwhelming majority (82 percent) of executives polled said that quality of the press coverage they receive is their most important PR goal. Only 18 percent said they simply wanted to achieve a higher volume of press coverage.

A majority of the executives polled in the survey (41 percent) said they rely only on internal PR teams. Less than a quarter (22 percent) said they outsource all of their PR initiatives to an outside agency. One in five (20 percent) said they divide PR work between an internal team and an external agency.

ACCOUNTS IN TRANSIT

60over90, part of the Endeavor network, has been named communications agency of record for **XFL**, the football league founded by Vince McMahon. **160over90** will handle the XFL's media relations strategy, message development and influencer engagement. The agency's work with the XFL will run through the league's 2020 season, which kicks off on Feb. 8. Endeavor's sports services group has been working with the XFL since the start of 2019, focusing on content strategy. XFL games will be nationally televised on ABC/ESPN and FOX Sports.



SourceCode Communications has been named the communications agency of record for **LightStep**, an application performance management company for tech stocks. SourceCode will focus on defining messaging, thought leadership, developer relations, content development support and media relations for the company. LightStep, which was founded by a group of Google alumnae, creates products that leverage distributed tracing technology that was initially developed at Google. Based in New York, SourceCode works with companies in consumer lifestyle, enterprise technology, marketing technology, mobile and telecommunications and financial technology.

COMMENTARY

Peloton Interactive's spokesperson says the company's Christmas ad in which a husband shocks his wife with a stationary bike truly "celebrates" the fitness and wellness journey.

Even for a PR person, that's pretty strong spinning,



Shouldn't the person "gifted" with the \$2,245 bike be the one who decides whether or not to embark upon the fitness and wellness journey? It's still a free country, isn't it?

In the Peloton ad, the newly drafted cyclist has a look of terror on her face, as if she fears not being able to measure up to the goals set by her husband.

Beyond the Peloton bubble, hubby comes across as a sexist lout who wants his already super-thin wife to lose even more weight. That's body-shaming

Sean Hunter, the actor who plays the husband in the 30-second spot, thinks so. "My image is being associated with sexism, with the patriarchy, with abuse," he told *Good Morning America* on Dec. 6.

Does Peloton think that anyone who was even remotely thinking about buying one of its overpriced exercise bikes for an unsuspecting wife, husband, partner, significant other or anybody for that matter, is now going to pull the trigger?

The company's spokesperson is "disappointed in how some have misrepresented the commercial" but is encouraged and grateful for the "outpouring of support we've received from those who understand what we were trying to communicate."

My hunch is that outpouring flowed from the cultish Peloton fans that Amanda Mull profiled in the December issue of *The Atlantic*.

The Peloton ad charts the women's journey. "A year ago, I didn't realize how much this would change me," she tells him. "Thank you." My 24-year-old daughter told me the cyclist pretty much looks the same physically before and after a year of working out on her Christmas surprise.

The actress must have been referring to a change in her mental state after drinking the Peloton Kool-Aid.

Though the bulls are rampaging on Wall Street, only 40 percent of likely voters know the stock market is up for 2019, according to a *Financial Times*/Peter Foundation US Economic Monitor released Dec. 5.

Forty-two percent say the market has remained the same, while 18 percent believe it has declined.

And then again, who cares? More than six in ten (61 percent) voters believe stock market movements have little or no effect on their financial well-being.

Since the Federal Reserve reports that half of US households either own stock directly or indirectly, that's a

pretty astounding figure.

Though president Trump regularly tweets about new records being set on Wall Street, the poll found that two-thirds of Americans say their personal finances haven't improved since he took office. Only seven percent of respondents believe a downturn in the stock market would be a threat to the US economy. Rising healthcare costs (28 percent), trade wars with China/Mexico (21 percent) and global slowdown (15 percent) topped the list.

Global Strategy Group and North Star Opinion Research conducted the poll.

It's getting hot in here. Companies have been put on notice to improve their climate warming disclosures. The \$28B TCI hedge fund sent letters to ten of its holdings to warn them it will vote against their directors, if they don't publish their carbon dioxide emissions.

The *Financial Times* reported that Charter Communications, Moody's and Airbus are on TCI's hit list.

Once an afterthought for investors, fund managers now put a priority on emissions disclosure as they focus on climate-risk. "Investing in a company that doesn't disclose its pollution is like investing in a company that doesn't disclose its balance sheet," Christopher Hohn, TCI founder, told the FT.

The Partnership for America's Health Care Future neither denies nor confirms that it is behind the effort to ghostwrite opinion columns for state lawmakers to warn against the "dangers" posed by Bernie Sanders and Elizabeth Warren's "Medicare-for-all" program.

The *Washington Post* reported that the healthcare industry has mobilized against the "single-payer" and "public option" because they would redirect "trillions in spending with insurers, hospitals and pharmaceutical companies."

Medicare for All Now, a group that backs single payer, received emails from healthcare lobbyists to state lawmakers "trying to bend public opinion away" from Sanders/Warren's plan. It handed the emails to the Post.

Wendell Potter, former VP-corporate communications at healthcare insurer CIGNA and now industry critic, told the paper secret emails "blow open what I saw first hand and revealed as a health insurance whistleblower. These companies and their lobbyists will stoop to whatever it takes, no matter how grotesque, to deny people the lifesaving coverage they need."

In the event of a Sanders or Warren presidential victory, the battle for "Medicare for All" will make the old Harry and Louise 1993-1994 \$20M ad push from the Health Insurance Assn. of America to kill Hillary Clinton's healthcare reform effort look downright amateurish.

Potter was on the other side when Harry and Louise hit the tube and was the talk of healthcare PR.

—Kevin McCauley