



Kevin McCauley
Editor-in-Chief

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

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MD SEEKS PR FOR INSURANCE EXCHANGE

The Maryland Health Benefit Exchange is looking to hire a firm to provide full-service communications and marketing services to support its health insurance marketplace.



During its first ten years of existence, the Maryland Health Connection helped to cut the state's uninsured rate to an all-time low of 6 percent, from 14 percent or higher, where it had been for many years prior to the establishment of Obamacare.

The communications partner of The Old Line State will fill the "continued gaps in awareness and health insurance literacy, especially among groups that historically have had high uninsured rates including young adults, Blacks and Hispanics," according to the RFP.

While the campaign's core efforts will focus on enrollment of the key target audiences, it must also educate and cultivate opinion leaders, elected officials, media and the general public about the need to reduce the number of uninsured Marylanders.

Maryland plans to issue a three-year contract. There will be two additional one-year options.

Proposals are due Dec. 11 at [Maryland's e-portal](#).
[Read the RFP \(PDF\)](#).

BCW NAMES NADEN HEALTH & WELLNESS HEAD

BCW brings on Tracy Naden as president, health & wellness, North America, effective Jan. 2. Naden joins BCW from /Prompt, the parent company of Lippe Taylor and twelvenote, where she served as president for the past year. She was previously twelvenote's president.



Tracy Naden

Before that, Naden was chief engagement officer at Lippe Taylor, and she has also held senior posts at Weber Shandwick, MSLGROUP and Allidura Consumer. In her new post, she will be responsible for building the agency's business across pharmaceutical, biotechnology, aesthetics, and consumer health & wellness clients; client growth and satisfaction; and talent development and retention.

"Tracy's two decades of experience in building and protecting health and wellness brands make her well-suited to lead our practice at this key juncture for clients across the space," said BCW CEO, Americas Kristine Boyden.

WEBER TABS COCKFIELD AS CRISIS LEAD

[Weber Shandwick](#) appoints Errol Cockfield as North America crisis & issues lead. He will assume his role in Q1 of 2024.

Cockfield was most recently a partner at Brunswick Group. He was previously SVP, communications at MSNBC, serving as lead spokesperson for the network and its talent.

He has also been an SVP at Edelman, and held several government posts, including press secretary for New York governors Eliot Spitzer and David Paterson.

At Weber Shandwick, Cockfield will advise clients on complex issues and oversee the agency's crisis & issues practice and leadership team in North America.

"Demand for our crisis expertise has never been greater," said Weber Shandwick North America CEO Jim O'Leary. "I'm thrilled to have an industry veteran like Errol leading our North America crisis & issues team."



Errol Cockfield

REEVEMARK RESUMES PELTZ'S RUN AT DISNEY

Reevemark is representing Nelson Peltz's Trian Fund Management as it promises to take its case directly to Walt Disney shareholders that it needs to shake up its board.

Disney CEO Bob Iger on Nov. 30 extended an offer to Trian to meet with his company's board, but rejected its request that Peltz become a director.

Trian, which used Reevemark in last year's bid to get Peltz a board seat, says it gave Disney an opportunity to "right the ship" but the company's shares have tumbled \$70B in value.

"Investor confidence is low, key strategic questions loom, and even Disney's CEO is acknowledging that the company's challenges are greater than previously believed," said Trian in a statement.

Reevemark's Paul Caminiti, Pamela Greene and Jacqueline Zuhse represent Trian, which owns about \$3B in Disney stock.



Nelson Peltz

ENVIRONMENTAL ORG. NEEDS MEDIA PLAN

Rainforest Trust is looking for a public relations firm that can develop and implement a media relations plan.



The U.S.-based non-profit works to save endangered wildlife and protect the planet by creating rainforest reserves through partnerships, community engagement and donor support.

Scope of the work includes assisting in developing and executing a media relations plan for a thought leadership initiative and generating media coverage for a partner survey being undertaken by a market research firm. The agency would also need to develop a PR strategy—focused on earned media—to expand Rainforest Trust's donor base and to report on the success of that campaign.

Proposals are due by (EST) on Dec. 8 and should be sent via email to Director of Marketing Kira Seibel, kira@rainforesttrust.org.

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

PMI NAMES PARMAN US CCO

Philip Morris International has named Travis Parman VP, chief communications officer, US. Most recently, he was CCO at AppHarvest, a tech-driven, sustainable food company based in Kentucky.



Travis Parman

Parman previously held multiple roles with the Renault-Nissan-Mitsubishi Alliance in Paris, Nashville, and Yokohama, Japan—most recently as VP, international communications and global engagement.

He has also served in public relations and communications leadership roles at General Motors, Ally Financial and PulteGroup.

At PMI, Parman will lead communications for the company's US business as the company focus on smoke-free alternatives to cigarettes.

FGS GLOBAL WALKS ROVER

FGS Global represents Rover Group as the No. 1 online marketplace for pet care agrees to be acquired by Blackstone for \$2.3B in cash. The \$11 per share offer is a 61 percent premium over Rover's average closing stock over its last 90 trading days.



Seattle-based Rover connects pet owners with providers who provide daytime dog walking, daycare and in-home visits services, as well as boarding and in-home pet sitting.

Blackstone's Tushar Gupta said Rover "has a significant runway for growth as pet owners increasingly place a premium on high-quality care, flexibility and convenience."

Rover reported a 30 percent jump in Q3 revenues to \$66.2M. It earned \$10.5M vs. a \$15.4M year earlier loss.

The Blackstone deal is expected to close during the first quarter of next year.

FGS Global's John Christiansen and Danya Al-Qattan handle Rover.

ON THE MOVE

imre appoints **Scott Tucker** as its first chief client officer. Tucker comes to imre from Havas Health & You, where he was global brand director. Before that, he held several senior posts at H4B Chelsea, including EVP, director of client services. He has also worked at Agency Rx, Euro RSCG Life, Draftfcb, Medicus NY and Grey Healthcare Group. Tucker has led teams across a variety of therapeutic areas, including HIV/AIDS. At imre, Tucker will work with all levels of the agency's client experience team. He will also serve as an executive sponsor for imre's Employee Resource Groups as the agency continues building on its DE&I commitments.



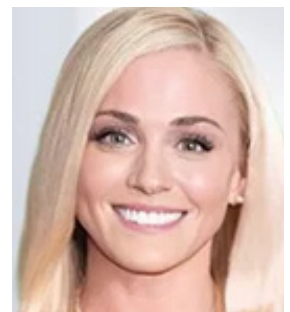
Scott Tucker

Rokt, an ecommerce technology company, names **Doug Rozen** CMO. Rosen comes to the company from dentsu, where he served as CEO, Americas for dentsu Media and president of dentsu X. His previous positions include chief digital & innovation officer at OMD Worldwide and SVP, general manager & chief innovation officer at Meredith Corporation. At Rokt, he will oversee all global marketing efforts.

NVG, a majority women-owned, all Democrat government relations firm, hires former senior DHS official **Angela Kelley** as a senior advisor. Kelley was most recently chief advisor on policy and partnerships for the American Immigration Lawyers Association and American Immigration Council, where she will continue as a senior advisor. At DHS, she served as senior counselor for immigration and border. She was also on the Biden-Harris transition team.

Nike hires **Nicole Hubbard Graham**, who worked for the company for 18 years before exiting in 2021, as CMO, effective Jan. 2. Graham held a variety of executive marketing posts at Nike, ultimately serving as VP global categories & consumer direct brand marketing. She succeeds Dirk-Jan van Hameren, who was promoted to CMO in 2018, and is retiring.

HCI Equity Partners brings on **Brittany McDonald** as chief of staff and VP of communications. McDonald was most recently assistant VP at EIG Global Energy Partners, where she developed and executed fundraising strategies, strengthened relationships with investors and supported senior leadership on business development efforts. At HCI, McDonald will directly support managing partner Doug McCormick, leading the strategy and implementation of internal and external, multi-channel communications efforts.



Brittany McDonald

Wipfli, an advisory and accounting firm, names **Tonya St. Clair** as CMO. St. Clair comes to the company following a 12-year run at Grant Thornton, where she was most recently go-to-market team leader. Before joining Grant Thornton, she was a VP at global insurance broker Marsh, a subsidiary of Marsh & McLennan. St. Clair succeeds Paul Leroue, who is transitioning to a strategic growth role with the firm.

DON'T LET TECH DISTRACT FROM YOUR STORY

Most PR professionals I know relish the chance to work with truly innovative, game-changing technology that can grab the attention of reporters and readers alike. But there's a difference between making a splash and telling a story that supports your client's long-term business goals.



Alex Goss

Do your messages align with your company's business goals?

Many tech companies engage with media, run their marketing programs and write thought leadership pieces without first asking a few simple questions critical to an effective campaign. Namely, are we effectively differentiating our business for our most important audiences? And do our stories align with our company's broader communication goals?

Whether you're a B2B software-as-a-service provider or a consumer technology company, your overarching brand messages should inform all your communications activities.

Whether you're a venture capital-backed startup or a public company with a long history, it's imperative to regularly review your messaging architecture against your business priorities to ensure that the two align.

Identifying gaps between your corporate narrative and your product or service strategy will help you prioritize the right content, increase the efficiency of your communications budget and better position the communications team as a strategic partner to the leadership team. Follow through on this work by setting up complementary KPIs for public relations that align with your company's wider goals and objectives.

Are you able to show the impact?

Since the COVID-19 pandemic, newsroom budgets have decreased, reporters have become less reachable and editors are less inclined to greenlight features on niche topics. If you're looking to highlight a technology product or service, it has never been more important to help the media tell that story efficiently and dynamically.

One way to turn the head of a reporter is by illustrating impact. Are there trends over time that paint an interesting story? Can you use customer testimonials to underscore the game-changing aspects of your technology? Do you have proprietary research or data to show simulated results or benchmark the product against existing solutions? The numbers don't have to be extraordinary or unique, but they should add heft and depth to your story.

Many communications programs simply overlook this step because it can require the time and input of other departments and teams. However, these short-term investments can lead to benefits, both in terms of media results and buy-in to the importance of communication from those across the organization.

Who does your business need to reach?

When companies engage with a new agency or conduct internal communications planning sessions, there's typical-

ly a moment when someone asks: "If we could appear in an article in our dream publication, what would it be?" Many will answer this question with leading newspapers such as the *Wall Street Journal* or the *New York Times*. While appearing in one of these publications would be a win worth sharing, for many tech companies, these are not necessarily the publications that will be most influential with your target customers.

Every communications campaign should start by identifying the key decision makers the client needs to reach, focusing the team's time and effort on the most impactful channels. Often, the default instinct is to aim for the biggest media target available. But often, media metrics, such as an outlet's reach or unique visitors per month, aren't that helpful and don't paint the full picture. Many tech-specific outlets—including podcasts and daily newsletters—have highly dedicated audiences and are typically more willing to go in-depth on technology topics rather than simply scratching the surface.

Being flexible and open-minded about how your story is told

Now, more than ever, there are numerous formats that tech communications professionals can exploit, including podcasts, videos, written profiles, contributed thought leadership pieces, webinars, roundtables and trend commentary. Each of these channels has a place in a PR program, reaching different audiences and conducive to telling different stories.

Knowing which pieces of content will help you break through can be more of an art than a science. Sometimes, it takes just one article getting syndicated and reposted to give the program the lift it needs and help you meet your KPIs for the quarter.

By taking a step back to focus on the basics, aligning your messages with your business goals, driving home the impact of your product offerings and remaining open-minded about your tactics, you can maximize the chances of your technology campaign breaking through the clutter and having a real and lasting impact on the business.

Alex Goss is a Director at [Stanton](#).

U OF CALGARY SHOPS FOR AG SPECIALIST

The University of Calgary, one of Canada's top facilities, is seeking a strategic communications partner to bolster the profile of its Simpson Centre agricultural institute.

The goal of the Simpson Centre is "to mobilize research for better policymaking and decision-making to realize a more sustainable agricultural industry," according to the RFP.

The Simpson Centre wants a partner that is experienced in agricultural communications to develop an engagement plan to reach policymakers and the public.

The firm will create a plan to elevate the recognition of the team of experts at the Simpson Centre; increase its profile in traditional media, social media and Ag specific outlets including publications, magazines, blogs and newsletters; write press releases; and organize outreach initiatives including events and social media activities.

The Simpson Centre wants to connect researchers, everyday people, industry stakeholders and government actors to scientific issues critical to the future of Canada's agricultural and food system.

The Simpson Centre plans to issue an 18-month contract. Proposals are due Dec. 8 at the [Merx bidding portal](#).

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



**UNIVERSITY OF
CALGARY**

MACY'S BETS ON OTTERMAN

Macy's has appointed Sharon Otterman CMO, effective Dec. 11. She joins from Caesars Entertainment, where as CMO she launched Caesars Sportsbook, a sports betting brand, in the US.



Sharon Otterman

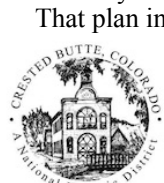
Otterman previously served as EVP and CMO at Madison Square Garden Company, CMO at NBCUniversal's News Division and VP of marketing at ESPN.

In her new role, Otterman will lead Macy's strategic marketing, overseeing brand activation, campaign advertising and content planning, creative, visual merchandising, branded entertainment, and media strategy for the Macy's brand.

She also will be responsible for leading and building upon such company events as the Thanksgiving Day Parade, Macy's July 4th Fireworks and annual Spring Flower Show.

CRESTED BUTTE SEEKS PR FOR GROWTH PLAN

Crested Butte, which is known as Colorado's last great ski town, is looking for strategic communications support to earn community buy-in for its five-year growth plan.



That plan incorporates historic preservation; transportation mobility to cut single-occupancy vehicle use; climate action; and strategic in-fill to promote local businesses to meet the needs of a tourist economy with affordable essential goods/services for residents.

Crested Butte's partner will create a plan that actively communicates the importance of the overall effort and the integration of each initiative into a cohesive strategy.

The town wants the PR plan completed by Feb. 15. It has budgeted \$90K for the work.

Responses are due Dec. 8. They go to [Mel Yemma](#), Crested Butte's long-range planner.

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

KEMP COS TAKES GEORGIA POWER POST

Trey Kilpatrick, chief of staff for Georgia's Republican Gov. Brian Kemp, will join Georgia Power on Jan. 15 as senior VP of external affairs.

He will handle economic development, legislative and regulatory affairs, regional PR and corporate communications.

Kilpatrick began working for Kemp in 2020 after serving as Sen. Johnny Isakson's deputy chief of staff, senior advisor, political director and campaign manager during a 10-year run.



Trey Kilpatrick

Earlier, he was VP for Morgan Keegan & Co., an Atlanta-based investment firm.

Kim Greene, CEO of Georgia Power, said Kilpatrick "has a deep knowledge of our state and incredible insight into the diverse needs of Georgians and the companies that do business here."

Georgia Power, which serves 2.6M customers, is the largest operating unit of the Southern Company.

CRONKITE AND KISSINGER: HERO AND VILLAIN

The news announcing the death of Henry Kissinger, the last of the prevaricating politicians and so-called statesmen who stole my future and that of thousands of other young Americans, got me thinking about Walter Cronkite.

Cronkite may be the only journalist who ever ended a war single-handedly, although he had plenty of help from his colleagues doing the dirty work of reporting about Vietnam for many years.

Following the Tet Offensive in 1968, Cronkite went to Vietnam and tromped around the country for several days, interviewing military commanders and talking to people just as he had done as a UPI correspondent in Europe during WWII.



Walter Cronkite

"He was just doing the gumshoe reporting all over Vietnam, and the print reporters all swooned over Cronkite for doing it," historian and Cronkite biographer Douglas Brinkley told Joel Achenbach of the Washington Post in 2018, fifty years after what came to be called, "The Cronkite Moment."

The moment came when Cronkite went on the air in an hour-long CBS News special on Feb. 27, at 10 p.m. Eastern time, titled, "Report from Vietnam: Who, What, When, Where, Why?"

The report detailed how we were failing in Vietnam after three years of fierce fighting, plus millions of pounds of bombs, and ended with this defining moment:

"[I]t seems now more certain than ever that the bloody experience of Vietnam is to end in a stalemate ... [I]t is increasingly clear to this reporter that the only rational way out then will be to negotiate, not as victors, but as an honorable people who lived up to their pledge to defend democracy, and did the best they could."

President Johnson was deflated by Cronkite's report, saying, "If I've lost Cronkite, I've lost Middle America."

Lyndon Johnson called CBS president Frank Stanton the day after the broadcast, wrote Achenbach, citing a book written by CBS correspondent Morley Safer.

"Hello, Frank, this is your president," Johnson said.

"Yes, Mr. President."

"Frank, are you trying to fuck me?"

Up until that time, Cronkite had never publicly voiced an opinion about the war. "But something did pivot when Cronkite crossed the line into opinion. Cronkite mainstreamed antiwar sentiment," Achenbach wrote.

Cronkite's report finished Johnson, but it did not finish the war, which dragged on for five more years while Nixon and Kissinger practiced their Machiavellian form of statesmanship. "Peace is at hand," they proclaimed on October 26, 1972.

Meanwhile, more Americans perished in jungles and rice paddies. We mourn them all, and this country will not heal until the last of our generation is gone.

RIP Dr. Kissinger. Your place in history is secure: War criminal.

Bill Huey is president of Strategic Communications and the author of "Advertising's Double Helix: A Proposed New Process Model." Journal of Advertising Research, May/June 1999. His article about advertising effects has been cited in books and academic papers around the world.

MIDDLESEX, NJ NEEDS PR SERVICES

The borough of Middlesex, New Jersey is looking for an agency that can provide public relations and design consulting services.



Located about nine miles west of New Brunswick in Middlesex County, it is seeking the services of a full-service agency with knowledge of the borough.

Scope of work may include: press release writing, distribution and list management; pitching the press; developing a brand for the borough; email newsletter design, content and distribution; posting to Facebook; social media engagement; graphic design; web services; and reporting and analytics.

Proposals, due by 11:00 a.m. (EST) on Dec. 6, should be mailed or delivered to: Purchasing Agent; Borough of Middlesex; 1200 Mountain Ave.; Middlesex, NJ 08846

All questions should be directed to Michael La Place, mla-place@middlesexboro-nj.gov.

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

KEKST WORKS RIPOSTE'S PUSH AT SILVERBOW

Kekst CNC handles Riposte Capital as the investment advisor presses SilverBow Resources oil & gas company to add independent directors to its board at the 2024 annual meeting.

Riposte Capital's Khaled Beydoun wrote a Nov. 30 letter to SilverBow CEO Sean Woolverton and the board, saying they have proven to be "incapable of being credible stewards of capital or corporate governance."



Beydoun notes that SilverBow's \$700M acquisition of Chesapeake Energy's south Texas holdings has hardly been "transformational" as promised in the Aug. 14 announcement. SilverBow's stock price fell 23 percent since that announcement.

Riposte, which owns 6.7 percent of SilverBow, believes a revamped board is needed to pursue a strategy that creates value for investors.

Kekst CNC's Ross Lovern represents Riposte Capital.

MCCAIG SUITS UP AT REI

Specialty outdoor retailer REI has hired Roma McCaig as VP of its newly created public affairs and impact unit.

The 25-year communications veteran takes on internal and external PR, employee events and recognition, sustainability, community partnerships, philanthropic giving, public policy, government affairs and broader advocacy initiatives.



Roma McCaig

Most recently, McCaig was senior VP of impact and communications at Clif Bar & Co. She also held leadership roles at Campbell Soup & Co.'s operations, procurement and corporate social responsibility departments.

She serves on the boards of B Lab U.S. & Canada and Sustainable Brands.

Seattle-based REI is the nation's largest consumer co-op with 23M members. It has 188 stores in 42 states and DC.

MEDIA MANEUVERS

Feminist website **Jezebel** is coming back to life after a less-than-a-month hiatus. Closed down on Nov. 9 by G/O Media, which also operates Gizmodo, Deadspin and The Root, the site has been purchased in an all-cash deal by Josh Jackson, a co-founder and the editor in chief of Paste magazine. As part of the deal, Jackson also picked up Splinter, a former political news website that was shuttered by G/O Media in 2019. Started up in 2007 as part of Gawker's portfolio, Jezebel became part of G/O Media in 2019.



Sports Illustrated has been accused of publishing product reviews carrying the bylines of authors who could only be traced back to websites that sell artificial intelligence-generated headshots, tech publication Futurism reports. Arena Group, Sports Illustrated's publisher, pushes the blame for any fake authors or content onto AdVon Commerce, a third-party supplier. "We have learned that AdVon had writers use a pen or pseudo name in certain articles to protect author privacy—actions we don't condone—and we are removing the content while our internal investigation continues and have since ended the partnership," an Arena Group spokesperson told Futurism.

Popular Science, which shuttered its print edition in 2021, is now pulling the plug on its digital magazine. Recurrent Ventures, which also manages Domino, Dwell and Field & Stream, called the closure a response to the "evolving landscape of its audience." On Nov. 13, Recurrent cut 13 jobs at Popular Science, according to a report on Axios, leaving the platform with just five employees. The platform will continue to publish content on its website, in addition to producing its "The Weirdest Thing I Learned This Week" podcast.

ACCOUNTS IN TRANSIT

FINN Partners picks up Toronto-based NetraMark, which develops artificial intelligence / machine learning solutions for predictive clinical trial analytics. The agency will work to raise awareness of NetraMark in the pharmaceutical and financial industries, particularly in the US. "FINN Partners has the experience, reach and team to help us elevate the Company's awareness amongst leaders," said Netramark CEO George Achilleos.



Gatesman gains social media duties for the **Geena Davis Institute on Gender in Media**, an organization founded by actor Geena Davis with the goal of mitigating unconscious bias and driving inclusion in media and entertainment. Gatesman will oversee social media content strategy, content creation, community management and ideation against the Institute's upcoming 20th Anniversary, which will be celebrated in 2024.

The Point PR lands **Four Seasons Resort and Residences Cabo San Lucas at Cabo Del Sol** and hotel management company **PM Hotel Group**. For Four Seasons Resort and Residences Cabo San Lucas at Cabo Del Sol, the agency will execute a campaign to promote the property's opening early next year. The resort will be the only brand new Four Seasons opening in the Americas next year. The Point PR's primary focus in its work for PM Hotel Group will be to drive B2B awareness and media coverage for the company and provide consumer PR support and guidance for the individual property teams across the group's portfolio.

COMMENTARY

Missed golden opportunity... Joe Biden's decision to skip the COP28 climate summit shows that he is tone-deaf to the fears of young Americans who consider tackling global warming a No. 1 priority.

Going to Dubai should have been a no-brainer.

The 81-year-old president has already lost ground among young Americans, who turned out for him in the 2020 election.

Many of them think Grandpa Joe is just too old to run for another term in office.

During the 2020 campaign, Biden promised to be a transitional president. By running again, he broke that promise.

Skipping COP28 will hasten Biden's slide among those young voters, who will sit out the 2024 election.

That's a self-inflicted wound. Biden is America's greatest environmental president since Teddy Roosevelt.

The COP28 session, in which the president could have advocated for cutting global emissions on a global stage, would have been his crowning achievement on the environment front.

COP29 kicks off Nov. 1 after the 2024 presidential elections. Biden may be a lame duck by then.

A nation of charity skeptics... On "Giving Tuesday," Brunswick Group released its ["Global State of Philanthropy Survey."](#) which found that Americans are less positive about wealthy people giving money to charity than their counterparts in the UK, France and Germany

Young Americans (18-34) are more critical about the wealthy donating money than people in the 35-54 and 55+ age groups.

People who are negative about charitable giving are either skeptical about the groups receiving the cash or question the



motives of the donors.

The "critical issues firm" recommends that philanthropists step up their PR around their charitable giving.

There is a need for more clarity on intentions, as well as actions when it comes to addressing pressing problems.

Brunswick says the messaging should incorporate the views of the charity partners and be mindful of targeting the communications to different markets and demographics.

Pleased as punch... Binance says it's pleased to pay more than \$4B to settle federal charges that it engaged in money laundering and unlicensed money transmitting activity.

Would the company have been ecstatic if it had to pay a

much larger penalty?

In a bid to restore a tiny bit of its tattered image, Binance applied some PR spin on its cooperation with federal law enforcement officials. The company "is pleased to be one of the most significant global partners for law enforcement in its fight to combat illicit financial activity around the world."

That's pretty rich coming from a company that just pleaded guilty to a massive scandal that included transferring money to Cuba, Syria and the Russian-occupied region of Ukraine.

Homestead Jeff?... Why did the *New York Times* call media heavyweight Jeff Zucker a "longtime Manhattanite" in its story about him bidding for two British media properties?

If Zucker resided in Tottenville, would the NYT call him a "longtime Staten Islander." How about "longtime Bronxite," in the event that Zucker lived in Mott Haven?

And a note to the NYT: there's a world of difference between someone living in Manhattan's Tribeca neighborhood compared to a person living in Washington Heights.

Zucker was born in Homestead, Florida. In its next profile of Zucker, the NYT should call him "a Florida man." If that doesn't work: call him a "New Yorker."

Or perhaps the paper should just throw recast itself as *The Manhattan Times*.

Pity the white billionaires... The Indianapolis Colts PR staff has some clean-up work to do after team owner Jim Irsay told HBO's Real Sports on Nov. 22 that he was arrested for driving under the influence in 2014 only because he is a wealthy white guy.

"I am prejudiced against because I'm a rich, white billionaire," he said. "If I'm just the average guy down the block, they're not pulling me in, of course not."

Jim Irsay inherited the Colts from his dad, Robert, in 1997 after he won a legal fight for control of the team with his mother-in-law.

The elder Irsay triggered his own PR crisis after he infamously moved the Baltimore Colts in the middle of the night on March 28-29, 1984 to Indianapolis.

Master statesman or war criminal? The media remember Henry Kissinger as either a master of statecraft who opened China to the US and pushed for detente with the Soviet Union, or a notorious war criminal responsible for the secret bombing of Cambodia and overthrow of Chile's elected socialist government.

The Economist noted that Kissinger was a master of self-promotion. He courted magazine editors and TV show hosts, and "took pains to be photographed with beautiful women."

Most telling about Kissinger's mystique, he never shed his gravelly German accent. His voice added to the perception of his seriousness. Kissinger's younger brother, Walter, who also fled Germany after the rise of Adolf Hitler, learned how to speak like a regular American, according to the *Economist*.

Walter said he was the "the Kissinger who listens." His brother just loved to talk and talk and talk. —Kevin McCauley