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O'Dwyer's Newsletter



**The Inside News of
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NYC'S FLATIRON BID SEEKS REBRANDING PR

New York City's Flatiron/23rd Street Partnership Business Improvement District is seeking marketing and branding services as it seeks to expand its boundaries to include the adjoining NoMad neighborhood, as well as bits of Chelsea, Rose Hill and Gramercy.



The goal of the expansion is to form a "more cohesive, clean and safe neighborhood," according to its RFP.

A rebrand, which may include a new organization name, must unfold "in a way that feels authentic to residents, workforce, property owners and visitors," notes the document.

The selected firm will handle market research, brand strategy, creative/design and website development.

The Partnership, which spends \$600K annually for marketing, wants to receive proposals by Feb. 12 for the work that will begin July 1.

Send five hard copies to: Flatiron/23rd Street Partnership; 27 West 24th St., Ste. 800B; New York, NY 10010; Attn: Megan Garcia, director, marketing & outreach. An electronic version in PDF needs to be sent to Garcia at mgarcia@flatirondistrict.nyc.

Click [here](#) for the RFP.

KETCHUM'S STRAUSS TO M BOOTH HEALTH

Karen Strauss, a 30-year veteran of Ketchum, has joined M Booth Health as chief strategy & innovation officer, a new post.

Reporting to CEO Timothy Bird, Strauss will helm the firm's strategic & creative planning function and explore synergies with M Booth.

At Ketchum, Strauss was most recently executive creative director/health and prior to a reorganization held the chief global strategy and creative officer slot. Earlier, she was chief innovation officer and head of both the healthcare and consumer marketing practices.



Karen Strauss

Bird praised Strauss for her "ability to devise imaginative, new ways to reach and inform healthcare professionals and patients."

M Booth Health is the former US arm of Britain's Health Unlimited, which was the mash up of Cooney Waters Group and Corkery Group. In October, Next Fifteen Communications acquired and rebranded it as M Booth Health, which operates as a separate company reporting to M Booth CEO Dale Bornstein.

IBM ALUM DAY NAMED STAGWELL VICE CHAIR

Ray Day, former chief communications officer at IBM and group VP-communications at Ford Motor, has joined Mark Penn's Stagwell Group as vice chair of its marketing & communications shops.

In the newly created post, Day will lead the integration of Stagwell's firms and forge the best teams and service offerings to meet the needs of clients.

His objective is to provide end-to-end marketing and communications solutions for clients undergoing digital transformation.

Stagwell's holdings include SKDKnickerbocker, MMI Agency, Wye Communications, Stagwell Tech, Harris Insights and Analytics, Multi-view, Targeted Victory and Locaria.

Day will also chair Targeted Victory and expand the crisis and corporate affairs offerings of that digital-first PA shop based in Washington.



Ray Day

FABRIZIO TO RUN COMMS AT USA GYMNASTICS

USA Gymnastics, which has been rocked by a sex abuse scandal and bankruptcy, has appointed Carol Fabrizio chief communications & marketing officer, effective Feb. 13, as the national governing body for the sport seeks to restore its image.

Fabrizio is joining the group from Vail Resorts, where she most recently served as VP of communications and marketing operations. In her new post, Fabrizio's areas of responsibility will include stakeholder and media relations, digital strategy and content development. She will also oversee the organization's partnerships, media distribution and events.



Carol Fabrizio

USA Gymnastics filed for bankruptcy in 2018 following charges that national team doctor Lawrence Nassar abused numerous girls on the team between 2009 and 2011. In January, the organization offered to pay \$215M to settle the claims brought against Nassar.

"We are committed to continuing to reinforce and build trust with our community, and that starts with consistent communications with our stakeholders," said USA Gymnastics president/CEO Li Li Leung. "I'm excited to have Carol on board to help us highlight the meaningful changes we are making on our journey to becoming a truly athlete-centric organization."

CIVIL RIGHTS GROUP NEEDS MEDIA SUPPORT

The NAACP Legal Defense and Educational Fund, the nation's premier law firm fighting for racial justice, is looking for an agency that can provide media relations work to support the organization's upcoming anniversary gala.



LDF is looking for a New York-based firm with non-profit and media relations experience to develop a comprehensive media plan supporting an upcoming gala to commemorate the organization's 80th anniversary. That black-tie event will be held at Lincoln Center Plaza on May 7.

Scope of the work includes achieving media placements in major, national news outlets and popular online publications; developing a social media strategy; and assistance with celebrity and entertainment procurement.

Budget for the work is set between \$40,000 and \$50,000.

Proposals are due Friday, Feb. 14.

Questions related to the RFP should be directed to communications assistant Ella Wiley, ewiley@naacpldf.org.

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

MWWPR LIKES IKE

The Dwight D. Eisenhower Memorial Commission has hired MWWPR to promote and handle media outreach for the memorial honoring the nation's 34th president that will be dedicated in Washington on May 8, the 75th anniversary of V-E Day.

Designed by noted architect Frank Gehry, the memorial is located in a four-acre park adjacent to the National Mall and across the street from the Smithsonian Air and Space Museum,

It will highlight Eisenhower's rise from humble beginnings in Abilene, KS, to Supreme Allied Commander in Europe to president of Columbia University to first NATO Commander to two-term US president.

Michelle Corrigan Rios, executive VP and managing director of MWWPR's DC office, said the firm is excited about telling the story of Eisenhower's "extraordinary legacy and the care and artistry through which it has been memorialized."

PATTERSON TAKES H+K GLOBAL COMMS POST

Hill+Knowlton announced that Ed Patterson is now global head of communications.



Ed Patterson

The LGBTQ & diversity strategist took the job in December after wrapping up a stint as VP-communications at Madison Square Garden.

He also was VP-corporate communications & PA at Veritiv, senior director-PA at Cox Enterprises, senior VP at Edelman, and director of media/analyst relations at AT&T.

Patterson did a six-year stint on the board of governors of the Human Rights Campaign, the top advocacy and political lobbying group of the LGBTQ community.

ACCOUNTS IN TRANSIT

Mitchell has lined up **Freshpet**, a refrigerated pet food brand. Working alongside Freshpet's marketing team, the agency will lead earned media relations and outreach and provide PR support across the brand. Freshpet's foods are available in select mass, grocery (including online), natural food, club, and pet specialty retailers across the United States, Canada and Europe.

Stuntman PR has scooped up **Eatwith**, a company that presents custom dining experiences, cooking classes and food tours in private homes and exclusive venues in over 130 countries. Stuntman will handle all PR for the brand, which includes national press, support for local market events and business profiles for the founders. Eatwith's offerings are led by a network of 25,000 hand-picked hosts, ranging from home cooks to Michelin Star chefs.



SPARK Strategic Ideas has added **Hylaine** and **Hickory Tavern** to its client roster. For Charlotte, NC-based Hylaine, a technology consulting firm that provides business intelligence, application development and process consulting, Spark has been engaged to help the brand engage local audiences, secure opportunities in national industry publications and promote the opening of its Raleigh office. Spark is partnering with Hickory Tavern, which has 13 locations in the Charlotte area, to promote the restaurant, its people and local involvement with charitable causes, as well as execute special promotions.

Cindy Riccio Communications is working with Britain's **Newby Teas** as the brand continues to expand its presence in the U.S. market. CRC will oversee all press and influencer efforts for the company. Newby Teas bills itself as the world's most awarded luxury tea brand, using only sustainable and ethically sourced tea leaves. The company also donates a large portion of its profits to cause-related initiatives, including projects supporting education, medical research, disaster relief and hunger prevention.

kglobal has been engaged to provide strategic branding and communications services for tech company **Castellum**. kglobal will work to heighten the company's image and brand awareness through efforts that include branding and marketing, website design and development, and digital and social presence. Beyond the initial work, kglobal will provide for media relations and reputation management.

Strategic Objectives has signed on for the national launch of the **Canadian Cancer Society's** Dry Feb fundraising initiative, with media relations in markets across Canada to drive awareness and participation. The agency is working with Unbun Foods, a keto, paleo, grain-free and gluten-free bakery company, on such initiatives as the launch of its "Keto Uncrust" with Pizza Pizza. Strategic Objectives will also promote quick-serve restaurant **Halibut House** in Ontario, and work with **Grafton Apparel** on media relations and the company's Spring 2020 Preview Event.



BEATING DONALD TRUMP

More and more, in talking with my friends, I hear the constant refrain, "I don't want to live like this anymore!" In short, we are suffering collectively from deep bouts of depression. I can say without any hesitation that this is the worst in my nearly 82 years. I fear for this country as never before. It doesn't help in the slightest to say that we've survived bad times before when one feels that this is worse than anything that's happened, at least in my lifetime.



Fraser Seitel

These aren't my words. I passed 82 decades ago, and I'm happy as a clam. No, these are the words of one Ian Mitroff of Berkeley, CA, whose funeral Letter to the Editor appeared in the *New York Times* the day after the Senate's impeachment verdict.

That Mr. Mitroff is ready to chow down his last kale salad and end it all is sad but not surprising. His depression is shared by millions of like-minded Democrats.

When the Times' most liberal of liberal columnists, Michelle Goldberg, is driven to bemoan the "harrowing chaos of the Democratic primary," maybe the mean-spirited Trumpster is gleeful, but I'm not (well, maybe a little).

There's a long way to go until Election Day, of course, and the revitalized, revenomized POTUS remains eminently capable of snatching defeat from the jaws of victory. But the Democrats have a real problem. Specifically, none of the current crop of debating candidates will likely beat the incumbent in November.

The Democrats' best—and perhaps only—hope to beat Trump is a newly-minted candidate (and also, Democrat), reviled by the left wing of the party, primarily because he's a rich businessman. And while it's a long shot that Michael Bloomberg can win the nomination, it's he alone who would prove the fiercest Democratic competitor to beat Trump in a general election.

Here's the three-step public relations plan that could earn Bloomberg the election.

First, accept—and commend—much of the Trump economic program.

With output, wages, the stock market and employment all flourishing, Democrats are dopes to insist that Trump's economic course is wrong and to declare American business the "enemy." But they're stuck with that position for fear of offending the Bernie brigade.

Bloomberg, by contrast, should unapologetically echo Trump's support of American business, industry and markets. The former Mayor's credentials as an entrepreneurial business builder are eminently more authentic than Trump's inherited wealth.

Second, assure progress in areas Trump is unwilling or unable to confront.

Most Americans—with one notable exception who lives on Pennsylvania Avenue and Mar-a-Lago—support gun control, agree the climate seems to be changing for the worst and basically support a woman's right to choose.

Although Trump doesn't particularly seem like the gun-toting type and hails from a liberal, abortion-supporting state, he owes much of his political success to

staunch conservatives, who adamantly oppose issues like these. This leaves him vulnerable to the "moderate" voters who reside in the only states that matter: Michigan, Wisconsin, Ohio, Pennsylvania and Florida.

This, in turn, presents an enormous opportunity for Bloomberg to differentiate himself from the incumbent with deep experience in and practical solutions to these critical U.S. problems.

Third, guarantee a kinder, gentler, less combustible, more predictable leadership.

Even his greatest political and business supporters shudder at waking up each morning to learn what new tweetstorm calamity Trump has unleashed on the world.

Michael Bloomberg, on the other hand, though not particularly charismatic or eloquent and often a tad imperious and condescending, is still a sound, pragmatic, thoughtful and whip-smart leader.

Stated simply, with Bloomberg as President, you'll sleep better.

And the harsh reality is that the only "Democrat" with a chance to beat him in November is the one with the billions of his own dollars to do it.

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.

SOCIAL MEDIA SCORES BIG FOR DISTRUST

Americans widely distrust social media sites as a source for political and election news, according to a new study released by the Pew Research Center.

Pew's analysis found that, despite the widespread popularity of these platforms and Americans' familiarity with them (94 percent of respondents said they've "heard of" Facebook, for example), Americans overwhelmingly question the credibility of these sites when it comes to providing trustworthy political news.

Nearly six-in-ten Americans (59 percent) said they distrust Facebook as a source for political and election news. Nearly half (48 percent) distrust Twitter, 42 percent distrust Instagram, 36 percent distrust YouTube, 24 percent distrust Reddit and 18 percent distrust LinkedIn.



In a rare display of bipartisanship, Americans appear to distrust social media sites for political and election news despite political affiliation, although conservative distrust does typically run slightly higher.

Facebook remains the most popular platform, used by a quarter (25 percent) of those polled for political and election news. This means the social media site outranks NPR (20 percent), the *New York Times* (20 percent), *Washington Post* (17 percent) and *Wall Street Journal* (13 percent).

Overall, only 18 percent of U.S. adults said social media was the "most common" means by which they access political news. Even among those who do, only slightly more than half (56 percent) said they trust the information they get there.

WEWORK'S ASCI RETURNS TO TENEO

Jimmy Asci, who left his chief communications officer job at WeWork in October, is back at Teneo as senior managing director in its New York office.



Jimmy Asci

He joined WeWork in April 2019 to work with co-founder/CEO Adam Neumann to refine the company's narrative ahead of its proposed public offering.

As leader of WeWork's global communications & PA team, Asci provided strategic oversight of its external, internal, financial, government and consumer PR.

He exited WeWork following the collapse of the IPO, \$9.5B bailout by Japan's SoftBank Group Corp. and the departure of Neumann.

Before joining WeWork, Asci did a four-year stint at Teneo handling corporate and IR assignments and serving as a member of its crisis communications team.

EX-WAPO CHAIR GRAHAM HIRES PRIME POLICY

Former *Washington Post* chairman Don Graham has hired Prime Policy Group, which is part of BCW, to work on legislation regarding immigration and the status of the "Dreamers."

In 2013, Graham founded TheDream.US, which via scholarships helps immigrant youth with financial support to attend partner colleges.

PPG chairman Charlie Black, who advised the presidential campaigns of Ronald Reagan, Bush I, Bush II and John McCain, and former Tennessee Democratic Congressman John Tanner are members of PPG's five-member immigration team.

TheDream.US donors include Don Graham and Amanda Bennett, Jeff & MacKenzie Bezos, Bill & Melinda Gates Foundation, Ford Foundation, PepsiCo Foundation, Chan Zuckerberg Initiative and Bloomberg Philanthropies.

TheDream.US has granted more than \$140M in scholarships. There were 3,300-plus DREAMer scholars enrolled in the Fall of 2018.

ASSN. FOR BETTER NY OFFERS CENSUS PR

The Association for a Better New York has launched a pro bono pop-up public relations agency to help lead its communications effort around the 2020 Census.



The effort will provide strategic counsel, public relations and digital strategies to community-based organizations working to get out the count.

It will be led by Ayofemi Kirby, former communications director for the Congressional Black Caucus. Kirby will work with Melva Miller, who leads ABNY's census efforts, and will manage a team working to support nonprofit organizations in their outreach in hard-to-count communities.

"Local nonprofits are the most trusted messengers in hard-to-count communities, and a critical part of achieving an accurate count," said Steven Rubenstein, ABNY chairman and president of Rubenstein Strategic Communication.

NYT POSTS 4.4% RISE IN Q4 PROFIT

The New York Times Co. reported a 4.4 percent rise in 4Q operating profit to \$78M on a 1.1 percent spurt in revenues to \$508.4M.

CEO Mark Thompson talked up the robust growth in NYT's digital subscription business.

Paid digital-only subs grew 30.8 percent to 4.4M during the quarter. Print & digital subs hits \$5.2M at yearend.

Of the 342K net new digital subscribers added in the quarter, 232K of them were for the core news product with the balance split between cooking and crosswords subs.

The Times is jacking up the subscription price to "a subset of our tenured digital-only subscription base," which will be the first price rise since the 2011 launch of the pay model.

The Times suffered a 10.8 percent drop to \$92.3M in digital advertising during the quarter.

Print ad revenues decreased 10.5 percent to \$79M.



Mark Thompson

MEDIA MANEUVERS

Meredith Corporation has elected former BCW global chair Donald Baer lead independent director on the company's board of directors. Baer, who is now CEO of Palisades Strategic Advisors, was CEO and worldwide chair at Burson-Marsteller before it merged with Cohn & Wolfe in 2018. He also served as White House director of strategic planning and communication and chief speechwriter during the Clinton administration. In its fiscal 2020 second quarter earnings call on Feb. 7, Meredith reported \$811 million in revenues, down from \$878 million in the prior year period.

Just days after taking over as chief executive of **Tribune Publishing**, Terry Jimenez has begun swinging the cost-cutting ax. According to a

report in the *New York Post*, execs being shown the door include SVP of sales and strategy Susan Jacobs, VP of strategy marketing Mark Rose, VP of creative and strategy Robin Gruen, VP of business optimization Chris Duplex and chief digital operations officer Grant Whitmore, who was formerly publisher of the *New York Daily News*.

Television still reigned this year as the dominant platform choice for people who watched the **Super Bowl**. In the Seton Hall Sports Poll, conducted Feb. 3-5, 92 percent of respondents said that they took in the game on television. TV viewers accounted for 98 percent of the big game's audience in 2016. When asked what part of the broadcast was their favorite, 65 percent said the game itself (down from 72 percent in 2016), with 19 percent opting for the halftime show (up from 13 percent) and 12 percent picking the commercials (up from seven percent). As to how effective those commercials were, only 17 percent said that a commercial aired during the game made them want to purchase the product advertised.



Donald Baer

HEARST NEWSPAPERS INVESTS IN MARTIN

Hearst Newspapers has invested in The Martin Group, the Buffalo-based integrated communications shop. The investment formalizes a relationship that began in 2018 when TMG took office space at Hearst's *Times Union* paper in Albany.

With that tie, TMG "began to pursue certain clients with a joint service offering that combined Martin's branding, storytelling and message-building expertise with Hearst Newspapers' global reach and message-delivery prowess," John Mackowiak, the shop's PR/PA director, told O'Dwyer's.

George Hearst III, TU president & publisher, said the investment will help fund growth at TMG.

Tod Martin, founder/majority owner of TMG, will remain at the helm and Hearst will join the firm's board.

TMG's Lisa Strock and Matt Davison will become investors and equity owners of the firm. Strock will assume COO duties, while Davison will take on the chief business officer role.

OGILVY'S ADLER GOES TO FORS MARSH

Ogilvy's Natalie Adler has joined Fors Marsh Group, Arlington, VA-based market research company, as senior advisor & director of marketing & outreach.



Natalie Adler

During a 12-year run as senior VP at WPP's Ogilvy unit, Adler led public awareness & behavior change campaigns along with corporate/PA initiative. Earlier, she spent 14 years at Omnicom's Porter Novelli arm.

FMG CEO Ben Garthwaite called Adler "a recognized expert in the field with a rich history of developing, leading, and promoting public education, public affairs, and social

marketing campaigns."

His firm is a registered Certified B Corporation, which is committed to operating its business as a force for good. It has done work for Army National Guard, Dept. of Homeland Security, US Postal Service, Cotton USA, Facebook, Nielsen, JWT and the IRS.

FINSBURY WORKS ADVENT-FORESCOUT DEAL

Finsbury is handling Advent International's \$1.9B deal to acquire Forescout, cybersecurity firm based in San Jose. The Boston-based private equity firm is offering \$33 cash per share for the maker of visibility devices to "see" what is connecting into their networks.

Founded in Israel in 2000, Forescout recorded \$337M in 2019 revenues and a \$19.6M operating loss.

CEO Michael DeCesare said his company "is still in the early innings of a large market opportunity" because every organization needs to "mitigate against high-risk devices" that may have been linking to their networks.

He says Advent and its partner Crosspoint Capital will support Forescout "through transitory times."

The acquisition will be completed during the second-quarter.

Finsbury, which is part of WPP, has Kerry Golds and Patrick Reynolds on the Advent transaction.

BLOOMINGTON, IL ISSUES BRANDING RFP

Bloomington, Illinois is looking for an agency to develop a brand marketing campaign aimed at driving business attraction and retention, energizing residents and positioning the municipality as a place for relocation.

Scope of the work includes creation and implementation a brand research plan, developing creative brand elements, creation of a strategic plan regarding how the brand should be used and promoted among city departments and project management work.

Proposals should be sent by 11:00 a.m. (CST) on March 3 to: Office of the City Clerk; City of Bloomington; 109 East Olive Street; Bloomington, IL 61701

Bidding agencies must send one original and one copy of their proposals, as well as an electronic copy on a USB Flash Drive or CD, in a sealed envelope with the bid/proposal name (Community Branding Initiative RFP #2020-28) and date due (March 3) in the lower left corner.

All bidding agencies must first be recorded with the city in order to be eligible for award of the contract.

Questions should be directed to both communication manager Nora Dukowitz, ndukowitz@cityblm.org and procurement specialist Misty Shafer, mshafer@cityblm.org, by 3:00 p.m. (CST) Central Time, on Thursday, Feb 20.

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

GASTHALTER BATS FOR COHEN IN METS MESS

Jonathan Gasthalter represents billionaire financier Steven Cohen as his deal to acquire a majority stake in the New York Mets collapses due to the unwillingness of current ownership to cede control to the hedge fund owner.

The Mets announced in December that Cohen, owner of Point72 Asset Management who has an eight percent stake in the team, had entered negotiations to buy out majority owners Fred Wilpon and his son, Jeff.

The agreement called for the Wilpons to retain their general partner and COO titles, respectively, for five years. The *New York Times* reported Feb. 6 that Cohen, who was funding the transaction that would value the franchise at \$2.6B, assumed the Wilpon titles were largely ceremonial.

Gasthalter launched Gasthalter & Co in 2016 after a 17 years as managing director at Sard Verbinnen & Co.



FRENCH|WEST|VAUGHAN PICKS UP CGPR

French|West|Vaughan has acquired CGPR, a public relations and consumer brand marketing agency specializing in the active lifestyle, outdoor, ski, fashion, technology and travel sectors. Chris Goddard, who founded CGPR in 1993, will continue to lead the agency, which will be known as CGPR, an FWV Agency.

A former energy, conservation and urban recreation lobbyist, Goddard has worked at Carl Byoir and Edelman.

Rick French, FWV Chairman & CEO, said CGPR specializes in "some of the consumer lifestyle categories in which FWV also has a wealth of experience, so our combined resources and collective expertise will be impressive."

COMMENTARY

Is Weber Shandwick the canary in PR's coal mine? Arguably one of the best-managed global PR firms, the Interpublic unit has fired some people. A spokesperson



said there was a “small staff reduction” made to adapt to “rapidly shifting dynamics.”

If Weber is pruning, others will jump on the bandwagon.

Publicis Groupe on Feb. 5 reported less than thrilling financial results for 2019. Organic growth fell 2.3 percent for the year and 4.5 percent during Q4.

CEO Arthur Sadoun sees tough going in 2020, projecting organic revenues to range from negative two percent to positive one percent range.

Fasten your seat belt.

How big of a hit will the travel PR sector take from the coronavirus?

The US tourism sector is expected to take a \$10.3B hit from the coronavirus outbreak due to the loss of 1.6M visits from Chinese travelers, according to Tourism Economics, which is part of Oxford Economics global advisory firm.

More than half (56 percent) of the loss will occur in 2020 with recovery expected to begin later this year.

TE's Feb. 3 report anticipates the entire recovery from coronavirus will span four years, which would be similar to the rebound from the SARS episode.

Deaths from coronavirus have already exceeded the number of people lost to SARS.

Chinese visitors spent \$34B in US travel & transportation services in 2019. The number of visitors from China has grown 1,270 percent since 2002 to 2.8M last year.

Excluding education-related outlays, Chinese visitors spend an average \$6K per-trip.

Mark Zuckerberg is juggling lots of balls in the air these days, so he really doesn't need the headache of novelist Stephen King taking a swipe at Facebook because the platform supports a “flood of false information that's allowed in its political advertising” and falls flat when it comes to protecting users' privacy.

King announced that he was quitting Facebook, where he had 5M followers, via Twitter.

The novelist, who is not a supporter of president Trump, may be upset with Zuckerberg's "hands-off" policy when it comes to policing political ads.

That policy enabled Russia to use Facebook to plant false information during the 2016 election that helped Trump beat Hillary Clinton.

Expect the same Russian interference in the 2020 contest, especially in light of the Senate Republicans' decision to acquit Trump on charges that he attempted to pressure Ukraine into launching a bogus investigation

into the dealings of Hunter Biden to weaken the political fortunes of his father, Joe.

The Facebook chief is playing a dangerous game. His stonewalling of critics is an open invitation for Washington to curb the power of his social media platform.

Are there second chances in PR? Peggy Siegal, who took a fall for helping to rehab the image of convicted sex abuser Jeffrey Epstein, will soon find out.

Once the most prominent hostess in New York, Siegal has been holding pro bono events for friends and handled an October screening of Netflix's "The Two Popes" at the Hamptons International Film Festival for 40 people to prove that she could still do it, according to her *Vanity Fair* profile in the April issue. A movie studio would pay up to \$25K for those events.

The 72-year-old Siegal told VF: “My life is my work.” When some colleagues advised her to “just go away,” Siegal responded, “I'd like to know where to go.”

The changing nature of the film industry may be the top obstacle to her comeback. Her specialty, screenings, are losing their punch with the decline of big theatrical releases.

Siegal also admits that her power base of “old Jewish white men” is on the decline as Hollywood faces pressure to bolster diversity. A former staffer at Peggy Siegal Co. called her ex-boss “one of the direct causes of #OscarsSoWhite.”

That said, nobody should bet against her comeback.

He's no Harry Truman. The president took a victory lap on Feb. 6, following the decision of the cultists in the Republican Party to acquit their leader of impeachment charges.

Trump called his wild and vulgar talk "delivered" before family members, White House staffers and assorted sycophants a "celebration."

And how did the president celebrate?

He tried to impersonate Harry Truman who famously held up the front page of the *Chicago Daily Tribune* with the "Dewey Defeats Truman" headline.

Trump hoisted up a copy of the front page of the *Washington Post* with the "Trump Acquitted" headline, as if the outcome of the vote was a shocking development.

Wait a minute? How did the president get a copy of the Post. Didn't he cancel White House subs to the paper that is a charter member of his “enemy of the people” club?

Trump regularly belittles WaPo as the “Amazon Washington Post,” a nod to owner Jeff Bezos; and “Fake-News Washington Post.” Compounding his hypocrisy, Trump ordered that the front page of the Post be framed.

We know that the president has no shame, but really?

The country certainly needs a guy like “Give 'em Hell, Harry” to set Trump straight. —Kevin McCauley