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O'Dwyer's Newsletter



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UTAH UNVEILS TOURISM MARKETING RFP

The Utah Office of Tourism, the government authority that promotes tourism in the state, is looking for an agency that can provide marketing strategy and media buying assistance to drive awareness and visits among prospective travelers.

UOT seeks a creative agency that can develop an integrated marketing strategy; conduct audience research; identify audience targeting and segmentation; develop and manage marketing campaigns in line with the overall marketing strategy; and produce creative and accompanying assets that promotes the state's official brand, "Utah Life Elevated."

UOT also needs an agency with media buying experience that can solicit, secure and monitor paid and non-paid media placements; seek out and recommend partnerships and media placement opportunities; track placement performance; provide accurate targeting; and monitor and report on ROI benchmarks and KPIs.

This RFP may result in multiple contract awards: one for a creative agency and another for a media buying agency. Applicants may apply for one category or for both. Terms of the contract resulting from this RFP will be for five years, unless otherwise clarified by UOT.

Deadline to submit proposals is 2:00 p.m. (MST) on March 3. Agencies can bid through Utah's procurement portal: Utah Public Procurement Place.

Questions should be directed to purchasing agent Cheryl Hess, chess@utah.gov, by February 24.

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

HICKS RETURNS TO WHITE HOUSE

Hope Hicks is returning to the White House as "counselor to the president," reporting to president Trump's son-in-law, Jared Kushner.



Hope Hicks

The 31-year-old was White House communications director before exiting early last year for the chief communications officer post at Fox, which is headed by Lachlan Murdoch, son of media baron Rupert Murdoch.

"There is no one more devoted to implementing President Trump's agenda than Hope Hicks," Kushner said in a statement. "We are excited to have her back on the team."

Hicks is expected to play a major role in Trump's re-election campaign.

IPG POSTS 1.6% SPURT IN Q4 GROWTH

Interpublic reported Q4 revenue grew 1.6 percent to \$2.9B, while net income was flat at \$328.9M.

Organic growth jumped 2.9 percent, divided between 2.1 percent in the US and 4.1 percent overseas.

CEO Michael Roth said the Q4 performance reflected IPG's strength in its "client-centric, integrated model and the quality of its offerings."

For the full year, IPG recorded a 5.2 percent hike in revenues to \$10.2B and a 6.0 percent rise in net to \$656M. Organic revenues advanced 3.3 percent with the 1.9 percent and 5.1 percent split between the US and overseas, respectively.

Roth is shooting for 2020 organic growth of three percent.

IPG's PR group was "up slightly on both a reported and organic basis," during Q4, Andy Polansky, CEO of the constituency management group, told O'Dwyer's. The group recorded low-single digit reported and organic growth for 2019.

Polansky said the PR operation is well-positioned for growth in 2020 due to its solid practice groups and ability to work collaboratively with other CMG members under IPG's open architecture model. The CMG unit posted \$1.3B in revenues during 2019.



Michael Roth

OMNICOM PR UNITS SINK 3.2% IN Q4

Omnicom's PR division saw a 3.2 percent drop in Q4 revenues to \$358.3M. Organic growth dipped 2.5 percent.

The Portland, Mercury, CLS Strategies, Marina Maher Communications, Porter Novelli, Ketchum and FleishmanHillard group took a 3.9 percent revenue hit to \$1.4B for the full-year. Organic revenues slipped 2.0 percent.

OMC's PR doldrums contrasted with solid gains for the advertising segment (BBDO, DDB, TBWA).

Q4 revenues for the advertising group rose 3.8 percent to \$2.4B and 5.1 percent organically. Full-year revenues jumped 2.1 percent to \$8.4B for 2019 and 4.5 percent on an organic basis. CEO John Wren saw overall quarterly revenues inch up 1.3 percent to \$4.1B, while net income rose 4.0 percent to \$415M.

He led OMC to a 2.2 percent revenue drop to \$14.9B in 2019 and a 1.0 percent dip in net income to \$1.3B.



John Wren

FTI WORKS BOY SCOUTS BANKRUPTCY

FTI Consulting is handling the Chapter 11 filing of Boy Scouts of America as the 110-year-old group uses the process to create a Victims Compensation Trust to arrange financial settlements with the thousands of men who say they were molested by scoutmasters.

The filing lists BSA assets from \$1B to \$10B and liabilities from \$500M to \$1B.

The Associated Press compares the BSA sex abuse scandal to that of the Catholic Church outrage and predicts court proceedings “could be one of the biggest, most complex bankruptcies ever seen.”

The abuse fallout has cut the number of youths participating in BSA programs from more than 4M during the 1970s to less than 2M today. The BSA has tried to counter that decline by admitting girls to its program.

Roger Mosby, BSA CEO, said the proposed Trust will “provide equitable compensation to all victims while maintaining the BSA’s important mission.”

Local BSA councils are separate legal entities from Irving, TX-headquartered BSA. They are not involved in the Chapter 11 filing.

OGILVY'S ANDERSON JOINS EDELMAN

Ogilvy’s Michele Anderson has joined Edelman as vice chair of brand for the US.

Reporting to brand chair Amanda Glasgow, Chicago-based Anderson will plot market & talent strategy, while integrating data/analytics and performance communications to drive brand growth. She also will oversee brand development for Edelman’s Midwest region.



Michele Anderson

Anderson, who has 25 years of PR & marketing experience, served as Ogilvy’s US head of PR & influence. Earlier, she led Ogilvy’s Chicago and Ketchum’s Atlanta offices.

The South Africa native co-founded Magna Carta, which became the country’s largest firm, which led to work from Coca-Cola, Vodaphone, Disney and 2010 FIFA World Cup.

TENEO ACQUIRES BRIDGE IN IRELAND

Teneo has acquired Bridge PR strategic communications and content creation shop based in Ireland’s County Clare. Bridge was founded in 2011 by Eugene Hogan, ex-journalist who was regional director of FTI Consulting.

Hogan said the opportunity to link with Teneo will enable Bridge PR to scale its operations and deepen resources for its client base.

Irishman and Teneo CEO Declan Kelly noted that Ireland is an important market for many of the world’s leading companies.

With the exit of the UK from the European Union, Ireland is a natural fit for the regional headquarters of US companies eager to do business on the Continent.

Kelly was US CEO of Financial Dynamics and executive VP at FTI Consulting before co-founding Teneo, which bills itself as a global advisory for CEOs, in 2011.

ACCOUNTS IN TRANSIT

3rd Coast PR adds **Epic Gourmet Popcorn**, which is only popcorn company certified by the National LGBT Chamber of Commerce. The Chicago-based shop will focus on national and local media relations for Epic, which sells more than 100 flavors at retail and online. The firm also picked up Chicago’s **Doc B’s Restaurant + Bar** to generate national and regional buzz for the chain with outlets in Chicago, Texas and Florida.



Banner Public Affairs is now representing the GPS Innovation Alliance, a trade association committed to furthering Global Positioning System innovation, creativity and entrepreneurship. Banner will oversee and execute public affairs for the organization, as well as working to amplify GPSIA’s voice on issues of importance to the GPS industry, particularly among such Beltway stakeholders as regulators, legislators, major end users, and industry providers and integrators. The efforts will be led by Kelly Miller, a director at Banner and former public affairs manager at CTIA, which represents the U.S. wireless communications industry.

Allen & Gerritsen has been named the external public relations partner of **Wellable**, a company that helps employers manage next-generation corporate wellness initiatives. A&G will help the company build brand awareness through industry thought leadership related to corporate wellness. Wellable designs such employee wellness experiences as wellness challenges, smoking cessation and wellness services, delivering its content through text messages, print flyers, and email newsletters.

Laura Davidson Public Relations has added **Tahiti Tourisme, The Tierra Adventure and Spa Lodges and Hilton Aruba Caribbean Resort & Casino** to its client roster. LDPR is working with Tahiti Tourisme on a media relations and media visit program focusing on Tahitian storytellers. For Tierra, a Chilean resort, the agency is managing all media relations and North American press engagements. LDPR is providing the Hilton Aruba with public relations, influencer marketing and social media services, directed toward encouraging North American visitation.



Clearbox has been selected to manage communications for global cloud computing company **3EN Group** in Ireland, the UK, Germany and the US. The agency will create communications campaigns for the group across its operating locations in Holywood, Northern Ireland; London; Bonn and San Francisco. The campaigns will be managed by its press office team, which also handles UK and Ireland press office campaigns for such clients as Amazon, Sophos, Sadler’s, HeightLight, Peaky Blinder Lager and Boyzlife. 3EN Group has operations across Europe and the US, working with clients like FitBit, Mile High Labs and Fairtrade.

MLB COMMITS PR ERROR IN ASTROS' CRISIS

Major League Baseball Commissioner Rob Manfred's bungled handling of the outrageous Houston Astros' sign-stealing scandal is a major PR blackeye for baseball.

It was systematic cheating on a grand scale that helped the Astros win a World Series in 2017 and caused a public relations black eye for MLB.

The Astros' manager and GM were fired when the scandal hit the media, as were would-be New York Mets' manager Carlos Beltran and Boston Red Sox manager Alex Cora for their roles, but not a single player was punished... and who benefits more than the player when he knows what pitch is coming?



Kevin Foley

"Manfred's dealing with the sign-stealing scandal obviously has done little to heal it," wrote Steve Hummer in a scathing Feb. 17 opinion piece in the *Atlanta Journal-Constitution*.

He covered Manfred's appearance over the weekend at the Atlanta Braves' new spring training facility in North Port, FL. He wrote: "Every time they open their mouths, integrity suffers another hip pointer."

Manfred is unwilling or unable to confront the Players Association over punishment for those Astros complicit in the scandal. It's fair to ask, then, what is the role of the MLB commissioner if not to protect the game's image by holding players, coaches and management accountable?

His impotence is reminiscent of how former commissioner Bud "Lite" Selig dragged his feet during baseball's shameful steroid era when it was obvious to anyone paying attention that star players like Mark McGuire and Barry Bonds miraculously bulked up using illicit drugs and then produced outlandish numbers on the field.

"Additionally, (Manfred) would not then nor consider now stripping the Astros of their illicitly attained championship," Hummer continued. "That would have been unprecedented. And he doesn't do unprecedented."

By avoiding the unprecedented, Manfred tells the rest of baseball, if you cheat the way the Astros cheated, make sure you don't get caught or I'll have to slap your wrist. In fact, during a news conference at the Braves' camp, the commissioner actually portrayed the Astros players as the scandal's real victims.

"If you look at the faces of those Houston players as they've been publicly addressing the issue, they have been hurt by this," proclaimed Manfred. "And frankly, it's rare for any offense that you have punishment that you will live with for the rest of your life."

Tell that to "Shoeless" Joe Jackson, banished for life after the Black Sox betting scandal of 1919. Tell it to Pete Rose who holds the MLB hitting record but bet on some games as a manager and remains in MLB purgatory.

If Manfred won't act, Houston's opposing pitchers might just take the law into their own hands when Astros players step to the plate this season. "But should opponents seek any old-fashioned variety of justice, woe be to them," Hummer concluded. "They will be the ones facing suspension, not the Astros."

Kevin Foley owns KEF Media in Atlanta.

FTC REINS IN INFLUENCER MARKETING

The head of the Federal Trade Commission has called for tougher penalties on businesses that seek to disguise advertising as authentic reviews on online platforms, including Instagram, YouTube and TikTok.

In a statement released last week, the FTC claimed that "American families and small businesses are rightfully skeptical of traditional advertising, which is clearly designed to persuade or manipulate us... Facebook's Instagram and Google's YouTube are major vehicles for influencer marketing campaigns, with China's TikTok also growing rapidly."

The FTC's targeting of social media giants TikTok, Instagram and Facebook comes just after the Commission voted 5-0 to open Endorsement Guides for advertising to public comments. The existing guides haven't been updated since 2009.

In the meantime, the growth of the influencer marketing industry has exploded, with brands set to spend up to \$15 billion on influencer marketing by 2022. This growth hasn't been driven only by fashion and beauty brands putting money behind the Kardashians; brands from a range of industries are coming to realize the value of partnering with influencers. While some influencers use the online world to post about their interests and earn extra cash, other companies are using this channel to pretend endorsements are untainted by financial ties.

"When companies launder advertising by paying an influencer to pretend that their endorsement [is not paid for]," said Commissioner Rohit Chopra, "this is illegal payola."

The FTC has long required influencers to disclose sponsored posts, but the guidelines appear to have had little effect: in a recent campaign cited by the FTC, U.S. retail brand Lord & Taylor paid 50 social media influencers to post about a product on Instagram, without explicitly requiring influencers to disclose the facts of the paid partnership. As a result, the FTC charged Lord & Taylor with leading the public astray, ultimately settling the case after prohibiting the company from "misrepresenting that paid ads are from an independent source."

Moreover, the FTC is cracking down on companies accused of pressuring influencers to hide the reality of any paid endorsements. Video network Machinima has already settled a deceptive advertising complaint with the FTC after failing to disclose that it paid YouTubers to endorse the Xbox One while requiring them to frame their opinions as independent reviews.

The implications of this crackdown for brands planning to work with influencers can't be understated: the statement explicitly refers to the rise of influencer marketing on Instagram, YouTube and TikTok.

While the FTC has yet to impose a monetary penalty on offenders in this new market, the message is clear: companies that violate its policies online are now well and truly in the FTC's crosshairs.

Ronn Torossian is the founder and CEO of 5W Public Relations.



Ronn Torossian

PEOPLE SAY FAKE NEWS HITS THEIR BELIEFS

No matter what side of the partisan fence they sit on, a majority of Americans believe fake news is biased against their own political party, according to a recent report by the Pew Research Center.

Pew's study, which sought to uncover Americans' perceptions of the fake news phenomenon, found one issue that Democrats and Republicans seem to agree on:

both sides think misinformation is aimed at their party more than the other.

According to the report, more than half of Democrats and Democratic-leaning re-

spondents (51 percent) said they believe fake news will primarily be intended to attack their party. Meanwhile, nearly two-thirds (62 percent) of Republicans and Republican-leaning adults believe their party will be the primary target of fake news.

Democrats and Republicans both expect the fake news phenomenon to target their political party more than the other in the months leading up to 2020 election.

Only about a third of Democrats (36 percent) and a little more than a quarter of Republicans (29 percent) believe misinformation will harm both parties equally.

It appears this persecution complex grows more pronounced the further to the right or left respondents lean. For example, 67 percent of self-described "liberal" Democrats said they expect their party to bear the brunt of fake news attacks, as do 75 percent of those labeled "conservative" Republicans.

Meanwhile, nearly half (45 percent) of those who consider themselves conservative/moderate Democrats and the same number of those who consider themselves liberal/moderate Republicans believe the fake news phenomenon has it out for both sides equally.

Overall, half of Democrats (48 percent) said they're "very concerned" about fake news influencing the upcoming election, a concern shared by virtually the same number (49 percent) of Republicans.

Once again, the further respondents strayed from the ideological center, the more likely they were than their moderate counterparts to express worries about fake news' presence in the 2020 election. 58 percent of Democrats who describe themselves as "liberal" said they're "very concerned" about fake news' impact on the election, as did 57 percent of Republicans who describe themselves as "conservative."

Moderate/conservative Democrats and moderate/liberal Republicans, meanwhile, were far less worried about the threat of fake news, at 40 percent and 38 percent, respectively.

Older adults in both parties were also more likely than their younger counterparts to express concerns about misinformation in the election. Nearly two-thirds (62 percent) of Democrats ages 65 and older reported being "very concerned" about fake news, compared to only 38 percent of Democrats between the ages of 18 and 29.

**FAKE
NEWS**

Similarly, 68 percent of Republicans ages 65 and older said they're "very concerned" about fake news, compared to only about a quarter (26 percent) of Republicans between the ages of 18 and 29.

Pew's report was based on a survey of more than 12,000 U.S. adults conducted in October and November. The findings are part of the nonpartisan group's Election News Pathways project, an initiative that seeks to understand how Americans are getting their news in the months leading up to the 2020 presidential election.

HARVARD SEEKS FIRM TO REFRESH WEBSITE

Harvard University wants to hire a firm to redesign its website, which was launched in 2015.

The Cambridge, MA-university views www.Harvard.edu as its digital gateway, primary brand statement and a vital component of overall communications strategy.

The refreshed site will seamlessly guide visitors to desired destinations; communicate messages more effectively; serve as a model of accessible and user-centric design; feature content that inspires, educates and engages users; and possess a friendly interface and tools for administration users, according to Harvard's RFP.

The desired partner will be mindful of Harvard's focus on inclusion and diversity. The revamped website must serve a global audience and transmit messages and content that reflects the diversity of Harvard's community.

Harvard's PA & communications department is collecting proposals until March 5. Targeted site launch date is early January 2021.

[Click for RFP.](#)



PRSA NAMES WALSH MARKETING/SALES CHIEF

Public Relations Society of America has named Maureen Walsh chief marketing & sales officer.

She'll be in charge of business development activities in the areas of memberships, corporate sponsorships/partnerships, marketing and revenue-sharing.

Most recently working as an independent consultant, Walsh was VP-membership & marketing for the Craft & Hobby Assn and CEO of Winn Feline Foundation, which promotes research into medical conditions affecting cats.

She also held marketing jobs at Big Noodle Books, Institute of Management Accountants and Hobart West Group.

At PRSA, Walsh reports to interim CEO Philip Bonaventura.



Maureen Walsh

EX-SEN. NICKLES SUITS UP FOR LA OLYMPICS

Former Oklahoma Republican Senator Don Nickles represents LA 2028 as the organizing committee for the 2028 Los Angeles Olympics/Paralympics Games seeks to generate US government support.

LA 2028 chairman Casey Wasserman has promised privately funded, fiscally conservative and fundamentally different Games from past events.



Don Nickles

Projected cost to stage the event in the City of Angels is more than \$7B.

LA 2028 negotiated a broadcasting deal with NBCUniversal as part of its plan to line up \$2.5B in corporate sponsorships. The events will be held in existing facilities such as the Rose Bowl and Staples Center.

During his 24-year run in the Senate, Nickles chaired the budget committee and served as majority whip. He represents LA 2028 with Nickles Group partner Don Kent, a former aide to Nickles; Senator Ron Johnson (R-WI) and former Secretary of the Dept. of Homeland Security Tom Ridge.

GPP SEALS LADENBURG THALMANN DEAL

Gladstone Place Partners represents Reverence Capital Partners as its Advisor Group investment acquires Ladenburg Thalmann Financial Services of Miami.

Phoenix-based AG is the nation's largest network of independent wealth managers. The closing of the LTFS deal augments its 11,300 financial advisors and \$450B in client assets under management.

Milton Berlinski, RCP co-founder & managing partner, said the AG/LTFF combo creates "one of the most robust platforms in the wealth management industry."

LTFS' five independent advisory and brokerage firms will retain their identities to reflect AG's commitment to a multi-brand network model.

Gladstone founder Steve Lipin and senior VP Michael Flaherty represent RCP. LTFS is using Sard Verbinen & Co. staffers Jared Levy, Emily Claffey and Benjamin Spicehandler.

CURRENT GLOBAL'S SLUTSKY TO GENYOUTH

Eric Slutsky, who most recently headed Current Global's New York office, has joined GENYOUth as director of integrated communications.

He also worked as executive VP/group director New York consumer marketing at Ogilvy PR, where he handled Unilever, Intel, Ford Motor, Puerto Rico Tourism and LG Electronic. As Weber Shandwick's senior VP-consumer marketing, Slutsky promoted Ragu, Kodak and Sirius Satellite Radio.

GENYOUth, founded as a public-private partnership with the National Dairy Council and the National Football League, promotes child health and wellness.

Its flagship "Fuel Up to Play 60" program has reached 38M students enrolled at more than 70K schools during its 10 years in operation.

Alexis Glick, GENYOUth CEO, expects Slutsky to elevate her group's story-telling efforts across key communications channels.

HOBBS, NM NEEDS MARKETING SERVICES

Hobbs, New Mexico, is requesting proposals from agencies that can provide marketing, public relations and advertising services.

The city, which sits in southeastern New Mexico near the Texas border, needs an agency to lead a community marketing initiative that will enhance Hobbs' image as a great community and economic destination.

Scope of the work includes developing creative marketing elements; devising a strategic brand implementation plan; research; advisory work; and project management.

Annual budget for the work is approx. \$250,000.

Proposals are due by 5 p.m. (MST) on Wednesday, March 4. Proposals should be sent to: Finance Director; City Hall; 200 E. Broadway St., Hobbs, NM 88240

Bidding agencies should enclose four hard copies of their proposals in an envelope clearly marked: Proposal No. 516-20 Marketing Services. All questions should be directed to purchasing agent Shelly Raulston, sraulston@hobbsnm.org, by Tuesday, Feb. 25.

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

SUTHERLANDGOLD SNAGS FH ALUM CALLAGY

Louise Callagy, a former senior director for global external affairs at Gap Inc. and senior VP at Fleishman-Hillard, has joined Sutherlandgold as executive VP to bolster its integrated marketing communications offering.

She'll work with CEOs and founders to create storytelling opportunities and positioning programs.

Most recently, Callagy ran her own consulting firm and served as interim CMO for early-stage and mid-sized companies in the San Francisco Bay area.

Lesley Gold, co-founder of Sutherlandgold, said Callagy knows "how to cut to the chase, win the confidence of CEOs and get meaningful results."

Sutherlandgold has offices in San Francisco and New York.



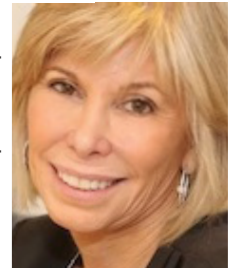
Louise Callagy

RUBENSTEIN'S MARCIA HOROWITZ DIES AT 68

Marcia Horowitz, a force of nature at Rubenstein Assocs., died Feb. 10 after a battle with pancreatic cancer. She was 68. The former press aide to New York mayor Abe Beame joined Howard Rubenstein's firm 41 years ago.

She handled crisis PR, litigation support and reputation management assignments for clients such as Estee Lauder, Mount Sinai Hospital System, Phillips Van Heusen, ACLU and American Academy of Arts & Sciences.

The family requests donations in Horowitz's memory be made to The Museum of Jewish Heritage, A Living Memorial to the Holocaust, Marcia Horowitz Education Fund for Cross-Cultural Awareness; Lustgarten Foundation, Pancreatic Cancer Research and Let's Win! Pancreatic Cancer.



Marcia Horowitz

COMMENTARY

The Justice Dept. last week shredded any pretense that it isn't in the back pocket of Donald Trump by overturning its own federal prosecutors' recommendation that Roger Stone, Trump's buddy, get up to nine years in the slammer for lying to Congress and witness tampering.



Roger Stone

And all it took was a tweet from the master.

Though CNN called the Justice Dept's reversal a "stunning and politically charged move," it's pretty much par for the course following AG Bill Barr's dismissal of the Mueller Report as much ado about nothing.

Stone's conviction flowed from allegations made by Bob Mueller's epic exposure of corruption and collusion in the White House.

The Justice Dept.'s pandering to Trump followed a tweet in which he whined that the seven-to-nine-year recommended jail time for Stone was a "horrible and very unfair situation. The real crimes were on the other side, as nothing happens to them. Cannot allow this miscarriage of justice!"

The partisan Justice Dept. is just another sign on the American road to becoming a Banana Republic.

But at least bananas possess some thick skin, unlike members of the Trump administration band of sycophants. Donald says, "Jump," They respond, "How high?"

In the aftermath of the acquittal in the Senate, the president has political cover to wreak even more havoc in Washington and on the Constitution.

Let's hear it for Princess Cruise Lines, which has been in the global media crosshairs after the coronavirus outbreak on its Diamond Princess ship, which led to the quarantine of passengers and crew at a dock in Yokohama.

Jan Swartz, PCL president, has sent a letter to the more than 1,000-member crew saying the company is "deeply grateful and incredibly proud" of them.

She informed them that they are in line for two months paid time off. "You deserve and will need a break," she said in the understatement of the year.

The crew will receive salary and the average gratuities that they normally would have received during their leave. PCL, which is part of Carnival Corp., also will pay for flights home.

At least 15 crew members were stricken with coronavirus on board the ship.

PCL is refunding the full cruise fare for passengers, including air travel, hotel, ground transportation, pre-paid shore excursions and other items. Passengers also will receive a future cruise credit equal to the fare paid the voyage that was supposed to end Feb. 4.

My hunch: Diamond Princess passengers will opt for a road trip on their next vacation

Ousted White House communications director and press secretary Sean Spicer is getting his own daily talk show on Newsmax TV beginning March 3.

Newsmax CEO Chris Ruddy, a dear friend of Donald Trump and long-time member of Club Mar-a-Lago, expects Spicy will achieve Trumpian-type ratings.

Why is he so bullish? Ruddy claims Spicer's press conferences generated ratings that were "off the charts, a phenomena that hasn't happened before or since."

That may be true, but it wasn't because Spicer was good at the job.

People tuned in to Spicer's press conferences just like car drivers "rubber-neck" on a highway to view a crash in the opposite lane.

Spicer was the king of media car wrecks. He crashed his reputation and diminished the role of press secretary by spewing lies and distortions right from the start on Jan. 21, 2017. That's the day Spicer kicked off his road to DC ruin when he told the whopper about the size of the inauguration audience. It was all downhill after that.

There's only one way for Spicy to achieve the ratings desired by Ruddy.

He needs to wear a different eccentric costume for each "Spicer & Co." program just like he did on "Dancing with the Stars."

Who can forget Sean's fluorescent light green puffy sleeved shirt get-up or his red and black flamingo dancer outfit?

He also scored major fashion points with the Woody from Toy Story and Popeye the Sailor get-ups.

If Spicer doesn't opt for off-the-wall outfits, his show be off the air in seven months, which was how long he lasted as press secretary.

And speaking of former White House communications directors, Spicer should "get" The Mooch, while the getting is good.

As the presidential campaign swings into gear, Anthony Scaramucci will be in high demand for his deep insights into the mind of Trump.

The Mooch thinks Trump is a "loser" in 2020, especially if Mike Bloomberg is the opponent.

"He has the money, he has the personal dexterity, he knows how to handle the Trump onslaught of all the bullying nonsense," Scaramucci said Feb. 11 on CNBC. "I like him the best. He's the most experienced, he's a clear-eyed, technical leader."

Scaramucci, who has called Trump a demagogue, has a way of getting under the president's skin.

Trump, in turn, has called Scaramucci a "dope" and an "unstable nut job."

Spicer & Co. would get a nice ratings bounce with The Mooch as resident political pundit.

—Kevin McCauley