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# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## WASHINGTON LOTTERY SEEKS PR PARTNER

The Washington Lottery seeks a PR/advertising partner as it works to attract younger players as part of its goal to grow sales from \$800M in fiscal 2019 to more than \$1B over the next few years.



The customer base for The Evergreen State's Powerball, Mega Millions, Lotto, Hit 5, Match 4, Daily Game and Daily Keno products is "comprised of older players and we are not attracting a younger audience," according to WL's RFP.

The desired firm will develop a program to increase brand awareness, promote WL's products, increase customer engagement and bolster likeability of the games.

It will offer a full range of services (or team with a partner) to provide advertising, PR product support, corporate communications, promotional events, research, web services management, retail marketing, social channel management.

Proposals are due Jan. 9.

Send six copies of the proposals and a digital version to: Washington's Lottery; Attn: RFP #012; Jenna Johnson; 814 4th Ave E; Olympia WA 98506

Click [here](#) for the RFP.

## FIAT CHRYSLER'S GOLIGHTLY TO BOEING

Niel Golightly, global chief communications officer at Fiat Chrysler Automobiles, joined Boeing Jan. 1 as senior VP-communications.

At FCA, which is ironing out a \$50B merger with Peugeot, Golightly was in charge of PR strategy, media relations and employee/executive communications.

He held communications jobs at Royal Dutch Shell and Ford Motor and did a stint in the US Navy as a fighter pilot.

Golightly succeeds the retiring Anne Toulouse.

Michael Luttig, who was Boeing's general counsel until May when he assumed legal matters concerning the Lion Air Flight 610 and Ethiopian Airlines Flight 302 disasters, also is stepping down.

The 65-year-old executive also was senior advisor to Boeing's board on strategic matters.

Prior to a 14-year flight at Boeing, Luttig was aide to president Reagan, law clerk to Supreme Court justice Antonin Scalia and federal judge.



Niel Golightly

## REVIEW OF PR WORLD 2019

2019 was a year jammed with breaking news, making it harder for PR firms to chalk up placements for clients. While the media maintained a 24/7 watch of Donald Trump's Twitter feed, there was a raft of newsworthy items to keep the minds of the American people spinning.

Focusing on the world of PR, here are some of the highlights and lowlights covered by O'Dwyer's in 2019.

**ICR Inc. acquires Westwicke Partners**, a health-centered investor relations firm based in Baltimore with offices in New York, Boston, San Diego, San Francisco and London. Headed by founders Bob East and Mark



Tom Ryan

Klausner, Westwicke's 30 staffers serve more than 100 clients.

ICR CEO Tom Ryan combined ICR's 75-plus healthcare staffers with Westwicke's group to create the Westwicke, An ICR Company, brand.

**Skadden settles Ukraine/Manafort FARA suit.** Lobbying powerhouse Skadden, Arps, Slate, Meagher & Flom agreed to \$4.6 million to settle a civil suit, alleging it failed to register as a foreign agent for Ukraine work headed by Paul Manafort, president Trump's former Campaign Manager.

According to the agreement, Skadden contributed to "a public relations campaign directed at select members of the US media," without filing under the Foreign Agents Registration Act.

**Ogilvy PR chief exits for gluten-free pizza gig.** Stuart Smith, head of Ogilvy's global PR group, left to take the chief marketing & growth job at Los Angeles health food company Vegolutionary Foods, founded by his wife and former Edelman western region CEO Gail Becker.

He joined Ogilvy in 2011 following a seven-year run as Edelman UK chief and three years at Hill & Knowlton.

**CEOs say profit, not CSR, is top priority**, according to a new study from the USC Annenberg Center for Public Relations and *Chief Executive* magazine.

About 60 percent of the 210 CEOs surveyed for the study said they were unlikely to communicate about any social issue in 2019.

**Finn Partners captures Small Army of digital pros.** Peter Finn's firm scooped up Small Army, a Boston-based 45-member integrated marketing shop focused on health, financial, technology and travel sectors.

Small Army provides strategic planning, brand development, advertising, media buying, content creation,

*Continued on page 4*

## **COPLEY EQUITY INVESTS IN GREGORY FCA**

Copley Equity Partners has taken a minority stake in Gregory FCA, the suburban Philadelphia-based firm that chalked up \$9.9M in fees in *O'Dwyer's* 2018 rankings.

Founder Gregory Matusky and president Joseph Anthony remain majority owners in the firm focused on the financial services, real estate, cybersecurity, fintech, healthcare and esports sectors.

The firm has worked for PennMutual, FedEx, Brandywine Global, Kenna Security, SAP, Unisys and M&T Bank, United Capital and Mitsubishi Electric,



**Gregory Matusky** at Boston's CEP, sees an opportunity to expand Gregory FCA's platform.

Gregory FCA ranked No. 6 in *O'Dwyer's* financial rankings with fees of \$6M.

The Copley investment will help 30-year-old Gregory FCA invest in talent, expand its offerings, better support its client base and more deeply penetrate the verticals that it serves, according to Matusky.

Peter Trovato, managing director at Boston's CEP, sees an opportunity to expand Gregory FCA's platform.

## **GLOVER PARK WORKS GHOSN'S ESCAPE**

Glover Park Group handled media for former Nissan, Renault chief Carlos Ghosn, who fled Japan on Dec. 29, where he was out on bail on financial misconduct charges that could have put him in the slammer for 15 years.

The Ghosn family had been using GPG for media strategy, prior to Ghosn's great escape to Lebanon via Turkey.

Katie Myler, New York-based managing director in the strategic communications unit, heads a "small team" working for Ghosn in conjunction with colleagues in Europe, according to a staffer at the firm.

She joined GPG from Burson-Marsteller, where she handled Ford Motor, Nestle Water and Accenture.

Myler has government experience gained through stints as special advisor to the UK's Home Secretary dealing with counter-terror, immigration and MI5 matters and for the Secretary of Health.

Stagwell Group's SKDKnickerbocker and Haley Barbour's BGR Government Affairs also did work for Ghosn during the past year.

## **TIGER WOODS AXES PR POINT MAN**

Tiger Woods booted long-time PR point man Glenn Greenspan following last month's Hero World Challenge. The golfer hosted HWC, which was held in the Bahamas.

*GolfWeek* described Greenspan as "a quiet, unassuming figure in the chaos that often surrounded Woods" during the past decade.

He stood beside Woods during his 2010 televised speech in which he apologized for cheating on his wife and handled the 2017 crisis following the golfer's arrest on a DUI charge in the midst of the PGA Tour.

Greenspan, who had the VP-communications job at TRG, Tiger Woods Ventures, also was communications director at Augusta National Golf Club prior to joining Woods' team in 2008.

## **MCCLATCHY TAPS BGR FOR PENSION BAILOUT**

McClatchy Co. has turned to BGR Government Affairs for strategic guidance and counsel on pension issues as the nation's third-largest newspaper publisher wants a federal bailout of its underfunded pension fund.

The owner of 30 newspapers, including the *Miami Herald*, *Charlotte Observer* and *Kansas City Star*, asked the Pension Benefit Guaranty Corp. in November to assume control of its pension fund assets and obligations because it will not be able to make the required \$124M contribution in 2020.

McClatchy posted a \$287M operating loss on \$526M in nine-month revenues. Its stock trades at 50 cent. The 52-week range is \$8.21 and 29 cents.

BGR's corporate counsel Dan Murphy, who was chief of staff to Dept. of Housing and Urban Development Secretary Mel Martinez, represents McClatchy.

He's joined by Loren Monroe, Cassidy Assocs. alum and legislative aide to former Sen. Pete Domenici (R-NM); and Joseph Lai, president Trump's ex-special assistant for legislative affairs.



## **MEDIA MANEUVERS**

**Kevin Delaney**, who left his position as editor and co-CEO of Quartz in October, is joining the *New York Times* Opinion department, where he will lead what Times editorial page director James Bennet is calling "the department's next big project." Before helping to launch Quartz in 2012, Delaney was a reporter in Paris and San Francisco for the *Wall Street Journal*, and also served as managing editor of WSJ.com. He remains a senior advisor to Quartz. Taking the editor-in-chief slot at Quartz is Katherine Bell, who most recently served as editor-in-chief of *Barron's* magazine.

**Mike Bloomberg** is on track to become the biggest buyer of advertising in the history of U.S. presidential campaigns. A Politico report said that the former New York City mayor has already spent over \$120 million since declaring himself a candidate in November. The ad buys include \$13 million each in California, Texas and Florida. Bloomberg's advertising bill is more than twice the amount of all other Democratic candidates, with the exception of fellow billionaire Tom Steyer, who has shelled out \$83 million.

**Comcast** is in negotiations to buy **Xumo**, a free, ad-supported over-the-top video app that has more than 190 content channels, according to a report in the *Wall Street Journal*. The potential deal comes ahead of the April launch of Comcast's Peacock streaming service, which will reportedly offer a free version with ads as well as subscription-based options. Peacock joins an increasingly crowded field of streaming services, which includes recent entrants Disney+ and AppleTV+. Xumo was formed in 2011 by Viant Technology LLC, then known as Interactive Media Holdings. One of its shareholders is magazine and TV company Meredith Corp.



**Mike Bloomberg**



## **BILLINGS SYMPHONY TUNES UP RFP**

The Billings Symphony Orchestra & Chorale wants a rebrand to bolster its connection with the community.

Founded in 1951, the 140-member strong organization aims to “become a premier symphony for community of our size,” according to its RFP.

It serves the 130,000-plus Billings metropolitan area as well as eastern Montana and northern Wyoming.

The BSO&C, which has enjoyed a string of record-breaking ticket sales, also performs in geographically isolated and culturally underserved communities and has an “Explore Music” outreach program.

Michelle Dawson, BSO&C’s marketing manager, is accepting electronic responses to the RFP until Feb. 6 at [marketing@billingsymphony.org](mailto:marketing@billingsymphony.org).

Click [here](#) for the RFP.

## **O'DWYER'S STAFFER WINS WRITING PRIZE**

Jon Gingerich, senior editor of *O'Dwyer's*, has won *The Saturday Evening Post's* “2020 Great American Fiction Contest.”



**Jon Gingerich**

In addition to a \$500 prize, *The Saturday Evening Post* has published Gingerich’s winning story, “[Thornhope, Indiana](#),” in the Jan./Feb. issue of its flagship print magazine, as well as online. The story will also appear in a digital anthology. According to Post editors, Gingerich’s story was named winner out of hundreds of entries.

Gingerich has edited *O'Dwyer's* print magazine since 2006. He was previously a reporter for a daily business newspaper in Columbus, OH. He received his bachelor’s degree from The Ohio State University and an MFA in creative writing from The New School in New York.

Also a fiction instructor at the Gotham Writers Workshop, Gingerich has been publishing fiction in literary journals since 2008. “Thornhope, Indiana” is his first work published in a national consumer magazine.

## **ICR ADDS WEBER SHANDWICK'S COYLE**

ICR Inc. has recruited Weber Shandwick alum Kate Coyle as senior VP in its healthcare practice.

Most recently executive VP at the Interpublic unit, Coyle has experience in leading large-scale disease awareness programs, as well as corporate, product and franchise initiatives covering every stage of the pharma and biotech product life cycle.

Prior to Weber, she was group director at both W2O Group and Makovsky & Co.

Coyle joins ICR’s Westwicke unit, which it acquired last January. Based in Baltimore and recast as Westwicke, an ICR Company, it is a health-centered investor relations firm.

ICR also added Doug Donsky as managing director in New York. He joins from FTI Consulting, where he was senior managing director in the strategic communications unit.

ICR trails only Edelman in *O'Dwyer's* rankings of financial PR firms.

## **JUUL LABS TURNS TO TIGER HILL PARTNERS**

Juul Labs has hired Tiger Hill Partners to handle federal lobbying efforts regarding legislation related to e-cigarettes and Congressional investigations.

The San Francisco-based company, 35 percent owned by Philip Morris USA corporate parent Altria, says it wants to reset the vapor category by hiking the user minimum age to 21, promoting high product standards, and promoting the effective enforcement against counterfeit and compatible products.



JHM Group founder and Edelman alum James Maloney launched THP in November with political consultant/attorney Milan Dalal.

Dalal, who was of counsel to Brownstein Hyatt Farber Schreck, economic advisor to Sen Mark Warner (D-VA) and legislative director for Rep Gregory Meeks (D-NY) handles the Juul business.

Juul spent \$3.2M for federal lobbying during the first nine months of 2019.

## **NEWS OF ACCOUNTS**

**DeVries Global** is working with client **Secret Deodorant** on a new campaign, “All Strength, No Sweat,” which tells the stories of women who are challenging the status quo in their fields. DeVries, agency of record for Secret, is partnering with the brand to strategize and activate around talent selection and all public relations efforts for the campaign. The women profiled include Grammy-nominated Canadian/ Colombian singer and songwriter Jessie Reyez; Brazilian-American actress Camila Mendes; former WNBA player and Olympic gold medalist Swin Cash; mother, actress and content creator Shenae Grimes-Beech and fitness guru Ainsley Rodriguez.



**Max Borges Agency** has been selected as agency of record for Hisense USA, the US branch of Chinese consumer electronics company **Hisense**. The agency will be tasked with leading such functions as a product launch and reviews program, content creation, social management, brand messaging, thought leadership, event planning, celebrity endorsements and influencer relationships. MBA’s team on the Hisense account will be led by vice president of brand experience Trisha Niedler.

**Red Fan Communications** has added **Airflow Sleep, Restore Hyper Wellness + Cryotherapy** and **Fluence Bioengineering** to its client roster. For Airflow Sleep, Red Fan will provide services including launch strategy, national media outreach, spokesperson media training as well coordinating the company’s recently announced partnership with the American Heart Association. The agency will oversee thought leadership, story/narrative development, media relations strategy and franchisee support for Restore. Fluence has enlisted Red Fan to work with it on PR strategy, CEO communications support, trade media relations and thought leadership.

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video production and social media management services.

**Trust in the U.S. suffers its largest-ever-recorded drop** among the general population in the history of Edelman's Trust Barometer. The 2019 Edelman Trust Barometer reveals that trust in the U.S. among the general population fell nine points to 43, placing it in the lower quarter of the 28-country Trust Index.

**London's Lansons expands to U.S. via Intermarket.** Lansons, a reputation management shop, picks up a 51 percent stake in New York's Intermarket Communications to form an entity with fee income in the \$17 million range. Lansons is expected to acquire full ownership of Intermarket via the purchase of two more tranches over the next three years based on the performance of the business.

**Mark Penn takes command of MDC.** The former political advisor to Bill and Hillary Clinton took the helm of MDC Partners as his Stagwell Group agrees to pump a \$100 million equity infusion into the ad/PR company.



Mark Penn

Before launching Stagwell, Penn was Executive VP/chief strategy officer at Microsoft, CEO of Burson-Marsteller, co-Founder of Penn Schoen Berland, and pollster/advisor for Tony Blair, Bill Ford and Bill Gates.

**China's Huawei Technologies enlists Larry Weber's Racepoint Global** for PR and crisis support as it takes on the US law barring governmental agencies for federal contractors from doing business with the firm.

Racepoint's one-year contract covers strategy, media/analyst relations, content, crisis, and social media. Weber heads Racepoint's 13-member Huawei team.

**HHS probes Porter Novelli.** The Health and Human Services Administration slates a review of sub-contracting deals flowing from Porter Novelli's \$2.25 million contract with the Centers for Medicare and Medicaid Services.

Politico reported March 29 that money from the PR contract went to Republican consultants to burnish the image of Centers for Medicare and Medicaid Services Administrator Seema Verma.

**NRA sues long-time PR firm.** The National Rifle Association has sued long-time ad agency Ackerman McQueen and its Mercury Group PR unit for allegedly failing to turn over its business records to justify its billings.

The organization paid Ackerman McQueen more than \$42 million in 2017. The NRA and AM have worked together for decades.

**Edelman helps Boeing navigate PR turbulence.** Boeing picked Edelman in May to map a communications plan to reintroduce its 737 Max to the flying public.

A member of Edelman's corporate advisory team declined comment on the work and referred O'Dwyer's to Gordon Johndroe, VP-Communications, government operations at Boeing.

"While I cannot comment on any particular firms, we engage a number across the world to assist with strategic communications," he said via email.

**Bayer ousts FleishmanHillard.** Germany's Bayer suspended FleishmanHillard after reports in France's *Le Monde* that it compiled a dossier of about 200 politicians, journalists and scientists who raised health concerns about client Monsanto's "Roundup" weed killer.

The German pharmaceuticals and life sciences giant released a statement May 12, acknowledging the French media raised accusations that lists of supportive and critical stakeholders drawn up by Monsanto in 2016 may have violated ethical principles and legal regulations.

**DeSalva returns to H+K as CEO.** AnnaMaria DeSalva returned to WPP's Hill+Knowlton Strategies unit as Chairman/CEO on June 24, taking over for Jack Martin.

She left DuPont as chief communications officer in February after guiding communications through its \$130 billion mega-merger with Dow and establishing the corporate affairs capability of the combined entity. From 2006-2009, she led worldwide healthcare at H+K.

**Evoke PR & Influence merges with KYNE.** Evoke, healthcare, medical marketing and communications unit of Huntsworth, has acquired independent health PR specialist KYNE, which will join with Evoke's PR & Influence unit to form a new entity.

**42 West bows to friends of elephants.** 42 West has ended its PR push to justify the Government of Botswana's effort to cull its elephant herd, which has grown in population from the 20,000s during the 1970s to 135,000 today.

Animal rights and environmental groups have trashed the hunt. Britain's *Daily Mail* dubbed the elephant hunt, "Operation Jumbo Slaughter."

**Brunswick hires ex-U.S. cyber command chief Rogers.** Mike Rogers, retired U.S. Navy admiral who served as commander of the U.S. Cyber Command and Director of the National Security Agency, has joined Brunswick Group in its Washington office. As senior advisor, he will counsel clients on cybersecurity, geopolitical, technology, telecom and crisis matters.

**Huckabee Sanders leaves White House press job.** Sarah Huckabee Sanders, the White House press secretary, stepped down at the end of June.

Sanders, who succeeded Sean Spicer in 2017, will be remembered for killing the daily press briefing for reporters and for ardent defense of Trump.

Stephanie Grisham, who has been on Team Trump since 2015, most recently as Melania Trump's communications director, took over the press secretary job in August. Sanders wound up as a Fox News commentator.

**Dominican Republic taps Rubenstein PR for crisis.** The Dominican Republic has a \$35,000 monthly contract with Rubenstein PR to provide advisory services regarding the impact that the reeling tourism sector will have on its economy. The effort is led by president Richard Rubenstein. The firm was hired after at least nine tourists mysteriously died in the DR, including



Sarah Huckabee Sanders



Leyla Cox, a Staten Island woman who passed away June 10 a day after celebrating her 53rd birthday.

**Levinson Group fights for equity for U.S.**

**Women's Soccer.** The Levinson Group is representing the 28 members of the U.S. women's soccer team as they press their case for pay equity against the U.S. Soccer Federation.

The World Cup champs filed a lawsuit in March, charging the Federation denies them equal compensation, training, playing and travel conditions with the men's team.



**WPP sells 60 percent Kantar stake to Bain.** WPP Group has sold a 60 percent stake in its Kantar research unit to Bain Capital.

WPP will retain a 40 percent Kantar stake and looks forward to working with Bain to "unlock its full potential," according to Read.

**Interpublic ups Polansky, Heimann.** Interpublic has named Weber Shandwick CEO Andy Polansky chairman/CEO of its Constituency Management Group, succeeding Frank Mergenthaler.

Weber Shandwick global president Gail Heimann takes over the helm from Polansky, who will become executive chairman of Interpublic's PR flagship. Jack Leslie will remain chairman.

**Ruder Finn gobbles up \$5 million SPI Group.** Ruder Finn has acquired SPI Group, the Jersey-based shop that ranked No. 17 in O'Dwyer's 2018 healthcare rankings with fees of \$5 million.

Launched in 1997, SPI provides internal communications services to clients such as Bayer, Novo Nordisk, Merck, Regeneron, Pfizer and Novartis.

**Next Fifteen Acquires Health Unlimited USA.** Next Fifteen Communications Group has acquired the U.S. division of Health Unlimited.

Health Unlimited, along with its specialist consultancy Corkery Group, will be rebranded as M Booth Health and operate as a separate agency reporting to M Booth CEO Dale Bornstein. M Booth was acquired by Next 15 in 2009.

Timothy Bird, Health Unlimited Global CEO, and his US-based management team will still lead the agency.

**Ex-MWWPR, Catalyst PR exec charged with wire fraud.** Former PR executive Andrew Garson was arrested and charged with wire fraud in connection with multimillion-dollar schemes to defraud two PR firms where he worked and for a subsequent scheme to obtain New York State unemployment benefits to which he was not entitled, according to a suit filed by Geoffrey Berman, U.S. Attorney for the Southern District of New York.

The allegations cover the period from 2013 to 2018 when he worked as executive VP at MWWPR and VP at Catalyst PR, a unit of WME|IMG (now Endeavor).

**Huawei makes \$1 million pivot to BCW arm.** Huawei Technologies USA retained BCW's Pivot Integrated Communications arm for a one-year strategic communications program in the US pegged at \$939,179 in fees.

In its federal filing, Pivot says Huawei Technologies

USA is wholly owned by Huawei Technologies Co. Ltd., which is located in Shenzhen, China. "It is our understanding that Huawei Technologies Co. Ltd, which owns Huawei Technologies USA Inc. is a private, employee-owned company," according to Pivot's federal filing.

**Publicis eliminates MSL CEO post.** Guillaume Herbet, Global CEO of MSL, leaves the firm as Publicis Groupe CEO Arthur Sadoun eliminates the position.

"We will not appoint a new global head of MSL," wrote Sadoun in a note to staffers.

**Platinum Equity shells out \$2.7 billion for Cision.** Platinum Equity, which has \$19 billion in assets under management, is acquiring Cision for \$2.7 billion in cash.

The \$10-per share offer is a 34 percent premium over the 60-day closing stock price for the period ended Oct. 21. The PR services firm posted a \$7.7 million loss on \$190.4 million in second-quarter revenues.

**Teneo's Sayegh to return to Team Trump.** Tony Sayegh, spokesperson for Treasury Secretary Steve Mnuchin, who joined Teneo last month as Managing Director, is returning to the Trump administration to handle communications surrounding impeachment.

He will be responsible for communications strategy, messaging and recruit surrogates to support the President.

**Abernathy MacGregor's Jim Abernathy dies at 78.** Jim Abernathy, founder/executive chairman of Abernathy MacGregor, died Nov. 17. He was 78.

The Kansas City native launched Abernathy MacGregor in 1984 with Jim MacGregor. The shop, which currently has more than 70 staffers in New York, Washington, Houston, Los Angeles and San Francisco, became part of Havas in 2000.

**Finn Partners beefs up healthcare unit.** Finn Partners has acquired Medical & Health Consulting, Paris-headquartered firm that works for biopharma, technology and medical devices outfits.

Peter Finn called MHC a "perfect complement" to his firm's September acquisition of high-science healthcare firm Lazar Partners, a 22-member New York firm.

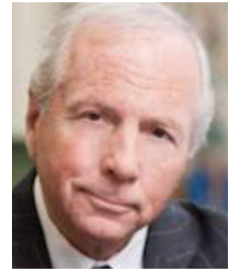
**CLS parachutes into Bolivia's political mess.** CLS Strategies has picked up a 90-day assignment to provide strategic counsel to the government of Bolivia.

Former President Evo Morales, who ruled the country for 14 years, has been granted refugee status in Argentina. He fled to Mexico following a contested election in October after his government was charged with manipulating the results.

**Interpublic junks Golin's Co-CEO trio model.** Interpublic has junked Golin's three co-CEO model that it put into effect Jan. 2017 with the exit of chief Fred Cook. Matt Neale assumes CEO slot.

Under the "CEO+" structure, Neale handled thought leadership, reputation, new products; Gary Rudnick managed North America, finance, HR; and Jon Hughes supervised international activities.

Rudnick now slides into the president and COO position, reporting to Neale. Neale reports to Andy Polansky, CEO of IPG's Constituency Management Group.



**Jim Abernathy**

## COMMENTARY

**The US Army has banned the popular TikTok** Chinese-owned app on government-owned phones, which may deal a blow to Uncle Sam's recruiting efforts.



**Tik Tok**

After it failed to reach recruiting targets, the Army Recruiting Command turned to the music video app to reach the Generation Z crowd.

"My recruiters find it extremely helpful, when it comes to putting short videos together to promote the Army and a recruiting message," Major

General Frank Muth told [military.com](http://military.com) in November.

The Pentagon now views TikTok, which is owned by Beijing-headquartered ByteDance, as a cyber threat.

It issued guidance on Dec. 16 "to be wary of applications you download, monitor your phones for unusual and unsolicited texts etc., and delete them immediately and uninstall TikTok to circumvent any exposure of personal information."

Soldiers, of course, can still access TikTok on their personal devices.

**Supreme Court chief justice John Roberts, writing in his yearend report to the federal judiciary,** took his own shot at the wild and woolly social media world.

After faulting Americans for taking democracy for granted and bemoaning the decline in civic education, Roberts wrote: "In our age, when social media can instantly spread rumor and false information on a grand scale, the public's need to understand our government, and the protections it provides, is ever more vital."

Roberts will preside over the Senate impeachment trial of president Trump, a guy who is known for spreading some whoppers on Twitter.

**The Federal Reserve delivered an unwelcome present to president Trump,** placing under the Mar-a-Lago Christmas tree a study that showed his pitch that tariffs are punishing China and benefitting the US manufacturing base is just another tall tale from the White House.

The report reveals that self-described "Tariff Man" is in reality Ebenezer Scrooge.

Released Dec. 23, the chunkily titled, "**Disentangling the Effects of the 2018-2019 Tariffs on a Globally Connected US Manufacturing Sectors,**" portray tariffs as a triple-headed monster devouring America's economy.

The levies led to higher producer prices, loss of American jobs and triggered retaliatory measures to hurt US competitiveness overseas, according to the study.

The Fed noted that "there are virtually no modern episodes of a large, advanced economy raising tariffs in a way comparable to the U.S. in 2018-2019."

The tariffs certainly are unprecedented because no US president in his or her right mind would resort to such

self-destructive policies aimed at crippling America's aluminum, steel, auto, household appliances, furniture, semiconductor, computer and agricultural sectors. Trump mistakenly thinks China is picking up the tariff tab. "Billions of Dollars are being paid to the United States by China in the form of Trade Tariffs!," he tweeted Feb. 16

The Fed study shows that boast is "fake news."

American importers pay the tariff and then pass along costs to consumers or other US manufacturers that use Chinese materials for their own products.

If somebody would make that plain to the president, even he would conclude that tariffs are for "losers."

Fed chief Jerome Powell should have a go at it.

**While the American public bears the brunt of Trump's tariffs,** people just might figure their suffering is par for the course because the president doesn't give a fig about what's happening in their lives.

Fifty-four percent of Americans say Trump "doesn't care about the needs and problems of people like you," according to [The Economist/YouGov](http://TheEconomist/YouGov) poll conducted Dec. 28-31. Forty-seven percent of respondents dislike Trump "as a person"; 21 percent like him. More than half (54 percent) say he lacks the temperament to be president and 51 percent want him to forget about running for re-election.

Speaking of elections, 63 percent of respondents say it matters "a lot" if a foreign country interferes in the 2020 election. A shocking 12 percent say it doesn't matter at all.

Fifty percent believe Russia meddled in the 2016 election, while 28 percent say there was no intervention. A solid 48 percent reject Team Trump's bid to get Ukraine involved in the election tampering story. Only 21 percent support that bogus Ukraine line, 31 percent are unsure.

More than seven-in-ten of the respondents who believe Russia meddled in the election believe that foul play is why Trump is in the White House. He owes a lot to his pal, Vlad.

**How bad are things in the newspaper business?** Media buying giant GroupM forecast that outdoor advertising (e.g., bus/subway ads, highway billboards) will top newspaper advertising this year for the first time since records were kept.

It may be time to update the old riddle of "What's black and white and read all over" to "What's black and white and bleeding red ink all over?"

Outdoor posters will garner a bit more than \$40B in ad revenues this year, topping newspaper spending by \$4B.

That quite a performance for the oldest advertising medium.

As the [Financial Times](http://FinancialTimes) notes, outdoor advertising traces its heritage to ancient Egypt, when merchants hung signs in their windows and Rome, which had directions to brothels carved into paving stones. —Kevin McCauley