



Kevin McCauley
Editor-in-Chief

O'Dwyer's

The Inside News of PR & Marketing Communications



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

January 24, 2022 Vol. 55 No. 4

MONTGOMERY COUNTY SEEKS BIZDEV BOOST

Montgomery County, which accounts for a quarter of Maryland's economic activity, is looking for a PR firm to develop messaging to promote it as an ideal place to start or grow a business.



Its economic development board wants to change the perception that MoCo lacks a pro-business environment.

Home to the National Institutes of Health and the Food & Drug Administration, MoCo anchors the nation's fourth-largest life sciences hub. It features facilities from AstraZeneca, Emergent BioSolutions and Noravax.

The County also has headquarters facilities of hospitality sector leaders Marriott, HMS Host and Choice, as well as key players in the financial, technology and nonprofit categories.

The selected firm will create a campaign to broaden awareness of the local resources available to businesses, including mentoring and access to capital. It also will make recommendations for paid media placements.

MoCo has budgeted up to \$150K for the campaign that is expected to last from 30 to 45 days.

Proposals are due Jan. 31. They go to Nicole Cantarella at Nicole@thinkmoco.com with "RFP Marketing MoCo for Business Campaign" in the subject box.

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

OMNICOM PR TABS CHASE FOR PEOPLE POST

Omnicom Public Relations Group has named Michele Chase as its first chief people officer.

Chase comes to Omnicom from GroupM, where she served as global executive director, people, corporate and investment. She has also held executive HR positions at WBR Consulting, BCW Global and Teneo.



Michele Chase

In her new role, Chase will have global responsibility for all aspects of people engagement, experience and talent management, reporting to OPRG CEO Chris Foster.

"She is a highly respected and influential industry leader, with the perfect expertise to help create a working community dedicated to shaping the future of communications and serving clients in bold new ways," said Foster.

BERLINROSEN GETS CASH INFUSION

O2 Investment Partners has taken an investment position in [BerlinRosen](#) to power its next phase of growth.

Jonathan Rosen and Valerie Berlin will continue to helm the New York-based shop.

They said the partnership with O2 will fund opportunities for "organic and inorganic growth in new verticals, geographies and services to deliver greater impact at a greater scale for clients."

Sean Darin, of O2, credited BerlinRosen for "reinventing the agency model for the 21st century" due to its understanding of the rapidly changing issues that confront leaders, organizations and brands and its ability to anticipate cultural shifts.

BerlinRosen has more than 270 staffers. It counsels Samsung, UNICEF USA, Singapore Airlines, Color of Change, Cornell Tech, Brookfield and GLAAD.

O2 is based in Bloomfield Hills, MI. Its investment portfolio includes First Class Air Support, Packaging Concepts and Design and Frontier Dental Laboratories.



GUATEMALA HIRES BALLARD PARTNERS

Guatemala has hired Ballard Partners for a \$900K one-year strategic communications push to keep the Central American nation updated on legislative developments in the US.

Corruption, migration and human smuggling plague Guatemala, which is one of the poorest nations in Latin America

Guatemala is part of the "Northern Triangle" region that sends floods of migrants to the US.

Vice president Kamala Harris had a Jan. 10 phone conversation with Guatemalan president Alejandro Giammetti in which she highlighted how corruption undermines faith in public trust and effective governance. Harris also promised to work with Giammetti in the area of economic development.

Taiwan is picking up Guatemala's PR tab at Ballard Partners.

Guatemala and Honduras are the only countries in Central America that still recognize Taiwan as the legitimate government of China.

Ballard Partners is the firm of Brian Ballard, the Republican fundraiser with close ties to ex-president Donald Trump and Florida governor Ron DeSantis.



EDELMAN SAYS GOV'T, MEDIA DISTRUST ARE UP

The number of people who view government and media as divisive forces in society grew sharply during the past year, according to [Edelman's 22nd Trust Barometer](#) released Jan 18.



Nearly half (48 percent) of respondents living in 24 nations surveyed by Edelman call government a dividing force, compared to 36 percent who view it as a unifying factor.

Media did a little better, chalking up an 11 percent gap between dividing (46 percent) and unifying force (31 percent).

Edelman did not ask the dividing/unifying question in China, Russia and Thailand.

More than three quarters of respondents (76 percent) worry about false information or fake news being used as a weapon.

That was up four points among the Global 27 countries surveyed.

China posted a nine percent gain to 80 percent in concern about fake news. Russia was up four points to 78 percent and the US was up two percent to 74 percent.

IRAQ HIRES DC FIRM FOR COGENT MESSAGING

Cogent Strategies has inked a \$200K contract to provide PR services in the US for the Government of Iraq.

The one-year contract went into effect on Jan. 1.

The DC-based firm will develop messaging to advance Iraq's priorities, conduct press relations/monitoring, handle digital outreach and provide media training for ambassador Fareed Yasseen. Cogent managing director Will Bohlen and John Anderson are responsible for the Iraq work.

Anderson is a longtime foreign correspondent for the *Washington Post* and editor of *Politico* magazine. He spent 16 years as WaPo's bureau chief in Mexico City, Paris, Istanbul, New Delhi and Jerusalem.

Bohlen was strategic communications chief for the German Marshall Fund and spokesperson for its 150-member policy institute.

Kimberley Fritts launched Cogent Strategies in 2017 following the implosion of Podesta Group, where she was CEO.

PRECISION STRATEGIES' MARGOWSKY TO FTA

The Financial Technology Association has recruited Miranda Margowsky, VP at Precision Strategies, as VP communications.



Miranda Margowsky

At Precision, co-founded by President Biden's deputy chief of staff Jen O'Malley Dillon, Margowsky counseled technology, healthcare and financial services clients.

Earlier, she was press secretary for Senator Debbie Stabenow and House Caucus Chairman Xavier Becerra, who is now Health and Human Services Secretary.

FTA, which pushes for the "modernization" of financial regulation, is helmed by Penny Lee. She had headed the PA practice at Invariant and served as an advisor to former Democratic Senate Majority Leader Harry Reid.

MEDIA MANEUVERS

Chicago Public Media, which owns the city's NPR outlet, WBEZ, is set to acquire the *Chicago Sun-Times* on Jan 31.

Upon completion of the deal, the Sun-Times will join WBEZ as a not-for-profit subsidiary of Chicago Public Media. WBEZ and the Sun-Times will maintain separate newsrooms, but expected to share content across platforms. Sun-Times



CEO Nykia Wright will remain in her position, reporting to Chicago Public Media CEO Matt Moog. The Sun-Times, whose list of past owners includes Rupert Murdoch's News Corporation, was sold to an investor group for \$1 in 2017. In addition to current lead investor Michael Sacks, investors in the new organization include the John D. and Catherine T. MacArthur Foundation and the Pritzker Traubert Foundation.

Gannett is axing the Saturday print edition of its papers in 136 markets. Heralding the move as "a new Saturday experience," the company says that it will transition "from delivering the Saturday print edition to providing exclusive access to the full Saturday e-Edition." Among the papers to drop their Saturday print edition are Nashville's *The Tennessean* and the *Austin American-Statesman*. "It's been decades since we were just a daily, print newspaper, said Daniel Sforza, executive editor of *The Record* in Rockaway, NJ, which will also no longer issue a Saturday print paper.

Netflix's stock plunged by 22 percent the morning of Jan. 21 following a series of downgrades by financial analysts that reflect a disappointing first-quarter subscriber outlook for the company. On Jan. 20, Netflix said that it expected to add 2.5 million subscribers in Q1 2022, a considerable drop from the four million it added in the same quarter last year. In addition, the company said that it failed to meet its subscriber estimate for the fourth quarter of last year, signing up 8.3 million subscribers rather than the projected 8.5 million.

The New York Post, as well as owner News Corp., ex-editor Col Allan and current editor Keith Poole, are facing a sexual harassment lawsuit from Michelle Gotthelf, a 20-year employee of the paper who most recently served as its digital editor. Gotthelf was fired by Poole on Jan. 12 following what she charges are several instances of sexual harassment and verbal abuse. She also says that Allan, who has been as an advisor at the Post since 2019 after having retired as editor in 2016, demanded that she remove a story about writer E. Jean Carroll's rape accusations against former president Trump from the Post's websites.



Col Allan

Disney names Joe Earley president of Hulu, part of an ongoing reorganization of Disney's executive suite. Earley shifts to Hulu from Disney+, where he was executive vp marketing and operations. He succeeds former Hulu chief Kelly Campbell, who left the company in October to become the president of NBCUniversal's Peacock. Earley will report to Michael Paull, who will now oversee Disney+, Hulu, ESPN+ and Star+ as president of Disney Streaming. Disney is also creating a hub for international content creation, which will be run by Rebecca Campbell.

A 2022 WISH: PLAN TO MANAGE CRISIS RISKS

How can we explain why many companies and organizations that routinely create operations management plans to deal with major business risks often fall short when it comes to creating workable crisis communications plans to anticipate and manage these situations?



Alex Stanton

In 2021, we've all watched an array of crisis situations play out in the media, most leading to rapid executive downfalls and besmirched corporate reputations. Granted, many other potential crises were likely averted with advance planning and smart actions before they attracted media scrutiny. But many of the situations we witnessed seemed

to be the product of known—or at least anticipatable—risks.

That's why one of my New Year's 2022 wishes is for a change in the willingness of companies and organizations to think and plan ahead to address their biggest risks and create workable crisis communications plans to manage them.

I've noticed that most companies and organizations really do know what their biggest potential reputation risks are: the five or six things that have the potential to really undermine the way the outside world, their employees and key stakeholders think about the enterprise and its leadership.

These reputational risks can do transitory or permanent damage, but you can't escape the reality that they're problematic and can largely be anticipated.

Barriers to progress

So what's in the way of real progress in crisis communications planning, particularly at a time when communications budgets have grown, and business interruption and cyber insurance have become risk management must-haves?

Is it because we've all lived through crisis-after-crisis in our individual and business lives over the almost two years of the pandemic and are anesthetized to downside risks?

Is it that communicators have had it with negativity and want to focus on the positive? Perhaps senior executives and boards of directors aren't holding communications leaders accountable for crisis planning?

In discussing this dynamic with other communicators, you hear anecdotal evidence of the challenge. Fast-growing healthcare companies and impact-focused organizations may feel they will get a partial or free pass from media and influencers who admire their success and commitment.

Some businesses comfort themselves with the belief that media organizations today have fewer resources to do deep investigative work.

None of these pass muster as good reasons for not embracing the need to make more progress.

My hope is that despite our weariness from the pandemic, the dawn of a new year will bring us new convictions around closing this gap in reputation management best practices.

Putting time and effort into creating a thoughtful crisis communications approach and plan—or dusting off an existing one to make it relevant to current risks—is one of the best investments you can make in 2022.

Alex Stanton is CEO of STANTON, a public relations and marketing firm with offices in New York and California. He can be reached at astanton@stantonpr.com.

RUBENSTEIN DENIES SMEAR JOB ON BLACK

The story of alleged high corporate intrigue and public relations media manipulation has hovered over the legal drama centered on Leon Black, the former CEO of private equity firm Apollo Global Management.

That dates back to criminal accusations of an illegal financial relationship between Black and Jeffrey Epstein. He had been cleared of those in the court of law.

Things could have ended there, and after stepping down from his leadership positions at Apollo and on the board of the Museum of Modern Art, Black could have moved on to reputation restoration.

But that was not to be.

His former mistress Guzel Ganieva filed a lawsuit for alleged sexual assault—later adding an allegation that Black tried to force her into sex trafficking for Epstein.

Using the legal representation of John Quinn, name partner of Quinn Emanuel, Black filed a countersuit. In it, he alleged what he essentially is asserting now: a smear campaign.

On Jan. 18, Black's legal team reinforced that with another filing. The lawyers seek phone records to provide evidence of a relationship among Black's former partner and Apollo Global Management Inc. co-founder Josh Harris, PR pro Steven Rubenstein and Ganieva. All in that loop deny the connection.

Evan Farber, an attorney for Rubenstein, said in a statement to the Financial Times that "Mr. Rubenstein and his firm have had absolutely no relationship with Ms. Ganieva, past, present, formal or informal."

The story goes like this: Harris, as indicated, had previously been Black's partner at Apollo and co-founder of that financial empire, had his eye on the CEO position after Black had stepped down. But Marc Rowan got that plum instead.

If Black's accusation is taken seriously, this could send an arctic blast through the public relations industry. Also, there could be a flight of Rubenstein clients.

Jane Genova provides marketing communications for blockchain, cryptocurrencies, NFTs, and much more. Fees at Genova Communications are customized for your budget. Complimentary consultation - janegenova374@gmail.com.



Jane Genova

UN SEEKS PR FOR SAUDI ARABIA RIGHTS PUSH

The United Nations Development Programme is looking for a media partner to highlight its effort to promote and protect human rights in Saudi Arabia.

The collaborative effort with the Saudi Human Rights Commission also seeks to strengthen the Kingdom's engagement with international human rights organizations.

The UN's partner will review the SHRC's social media content, identify challenges that it faces and gauge its influence across all media outlets. It will identify "ways and means in dealing with misleading information, negative rumors or harmful content," according to the RFP.

The assignment will begin on March 1 and last for three months. Work will be carried out in the selected firm's office.

The UN will pick up the tab if travel is required to Riyadh. Responses are due Jan. 31.

[Read the RFP.](#)

EMBATTLED MANHATTAN DA TURNS TO HELLER

Manhattan district attorney Alvin Bragg, who has come under fire for his memo to prosecutors telling them to seek prison time only for those charged with serious crimes, has reached out to crisis pro Risa Heller.



Alvin Bragg

Bragg and Sewell held a meeting to iron things out, and they promised to conduct more “collaborative discussions.”

Heller, who runs Risa Heller Communications, was communications director for New York Senator Chuck Schumer and ex-Governor David Paterson.

The [Post editorialized on Jan. 18](#) that Bragg wouldn’t need crisis PR help if he just focused on doing his job rather than pursuing “a let-’em-loose approach to law enforcement.”

GLASSMAN COUNSELS MEXICO ON TRADE

James Glassman, writer/consultant who served as US propaganda chief during George W. Bush’s administration, is providing “perception management” advice to Mexico on improving its ties with the US.



James Glassman

document.

Glassman co-wrote “Dow 36,000” in 1999, a book that predicted the Dow Jones Industrial Average would triple by 2005. The Dow hit the 36,000 mark on Nov. 1, 2021.

BONOBOS CEO EXITS FOR TIAA COMMS POST

Micky Onvural, who was CEO of the online menswear company Bonobos, has joined TIAA as chief marketing and communications officer.



Micky Onvural

At TIAA, she will promote its mission to provide lifetime income for its clients and improve its digital-first push.

She reports to president & CEO Thasunda Brown Duckett and joins the executive committee of the financial services giant.

The *New York Post* also reported that Bragg has talked with his former boss, US attorney Preet Bharara, about dealing with the wave of criticism over his directive to downgrade some felonies, such as commercial armed robberies.

Bragg, who took office on Jan. 1, received flak from NYPD commissioner Keechant Sewell, who claimed to be very concerned over his agenda.

He’s also counseling Mexico’s ambassador Esteban Moctezuma Barragan on matters concerning the implementation of the US-Mexico-Canada trade agreement.

Glassman, who does not have a formal contract with Mexico, met with Moctezuma twice in December to discuss trade issues and drafted a document. The ambassador, who took office in March 2021, decided not to use the

ACCOUNTS IN TRANSIT

The **Weinbach Group** will handle PR duties for the **Miami-Dade County Department of Cultural Affairs**. The firm will serve multiple entities within the County’s cultural arts department, including the South Miami-Dade Cultural Arts Center, Miami-Dade County Auditorium, and the newly renovated African Heritage Cultural Arts Center in Liberty City. With a \$53 million operating budget, the department presents hundreds of performances each year.

G&S Business Communications re-ups as US region agency of record for **Syngenta Crop Protection**. For more than two decades, G&S has focused on the company’s marketing communications and will now expand its role to include a greater emphasis on digital marketing, as well as the development and management of original creative and advertising campaigns. Syngenta works to help growers do more with less and is a global provider of products and solutions for every step of the agronomic process. “G&S’ depth and understanding of our business, and their ability to deliver seamless and innovative omnichannel campaigns across earned, owned and paid channels made them an ideal fit for this expanded remit,” said Syngenta head of marketing for crop protection Jeff Cecil.



MSS Media has partnered with **Rutgers Business School** on a geographically targeted transit advertising campaign. The Miami-based media and PR agency provided media buy and placement services for the school’s Master of Accountancy in Financial Accounting enrollment campaign. The campus media campaign is designed to increase program awareness, generate repeat exposure, and influence the target demographic while maximizing Rutgers Business School’s return on ad spend.

5W Public Relations is named PR agency of record for **Fellow Barber**, a chain of barber shops that also sells a line of grooming products. The agency will lead strategic media relations for the company, building on its legacy in New York, highlighting its brand story and supporting company announcements, including regional and nationwide expansion. Noting 5W’s “proven track record in the beauty and grooming space,” Fellow Barber head of retail and marketing Mindy Dulberg said that “it’s clear they have a great understanding of our business.”

Imagine PR is engaged to provide media relations and organize press trips for **Swiss Deluxe Hotels**, the **Trans Bhutan Trail** and **The Principal Madrid**. Founded in 1934, the Swiss Deluxe Hotels association comprises 39 five-star hotels in Switzerland. The Trans Bhutan Trail, which is set to reopen in March for the first time in 60 years, spans 250 miles from the east to the west of Bhutan. The Principal Madrid, a member of Small Luxury Hotels of the World, is a 76-room property in Madrid’s central district.

Marketing Maven renews its contract with **Visit Conejo Valley**, the official tourism marketing organization for the cities of Thousand Oaks and Agoura Hills, CA. The agency aims to increase visitation and bolster the economy, inviting top-tier travel and hospitality media and influencers to stay in the area. It has three media trips planned for the first quarter of 2022, with more lined up.



NORTHWEST IRELAND SEEKS TRAVEL PR

The northwest region of Ireland is seeking a marketing campaign to bolster tourism from the US, UK and Germany to the counties of Donegal, Sligo and Mayo.



**Tourism
Ireland**

The COVID-19 and the uncertainties related to Brexit have delivered a blow to tourism to northwest Ireland.

The region also suffers as Ireland's tourism market is weighted in favor of the east and southwest.

Northwest Ireland is heavily dependent on tourism as a key driver of economic development and job creation. Prior to COVID, one in ten people living in the northwest worked in the tourism sector.

The region plans to issue a two-year contract targeted at "great escapers, adventurers, culturally curious and diaspora," according to the RFP. It has budgeted the push at \$700K.

Proposals are due Jan. 31 at www.etenders.gov.ie.

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

DEEP SPACE COALITION BLASTS OFF

The Coalition for Deep Space Exploration has registered to lobby Washington in support of its mission for a long-term, sustainable direction for the nation's space investments.

It advocates for policies and budgets that enable progress in human exploration, science and utilization of space efforts including NASA's Artemis program to return humans to the moon by 2025, according to the Coalition's mission statement.

Aerospace veteran Frank Slazer heads the Coalition. He was VP-strategy & business development at Aerojet Rocketdyne; and VP-space systems at the Aerospace Industries Assn.

Christen Kapavik is the Coalition's director of strategic alliances and operations. Prior to joining the Coalition, she was a staffer for Congressman Bill Posey, whose district is home to the Kennedy Space Center and Cape Canaveral.

Coalition board members include Boeing, Northrop Grumman, Aerojet Rocketdyne, Lockheed Martin and Jacobs, the engineering giant.

LONGACRE, EDELMAN WORK KOHL'S BATTLE

Longacre Square Partners is handling media for Macellum Advisors GP's run at Kohl's retail chain, a company it claims is in need of necessary operational, financial and strategic improvements. [Edelman](#) works for Kohl's.

Shares of Kohl's are trading at \$47.68. They have traded in a 52-week range of \$64.89 to \$42.68.

Macellum, an activist trading fund, believes Kohl's, which has real estate assets valued at \$7B to \$8B, would trade at up to \$100 per share with an optimized balance sheet and improved execution.

It threatens to nominate a slate of directors at the 2022 annual meeting, unless the retailer decides to collaborate with Macellum and implements changes to improve its performance.

The Menomonee Falls, WI-based retailer says it refreshed its board last April with three independent directors as part of a settlement with an investor group that included Macellum.

It plans to announce a new financial framework and capital allocation strategy on its annual investor day scheduled for March 7.

Longacre's Greg Marose, Casie Connolly and Bela Kirpalani represent Macellum Edelman's Lex Suvanto handles Kohl's.



NEWS OF FIRMS

[Caplan Communications](#), which celebrates its 18th anniversary on Feb. 4, was called the No.1 firm for environmental groups in the recently published "[The Role of Public Relations Firms in Climate Change Politics](#)," Brown University's

investigation into the PR industry's influence in climate politics. Caplan's practice also represented the EPA union's Save the U.S. EPA campaign, wrapping up after the



35-day federal government shutdown ended. Other Caplan clients include American Rivers, Center for Science in the Public Interest, Defenders of Wildlife, Earthjustice, Environmental America, Natural Resources Defense Council, National Wildlife Federation and Union of Concerned Scientists.

[Barabino & Partners](#), an Italian communications group with fully owned subsidiaries in London, Berlin and New York, acquires [B2P Communications Consulting](#), a Franco-German consulting firm specialized in strategic communication and media relations, with offices in Paris, Berlin and Munich. During an initial transition phase, B2P will remain independent and continue to be led by its founder, Bénédicte de Peretti, alongside Federico Steiner, managing director and equity partner of B&P. Philipp Lehmann will progressively take over the responsibility for B2P's German and international activities, while Frank Paul Weber will lead the team in Paris.

[Allison+Partners](#) forms an affiliate relationship with São Paulo-based agency [Talquimy](#), increasing the Latin America footprint of Allison+Partners-branded offices to ten. Talquimy will operate as Allison+Partners Brazil and agency partners Ronald Mincheff, Leticia Lyra and Fábio Siqueira will lead the business operation for the market. In addition to Brazil, the agency has operations in Mexico, Costa Rica, Peru, El Salvador, Guatemala, Panama, Honduras and Ecuador. The new relationship also increases Allison+Partners' presence to 34 markets worldwide.

[Bogaards Public Relations](#) is launched by Paul Bogaards, who served as spokesperson and director of publicity and media relations at publisher Alfred A. Knopf for three decades. He is joined in the effort by Stephanie Kloss, who worked with him at Knopf as executive creative director, advertising, marketing and promotions. Bogaards PR has already signed up several high-profile clients, including Robert Caro and the estate of Joan Didion.



Paul Bogaards

[Red Lorry Yellow Lorry](#) opens a new North American office in Austin, TX. The office supplements the agency's existing US sites in Boston and Los Angeles, increasing its global office count to six alongside its London headquarters and European locations in Paris and Berlin. The lorry's Austin office will seek to capitalize on the city's emergence as a tech hub, working with enterprise IT clients.

[De Bruijn PR](#) joins IPREX as the network's Dutch partner agency. Founded in 2016 by Marianne de Bruijn, the Amsterdam-based firm offers marketing PR, corporate PR, recruitment PR, influencer PR and marketing to clients in sectors including healthcare, financial services, food, IT and recruitment. It works with such clients as Storck, Monsterboard, Intigris, NOWJOBS Netherlands & HG.

COMMENTARY



Ivanka Trump

Ivanka Trump must become wistful when she recalls the good old days of early 2017 when her biggest worry was about retailers dumping her clothing line.

Dad, Donald, lashed out at Nordstrom via Twitter for treating the First Daughter “so unfairly” after it pulled Ivanka’s line from its shelves. Neiman Marcus also joined the fun and dropped her clothes.

Ivanka was cast into a harsh media spotlight after White House counselor Kellyanne Conway told Fox News fans to “go buy Ivanka’s stuff.” How tasteless of Kellyanne.

But Ivanka had no inkling what PR disasters were in store. She is now besieged by the House committee probing the January 6 insurrection. It wants to know whether she tried to persuade Dad to call off the thugs that trashed the Capitol.

And then there is New York’s bulldog attorney general Tish James who alleges that the First Daughter was deeply involved in the financial shenanigans at the Trump Organization.

Be strong, Ivanka.

Donald Trump casts PR shade on Hong Kong and Shanghai Bank Corp. In his just-released Dec. 16, 2020 unsigned executive order, which is loaded with typos, calling for the Defense Dept. to seize Dominion Voting Systems machines in Antrim, MI, Trump implied that HSBC was part of a conspiracy to rig the election.

Trump noted that Toronto-based DVS assigned its intellectual property, including patents on software, to HSBC, “a bank with its foundation in China and its current headquarters in London.”

We know The Donald wasn’t a big fan of China, but Britain? Didn’t he long for a tea with the Queen?

“Her people said she hasn’t had so much fun in 25 years. Then I got criticized for it because they said we were having too much fun,” he said after his state visit to the UK in 2019.

Trump did bring out thousands of people to the streets of London, but they weren’t exactly his fans.

Buck up, Joe. Poll after poll shows that our time-warped president suffers approval ratings in the same depressing neighborhood that were chalked up by his predecessor.

That’s because the 79-year-old commander-in-chief somehow thinks he’s still operating in the Senate of his “youth” that featured giants such as Ted Kennedy, Jacob Javits, Bob Dole, Fritz Hollings, Mark Hatfield and Lloyd Bentsen.

A president could deal with those giants of the Senate.

If Scranton Joe wants to survive his remaining three years in office, he has to ditch the dithering with the Senate and direct his PR at the American people.

Biden has to forget the Senate and pitch the benefits that will flow from the best parts of his Build Back Better program.

He can take some solace in a CBS/YouGov poll released Jan. 16 that showed 50 percent of Americans were “frustrated” with Biden and 49 percent were “disappointed” in him.

I’m frustrated and disappointed in Biden, but I won’t write him off yet. The alternative to Biden is just too plain scary.

Boosting America’s sagging trust could be an ancillary benefit of Biden getting his agenda back on track.

The 2022 Edelman Trust Barometer shows the US trust index has declined 10 points to 43 percent since 2017.

That falloff, which began in Trump’s first year of office, makes sense. His administration’s kowtowing to Russia, bashing of the media, disdain for science and dismal track record in handling the pandemic led many to lose faith in government, media, business and NGOs.

America’s trust index is heading for the bulging dead letter department of the Post Office, but Biden has a chance to turn things around by delivering on his promises.

White House accomplishments would boost America’s trust in government, which in turn would generate a degree of goodwill toward business and the press.

BTW Joe, how is your plan to replace postmaster general and Trump political hack Louis DeJoy coming along? That is another one of your missed golden PR opportunities.

Mighty Unilever took a PR stumble as it walked away from a \$68B takeover offer for GSK Consumer Health.

The company was forced to acknowledge its bid for the maker of Tums, ChapStick, Polident, Advil and Aquafresh on Jan. 15 after news leaked to the press.

On Jan. 17, Unilever issued an update to stockholders that GSK Consumer Healthcare would be a “strong strategic fit,” creating scale and a growth platform in the US, China and India. After getting a cold shoulder from GSK, Unilever bailed out Jan. 19, saying it was unwilling to raise the asking price.

The move left Unilever with a proverbial egg on its face. Tulchan Group handles the company’s financial PR.

Oops, blame the new person... That’s what Fleishman-Hillard did in informing the Justice Dept. that it screwed up its Foreign Agent Registration Act filing on behalf of the United Arab Emirates.

In conducting due diligence regarding its six-month supplemental statement, FH noted that it “inadvertently failed to file copies of press releases and media outreach to editors and reporters” on behalf of the UAE.

“This omission resulted from the addition of new personnel to the project after a period of inactivity, unintentional error, and insufficient communication between team members,” the chastised Omnicom unit told the FARA unit.

The Justice Dept. shouldn’t fret over a repeat performance because FH team members “will receive additional refresher training on FARA compliance.”

During the reporting period, the Justice Dept. may have missed out on FH’s work for the UAE in areas such as food, security, climate change, the country’s space agency, Net Zero by 2050, and the Emirati Interplanetary Mission.

BTW, Happy 50th Anniversary UAE.

We hope FleishmanHillard sent a nice birthday card to president Khalifa bin Zayed Al Nahyan. —Kevin McCauley