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O'Dwyer's Newsletter



**The Inside News of
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DOLPHIN CLOSES \$11M DOOR DEAL

Dolphin Entertainment, parent company of entertainment PR powerhouse 42West, has acquired The Door for \$11M, which includes a performance-based contingent consideration of \$7M.



The Door, which focuses on hospitality/lifestyle PR, branding and marketing services, has offices in Los Angeles, Chicago and New York.

Its clients include FAO Schwarz, Rachael Ray, Viceroy Hotels & Resorts, Virgin Hotels, Shake Shack, and Union Square Hospitality Group.

Dolphin CEO Bill Dowd believes the ability of the combined firms to span the movies, TV, music, hospitality, epicurean and consumer products spectrum “multiplies the impact of each individual firm and makes the combination uniquely powerful.”

The Door chalked up 2017 revenues of \$5.5M and an operating profit before guaranteed payments to partners of \$568,794.

Lois Najarian O’Neill and Charlie Dougiello founded The Door a decade ago.

ADVOCACY GROUP ISSUES RFP

West Palm Beach-based social change advocacy and grant-making organization the Jewish Women’s Foundation of the Greater Palm Beaches is seeking a PR partner to increase awareness of the organization as well as attract new trustees, sponsors, community participation and donors for its signature annual fundraising event.

JWF seeks an agency that can raise visibility for its Imagine the Possibilities fundraising campaign and luncheon, which supports the organization’s grants, community education events and leadership development programs. That event is scheduled for December.

Scope of the work includes creating a social media strategy, media relations work and creation of a strategy that increases corporate sponsorships and attendance for the Imagine the Possibilities event.



The project carries a maximum budget of \$15,000. Deadline for proposals is August 10.

Contact is Erin Leibowitz, JWF Development Associate, 561/275-2234 or via email, erin@jwfpalmbeach.org.

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

SIMON EXITS AS PRSA/NY PRESIDENT-ELECT

D S Simon Media CEO Doug Simon has stepped down as president-elect of Public Relations Society of America’s New York chapter.



Doug Simon

Simon, who declined to give reasons for his resignation, wishes “the chapter the best moving forward and expects to be a resource for them in the future.”

Sharon Fenster, of Fenster Communications, is president of the PRSA chapter. “We wish Doug Simon well,” she said via an email. She declined to say who will step up to Simon’s post.

In an email PRSA/NY leadership, Simon wrote:

“I understand that the fact that I’ve resigned is public record. Any information beyond that to be shared should be consented to by me. I have copied my attorney on this e-mail. If anything is released or communicated beyond that which is defamatory in nature, I may have no other choice than to pursue legal action. Otherwise, I wish you continued success.”

At the June 14 Big Apple Awards gala, Simon presented the award for best media coverage of the PR industry to this publication.

SORRELL BEATS WPP BID FOR MEDIAMONKS

Martin Sorrell’s S4 Capital corporate shell company topped bids from WPP and Accenture Interactive for MediaMonks, the Netherlands-based digital production shop.

The \$300M deal is the first made by Sorrell since he was extracted from the helm of WPP, which he launched 33 years ago, in April

MediaMonks has 750 staffers in Amsterdam, Stockholm, London, New York, Los Angeles, Mexico City, Sao Paulo, Buenos Aires, Dubai, Shanghai, Singapore.

Sorrell, who will become “senior monk,” said his acquisition “represents a significant step in building a new age, new era, digital agency platform for clients.”

He plans to follow-up by adding data analytics and digital media platform companies to S4 Capital.

WPP claims Sorrell’s deal breaches his confidentiality agreement, alleging that he reviewed MediaMonks’ financials and growth prospects while still CEO at the ad/PR giant.

Project Associates handles PR for S4 Capital.



Martin Sorrell

WRIGHT TAKES OVER AS HAVAS NA CEO

James Wright, who was running Red Agency in Australia and Havas PR operations in the Asia/Pacific region, has been named Havas PR North America chief.



James Wright

He takes over for Marian Salzman, who exited in April for the top communications post at Philip Morris International.

Wright also will chair the Havas PR Collective, which has more than 1,500 staffers in 40 agencies.

He's expected to expand Havas' position in North America and foster increased collaboration overseas.

Havas chief Yannick Bollore said he believes Wright's experience is "what we need to deliver a strong, cohesive earned and experiential offer."

ABU DHABI INVESTMENT AUTHORITY TABS FTI

FTI Consulting Group has inked a global communications and media relations agreement with Abu Dhabi Investment Authority. The monthly retainer is \$48,950.

The agreement, which runs from June 21 to March 3, 2019, calls for FTI to "proactively manage external interest in relevant ADIA transactions to protect ADIA's reputation as a responsible, long-term investor."

The ADIA work comes out of FTI's London office. Andrew Walton, senior managing director/global head of financial services, and Jon Earl, managing director and head of Middle East strategic communications, handle the account.

JOELE FRANK HANDLES BROADCOM/CA DEAL

Joele Frank, Wilkinson Brimmer Katcher is handling Broadcom's \$19B deal to acquire information technology management software company CA Technologies.

The move follows Broadcom's unsuccessful takeover bid for Qualcomm, a deal blocked by the Committee on Foreign Investment in the US.

The \$44.50 per-share cash offer for New York-based CA is a 20 premium over its July 11 closing stock price.

The deal is expected to close by the end of the year.

Joele Frank, Steve Frankel and Andi Rose are working the deal.

SAMPLE NAMED PR COUNCIL PRESIDENT

The PR Council announced that Kim Sample, who has more than 30 years of PR experience, will take over for president Renee Wilson on August 1.

Sample did a 13-year stint at Ketchum before launching Omnicom's Emanate shop and doing an executive VP/general manager stint at Text100.

Matt Harrington, PRC chair and Edelman COO, led the five-member board committee that conducted the search for Sample.

Wilson, who was global chief client officer at MSLGroup, assumed the PRC president post in 2016.



Kim Sample

ACCOUNTS IN TRANSIT

Weber Shandwick is repping **Warner Bros. World Abu Dhabi**, which is gearing up for a July 25 grand opening. The largest Warner Bros. branded indoor theme park, the 1.65-million-square-foot facility is located on Yas Island, which is also home to Ferrari World, Abu Dhabi and Yas Waterworld. In addition to rides and "truly immersive environments," the park will also offer a wide range of restaurants, shops and live entertainment.



Finn Partners has been named global public relations and social media agency of record for **Backpack Health**, a mobile and cloud-based app that helps people better manage and access personal health information. The agency will support Backpack Health with a global team co-led by Michael Henley, partner, New York, and Goel Jasper, managing partner, Jerusalem. Gil Bashe, managing partner, Finn Partners Global Health, will serve as strategic advisor to both the Finn team and Backpack Health leaders.

5W Public Relations has been named PR agency of record for AI influencer technology and social intelligence firm **Influential**. Backed by IBM Watson, Influential helps clients to connect and leverage relationships with the best social media influencers for their brands. 5W is working to position Influential as a major player in the digital marketing space.

Hemsworth Communications has been hired as agency of record for **John Offerdahl's Gridiron Grill-Off Food, Wine & Music Festival**.

Hemsworth will manage the event's media relations strategy, execute local and national media relations campaigns, develop creative tactical promotions and handle on-site media during the event, which pairs chefs from South Florida restaurants with former NFL stars in a grilling competition.



Trevelino/Keller has been enlisted by integrated automotive media brand **Caffeine and Octane** to help enhance the brand and its assets, as well as drive awareness from potential partners and sponsors. In addition to its show on the NBC Sports Network, which features custom, classic and exotic vehicles and the owners who drive them, Caffeine and Octane reaches millions of auto enthusiasts through its events and digital programming.

Group Gordon adds foursome: **The Trust (Powered by the NFLPA)**, an NFL Players Association-sponsored organization that provides services and resources to former NFL players transitioning off the field; **Columbia Children's Health**, the pediatric medical staff of Columbia University Medical Center; **Benjamin N. Cardozo School of Law**; and **HERE to HERE**, a joint effort by the James and Judith K. Dimon Foundation, DreamYard, and Big Picture Learning focused on enhancing career pathways for young people, beginning with in-school youth and in the Bronx.

WEBER SHANDWICK ACQUIRES THAT LOT

Weber Shandwick has acquired That Lot, social creative shop in London that was founded by British comedian David Schneider, writer David Levin and managing director David Beresford.

The firm, which bills itself as a social-first, platform-specific and production outfit, represents brands such as Channel 4, BBC, Fox, *The Guardian*, Johnson & Johnson and HSBC.

Andy Polansky, CEO of Weber Shandwick, said That Lot is “at the forefront of creating innovative and compelling social creative for a range of brands and businesses.”

Levin said while That Lot is geared to understanding and adapting to the way audiences use social media to ensure clients

use the right platforms to engage audiences, telling powerful human stories is at the heart of what the firm does.

With the acquisition of That Lot and Flipside in 2016, Weber Shandwick has made London a hub of digital expertise.

EX-CONGRESSMAN MCKEON TO REP SAUDIS

Former California Republican Congressman Buck McKeon has signed up as representative of Saudi Arabia for a year to work the Trump Administration and former House colleagues on behalf of the kingdom.

The 79-year-old former Armed Services Committee chairman’s McKeon Group is in line for a \$50K monthly retainer.

Saudi Arabia, according to its letter of engagement with MG, has the right to terminate the relationship immediately in the event that MG “engages in conduct that may negatively impact MG’s image and, by association, the public image of the client.”

The firm joins MSL Group on the Saudi payroll. MSL’s Qorvis unit is the long-time “go-to” firm of Saudi Arabia.

MSL receives a monthly \$279,500 retainer from Saudi Arabia.

GRAYLING VET SCHRAEDER TO RF|BINDER

Dave Schraeder, most recently senior VP and crisis management lead at Huntsworth’s Grayling, has moved to RF|Binder for the executive managing director post.

He will oversee the independent firm’s corporate and financial services practice.

Schraeder has counseled financial services, drug, technology and professional services clients.

He has advised top executives on crisis situations including data breach, cybersecurity, executive transitions and patient deaths and other sensitive situations.

Prior to Grayling, Schraeder was US corporate communications head of the World Gold Council and VP in MSLGroup’s corporate unit.



Dave Schraeder

MEDIA MANEUVERS

The Walt Disney Company is putting down \$650 million to acquire a 99-year lease on a large development site at 4 Hudson Square in lower Manhattan. According to Disney, the new location, which occupies a full city block, will be home to its New York operations. Disney is the parent company of ABC. The purchase comes as the company is finalizing the sale of ABC’s Upper West Side complex to Silverstein Properties for what The Real Deal reports is over \$1 billion. ABC would continue to lease the Upper West Side property until work on its new facilities at Hudson Square are completed.

The
WALT DISNEY
Company



Condé Nast has launched a streaming TV channel for *Wired*, the publisher’s science and tech focused magazine and website. The channel became available on Apple TV, Amazon Fire TV and Android TV July 1, and it is expected to debut on Roku this month. Programming on the *Wired* channel includes videos and shows from *Wired.com* and its YouTube channel, as well as original programming and licensed movies and TV shows. *Wired*’s YouTube channel has 2.3 million subscribers, and Condé Nast sees the streaming channel as a way to reach even more people.

Oprah Winfrey, whose multi-year content agreement with Apple was announced on June 15, is investing in “health-driven restaurant” True Food Kitchen, according to a statement from the company. Winfrey has joined the True Food Kitchen board of directors and will take a role as a consultant for the company, which is majority-owned by New York-based Centerbridge Partners. Winfrey also has a \$43 million investment in Weight Watchers.

NEWS OF FIRMS

APCO Worldwide has launched the “APCO AI Comms Lab,” an innovation center which utilizes artificial intelligence-driven solutions to build and protect the reputations of major global brands, governments and organizations. The lab originates from APCO’s Dubai office, with the innovation center integrated into other offices throughout the firm’s global network, and is led by Imad Lahad, senior director and co-lead of APCO’s global digital practice. It is intended to help clients fast-track AI solutions and technologies that use a data-driven scientific approach.



Imad Lahad

French/West/Vaughan chairman and CEO Rick French has teamed up with Patrick Shanahan, founder and president of Denim Buffalo Films, to form Prix Productions. The company, which will be headquartered in downtown Raleigh with an office in Los Angeles, will focus on the acquisition, development and production of feature films and documentaries. French will serve as managing partner, focusing on IP acquisition, financing and production. Shanahan, based in L.A., will oversee writing and directing.

STREAMING SURGES AHEAD IN POPULARITY

Live video streaming continues to gain adoption worldwide, with consumers viewing more content more often from an increasingly diverse array of sources and devices, according to a global survey of consumer live video streaming preferences by ad organization the Interactive Advertising Bureau.



Nearly half (47 percent) of consumers worldwide who watch live streaming video said they're viewing more of this content today than they were a year ago, according to the IAB survey. In total, more than two-thirds (67 percent) said they've streamed live video content, and 70 percent of those viewers said they now engage in the activity at least twice a day.

Smartphones are now the most frequently-used device to live stream video content, cited by 62 percent of respondents, followed by smart TVs.

There's little question that all this streaming activity is coming at a cost to traditional TV consumption. Nearly half (44 percent) of consumers said they now watch less live TV as a result of the new streaming options available to them.

Where are consumers watching this content? More than half (52 percent) of viewers said their preferred source of live video is found on social platforms like Snapchat, Instagram, Facebook and Twitter, compared to digital streaming subscription like Hulu or Netflix (41 percent), a TV network website or app (34 percent), a gaming site or app (33 percent) or a pay TV service provider (21 percent).

The U.S. appears to buck the trend somewhat in this regard. American viewers appear more likely to watch live video through a digital streaming subscription service than their worldwide counterparts (43 percent versus 41 percent). Globally, viewers are more likely to stream live video by other means (social platforms, a TV network site or app, a gaming site or a pay TV service provider).

When it comes to the factors influencing users' streaming video source of choice, 45 percent said quality content makes that determination, followed by the speed of an available Internet connection (38 percent) and whether that service is free or requires a subscription (35 percent).

More than half of consumers who stream live video content (52 percent) said they prefer free, ad-supported live streaming as opposed to subscription or à la carte services. About a third of respondents said they now pay for TV or subscription video services.

Respondents said TV shows are the most preferred type of content to stream, followed by sports, tutorials, gaming and news.

IAB's "Live Video Streaming: A Global Perspective" survey was conducted in May by mobile market research company OnDevice Research in 21 markets around the world.

CMOS UNSURE OF CONTENT MARKETING ROI

Content marketing programs remain a top priority for marketers this year, but measuring ROI and keeping up with the competition are the greatest challenges marketers face in the course of developing a content strategy, according to an annual study analyzing the challenges and trends behind content marketing strategies by Boston-based healthcare and B2B tech agency PAN Communications.

PAN's latest "Content Fitness Report" found that more than 60 percent of chief marketing officers surveyed said they view content marketing as a top budget priority for the year.

However, PAN's study also found that 65 percent of marketers still report a lack of confidence in measuring the impact of their strategies, and 62 percent said they struggle with the prospect of determining the ROI associated with their content marketing efforts.

Only 20 percent said they have a successful content marketing program in place, while nearly the same amount (21 percent) reported feeling "ahead of their competitors" when it comes to the strength of their content marketing efforts.

While the PAN study found that content marketing budgets have grown overall, more than a quarter of marketers surveyed (26 percent) said their content marketing budgets have either remained stagnant or decreased since 2017, while 28 percent said their content marketing budgets grew by only five to 10 percent. Only 16 percent of the marketers surveyed reported that their budgets grew by 25 percent or more.

The study also found that nearly two-thirds of the marketers surveyed (58 percent) reported still being in the beginning stages of their influencer marketing programs, and 33 percent said they currently lack a mobile-first strategy.

PAN's fifth annual "Content Fitness Report" included responses from more than 200 CMOs based in the U.S. The survey was conducted in March.



PEOPLE ON THE MOVE

March Communications has brought on **Parry Headrick** as senior vice president of marketing and communications. Headrick joins March from Matter Communications, where he was vice president of marketing & communications. Before that, he was vp of marketing for San Francisco-based Shift Communications.

The Washington Redskins have promoted **Zena Lewis** to director of communications. Lewis, who joined the Redskins staff during the 2015 off-season, provides media scheduling, promotional efforts, counsel and media training surrounding the Redskins players. Before coming to the Redskins, he contributed to game day press operations for the Tennessee Titans, Detroit Lions, Miami Dolphins and Atlanta Falcons.



HIRSHLAND HIRED TO HANDLE USOC SCANDAL

The United States Olympic Committee named Sarah Hirshland CEO as the embattled organization seeks to rebound from the sex abuse scandal surrounding former USA Gymnastics doctor Larry Nassar.



Sarah Hirshland

Hirshland will join USOC in August from the US Golf Assn, where as chief commercial officer she's responsible for global media, PR, community relations, content distribution, corporate partnerships, licensing and the Golfer Handicap Information Network.

She succeeds USOC acting CEO Susanne Lyons, who took the spot after the February resignation of CEO Scott Blackmun. He stepped down amid criticism of USOC's handling of the Nassar scandal.

More than 250 girls and women alleged that Nassar abused them while under his medical care. He's serving a 60-year sentence in federal prison.

EDELMAN'S MORRIS GOES TO GROWTH

Jennifer Morris, who was senior VP-corporate & PA at Edelman has moved to biofuels trade group Growth Energy, for the VP-communications & PA position.

Her job is to promote the ethanol story to policymakers, consumers, industry stakeholders, according to GE CEO Emily Skor.

Prior to Edelman, Morris was head of global PA and financial literacy for Visa, where she developed positioning and messaging for issues related to product, pricing and acceptance.

SS&A REPS PHILIPPINES TRADE AGENCY

The Philippines' Department of Trade and Industry, the government agency tasked with bolstering innovation and job growth in the Southeast Asian country, has hired lobbying firm Sorini, Samet & Associates to advocate in Washington on behalf of a possible free trade agreement between the U.S. and the Philippines.

SS&A in May signed a pact for the same purpose with the Confederation of Garment Exporters of the Philippines, a private association comprised of companies involved the Philippines' garment trade.

The account brings in SS&A a total of \$30,000, to be paid in six monthly installments of \$5,000.

C&B PITCHES FOR PRO-ISRAEL THINK TANK

Pro-Israel think tank The Jewish Institute for National Security of America has retained international law firm Covington & Burling to advocate U.S./Israel defense and foreign relations matters on Capitol Hill.

Founded in 1976, the nonprofit has claimed to be "the most influential group on the issue of U.S.-Israel military relations."

JINSA has hired C&B to promote recommended implementations made by the advocacy organization's task force regarding strengthening security capabilities between the U.S. and Israel, according to lobbying registration documents filed in July.

A VIEW FROM THE OTHER SIDE

After serving in leadership roles across a variety of PR firms – from global players to my own agency – I've participated in any number of agency searches and presentations. Recently, though, I played a role on the other side of the table.

A long-time client of our agency asked us to take the lead in conducting a search for a new investor relations firm for them. After all, who better to evaluate an agency than an agency insider? We know how agencies operate, and have a sense for what's behind the presentation.

Leading and participating in this process provided a few interesting insights that might help agencies refine their processes and presentations.

You have to do your homework. It was apparent when an agency went beyond the traditional background research about a prospective client. During the screening process, after we whittled down the candidates to a handful of finalists, I offered a Q&A call with each agency, where they could ask me about the prospective client, based on my work with them. Not every agency took advantage of this, and the ones that did learned something that helped with their in-person presentation.

Don't cobble together a team that hasn't worked together. You can't fake chemistry. During in-person presentations, it was easy to tell which agencies had solid working relationships and which brought together talent from different areas to form a team. People want to work with other people who get along—clients are no different.

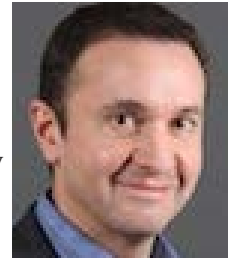
Be transparent. Some agencies have things they'd rather keep in the background, but those are the things that a prospective client's antennae will pick up on during a presentation. And typically, these issues are around billing and billing rates. It's better to place these issues front and center.

Accuracy counts. In my peer group, we all comment on the lack of attention to detail and accuracy among some younger professionals, but it was surprising to see this issue during the new-business process. If you can't spell a prospective client's name correctly, you're almost sure to find yourself in the early elimination pile.

Stay in touch. I've noticed that the smart agencies that weren't selected are finding opportunities to keep in touch. They're sending information that might be of interest to the client, without being intrusive or in any way threatening to the agency chosen. This is still a business built on relationships, which can be a long-term play.

At times, we may overreach in the agency business, in a quest to dazzle a prospective client with a breadth and scope of services that are beyond what they're looking for. But based on my recent experience, the moments that mattered came when an agency demonstrated real knowledge and understanding, and – more importantly – made the human connection with the client. In other words, the basics still count – a lot – in this business.

Larry A. Meltzer is a founder and principal of Dallas-based MM2 Public Relations.



Larry Meltzer

COMMENTARY

IHOB, IHOP—IS THIS HOW TO DO BRANDING?

For habitués of The International House of Pancakes—formerly known as IHOP—the chain has switched its name back from IHOB, following a June promotion of its burger capabilities.



What's the point, you may ask. Did they sell a lot of burgers? Did they change any minds about why one should go to IHOP for a memorable dining experience?

The pancake chain began revamping its burgers more than a year ago, IHOP's president, Darren Rebelez, told Business Insider, as it has tried to boost sales outside breakfast.

Did the recent IHOB burger campaign change my mind and light up an unquenchable craving for an IHOB burger over the nine thousand other offerings out there?

No matter, because now pancakes are back at IHOP/HOB:

"We're giving away 60¢ short stacks on July 17 from 7a-7p for IHOP's 60th birthday. That's right, IHOP! We'd never turn our back on pancakes (except for that time we faked it to promote our new burgers)," the chain posted on Facebook and Twitter.

Well, there it is, folks: The International House of Everything—IHOE—has admitted that they "faked it." What else are they faking?

Is this the way to do branding, literally twisting an image cultivated over the past sixty years of American

restaurant history? Would McDonald's ballyhoo a corporate name switch to McWraps to get people thinking beyond the traditional hamburger? I don't think so.

Branding is a disciplined process that is usually practiced over years, decades, even centuries, in the case of Guinness Brewery. Branding isn't a publicity stunt that lasts a month, and it isn't a success because the number of adults talking about your brand increased from 19 percent to 30 percent, or you lit up social media for a week. Thirty percent is still lousy, and all you've done is confuse people about what you are in business to deliver.

So, PR people, if your CEO gets talked into a move like IHOP's by the marketing department, or worse, has a brainstorm while sailing in the Caribbean and gets the marketing department to buy into it, what do you do?

Talk him or her out of it. Point to all the companies that have frittered away their valuable brand assets by overexpanding like GE, overextending like Harley Davidson, or trying to occupy two market positions at once. Talk about the potential impacts on reputation, and possibly even the stock price. The stock price always gets to CEOs, as it usually represents a major portion of their personal wealth.

That should do it. If it doesn't, look for another job, because either your advice isn't valued or someone else has won, and they will be looking to do you in.

Bill Huey is president of Strategic Communications, a corporate communications and marketing consultancy, and author of "Carbon Man," a novel about greed.

DEMOCRATS NEED TO FOCUS ON BIG PICTURE

Did Donald Trump hire or fire Brett Kavanaugh during the July 9 reality show? Who was "The Apprentice?"

One would assume a President would be a tad more judicious in the selection of an individual who holds the potential to set a conservative course for the High Court for the next 30 years.

Not so, our tweeter-in-chief. For the past two weeks, the president teased out July 9 as D-Day for his pick to fill the shoes of Anthony Kennedy. Stay tuned, folks!

Trump went through the motions of "interviewing" candidates for the Supreme Court job, but everybody knew that the fix was already in.

The president had his marching orders in the form of a list of suitable ideologues drawn up by the right-wing Heritage Foundation.

Following Trump's big reveal, Kay Coles James, president of Heritage, took a victory lap.

"I applaud the President on his choice and am grateful that he clearly understands the importance of fairness, impartiality, and faithfulness to the Constitution," she wrote on Heritage.org.

James is too kind. Trump's selection of Kavanaugh only proved that he could read a list.

The Kavanaugh confirmation fight has begun.

Democrats aren't going to pull a Mitch McConnell on Kavanaugh. Cool-Hand Mitch ditched Merrick Garland, making a patsy of Barack Obama, and corrupting the Supreme Court nomination process. Those hard-core tactics aren't in the DNA of the current Democratic party.

During the confirmation process, investigators would have to find an actual skeleton in Kavanaugh's closet and present its bones to the Senate to get two or three Republican "no" votes on the nomination.

Kavanaugh will be confirmed.

Democrats must their eye on the prize, taking control of the House by focusing on economic inequity, Trump's global trade war, and immigration reform.

They need to get out the vote by stressing the point that elections matter. The 2016 vote, for instance, brought us Trump, Neil Gorsuch and Kavanaugh.

Launching a take no-prisoners fight against Kavanaugh is not the way for the Democrats to win back the House.

—Kevin McCauley