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NH SEEKS TOURISM DEVELOPMENT PLAN

New Hampshire is looking for a firm to develop a five-year tourism development program.



Tourism is the Granite State's second biggest industry, employing from 45K to 58K people.

The tourism development strategy will "provide an assessment of tourism assets and audiences, examine existing tourism partnerships, programs and policies, and identify emerging challenges and opportunities," according to the RFP.

NH's partner will recommend actions to increase visitor flow and spending and target tourism segments for new growth and bolster visitor diversity.

It will illuminate ways the state's tourism industry drives broad economic benefit through growth of jobs, business earnings, and state and local tax revenues and identify how to expand these benefits.

The firm will provide NH's Dept. of Business and Economic Affairs' Division of Travel and Tourism a development blueprint and a plan to implement it.

The final report is due by yearend or early 2023.

Proposals are due July 27.

They go to Brittany.L.Littlefield@livefree.nh.gov with the subject line: New Hampshire Tourism Development Strategy. [Read the RFP \(PDF\)](#).

BCW RECRUITS JOSEPH TO HELM DC OUTPOST

Jeff Joseph, who has more than 30 years of strategic communications & PA experience, will join BCW on August 8 as president of its Washington office.



Jeff Joseph

He succeeds Michael Fleischer.

Joseph spent the past three years as president of the Software & Information Industry Assn.

Earlier, he was senior VP-communications & strategic partnerships at the Consumer Technology Assn. and VP-communications at the Biotechnology Industry Assn.

He also had an 11-year run at Ogilvy PR.

Mary Corcoran, BCW North America president, called Joseph a world-class strategist. "Jeff is also deeply committed to building diverse, representative teams," she said.

WPP owns BCW.

FINN PARTNERS ACQUIRES SPAG

[Finn Partners](#) has acquired SPAG, an 85-member healthcare PR shop that has offices throughout Asia.

Aman Gupta, SPAG founder, joins Finn as managing partner and leader of the independent firm's Asian healthcare practice. He will work closely with Gil Bashe, chair-global health and purpose, and Fern Lazar, managing partner & global health practice lead.

Shivani Gupta, SPAG co-founder, becomes managing partner, culture & brand reputation for health Asia.



Aman Gupta, Shivani Gupta

Bashe said more and more life science innovators are looking to Asia for growth, while companies headquartered there are marshaling talent and financial resources to invest. He views SPAG as "an exceptional partner to achieve that market priority."

SPAG's offices are in Delhi, Mumbai, Bangalore, Indonesia, Malaysia, Singapore and the Philippines.

Peter Finn said SPAG shares his shop's passion for client success. "SPAG and its community affirm the good sense of our acquisition strategy, which focuses first and foremost on partners with shared values and missions," he said.

Finn Partners [ranked No. 6 in O'Dwyer's healthcare rankings](#) with fees of \$44.2M in 2021.

The SPAG deal puts Finn Partners' healthcare fees in the \$50M range.

EDELMAN PITCHES SAUDI AI SUMMIT

[Edelman](#) has been hired to promote the Global AI Summit that is slated for Riyadh, Saudi Arabia, from Sept. 13 to Sept. 15.

Hosted by Saudi Crown Prince Mohammed bin Salman, the Summit's theme is to "reimagine how AI can be a force for good—one that elevates humanity."



Edelman's job is to provide communications and media relations support in the US for the Summit.

The firm's three-month contract went into effect June 26 and is worth \$210K. The pact is with Veyron Co., a Riyadh-based advertising agency that counts the Saudi Data Artificial Intelligence Agency as a client.

Edelman's Summit team includes Daniel Workman (senior VP), Christopher Hedquist (VP-health PA), Aaron Guiterman (managing director/chief innovation officer), Adam Ontiveros Oberg (senior analyst) and Saveri Nandigama (analyst).

NUCLEAR WASTE HANDLER TAPS PROOF

Canada's Nuclear Waste Management Organization retained Proof Strategies for a three-month \$100K push to counter US Congressional opposition to its plan to build a permanent waste storage site in the Great Lakes Basin.



Established in 2002, NWMO is to build a deep geological repository for the used nuclear fuel of New Brunswick Power Corp., Hydro-Quebec, Atomic Energy of Canada and Ontario Power Generation. It is considering two sites in Ontario and will make a selection in 2023.

A bipartisan Congressional group led by Congressman Dan Kildee (D-Mich) has spearheaded opposition to the South Bruce site.

NWMO hired Proof Strategies for stakeholder engagement, message development, communications planning, strategy and thought leadership.

In a statement, NWMO says it "has collaborated with local communities to answer their questions and educate them about the global scientific consensus that DGRs are safe."

AMBLER AMBLES BACK TO FLEISHMANHILLARD

John Ambler has returned to [FleishmanHillard](#) after serving as VP-chief communications and brand officer at United States Steel Corp for three years.

His initial stint at FH was from 2006 to 2008.



John Ambler

Ambler is based in FH's Houston office.

Prior to first joining the Omnicom unit, Ambler was an international public & government affairs leader at Texaco and a PA staffer at General Electric's energy unit.

Ambler was VP-global communications, marketing and PA at Enron from 1998 to 2004, a span that covered its rapid expansion and historic financial meltdown.

Following Enron, he was VP-corporate relations job at BNSF Railway.

ICR INC. TAKES FALCON'S BEYOND PUBLIC

[ICR Inc.](#) is handling the merger of Falcon's Beyond, entertainment development company, with Fast Acquisition Corp. in a SPAC deal valued in the \$1B range.

Falcon's Beyond, which specializes in intellectual property creation and expansion, has executed more than \$100B worth of story-development projects during its 22-year history.

It has worked with Walt Disney World, Universal Studios, SeaWorld Parks & Entertainment, Marvel, NASA, Lego, Microsoft and Cartoon Network.

Falcon's Beyond is currently developing Saudi Arabia's first water theme park. It plans to receive about \$280M in cash proceeds following completion of the SPAC transaction.

CEO Cecil Magpuri said Falcon's Beyond will earmark the funds to "scale globally, build out the brick-and-mortar experiential entertainment operations and enhance proprietary content."

ICR's Brett Milotte works the investment community while Keil Decker and Eric Becker handle the media for Falcon's Beyond merger deal.



ACCOUNTS IN TRANSIT

[Rubenstein Public Relations](#) picks up **New Empire Corp.**, a New York City-based development and construction management firm. RPR will craft corporate messaging and develop brand positioning for the company. NEC builds residential mixed-use projects in New York City, handling both development and construction management. It is responsible for over 100 completed residential projects.

Trust Relations adds **Reflect**, a product that uses biofeedback technology to help customers achieve better holistic well-being. The agency was brought on to raise awareness of the Reflect Orb and App, the company's consumer tech solution, and to showcase Reflect's executive leadership team. The Reflect Orb and App use the body's signals to provide color-coded indicators that are intended to reveal the user's unconscious mental state and response to relaxation techniques.

[BizCom Associates](#) signs **Salad and Go**, a salad drive-thru restaurant chain with more than 50 locations in Arizona and Texas, to its client roster. The agency has been retained to support Salad and Go's growth and evolution with an integrated PR and marketing communications program. The chain is on track to nearly double in size by the end of the year, with locations across Arizona, Texas and Oklahoma slated to open throughout 2022. Salad and Go also donates 4,000 salads each week to those in need.



[Bianchi Public Relations](#) wins **Vitesco Technologies USA LLC**—the North America unit of Vitesco Technologies Group AG – an international developer and manufacturer of powertrain technologies for sustainable mobility. Bianchi PR will provide the company with ongoing public relations, media relations and thought leadership support in North America, especially across the automotive, commercial vehicle and related mobility sectors.

[Relevance International](#) signs up **Makhno Studio**, a Kyiv-based studio of Ukrainian contemporary design, architecture, and ceramics. Relevance is providing PR and consultation services to the studio pro-bono while helping them build their brand in the US. So far, Makhno has completed more than 700 projects in 21 countries. The agency has also established agency of record relationships with real estate agency Prime Manhattan Residential and Royal Palm Companies, which has more than 6,000 residences in its portfolio.

[Clarity](#) picks up UK communications duties for **Ankorstore**, a B2B marketplace that offers a product catalogue of over 20,000 brands to 250,000 retailers across Europe. Clarity will work to help the wholesale marketplace platform grow its brand awareness among key audiences and establish itself as a trusted partner to retailers and brands. The agency is partnering with English retail consultant and broadcaster Mary Portas on a range of activations to support the company.

[Marino](#) adds **Global Kids** to its roster of nonprofit accounts. Marino will lead a media relations and creative campaign aimed at driving awareness of the organization in the regional and national landscape. Working primarily with middle school and high school students in underserved communities, Global Kids offers a variety of school-day and afterschool programs at school sites and at its NYC headquarters, as well as enriching summer learning programs.



THE STATE OF THE FAM TRIP

One of the most trusted and proven public relations tactics leveraged across consumer travel, hospitality and lifestyle industries is the familiarization press trip, aka the “FAM trip.” A FAM is an immersive experience organized by a destination



Lauren Mackiel

or brand—e.g., property, product or service—for traditional and social media influencers, as well as other key stakeholders, to better understand the offering. Ask any journalist or influencer, and they’ll tell you there’s no substitute for experiencing it firsthand to paint an extensive picture for their readers or followers.

Knowing vacation/travel is booming, we interviewed top freelancers, staff journalists and key influencers in the consumer travel and lifestyle space to see how FAMs have evolved, what works—and what doesn’t—and best practices to consider as part of your travel PR strategy.

The following is a summary of key tips and considerations that every destination/brand should know before they plan their next FAM:

Smaller groups, please

Whether it’s a four-to-five-day local/regional or international trip or a one-day/overnight experience, media and influencers are recommending—and often highly preferring—a smaller group experience (two to three media attendees, or even solo, versus a larger group). Why? For some, they feel they can connect more informally and naturally with a smaller group than in a larger setting. One consideration for smaller FAMs is extending an invite to one media member and asking them to recommend like-minded reporters/influencers who might fit in well together.

Off the agenda

Whether it’s a destination FAM or visiting journalist program, any PR professional familiar with the process has undoubtedly heard the need to build in “down time” or “free time” if the itinerary exceeds more than one day (i.e., the longer the FAM, the more free time included). Our interviewees resoundingly expressed a need for more off time in any multi-day itinerary. A general rule of thumb is up to five hours per day of downtime—the ideal—with recreational activities, such as zip-lining, excursions or group dinners optional.

Plus one

Another insight shared was the opportunity for media to bring a “plus one”: in most cases, someone they know who has never been to the destination or location. Seeing a new place and experiencing it through another’s eyes can be more impactful than seeing it for themselves. Influencers often want a trusted photographer to tag along to make sure all assets are captured professionally.

Media and influencers are important

Mixing writers and influencers with varying processes can be tough but not impossible. While influencers might require the most scenic/untapped locations to capture the perfect picture and supporting post, like journalists, they seek an itinerary that makes sense for their following. They both suggest that FAMs include the “hot spots” but are also interested in the lesser-known areas that perhaps are under the radar. For traditional media, they need more access/time for interviews and expert insights. If your FAM plans don’t include a mix of

media/influencers, you might want to reconsider this; they’re imperative to generating awareness on behalf of a destination/brand, but their itineraries should look a bit different and be flexible enough so they can split up to get their jobs done.

Another area that arose through our interviews was the ability to personalize FAM trip offerings—going back to tip number one—smaller groups may lend to more personalization where reporters and influencers can choose itinerary experiences that help build the story they feel will best highlight the destination or brand to their audiences.

Lauren Mackiel is SVP at Coyne PR.

EX-UBER LOBBYIST SPILLED THE BEANS

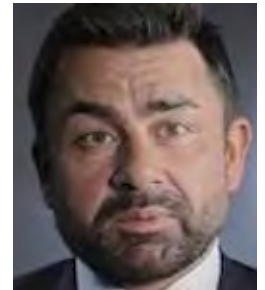
Mark MacGann, who was Uber’s chief European lobbyist from 2014 to 2016, outed himself as the whistleblower who leaked 124K documents to the *Guardian* that documented the ridesharing company’s aggressive tactics in Europe.

In a [video interview with the Guardian](#) released July 11, MacGann took responsibility for “telling people that they should change the rules because drivers were going to benefit and people were going to get so much economic opportunity.” He said Uber “actually sold people a lie.”

Jill Hazelbaker, Uber’s senior VP for public affairs, admitted the company made plenty of mistakes prior to 2017.

“These mistakes culminated in one of the most infamous reckonings in the history of corporate America,” she said in a statement. That reckoning is why Uber “hired a new CEO, Dara Khosrowshahi, who was tasked with transforming every aspect of how Uber operates,” said Hazelbaker.

Prior to Uber, MacGann was senior VP & head of government relations & advocacy at the New York Stock Exchange, head of public affairs for the EMEA region at Weber Shandwick, associate partner at Brunswick Group and consultant at Havas. He launched Moonshot Ventures in Ireland in 2016.



Mark MacGann

BCLP HANDLES ACRISURE’S STEELERS’ DEAL

Bryan Cave Leighton Paisner guided Acrisure, fintech company, in its 15-year deal to change the name of Heinz Field, home of the Pittsburgh Steelers National Football League team, to Acrisure Stadium.

Greg Williams, co-founder of the Grand Rapids-based \$3.8B revenues company, called the Pittsburgh Steelers “an institution in American sports and a globally recognized brand.” The lifelong Steelers fan expects the naming deal will increase Acrisure’s brand awareness both nationally and locally as it invests in the Pittsburgh community and broader region.

Ryan Davis, BCLP partner and co-head of the sports and entertainment group; Mark Paskar, IP partner; and Jordan Buchheit, corporate associate, handled the Acrisure transaction.

BCLP has handled more than \$5.2B in naming rights deals. That includes Citi Field (New York Mets); SoFi Stadium (Los Angeles Rams and Chargers), Fiserv Forum (Milwaukee Bucks/Marquette Golden Eagles) and LA’s Dolby Theater (home of the Academy Awards).



IRISH HOUSING COMMISSION NEEDS PR HELP

Ireland's Housing Commission is looking to hire a PR firm as it works to identify and report on ways to create a long-term sustainable and affordable housing system on the island.



The Emerald Isle is in the midst of one of its longest and most severe housing crises.

President Michael Higgins in June called the housing situation “our great, great, great failure.”

The Commission needs a firm to handle external communications, stakeholder engagement, media relations, content creation and spokesperson training.

The partner will be responsible for social media activities and support events.

The Commission, which will operate until July 2023, also is tasked with bringing forward proposals on a potential working for an amendment to Ireland's Constitution regarding housing. There will be a national referendum on the proposed amendment.

Responses are due July 22.

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

BIRD FLIES FROM M BOOTH HEALTH

Tim Bird has transitioned out of his chairman role at [M Booth Health](#), three years following its acquisition by UK's Next Fifteen Communications.



Tim Bird

He is now focused on growing [Slope Drive Consulting](#), which he formed to drive growth of purpose-driven clients.

Bird is available for short-term projects handling strategic counsel/implementation and thought leadership.

Prior to leading M Booth Health, he had a two-year run as CEO of Health Unlimited and a ten-year stint at the helm of CooneyWaters.

The healthcare PR veteran is keeping his eye out for a full-time opportunity to join an integrated team that is involved in communications for change.

C STREET WORKS CELSIUS NETWORK'S REORG

C Street Advisory Group is working the Chapter 11 reorganization of Hoboken-based Celsius Network crypto lender.

The July 11 filing follows “the difficult but necessary decision by Celsius last month to pause withdrawals, swaps and transfers on its platform to stabilize its business and protect its customers,” according to a statement by the special committee to Celsius' board of directors.



Without that pause, there would have been a run on the company's assets, allowing “certain customers—those who were first to act—to be paid in full while leaving others behind.”

CEO Alex Mashinsky predicted the Chapter 11 move will be viewed some day as “a defining moment, where acting with resolve and confidence, we served the community and strengthened the future of the company.”

New York-headquartered C Street Advisory Group launched last September.

Lisa Hernandez Gioia, head of external affairs & managing director at C Street, handles Celsius Network.

NEWS OF FIRMS

[Allison+Partners](#) enters a three-year global partnership with **Special Olympics International** designed to support both organizations' global inclusion objectives and increase brand awareness for its programming in sports, education, health and athlete leadership. The partnership will provide Special Olympics with access to Allison+Partners' offices in each of its 34 markets worldwide for localized PR support around major events and seasonal milestones, including the Special Olympics Unified Cup from July 31 – August 6 and the Special Olympics World Games in Berlin in 2023. The organizations are also launching a program that will match Allison+Partners staff to their local Special Olympics Program.



InnoVision Marketing Group launches InnoVision Español, which will serve businesses and brands wanting to reach the Hispanic community and Hispanic-oriented clients and companies. InnoVision has been executing Hispanic campaigns for clients such as Palomar Health, Penske Automotive, Valley View Casino and Fresh Start Surgical Gifts for several years. InnoVision Español will be led by SVP & senior creative director Giselle Campos, and SVP & executive art director Jose Carrillo. “

The Plank Center for Leadership in Public Relations will present its Betsy Plank Award to [APCO Worldwide](#) senior advisor Charlene Wheelless at the center's 12th annual [Milestones in Mentoring Gala](#) on Nov. 3 at the Union League Club of Chicago. Wheelless is also principal and chief executive officer of Charlene Wheelless, LLC.

The Alpine Group, a government affairs consulting firm, launches a comprehensive competitive funding practice. The practice will assist clients with strategic positioning, drafting and submission of compelling funding proposals, and applications to win competitive funds. The firm is partnering on the practice with Capitol Funding Solutions. CFS chief executive officer Becky Nictakis joins Alpine as its competitive funding team leader.



Becky Nictakis

Matter Communications opens a Dallas office to further support the region's global healthcare and high-tech presence, as well as recruit and retain diverse talent. Matter already works with companies in the Dallas area that include Catalyst Health Group, the creator of Texas' largest clinically integrated network for primary care providers; software company symplr; Gainwell Technologies, a provider of tech solutions for health and human services programs; and LeadingReach, which helps care teams communicate more effectively. Matter has already hired six Texas-based professionals for full-time positions, with more than a dozen additional Dallas-based roles to be filled.

LaVoieHealthScience announces that the U.S. Patent and Trade Office has recognized LHS' ongoing professional use of two proprietary service offerings and granted continued registered service marks for each for the next four years. The two service offerings, core elements of the agency's strategic consulting services, are LHS Immersion® and The LHS Fifteen-Slide Presentation®.

NORTH TX WATER DISTRICT SEEKS PR FIRM

North Texas Municipal Water District wants to hire a firm to evaluate its communications tactics and support its PR outreach.



NTMWD provides water and waste management services to more than 2M people living in places such as Plano, McKinney, Farmersville, Princeton, Wylie, Garland and Richardson.

It wants to maintain consistency in messaging through a single communications/PR shop.

The selected partner will work to increase the public's understanding of NTMWD services and get more people involved in water conservation.

NTMWD wants to improve understanding of the "value of water" by educating people about the costs involved in delivering it and the need to invest in infrastructure and capital projects.

Proposals are due July 27.

They may be sent electronically to ntmwd.bonfirehub.com or delivered to: North Texas Municipal Water District; Purchasing Department; 501 E. Brown Street; Wylie, TX 75098
[Read the RFP \(PDF\)](#).

FTC'S KRYZAK SHIFTS TO SUBJECT MATTER

Lindsay Kryzak, who directed the Federal Trade Commission's Office of Public Affairs, has signed on at Subject Matter.



Lindsay Kryzak

Senator as staff assistant, speechwriter and director of digital media.

As senior VP of policy communications, Kryzak is to ensure collaboration among Subject Matter's government relations, creative and PR teams.

Prior to taking the FTC job, Kryzak was director of corporate communications for the Port Authority of New York and New Jersey.

She also did a nine-year stint for now Senate Majority Leader Chuck Schumer.

Kryzak worked for the New York

GRUBHUB ESTABLISHES DC OUTPOST

Grubhub Holdings has opened its first DC lobbying office, which will initially handle labor issues pertaining to the food delivery service.

Ashley De Smeth, who served in the Obama White House as inter-agency liaison, heads the post as director of federal affairs.



Prior to Grubhub, De Smeth was head of PA & policy communications at Postmates, communications director for the American Federation of Government Employees and director of strategic communications & PA at the National League of Cities.

Dominic Sanchez, one-time staffer to Democratic Senators Kirsten Gillibrand (NY) and Chris Van Hollen (MD), backs up De Smeth.

Grubhub is part of Amsterdam-based Just Eat Takeaway.

The Dutch company acquired Grubhub in 2020 via an all-stock deal worth \$7.3B that created the world's biggest food delivery service operation.

ONLY 3 IN 100 PITCHES GET NIBBLES

Out of every 100 pitches that get sent to journalists, only about three manage to snag a response, according to the [Q3 2022 Propel Media Barometer](#).

That number continues to slide, going from 3.7 percent of pitches sent in Q2 2021 to 3.25 percent in Q2 this year—a drop of 12 percent.

Most pitches, Propel's study finds, don't even get opened. Between manual opens and opens from automatic email filtering technology, the open rate for pitches sits at about 38 percent. Even after a pitch is opened, the likelihood of it drawing a response is only 8.6 percent.

Because of that, a strong first impression is a big factor in the success of any pitch.

For subject lines, that means short is better—from one to five words long. Pitch leads did best (a 3.96 percent response rate) when they ran between 50 and 79 words.

Topics that garnered the best response rates were tech & computing, food & drink and business & industrial.

Propel's study analyzed approximately 500,000 pitches sent during Q1 2022.



ON THE MOVE

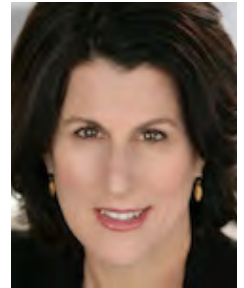
PEN America, the literary and free expression advocacy organization, appoints former *LA Times* New York bureau chief **Geraldine Baum** as chief communications officer.

Baum was most recently the first assistant dean for external affairs at the Craig Newmark Graduate School of Journalism at the City University of New York. At PEN America, Baum will oversee media outreach, digital presence, marketing and web development, while also supporting fund-raising programs and events.

Golin promotes **Tim Peters** to US corporate lead, Midwest and **Sarah Vellozzi** to US corporate lead, East. Peters has been with Golin since 2017, serving as executive vice president of corporate and public affairs for Golin Chicago. Vellozzi was most recently executive vice president and head of corporate communications for Golin New York. Before that, she was a senior vice president at [FleishmanHillard](#).

Shatterproof, an organization dedicated to reversing the addiction crisis in the US, names **Lauren Lawson-Zilai** senior director, media and public relations. Lawson-Zilai comes to Shatterproof from Goodwill Industries International, where she was head of public relations. In her new role, Lawson-Zilai will position Shatterproof and its key leadership as thought leaders, garner awareness nationally and in key markets, and manage key partnerships with the media.

The American Marketing Association Chicago names **Leslie Marshall**, head of experiential marketing at Morningstar, Inc., as the chapter's new president. Marshall has served on the AMA Chicago Board for three years and has been a member since 2015. Under her direction, the organization will continue to produce educational events and networking opportunities directed toward marketers at all levels as well as featuring marketing professionals from across the country as events transition to being offered both virtually and in person.



Geraldine Baum

COMMENTARY



Eric Adams

Are duck and cover drills next?

New York City's Department of Emergency Management sent shockwaves through Gotham on July 11.

It released a PSA on what to do in the event of a nuclear attack on The Big Apple.

Our in-way-over-his-head mayor Eric Adams saw the need for the video "after what happened to Ukraine, to give preparedness."

If Russia's invasion of Ukraine is Adams' reason for the video, perhaps our midnight swaggering leader should pay more attention to world events. Russia launched its invasion of Ukraine on Feb. 24.

And what nuggets of information does the video provide those New Yorkers who are now trembling over the prospect of nuclear vaporization?

The video advises them to get inside, stay there and stay tuned. For what? Inspiring messages from Adams?

The DEM assures New Yorkers that the likelihood of a nuclear attack on or near the city is "very low."

Adams calls himself a proactive guy who is a big believer in being safe than sorry.

Many New Yorkers are sorry about the results of the last mayoral election.

Head over heels in love with Liz... Democrats adore Wyoming Republican Congresswoman Liz Cheney for her principled stand against the stolen election lies of Donald Trump and for her masterful service on the Jan. 6 House committee probing the Capitol Hill riot.

Some Cowboy State Democrats plan to cross over to the Republican party so they can vote in the GOP primary in which Cheney is an underdog to Trump-endorsed Harriet Hageman.

Wyoming Democratic Party chairman Joe Barbuto doesn't like the idea of voting in the GOP primary. He is much less enthralled with Cheney than Democrats outside his state.

Barbuto told the *New Republic's* The Run-Up July 13 newsletter that Cheney voted with Trump's position a little over 90 percent of the time.

"I don't want to reward her for doing the right thing when there have been Democrats doing the right thing all along."

Thanks for bringing us back to Earth, Joe.

Wyoming's Republican and Democratic primaries are August 16.

Good luck, Liz. And if you go down in defeat, the GOP presidential primary beckons.

Congress has a golden opportunity to stand up for freedom of the press by supporting a bill proposed by Rep. Rashida Tlaib to shield journalists from the Espionage Act of 1917.

The law, originally intended for spies, has been used by the Dept. of Justice to prosecute sources of journalists who disclose information to the media in order to inform the American public, according to Freedom of the Press Foundation.

Tlaib's bill would exclude journalists, publishers and mem-

bers of the general public from Espionage Act prosecution.

Timothy Karr, senior director of strategy and communications at Free Press, has called on Congress to repeal the Espionage Act and safeguard the First Amendment rights of whistleblowers and reporters.

Until that happens, passing Tlaib's measure will have to do.

Uber arranged shares-for-play deals with media barons in order to win favorable coverage of the ride-sharing company as it was trying to break into the European market, according to the Uber files, a collection of 124K documents that were leaked to the *Guardian*.

Uber targeted the UK's *Daily Mail*, Germany's *Die Welt* and *Bild*, France's *Les Echos* and Italy's *La Repubblica*.

A leaked 2015 email to Rachel Whetstone, who was senior VP communications and public policy, noted that Axel Springer, publisher of the German papers, was interested in a \$5M media plus cash for equity deal. That outlay would gain their support and influence Germany and Brussels.

"Anything we could do to work with them would be great," Whetstone responded.

Mark MacGann, Uber former European lobbyist who leaked the documents, said Uber didn't need the money from the media companies. "We wanted the top-level political access and influence that came with the money," he told the *Guardian*.

Boris Johnson will soon be on Britain's dole because he failed to live up to the "good chap theory of government" unwritten protocol.

That protocol is composed of the "invisible lines" that mandate how the leader of the UK should act, according to a July 12 webinar sponsored by *The Economist*.

Johnson trashed the good chap theory.

The cascade of scandals, resignations of key ministers and a "distant relationship with the truth" brought him down.

Johnson's likely successor, former chancellor of the exchequer Rishi Sunak, is lobbying for the job as the "grown up candidate." Sunak is the only person not promising to roll out big tax breaks that the struggling UK economy can hardly afford.

A vote by the 180K members of the Conservative Party in September will determine the next prime minister.

The editors noted that Johnson was able to forge a winning coalition based on "unique factors."

They included his breezy personality, promise to "level up" the impoverished north, support for Brexit and an opponent in Labour Party leader Jeremy Corbin who was "unfit for the office."

Those factors no longer exist.

Brexit has turned out to be an economic disaster.

There also is no current support for redistributing wealth from the prosperous south to the north.

The Labour Party got its act together under Keir Starmer.

Johnson will use the remaining time in office to cut ribbons and travel to Kyiv to visit his buddy, Ukraine president Volodymyr Zelensky, in an effort to burnish his legacy.

That legacy will be based on a short but very chaotic time in office.

—Kevin McCauley