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ARIZONA LOTTERY DANGLES \$2M ACCOUNT

The Arizona Lottery is looking for a marketing communications partner to help develop, prepare and place messaging about its Powerball and Mega Millions products throughout the state, according to its RFP.



The one-year contract is worth \$2.1M and could be renewed for up to five years.

The Lottery wants a partner to handle general market, multicultural, public relations, interactive, media, retailer merchandising and promotional advertising.

The firm, which must have a presence in Phoenix, will create short-and long-term strategic communications plans, devise “winner awareness programs,” do corporate/community/public service outreach and handle crisis communications.

It will prepare “talking points” for Lottery officials, conduct media training, communicate with media advertising partners and evaluate sponsorship opportunities with sports organizations, arenas and concert venues.

Proposals are due Aug. 14 and are to be sent to the state’s e-procurement system at <https://app.az.gov>.

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

RAYTHEON’S THOMPSON JUMPS TO INTEL

Al Thompson, who led government relations for Raytheon Technologies’ commercial aerospace and space businesses, is moving to Intel as VP-US government relations.

During his Raytheon stint, Thompson also led state government outreach, supervised its digital advocacy efforts and was lead lobbyist for Carrier and Otis Elevator.



Al Thompson

Earlier, he handled *Fortune* 500 clients at Mehlman, Vogel, Castagnetti; served as deputy executive director of the Technology CEO Council; and was VP at the Retail Industry Leaders Assn, which represents Walmart, Target, Lowe’s, Home Depot, Best Buy and Costco.

The Coast Guard veteran also served as a staff member on the committee on homeland security for chairman Bennie Thompson (D-MS)

“Intel is committed to leading the critical policy debates shaping the future of technology,” said Jeff Rittener, chief government officer on the company’s blog. “Al Thompson’s deep experience in global trade, U.S. supply chain security, and issues related to AI, 5G and autonomous vehicle technologies will elevate Intel’s leadership on these and other issues.”

PUBLICIS’ Q1 ORGANIC GROWTH SLIPS 2.9%

Publicis Groupe CEO Arthur Sadoun reported a 2.9 percent slip in Q1 organic growth, which he called a “good start of the year” as the French ad/PR giant prepares for tougher days ahead due to the impact of the COVID-19 pandemic.

At the end of February, Publicis had chalked up flat growth despite a double-digit decline in China that was offset by five percent organic growth in the US.

COVID-19 containment measures in Europe put into place in March led to the deterioration of Publicis’ business.

The firm has already announced a \$575M cost reduction plan and a 50 percent cut in the dividend to be paid in September. It is encouraging shareholders to reinvest the dividend in the company by opting for payment in stock, rather than cash.



Arthur Sadoun

Sadoun said the COVID-19 health crisis “will lead us to the greatest recession in living memory” and that Publicis “could experience rebound situations, but also more difficult moments.”

RUDER FINN ACQUIRES OSMOSIS FILMS

Ruder Finn has acquired Osmosis Films, the Brooklyn-based full-service video content studio, to bolster its storytelling expertise. The acquisition adds production and technology tools for animation and interactive video experiences to RF’s menu of creative services.

CEO Kathy Bloomgarden said RF is doubling down on its commitment to video “because it has this unrivaled ability to keep audiences engaged in a way that many two-dimensional platforms can’t, all while conveying very complex concepts through an empathetic lens.”

She believes that “emotional resonance is going to be key in delivering our clients’ messaging—particularly today, against the backdrop of everything we’re experiencing in our country.”



Launched in 2011, Osmosis has worked for *Fortune* 500 clients, as well as World Economic Forum, PayPal, *The Wall Street Journal Magazine*, Teach For America, Bloomberg Philanthropies and The Council on Foreign Relations.

Osmosis founder/CEO James Lawler said video represents a dramatic shift in how people communicate. “That shift is going to expand exponentially with the explosion of worldwide access to mobile 5G,” he added.

Ruder Finn is No. 7 on O’Dwyer’s roster of independent firms with fees of \$78M during 2019.

PALM BEACH FLOATS MARINA MARKETING RFP

Palm Beach is soliciting proposals from agencies that can develop a five-year marketing plan and provide marketing support services for the south Florida tourist town.

The Palm Beach County city is seeking an agency that can develop a marketing plan for the town's only public marina, the Town Marina, which is undergoing a \$34 million renovation.

Scope of the work includes creating brand/message development, composing design templates and collateral pieces and development of a five-year marketing plan and budget.

Terms of the work call of a commitment of approximately one year, with the option to renew for a period to be determined by the town.

Proposals are due by 2:00 p.m. (EST) on Aug 19, 2020. All proposals must be submitted online through the [Negometrix digital procurement platform](#).

[View the RFP documents \(PDF\)](#).

JOELE FRANK, ICR WORK ASCENA CHAPTER 11

Joele Frank and ICR are working the Chapter 11 filing of Ascena Retail Group, owner of the Ann Taylor, LOFT and Lane Bryant stores, a restructuring that will slash corporate debt by \$1B.

ARG, which has 2,800 outlets, claims the revamp will provide the financial flexibility to allow it to focus on generating growth and driving value for customers and stakeholders.

The company plans to "strategically reduce its footprint" by closing a "select number" of Ann Taylor, LOFT, Lane Bryant and Lou & Grey stores, plus a "significant number" of Justice outlets. It is exiting the Canada, Mexico and Puerto Rico markets and shuttering its Catherines store chain.

Joele Frank, Wilkinson Brimmer Katcher's Meaghan Repko, Leigh Parrish and Dan Moore handle media for ARG, while ICR's Jean Fontana works the investment community.

OSBORN CHECKS IN AT NORTHWELL HEALTH

Barbara Osborn, an 18-year PR veteran at Manhattan's Lenox Hill Hospital, has been named VP-PR for its parent company, Northwell Health. She succeeds Terry Lynam, who recently retired as senior VP and chief PR officer.

Osborn is in charge of strategic communications, media relations and thought leadership for the 23 hospitals of Northwell, plus its Feinstein Institute for Medical Research.



Barbara Osborn

Michael Dowling, CEO of Northwell, said Osborn's deep knowledge of the health and media landscapes make her an ideal fit for the PR role during the pandemic. "Her ability to clearly and transparently communicate with the public what's happening at our hospitals has never been more vital than during this pandemic," he added.

Prior to Lenox Hill, Osborn was director of PR for the John T. Mather Memorial Hospital in Port Jefferson, NY. She began her career as a journalist at Fox News Channel and News 12 Long Island.

NY TIMES CEO THOMPSON QUILTS

Mark Thompson, 62, is stepping down as CEO and board member at the New York Times Co. on Sept. 8, saying he has accomplished everything that he set out to do when he joined the paper in 2012 from the British Broadcasting Corp.

Meredith Kopit Levien, COO and one-time head of advertising, will succeed Thompson.

Publisher A.G. Sulzberger credits Thompson for the leadership and strategic oversight in guiding the digital transformation of the NYT, which now has more than 6M subscribers.

He called Kopit Levien, 49, the perfect leader to drive the next phase of growth and transformation at the Times. "She has successfully led much of our company's most important work—from reimagining our advertising business to driving our historic subscription growth to fostering a culture of product innovation," said Sulzberger.

Kopit Levien was publisher of *Forbes* before she joined the Times in 2013 as advertising chief. She was upped to executive VP and CRO, responsible for ad and subscription revenue, in 2015 and COO in 2017.



Mark Thompson

MEDIA MANEUVERS

Hearst Magazines global president Troy Young resigned July 23 in the wake of a *New York Times* story alleging that he created a toxic environment at the company and sexually harassed some of its workers. Young initially apologized in a staff memo, but said that the incidents described in the Times story "are either untrue, greatly exaggerated or taken out of context." A subsequent memo from Hearst president and chief executive Steven Swartz announced that "Troy Young and I have agreed that it is in the best interest of all of us that he resign his position as president of Hearst Magazines, effective immediately." Young joined Hearst in 2013 as head of the company's digital operations.



Troy Young

The Washington Post has settled the lawsuit brought by the parents of Nicholas Sandmann, the Kentucky high-school student who they say was defamed by the paper's coverage of his encounter with Native American activist Nathan Phillips on the steps of the Lincoln Memorial in January 2019. In the aftermath of the incident, the encounter was cast in political terms, partly due to the MAGA hats worn by Sandmann and some of his classmates. The family claimed that the Post defamed Sandmann in seven articles, as well as via tweets promoting the articles. The Post admitted no wrongdoing.

The New York Times Company is acquiring Serial Productions, the company that produces the "Serial" podcast. Serial Productions will still commission and edit its own stories. The Times also announced that it had entered into an ongoing creative and strategic alliance with "This American Life," the weekly public radio program founded by host and executive producer Ira Glass, under which the program will collaborate on content with Serial Productions and on marketing and advertising sales with the Times.

MOB RULE TRUMPS FREEDOM OF SPEECH

Among the lasting tragedies of the Trump era is the assault on freedom of speech and the triumph of mob rule.

Ever since George Floyd was murdered in May at the knee of a crazed Minneapolis cop, freedom of speech has been subordinated in a mad frenzy to expose bigots behind every rock.



Fraser Seitel

The essence of “cancel culture” is that everything must go, no questions asked. In the post-#MeToo/post-George Floyd era, should some brave but naïve soul challenge the appropriateness or logic or fairness of jumping on whatever bandwagon the mob currently favors, they’re immediately categorized as “sexist” or “racist” or “unwoke.”

Much of this, of course, can be traced to the reign of Donald Trump, who’s inflamed such blind loyalty among his supporters and extreme hatred among his detractors that any chance at compromise or understanding or even listening to someone else’s point-of-view is impossible.

But Trump and political partisans aren’t the only culprits in the demise of open-mindedness, compromise and objectivity.

On July 7, *Harper’s* published an open letter from 153 prominent—many left-leaning—artists and intellectuals warning of “an intolerance of opposing views, a vogue for public shaming and ostracism and the tendency to dissolve complex policy issues in a blinding moral certainty.”

The letter, which argued against “groupthink” as well as silencing those who oppose common wisdom, was orchestrated by African-American columnist Thomas Chatterton Williams, who noted that the signatories included “plenty of Black thinkers, Muslim thinkers, Jewish thinkers, people who are trans and gay, old and young, right wing and left wing.”

Sure enough, the outpouring of social media mob vitriol caused several of those who signed the letter—including one *New York Times* opinion columnist—to turn tail and ask that their names be removed from the original missive.

A few days later, another *Times* columnist, Bari Weiss, resigned over what she claimed, in a letter on her website, was a civil war at the paper between “(mostly young) wokes and (mostly 40+) liberals,” one of whom was herself.

Which brings us to the role of public relations advisors in this climate. Where do you come out in this dilemma?

Two recent real-life cases may help determine where you stand. In each case, what would your counsel be?

The first case is that of the *New York Times*, which in June ran a controversial op-ed piece by pro-Trump Republican Senator Tom Cotton, calling for the President to activate the military to quell violent street protests in cities like Portland.

The Cotton op-ed set off an insurrection in the *Times*’ newsroom, led by African-American staff members, one of whom tweeted that the Cotton op-ed “puts Black @NYTimes staff in danger.” Calls rang out for the *Times* to fire editorial page editor James Bennet, who’d been at the paper for 20 years.

Question: If *New York Times* Publisher A.G. Sulzberger and Executive Editor Dean Baquet were your clients, what would you recommend they do?

The second case occurred in an affluent New York City suburb, when photos were anonymously sent to social and traditional media and public officials featuring a member of the local high school board of education wearing blackface.

The 30-year-old trustee admitted he’d worn the blackface

at a Halloween party 12 years ago as a teenager. He explained he’d never again done such a thing, apologized to those offended and begged the community to allow him to undo his wrong through wiser, more mature and sensitive actions.

What followed was an online petition signed by 2,700 concerned citizens seeking the young man’s immediate resignation and an emergency seven-hour board meeting.

Question: What do you recommend your clients, the other eight members of the school board, do?

In both cases, the individuals were fired by their employers. (Well, technically they each “resigned,” but c’mon.)

Mr. Bennet was quickly thrown overboard. And the young trustee was voted out by seven of his brave band of board brothers, one of whom summed things up this way: “By stepping down he shows our students that the behavior will not be tolerated. Students are craving diversity, and with that diversity brings true understanding and reform.”

And also, one might add, another nail in the slowly sinking coffin of freedom of speech.

Fraser P. Seitel has been a communications consultant, author and teacher for 40 years. He is author of the Pearson text “The Practice of Public Relations,” now in its 14th edition, and co-author of “Rethinking Reputation” and “Idea Wise.” He may be reached directly at yusake@aol.com.

AVENUE PROVIDES SOLUTIONS TO MODERNA

Moderna, the Cambridge, MA-based biotech with a promising COVID-19 vaccine in development, has hired Avenue Solutions for DC representation.

Avenue Solutions bills itself as the “all-female, all-Democratic firm specialized in representing pro-business interests on Capitol Hill.” Tracy Spicer, founding partner and former deputy chief of staff & political director for Sen. Ted Kennedy, spearheads the push for Moderna.

Moderna’s phase II clinical trial for its mRNA-1273 vaccine began on July 27. That drug has sparked a 385 percent surge in Moderna’s stock price this year, though JP Morgan Chase downgraded its shares on July 20 from “overweight” to “neutral.”

Avenue Solutions, which picked up the JPMorgan Chase account earlier this year, has done work for the American Medical Assn., Merck, UnitedHealth Group, ExxonMobil and Environmental Working Group.

PR heavyweight Ray Jordan, a veteran of Amgen, Johnson & Johnson and Pfizer, joined Moderna in June to head its corporate affairs unit.

SARD VERBINNEN WORKS ANT GROUP’S IPO

Sard Verbinnen & Co. represents Ant Group as it readies one of the biggest initial public offerings of 2020.

Founded in 2014 to process payments for Chinese e-commerce giant Alibaba, Reuters recently valued Ant at \$200B.

Ant announced July 20 that it plans to list its stock on the Hong Kong and Shanghai stock exchanges.

“Becoming a public company will enhance transparency to our stakeholders, including customers, business partners,” Ant executive chairman Eric Jing said in a statement.

Ant is China’s No. 1 mobile payments company. It has 900M users. The company, which wants to be viewed as a technology rather than a financial one, changed its name from Ant Financial in June.



NETFLIX STREAMS IN MERCURY PA

Netflix has hired Omnicom's Mercury Public Affairs unit to keep an eye on developments on Capitol Hill.

Mercury's Al Simpson, who was chief of staff to former Congressman and Trump acting chief of staff Mick Mulvaney, and Rodney Emery, ex-aide to Congressman Jesse Jackson, Jr., spearhead the push.



Mercury.

Netflix spent a little more than \$1M for DC lobbying work during the year ended June 30. It focused on Internet privacy & competition issues, intellectual property matters and broadband caps.

Netflix, which faces competition from HBO Max, AppleTV and Disney+, added 10.2M subscribers during Q2, exceeding projections by more than 20 percent.

The company recently upped chief content officer Ted Sarandos to co-CEO, serving with founding CEO Reed Hastings.

BERLINROSEN HIRES HAUGHTON

BerlinRosen has recruited Kiara Pesante Haughton, communications director at the Civil Rights Corps, for the senior VP of issue advocacy slot. She will drive the narrative and policy changes on justice and equity campaigns.

The New York-based firm represents advocacy groups such as MomsRising, Families Belong Together, Youth First, UNICEF USA and Vera Institute of Justice.



**Kiara Pesante
Haughton**

At the CRC, Pesante Haughton worked to end money bail and pretrial detention systems, hold prosecutors accountable for misconduct, and stop the criminalization of poverty.

Earlier, she was communications director for the Democratic staff of the House committee on education and the workforce and southern regional press secretary and national director of African-American media at the Democratic National Committee.

Stephanie Mueller, BR's executive VP of issue advocacy, said Pesante Haughton's leadership will help the firm support clients "on the frontlines of the intersecting global crisis around racial justice, public health and economic insecurity."

FINN SUPPORTS COVID-19 RELIEF IN AFRICA

Finn Partners is working with the Africa Medical Supplies Platform, a non-profit initiative launched by the African Union in response to the COVID-19 pandemic.

The independent firm is supporting AMSP communication objectives in the UK, Europe and North America.

AMSP has received a commitment from The Bill and Melinda Gates Foundation to help secure nine million tablets of dexamethasone, a drug that has demonstrated reduction of mortality for COVID-19 patients in hospitals.

The drug will be distributed proportionately, without cost, across the continent. "This is yet another indicator of our commitment to communications around healthcare and the provision of services that help people live longer, healthier lives," said Chantal Bowman-Boyles, Finn Partners' managing partner, Europe.

Finn Partners is O'Dwyer's No. 4 ranked firm with 2019 fees of \$119.3M.

NEWS OF FIRMS

Hill+Knowlton Strategies has launched **Habits+**, an evidence-based approach to starting, sustaining and stopping consumer and employee habits post-COVID, using behavioral science. Habits+ will operate out of the agency's London office. H+K's behavioral science team will use Habits+ to draw on evidence from previous crises, such as the SARS epidemic and the response to Hurricane Katrina, as well as a wider body of scientific evidence from health, sustainability and employee change programs. It identifies eight ways to change habits, many of which it says are commonly overlooked, and which are practical to apply into employee or consumer campaigns and initiatives.



Thompson & Co. Public Relations has launched a division and suite of services intended to raise the voices of people of color as well as addressing issues of inequality affecting marginalized groups. The division, which will be led by T&C executive vice president Gary Scott and senior culture & content strategist Thomas McIntyre, will counsel clients in such area as updating/creating activism-at-work policies, diversity and inclusion in the workplace, inclusive messaging, and diversity and inclusion in media sources. "Alaska is such a diverse state, and a service like this is long overdue for our clients and communicators," McIntyre said. In addition to its Anchorage headquarters, T&C has an office in Houston.

Zapwater Communication has formed a partnership with travel trade marketing company **Studio Jungla**. Both firms already have a strong presence in the Mexican tourism market, and their joined forces will provide services including bilingual media relations, social media, influencer relations, consumer and trade events, travel agent and meeting planner outreach, and airline relations for Mexican hotels, resorts and destination management organizations. The partnership kicked off with the firms being jointly named U.S. agency of record for Visit Baja California Sur.



STUDIO JUNGLA

The Abbi Agency of Reno has acquired **Made by Chance**, which offers website and app development, digital design, branding and marketing, as well as videography, illustration and animation services. Headquartered in London, Made by Chance works with clients throughout Europe and other global markets. The combined agencies will now operate under The Abbi Agency umbrella, with offices in Reno, Las Vegas, New York City and London.

The Core Strategic Group has launched Core Decision Analytics, which will provide clients with opinion insights and data analytics. CODA will be led by Adam Rosenblatt, who will serve as president of the company. Rosenblatt, who was previously vice president and senior strategist at research and analytics consultancy Penn Schoen Berland, will work with CSG's campaign management and corporate intelligence companies—Chariot and KPA Strategies, respectively – as well as FSB Public Affairs, to provide the knowledge and strategy that drives successful campaigns. Core Strategic Group also includes creative and production services company BadFish Media, grassroots and field campaign services unit c3 Public Strategies and The Core Management Company.

SCHNUCK NAMES BRADLEY COMMS CHIEF

Schnuck Markets has hired Bill Bradley as chief marketing and communications officer.

Bradley comes to St Louis-based Schnuck after almost three



Bill Bradley

decades at Anheuser-Busch, where he most recently served as vice president, community affairs. Before that, he was senior director of corporate social responsibility and previously held key positions in brand and special event marketing.

In his new post, Bradley will Schnuck's newly merged marketing, communications and customer insights team. "We know customers are determining where they shop based on their

emotional connection to retailers," said Schnuck president and chief operating officer David Peacock. "Bill's expertise and leadership is paramount as we leverage these core areas."

VA. COUNTY SEEKS FIRM TO BOOST VISIBILITY

Virginia's Botetourt County wants to hire one or more firms for public affairs and media services to increase the visibility of its efforts in support of residents, businesses, visitors and partners.

The county is located in the southwestern portion of the state in the scenic Roanoke Valley, bordered by the Blue Ridge and the Appalachian Mountains.

BC "is seeking firms with proven track records in strategic government marketing, community growth planning, cohesive messaging and change management, brand management, public relations, media relations, advertising, web development, social media, content development, and research," according to its RFP.

The communications partners will assist in generating press coverage; guide social media, email, and multimedia campaigns; provide media training and lead issues and crisis communications in the event of an emergency.

The contract will be for one-year with two additional one-year renewal options. Responses are due Aug 5.

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

JPR ALUM OGDEN LAUNCHES SHOP

Amy Ogden, longtime senior vice president of brand development at travel, hospitality and luxury lifestyle agency J Public Relations, has launched a consultancy titled The Collective.

The New York-based consultancy matches travel, real estate and lifestyle brands with agency partners and experts specializing in digital marketing, PR, SEO, paid search, social media, branding and creative.



Amy Ogden

Ogden, who was stationed at JPR for nearly a decade, said the new shop, which officially opened in July, provides its services free of charge to the brands it works with.

"Brands often don't have the time or resources to fully research and vet the best agency partner options," Ogden

told *O'Dwyer's*. "Think of me as a matchmaker. Brands work with me, at no cost to the brand, and I pair them with highly vetted agency options based on their very specific goals."

ACCOUNTS IN TRANSIT

Peppercomm has been appointed agency of record in the U.S. for global small business platform **Xero**. Peppercomm will work with Xero to drive its brand awareness in the US through thought leadership, earned media and influencer engagement. The agency will also develop a corporate narrative for Xero's SaaS-based solution, as well as support the company at key events and conferences and its own roadshows and Xerocon events. Founded in New Zealand in 2006, Xero says it established cloud-based accounting software worldwide and now serves more than two million subscribers globally.



Colangelo & Partners has been named U.S. agency of record for the **Duca de Salaparuta Group**, a portfolio of wines from Sicily that are part of Disaronno International, which also imports such brands as Disaronno liqueur and Tia Maria coffee liqueur. Colangelo & Partners will develop and execute a comprehensive communications strategy targeted to key media, trade and influencers. The partnership will focus on engaging new and current consumers through strategic media and trade relations, events and partnerships and influencer marketing.

Bob Gold & Associates has been selected as public relations agency of record for **VideoCoin Network**, a decentralized video infrastructure which provides developers with simple-to-use, inexpensive video processing services. The agency will support VideoCoin's partnership, marketing and advertising initiatives. Led by Live Planet CEO Halsey Minor, VideoCoin Network competes with centralized providers like Amazon Web Services, but takes advantage of unused computing capacity available around the world.

French|West|Vaughan has been selected by **Quest Diagnostics** to support the company's growth in North and South Carolina. FWV has already kicked off its work for Quest, with a focus on sharing news about its COVID-19 infection and antibody serology testing and growing number of testing sites throughout the region. Quest has 45 patient service centers and serves more than 2 million patients each year in the two states.



LEWIS has been named U.S. PR agency of record for cloud data protection and management company **Druva**. Founded in 2008 and headquartered in Sunnyvale, CA, Druva is a privately held company funded by Sequoia Capital, Viking Global Investors, Tenaya Capital, Riverwood Capital, and Nexus Partners. It currently serves over 4,000 enterprise customers throughout the world.

Nicholas & Lence Communications has been enlisted to craft messaging for the **City of New Rochelle's** initiative highlighting the city's strength and solidarity. NLC, which developed the initiative's tagline, "New Ro Strong," will work with the client to share stories about efforts made by the city's business and real estate community to help out during the COVID-19 crisis. NLC is now also representing **Nassau Financial Group**; **ShelterZoom**, which promotes safe, secure, efficient and transparent online real estate transactions and the **Banquet Event Strategic Taskforce**, an events industry trade association and recovery group in New York City.

COMMENTARY

Fox News has caught a bad case of COVID-19 misinformation fever, according to [a report from Media Matters for America](#), which counted 253 cases of reported “fake news” about the virus on Rupert Murdoch’s network over the course of five days (July 6-10).



Nearly half (115 cases) of the misinformation dealt with undermining the science behind the coronavirus and health recommendations from experts. Politicizing the virus came next, with 63 cases about face masks and business closures.

Most distressing about the Media Matters study: a third of the COVID-19 misinformation occurred during the “straight news” portion of the broadcast day.

It appears that the prime-time propaganda spewed by rightwing nuts like Tucker Carlson and Laura Ingraham has seeped into the “fair and balanced” part of Fox.

Ingraham and her “The Ingraham Angle” show traded in the most COVID-19 misinformation, followed by the morning program, “Fox and Friends,” which is must-see programming for Donald Trump.

For those keeping score, “Fox and Friends” gets an assist for the more than 20,000 lies, whoppers, falsehoods and misrepresentations spread by Trump since he became president.

And speaking of misinformation, let’s hope Trump was just joshing when Chris Wallace on July 19’s “Fox News Sunday” asked him if he would accept the outcome of the election, win or lose.

Here is what the tweeter-in-chief said: *“I have to see. Look, you—I have to see. No, I’m not going to just say yes. I’m not going to say no. And I didn’t last time either.”*

Trump’s legacy may not be about how he totally mishandled the COVID-19 pandemic, which has killed more than 140K Americans—so far—and thrown 20M people out of work.

He may be remembered as the first president involved in a non-peaceful transition of power, breaking a string that dates back to 1800 when John Adams handed the presidency over to his bitter rival, Thomas Jefferson.

The Center for Political Accountability released its “Conflicted Consequences” report on July 21, a study that shows despite corporate PR promises about pursuing environmental, social and governance commitments, companies are “laundering” contributions via 527 organizations to undermine those lofty vows.

“Indeed, in few places today is the gap between word and deed as wide as it is in the political spending of American corporations,” wrote Yale professor Jacob Hacker and UC Berkeley’s Paul Pierson in their forward to the CPA study.

The 527 organizations take corporate cash and then spend it to advance a broad political agenda. “For corporations pursuing agendas they do not want scrutinized, this type of spending has three big advantages over traditional political spend-

ing: it is less likely to attract attention than PAC contributions that go directly from firms to candidates; it is effectively laundered by running through the 527 organization so the donor can duck accountability for specific uses of the money; and it allows the resources of many companies to be pooled to achieve maximum impact,” wrote Hacker and Pierson.

While both Republicans and Democrats run 527 organizations, the bulk of corporate money flows to GOP-affiliated groups that work against stated corporate ESG commitments.

The Report tracks \$800M in spending for GOP-tied 527 groups, of which 46.6 percent of the amount came from companies and their trade groups, vs. \$475M in Democratic-affiliated 527s.

The CPA monitored money flowing to the Republican Attorneys General Assn., which filed a lawsuit in 2018 to declare the Affordable Care Act unconstitutional.

Facebook, Coca-Cola, Pfizer, Walmart, Noble Energy, Altria, Southern Co., Pinnacle West, Anthem, and Mallinckrodt rank among the top 20 corporate donors to the RAGA.

More than 20M Americans would lose healthcare coverage in the midst of the COVID-19 pandemic, if the RAGA succeeds in trashing ObamaCare.

The Report also found corporate hypocrisy on climate change, and tracked corporate spending designed to boost racial gerrymandering, restrict women’s reproductive rights and promote anti-LGBTQ legislation.

The group believes its study highlights the increasing risk that companies face from their political spending.

“When corporations take a public stand on such issues as racial injustice or climate change, the money trail illustrated here can lead to their boardroom door,” the CPA said. “It can reflect a conflict with a company’s core values and positions.”

There’s been a lot of good reading about the Trump administration (John Bolton’s “The Room Where it Happened”) and the dysfunctional Trump family (Mary Trump’s “Too Much and Never Enough: How My Family Created the World’s Most Dangerous Man”) of late.

But it’s Michael Cohen’s upcoming book that may do the most damage to the re-election bid of the president.

A federal judge on July 23 ordered the release into home custody of Donald Trump’s former fixer. Alvin Hellerstein ruled that Cohen was sent back to jail earlier this month as “retaliation” for his memoir, which is tentatively titled, “Disloyal: The True Story of Michael Cohen, Former Personal Attorney to President Donald J. Trump.”

The book must have been a tough one to write for a former loyalist like Cohen, who once said he would take a bullet for Trump, to write. According to Cohen’s July 21 lawsuit, “Disloyal” will describe anti-Semitic remarks made by Trump about prominent Jewish people and racist remarks against Barack Obama and Nelson Mandela.

Hellerstein said Cohen has the “First Amendment right to publish a book and to discuss anything about the book or anything else he wants on social media or with others.”

Cohen, who was thrown under the bus by Trump, may wind up with the best revenge. —Kevin McCauley