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O'Dwyer's Newsletter



The Inside News of
PR and Marketing
Communications

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June 3, 2019 Vol. 52 No. 22

42 WEST CALLS OFF ELEPHANT HUNT PR

42 West has ended its PR push to justify the Government of Botswana's effort to cull its elephant herd, which has grown in population from the 20,000s during the 1970s to 135K today. Animal rights and environmental groups have trashed the hunt. Britain's *Daily Mail* dubbed the elephant hunt, "Operation Jumbo Slaughter."



Allan Mayer

Allan Mayer, co-CEO and head of 42 West's strategic communications unit, handled the work for Botswana. He's the former head of Sitrick & Co.'s entertainment unit and staff

writer for the *Wall Street Journal*.

The entertainment PR firm released the following statement to Roger Friedman's Showbiz411 column: "While the nature of what 42West was hired to do for the Botswana Ministry of Environment, Natural Resources Conservation and Tourism has been grossly misrepresented, we have ended this relationship."

42 West's PR effort was worth \$125K. Botswana contends rampaging elephants kill farmers, wreck crops and destroy landscapes.

INTEL VET ANDERSON HEADS TO SILVER LAKE

Laura Anderson, who was VP/global communications at Intel, has moved to private equity firm Silver Lake Partners as managing director and head of communications.

During her nearly 20-year stint at Intel, Anderson handled crisis management, corporate positioning and financial communications related to mergers/acquisitions, restructurings and earnings. She also worked for five years, beginning in 2005, as of executive communications manager for chairman Craig Barrett, CEO Paul Otellini and executive VP-sales/marketing Sean Maloney.



Laura Anderson

Egon Durban, managing partner at Silver Lake, expects Anderson to "make a significant contribution to Silver Lake and its partnerships with the world's great technology companies, entrepreneurs and management teams."

Anderson, who will be based in Menlo Park, began her career in Ketchum's corporate practice in Chicago. Earlier this month, Silver Lake announced that Barrett Karr, chief of staff to House Minority Leader Kevin McCarthy, will join the \$43B assets firm next month to lead government relations.

EDELMAN SUPPORTS NYC ECODEV GROUP

Edelman is providing PR support for New York City's beleaguered Economic Development Corp. in the aftermath of Amazon's high-profile abandonment of its massive Long Island City headquarters project.

Crain's New York Business reports that Amazon was just the biggest of recent setbacks suffered by the EDC.



They include the multibillion-dollar Brooklyn-Queens Connector streetcar system that has gone nowhere, failure to develop a distribution center at the Brooklyn Army Terminal despite the need for warehouse space in the city and the inability to find a partner for a life-sciences campus.

James Patchett, president of the 500-member EDC, told the City Council in March that his group's initiative to create 100K "good paying jobs" by 2027 has so far resulted in 3K positions.

Critics fault New York mayor and presidential hopeful Bill de Blasio for failing to ride herd on the economic development agency.

"I think the mayor doesn't have much interest in the EDC," said Kathryn Wylde, CEO of the Partnership for New York City told *Crain's*. "So there's not a lot of drive."

Edelman is providing a shot in the arm for the EDC's short-staffed PR department.

NEW MOUNTAIN CAPITAL INVESTS IN W2O

New Mountain Capital, New York private equity firm with \$20B assets, is investing in W2O Group as CEO Jim Weiss plots the next phase of growth for the San Francisco-based healthcare PR firm.

Launched in 1999 by Jim Klinsky, co-founder of Goldman Sachs' leveraged buyout group and general partner of Forstmann Little, New Mountain replaces Denver's Mountaingate Capital, which is exiting as a W2O investor.

In 2016, W2O partnered with Mountaingate to bankroll its strategic plan, which included the acquisitions of Pure Communications, Marketeching and Sentient. The firm more than doubled revenues (\$200M-plus) and employment (800 people) during that time. "We achieved in three years what we planned to do in five, so we were looking for a new partner that could help us maintain our momentum," said Weiss.

He expects the New Mountain investment will accelerate growth of W2O's digital/analytics offerings and expansion in US and overseas markets.

SVC DRIVES FIAT CHRYSLER'S RENAULT BID

Sard Verbinnen & Co. is handling US media duties for Fiat Chrysler Automobiles' 50/50 merger offer to France's Groupe Renault to create the world's No. 3 automotive company, ahead of General Motors.

The combined entity would produce 8.7M vehicles annually and would be a leader in EV technologies, premium brands, SUVs, pickup trucks and light commercial vehicles, according to FCA.

FCA has a strong position in the high-margin end of the North American market and is a leader in Latin America. Groupe Renault has a robust presence in Europe, Russia, Africa and the Middle East.

No plant shutdowns are envisioned.

Sard Verbinnen's Robert Rendine and Kelsey Markovich are working the FCA deal here.

Gelso Consulting (UK), Image 7 (France), Community Strategic Communications Advisers (Italy) and Ash-ton Consulting (Japan) are also handling the FCA proposal.

DISPOSERX ENLISTS BGR IN WAR VS. OPIOIDS

BGR Government Affairs has scooped up DC work for DisposeRX, which believes its in-house drug disposal packets can play a major role in combatting the nation's opioid epidemic, which kills 130 Americans each day.

The Sanford, NC,-based company says consumers can use its packets to cut the number of drugs available for diversion and misuse.

DisposeRX CEO John Holaday and president William Simpson joined Donald Trump at the White House opioid summit in October. Through partnerships with Walmart, Kroger and Rite Aid, DisposeRX is donating disposal packets to get rid of 10M opioid pills.

BGR works legislative and regulatory matters dealing with drug disposal systems.

EX-SEN. HEITKAMP AIDE HITS BREAKWATER

Abbie McDonough, who was communications director for North Dakota's Democratic Senator Heidi Heitkamp, has joined WPP's Breakwater Strategy as VP.

She also served as national press secretary for Senator Jay Rockefeller of West Virginia and communications director for Rep. Paul Kanjorski of Pennsylvania.

McDonough also did a stint at RF|Binder, repping Wines of Chile, Dunkin' Donuts and Bank of America Foundation.

Heitkamp lost her re-election bid in 2018 to Kevin Cramer.

Arik Ben-Zvi, a co-founder of WPP's Glover Park Group, launched Breakwater in April to offer crisis management, executive positioning, corporate reputation, advocacy and campaign services with offices in DC and New York.

Max Gleischman, a GPP veteran and communications director for former UN ambassador Samantha Power, heads the Big Apple outpost.



**Abbie
McDonough**

ACCOUNTS IN TRANSIT

Hill+Knowlton Strategies has been retained by the **British Olympic Association** as its public relations agency for the Tokyo 2020 Olympic Games. The BOA selects and manages Team GB, the Great Britain and Northern Ireland Olympic Team. It will be H+K's third successive Olympic Games in support of the team. H+K will work with BOA to drive awareness of the Olympic Games – taking place from July 24 to August 9, 2020 – and Team GB's participation in it from this summer. The campaign will focus on bringing the fans closer to the athletes and their stories, with content from athletes, celebrities and fans.

Buchanan Public Relations is representing **Art Cream**, an emerging ultra-premium ice cream brand. Buchanan plans to build out the brand's social media pages (Facebook, Instagram and Twitter), introduce an influencer and blogger campaign (primarily on Instagram) and implement traditional media outreach in the company's key markets (Connecticut, Maryland, northern New Jersey, New York, Virginia and Washington, DC).

Vladimir Jones has been selected by **TOURISM Santa Fe**, the city's convention and visitors bureau, as its advertising and marketing agency of record. The agency will provide integrated advertising and marketing services to build on Santa Fe's "The City Different" brand position, with the goal of driving domestic leisure travel.

Huge has been named global communications agency of record for **Pantone**, the leading provider of color specification and workflow tools across a broad range of media. The Interpublic agency will be tasked with designing and executing "earned-first" creative campaigns, activations, partnerships, and experiences across the U.S., EMEA and APAC. Huge's efforts will target both B2B and B2C audiences.

Bob Gold & Associates has been selected to execute corporate communications programs for **Anthem Sports & Entertainment**, a global multiplatform media company. The agency's remit will be to develop programs to educate key audiences about the company's diverse sports properties, programming, multiple global networks and its passionate fans.

Adam Ritchie Brand Direction has been named U.S. agency of record for **born free**, a direct-to-consumer company that offers premium, design-centric and affordable baby essentials. The agency's first collaboration with born free is the "Find Your Free" pop-up event in New York City, which is aimed at giving people without social followings a top-tier influencer experience.

Hawkins International has been selected as agency of record for U.K.-based conference venue specialists **etc. venues**. Hawkins is working with the company as it launches in the U.S. with a new location at 360 Madison Avenue in New York City. Planned initiatives include media appointments, hard-hat tours, and stunt activations.



BOEING FLUNKS APOLOGY TOUR

“The crisis drags on” is about the last thing an organization wants to hear. But that is what’s happening at one of the world’s most venerable companies. Unfortunately, the manner in which Boeing is communicating – or not – has become its own news story.

The all-too-familiar drip, drip, drip of bad news is a classic “Don’t” in crisis circles. New and shocking revelations in the past few days have added to the tragic mess, which started last October with the crash of Lion Air 610. Boeing’s decision to base a critical flight system on a single sensor and a report that defective parts were installed in hundreds of planes are keeping the still unfolding story front-and-center in the minds of investors, the FAA and sister agencies around the world, current and future aircraft customers, and the flying public.



Paul Oestreicher

Apologies go hand-in-hand with crises and, while there have been hundreds of articles, reports and analyses on the 737 MAX crashes, I have a few additional observations to share on how Boeing is saying sorry using my 6 A’s model:

Acknowledging something has happened. It was impossible to deny the loss of 346 lives in two crashes. But in the days following the tragedies, Boeing claimed the 737Max was safe and the MCAS (the Maneuvering Characteristics Augmentation System, which caused the planes to lose control), was “certified.” This creates an astounding dissonance: While the fleet is stilled grounded, they’re continuing to work furiously on an MCAS software fix. It took weeks for Boeing to say, “We own it.” *Score: 5/10*

Authentic expression of regret. Initial statements and testimony placed some blame on pilot training. Then CEO Denis Muilenburg said weeks later, “We at Boeing are sorry for the lives lost in the recent 737 MAX accidents. These tragedies continue to weigh heavily on our hearts and minds, and we extend our sympathies to the loved ones of the passengers and crew on board Lion Air Flight 610 and Ethiopian Airlines Flight 302.” Helio Fred Garcia, president of Logos Consulting Group, said: “Trust didn’t fall because two of its plane crashes. Trust fell because they were seen to be indifferent.” *Score: 5/10*

Appropriate tone and language. As pointed out above, this is the tale of two phases, two apologies. Following the accidents, the tone-deafness was jarring. The later statement and corporate video seemed to make up some ground but it was sprinkled with jargon like “MCAS” and “erroneous angle of attack information.” And Mr. Muilenburg fell into the “me” trap when he said, “I cannot remember a more heart wrenching time in my career.” *Score: 6/10*

Acceptable venue. One gets the sense that Boeing is being dragged into its apologies and has failed to rapidly, proactively face its publics. While public statements and videos are becoming normalized, they fail to come face-to-face with those affected. It reinforces a wall of separation and does not allow interaction or engagement. *Score: 6/10*

Acting in the right timeframe. The video apology

came 26 days after the second crash – Ethiopian Airlines. Enough said. *Score: 6/10*

Announcing next steps. Boeing initially said they were “humbled” and “learning”—honest but not terribly reassuring or instructional. Saying they will “deliver airplanes to airline customers and to the flying public that are safe to fly” is like Starbucks saying they’ll serve coffee that’s safe to drink. Boeing finally came around and said they “will ensure accidents like that of Lion Air Flight 610 and Ethiopian Airlines Flight 302 never happen again... top engineers and technical experts [are] working tirelessly” and that they will give pilots “training and additional educational materials.” **Score: 6/10**

The 6 A’s rubric weights the elements differently. So, my overall score—and you may certainly have a different evaluation—works out to 55/100. An “F.”

Apologies—good ones, bad ones—have real consequences. Boeing’s behaviors have broken trusts, damaged its reputation, slowed sales, harmed valuation, and created fear. But I know they’ll make it back. They’re fundamentally, historically a good company making good products and time will muffle the damage. But it’s been an unnecessary, destructive, lengthy episode. I hope something instructive can come from all the loss.

Paul Oestreicher, PhD is a recognized expert in strategic communications, marketing and public affairs, and crisis, change and reputation management. He is the author of Camelot, Inc.: Leadership and Management Insights from King Arthur and the Round Table and the blog C-O-I-N-S: Communication Opinions, Insights and New Strategies. Follow him @pauloestreicher.

PRSA/LA UPS COMMITMENT TO DIVERSITY

The Los Angeles Chapter of PRSA is demonstrating its commitment to diversity in the PR industry with two upcoming events: Connexions, a June 20 networking mixer co-sponsored with the Black Public Relations Society of Los Angeles and the Hispanic Public Relations Association, and PRSA-LA’s August 17 Diversity Celebration.

Both events are being shepherded by PRSA-LA president Shawn Smith, who is also the president of BPRS-LA. Smith says that holding both roles gives her an opportunity to strengthen the ties between the organizations, as well as with the HPRA.



Shawn Smith

The first African American president of PRSA-LA as well as director of public relations with Warner Bros. Consumer Products, Smith has worked to increase the level of diversity of the organization’s board. She has also served as a mentor to young professionals.

PRSA-LA is also accepting submissions for its 55th annual PRism Awards, which recognize excellence in public relations strategic campaigns, tactical programs and professional merit. The early entry deadline for the awards is June 14, with a regular entry deadline of July 12.

To find out more about Connexions, the Diversity Celebration or the PRism Awards, [click here](#).

INSTAGRAM DRIVES SOCIAL ENGAGEMENT

The popularity of photo-sharing site Instagram is responsible for boosting much of the total daily time Americans spend on social media, according to May estimates by digital market research company eMarketer.

eMarketer predicts that U.S. adult Instagram users will spend an average of 27 minutes per day on the site this year, up from 26 minutes in 2017-2018 and 24 minutes in 2016. eMarketer predicts engagement will continue to pick up by about a minute every year through 2021.

eMarketer's forecast also predicts that while Facebook still accounts for the lion's share of social media activity, time spent on the platform will continue to decline modestly over the next couple of years.

Average daily time spent on Facebook by U.S. adult users fell by three minutes last year, according to eMarketer, from 41 minutes per day in 2017 to 38 minutes in 2018. eMarketer predicts average daily use on Facebook to remain at 38 minutes per day in 2019, then dip to 37 minutes in 2020.

Finally, eMarketer's forecast suggests Americans' use of messaging app Snapchat may have plateaued. Use of that platform by U.S. adults apparently peaked last year, averaging 26 minutes of daily use time, up from 25 minutes in 2017 and 22 minutes in 2016. Future average daily time spent on Snapchat, however, isn't expected to change through 2021.

MISSISSIPPI SEEKS STRATEGIC TOURISM PLAN

The Mississippi Tourism Association, the nonprofit agency that supports Mississippi's tourism industry, is looking for a consultant to conduct an assessment of The Magnolia State's tourism sector and devise a long-term, strategic plan for growing and strengthening it.

Mississippi's DOT needs a consultant that can analyze the Association's membership services and current focus in support of a three- or five-year plan for Mississippi's tourism industry.

Scope of the work includes: analyzing the MTA's current membership services and organizational components; interviewing organizational and industry stakeholders; reviewing the economic impact of the state's tourism industry; present an overall, action-driven strategic action plan for the MTA that outlines key focus areas for growing and strengthening the state's tourism industry while engaging stakeholders.

Budget for the project shouldn't exceed \$10,000.

Deadline for proposals is 3:00 p.m. (CST) June 14. Proposals should be submitted to: Rochelle Hicks, Executive Director; Mississippi Tourism Association; P.O. Box 2745; Madison, MS 39130

All bidding firms must submit an original and three hard copies of their proposals, and must also send a copy of their proposals via email to rhicks@mstourism.com. E-mail attachments should be no larger than 10 MB.

Any questions should be directed to MTA strategic planning chairperson Marlo Dorsey, 601/296-7475 or mdorsey@visithburg.org. Deadline for questions is 12:00 p.m. (CST) Friday, May 31.

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

MEDIA MANEUVERS

NBCUniversal has launched its ShoppableTV, which displays QR codes during specific moments in TV shows and takes viewers directly to e-commerce sites once scanned, during its coverage of the French Open tennis tournament. According to a report in the *Hollywood Reporter*, a series of such "shoppable moments" are running during games featuring No. 1-ranked Novak Djokovic. Viewers of Djokovic's matches will be alerted to hold their phone cameras up to the screen to scan a QR code that will take them to Lacoste's website, where they can purchase items from the Lacoste x Novak Djokovic Collection. Among the NBCUniversal TV brands set to participate in the ShoppableTV initiative over the coming months are NBC, NBC Sports, Telemundo, USA Network, Bravo, E! and CNBC Prime.



Gannett and **GateHouse Media**, the two newspaper groups with the largest circulations in the U.S., have held talks that could lead to a merger, the *Wall Street Journal* reports. Gannett recently defeated a bid by hedge-fund owned Digital First Media to win control of the company by installing its own board members. Sources told the WSJ that Gannett has also approached Tribune Publishing and McClatchy about possible deals. Gannett currently owns 109 daily newspapers, including *USA Today*, the *Detroit Free Press* and the *Arizona Republic*. GateHouse's 156 daily papers and 464 weeklies are largely published in small markets. If the two companies do combine, they would control one out of every six papers in the country. The increased size of the organization would likely give it a bigger market for the digital advertising that is sold through its USA Today network.

Hearst Magazines has launched Sample Ignition 360, a social media ad product that lets people request free samples of a product in exchange for their email address and shipping information, according to a report on tech website Digiday. The product is a collaboration with online sampling business SoPost. The ads for the samples can be distributed via Facebook and Instagram, or within Instagram or Facebook Stories pages for specific Hearst publications. Though Sample Ignition 360 will be limited to social channels for now, the goal is to create versions that can be distributed across Hearst's other channels, including its owned and operated websites.

The intellectual property of *Sports Illustrated* has been sold to Authentic Brands Group for \$110 million. What was not included in the transaction was the magazine and website, which Meredith will continue to run for at least two years. Meredith will pay ABG an undisclosed licensing fee for use of the brand name on the publication. Editor-in-chief Chris Stone and publisher Danny Lee will keep their positions, according to a press release from Meredith. ABG says it expects to make the deal pay off through endeavors including live sports, e-sports and sports gambling.



GS&A ACQUIRES MESSAGE

Los Angeles-based government relations firm Goring, Spahn and Associates has acquired strategic communications and social impact agency Message.

Financial terms of the deal weren't publicly disclosed.

Hollywood-based Message was founded in 2012 by principal strategist Steve Caplan, a former GMMB partner and general manager of that political consulting firm's Los Angeles office. Prior to joining GMMB, Caplan was executive vice president at entertainment industry trade group the Association of Independent Commercial Producers and a senior official in the administration of former Philadelphia Mayor (and later Governor) Edward G. Rendell.

Caplan assumes the newly created title of chief strategy officer in light of the acquisition. He'll be stationed in GS&A's Los Angeles office.

GS&A, which maintains a second office in Washington, D.C., specializes in government relations, issue advocacy, PR and strategic philanthropy.

FTI ADDS SCOTT WALKER'S DATA GURU

FTI Consulting has hired Nick Sharkey, data guru for then-Wisconsin Governor Scott Walker's bid for the Republican presidential nomination in 2016, as managing director of the digital & insights team at the firm's strategic communications unit.



Nick Sharkey

As director of data science for Scott Walker for America, Sharkey was in charge of voter turn-out, financial and issues models.

He also was director of data science and analytics for the Republican National Committee, CRM database manager for the Phoenix Suns NBA team and senior analyst at both US Airways and CVS Caremark.

Most recently, he was running Tiger Shark Analytics.

Based in DC, Sharkey reports to Brent McGoldrick, head of the D&I practice and Paul Henninger, chief of the digital science group

DIGITAL PRO SINOVIC JOINS REP. CLARKE

Sarah Sinovic, who had been running her own PA, branding and digital marketing firm in Washington, has joined Brooklyn Congresswoman Yvette Clarke's office as communications and digital director.

Beginning her political career in the office of Illinois Sen. Dick Durbin, Sinovic has handled external communications for more than a half dozen political campaigns.

Most recently, she was communications director/deputy campaign manager for Jane Raybould's unsuccessful bid for the Nebraska Senate seat.

Sinovic took that job after a five-year stint as digital marketing strategist at Omaha-based CHI Health, the Cornhusker State's largest healthcare system.

Clarke, a seven-term Congresswoman, vice chairs the Energy & Commerce Committee and co-chairs the Medicare for All Caucus.

Sinovic will handle Clarke's messaging, digital outreach and serve as spokesperson.

NEWS OF FIRMS

Allison+Partners has launched Allison Advisory, a management consultancy group that will be part of the firm's corporate practice. The group will advise business leaders in such areas as corporate change, digital transformation, international expansion, risk mitigation, purpose development and challenges unique to startup and high-growth. Matthew Della Croce, Allison+Partners' global president, Corporate + Europe, is heading up the group along with David Wolf, who was previously managing director of Allison+Partners' Global China practice, which will be rolled into the Allison Advisory offering.

Banner Public Affairs has opened an office in Denver. Senior vice president Christian Whiton is heading up the new location. Prior to his move to Denver, Whiton was based jointly in Banner's Washington and Los Angeles offices. He was previously a senior advisor for strategic communications at the U.S. Department of State. During the Presidential Transition, Whiton was the media advisor for the nominations of the secretary of state, U.S. ambassador to the United Nations, and ambassadors to Japan and Israel.



Christian Whiton

Belfast, Northern Ireland agency **Clearbox** has created what it says is the industry's first dedicated in-house yoga studio. The studio is part of a £50k (about \$63,000) investment the agency is making in employee wellness this year. Clearbox specializes in PR, social and experiential activities for brands such as Amazon, Sony Mobile, Universal Pictures, Morelli's Ice Cream and Bushmills Irish Whiskey.

ON THE MOVE

APCO Worldwide has brought on **Steve Earl** as managing director, London. Earl joins APCO from Zeno Group, where he is currently managing director of Europe, having founded that agency's operations in the region in 2012. He oversaw client delivery and business development across multiple European offices, played a leading role in an acquisition and counselled clients on corporate communications, brand engagement and crisis management. Earl was previously managing director and founder of Speed Communications.

Haven Tower Group has named **Larry Roth** chairman of the firm's board of advisors.

Roth is managing partner of RLR Strategic Partners, a strategic consultancy and M&A advisory firm affiliated with Berkshire Global Advisors, as well as a member of the board of directors of Clark Capital Management Group and Oppenheimer & Co., Inc. He previously served as CEO of AIG Advisor Group as well as CEO of Cetera Financial Group. At Haven Tower, Mr. Roth will serve as a strategic counselor to the agency's leadership, while also helping to build out and oversee the board of advisors.



Larry Roth

COMMENTARY

Facebook didn't need another headache, especially one created by a top executive's crazy defense of the social media site's decision to keep the infamous doctored video of Nancy Pelosi appearing drunk in distribution on its platform.



Nancy Pelosi

Mark Zuckerberg's creation is already threatened with a split-up for its role in trafficking fake news and spying on its customers. The Pelosi debacle adds fuel to the legion of Facebook critics.

A dirty trickster who goes by the handle Politics Watchdog on its Facebook page took "credit" for the Drunk Nancy masterpiece.

The clever sleuths at Facebook determined it was a hoax, but decided to run it anyway, thus trashing the image of the most powerful woman in Washington. Did they think it was all just fun and games?

How could they ever justify such boneheadedness?

Monika Bickert, who is in charge of product policy and counterterrorism at Facebook, gave it her best shot.

"We think it's important for people to make their own informed choice for what to believe," she said told CNN's Anderson Cooper. "Our job is to make sure we are getting them accurate information."

If one takes Bickert's words seriously, Facebook condones fake news and feels that it has the right to distribute that junk.

In other words, Facebook knew the video was doctored and deliberately deceived consumers by showing it anyway.

Facebook pretends it's not a media company, though a huge bulk of the globe's population gets its news there.

That charade of being just a distribution platform provides Facebook immunity under the Section 230 of the Communications Decency Act.

That protection has got to go. It could be Pelosi's ultimate revenge on Facebook.

The odds that president Trump read the 448-page Mueller Report are pretty slim.

Adam Kennedy, White House deputy communications director, refused on NPR May 30 to get into whether the president read Mueller's document. He did say Trump followed the Russian meddling investigation very closely.

Though Trump is probably unaware of the contents of the Report, he maintains that it totally exonerates him from any wrongdoing. That's fake news, Donald.

"Case closed," the president tweeted after Mueller's surprise public appearance on May 29.

Mueller emerged from the shadows to tell Americans that Russia launched a "concerted attack on our po-

litical system." There were "multiple systematic efforts to interfere in our election."

The now former special counsel deemed Russian meddling the "central allegation of our indictments" and "one that deserves the attention of every American."

His message: Read my Report.

Unfortunately, the political focus on the Report for Democrats is impeachment and for Republicans is "Case closed. Time to move on."

Trump, who has constantly referred to Russian meddling as a "hoax" concocted by Democrats angry that Hillary Clinton lost the election, reversed course May 30.

He tweeted: "Russia, Russia, Russia: That's all you heard at the beginning of this Witch Hunt Hoax... And now Russia has disappeared because I had nothing to do with Russia helping me to get elected." Yikes! That's a doozy of an admission.

Realizing that his flying Twitter fingers moved faster than his brain, Trump told reporters less than an hour after his tweet: "No, Russia did not help me get elected. I got me elected."

Mueller has no plans to testify before Congress, saying the Report is his testimony. That's a fair point.

But Mueller is the perfect pitchman for the Report.

Republican Congressman Justin Amash did read the report.

After reading it, the Michigan Representative concluded that Trump engaged in impeachable conduct.

"I swear an oath to support and defend the Constitution, not an oath to do the bidding of one man or one political party," Amash tweeted on June 1. "We have a constitutional republic to uphold liberty and the Rule of Law, not a direct democracy to serve some at the expense of others."

Amash maintains that few of his Congressional colleagues read The Report. The president has blasted Amash as "a total lightweight" and "loser."

Warner Wolf, the former Washington and New York local TV sports anchor made "Let's Go to the Videotape!" his trademark phase. Warner would have loved videotape of Mueller spelling out the highlights of the Report before a Congressional committee.

Congress needs to make that happen. Nationally televised Congressional hearings featuring lawman Mueller would bring alive for millions of Americans the threat that Russia poses to our democracy.

They might even sway spineless Republicans in the Senate to screw up some courage and put country over political party by voting to impeach the president.

Mueller and his team worked for more than two years compiling the Report. He owes a follow-through to his investigators and to all of us.

His Congressional hearings would even inform president Trump of what is in the Report.