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Editor-in-Chief

O'Dwyer's Newsletter



**The Inside News of
PR and Marketing
Communications**

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FIRM NEEDED TO PROMOTE TAIWAN TOURISM

The New York office of the Taiwan Tourism Bureau is accepting proposals from agencies that can execute a PR program targeting the eastern U.S. market in a bid to boost outbound travel to Taiwan.



Scope of the work includes creation of a market research and development strategy and program; inviting tour operators to develop tour products; organizing road shows, press shows and familiarization trips; creating co-op campaigns to promote themed travel; production service; and media relations duties, including the development of a TV and online promotion program.

Estimated total budget for the campaign, which is slated to run 18 months, is \$500,000.

Deadline for proposals is June 12 at 5 p.m.

All documents should be mailed to: Tourism Division, Taipei Economic and Cultural Office in New York, 1 East 42nd St., 9th Fl., New York, NY 10017.

Contact is Gina Chen, marketing manager, tbroc-nyc@gmail.com.

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

MERCURY REPS CHINA'S ZTE ON SANCTIONS

Mercury Public Affairs has a \$75K monthly retainer account to represent ZTE Corp, the Chinese smartphone company sanctioned by the Trump Administration for selling gear to Iran.

The Commerce Dept. barred American companies from supplying semiconductors and components to ZTE effective April 14, a move that could shut it down.

President Trump has backtracked on ZTE, suggesting that lifting the ban could be part of a trade deal with China—if ZTE pays a fine of \$1.3B.



Senators Mark Warner (D-VA) and Marco Rubio (R-FL) have criticized Trump's proposal, saying letting ZTE and rival Huawei Technologies operate in the US threatens national security. Rubio believes a bill barring Chinese telecoms from doing business in the US would receive supermajority backing in Congress.

Mercury, which is part of Omnicom, says its work for ZTE "may inure to the benefit of the People's Republic of China," though "it has no direct information concerning any level of government control or funding over ZTE Corp."

Its contract went into effect May 14.

FORTUNE SOCIETY FLOATS PR RFP

The Fortune Society, which provides services and advocates for jailed and formerly incarcerated people, has issued an RFP for strategic communications and PR.

Fortune wants to strengthen its brand leadership in conversations regarding criminal justice reform, re-entry and the mass incarceration crisis, according to its RFP.

The ideal PR partner will create and cultivate relationship with national, state and local media representatives so Fortune becomes "one of the first organizations that reporters call for a quote or comment on current events happening around criminal justice and reentry issues."

During the past year, Fortune helped more than 7,000 individuals via housing, education, employment, outpatient substance use, health treatment, HIV/AIDS services, food/nutrition and discharge planning.

Deadline to respond to the RFP is June 22. Proposals go to [Jill Poklemba@jpklemba@fortunesociety.org](mailto:JillPoklemba@jpklemba@fortunesociety.org).

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

SORRELL UNVEILS COMEBACK VEHICLE

Martin Sorrell plans to replicate the 1980s formula that he used to build ad/PR conglomerate WPP from the corporate shell of Wireless and Plastic Products to create a multinational technology, data and content-oriented communications company.

Derriston Capital has been acquired by S4 Capital, a Jersey-incorporated business established by Sorrell in April. Sorrell kicked in \$53M of S4's \$67M funding, said Derriston's London Stock Exchange filing.

S4 has non-binding commitments from institutional investors for nearly \$200M in additional funding.

Sorrell, who is executive chairman, owns a 75 percent stake of S4's 464M outstanding shares and has incentives entitling him to 15 percent of growth in the value of its shares, as long as "the company or its shareholders receive a six percent preferred return."

Paul Roy, who was co-president of Merrill Lynch's global markets and investment banking division, and Rupert Faure Walker, a financier who advised WPP on its acquisitions of JWT, Ogilvy & Mather and Cordiant, join Sorrell on the board of S4.

Walbrook PR Limited's Paul McManus and Nick Rome handled Derriston's announcement.



Martin Sorrell

AUSTRALIA'S VISIT VICTORIA LOOKS FOR PR

Visit Victoria is looking for a PR firm to attract travelers from the US and Canada in its effort to build Melbourne and Victoria into Australia's No. 1 tourism destination and the gateway to Down Under.

The goal is to revitalize the visitor economy by generating more than \$36B in traveler spending by 2025, which would support more than 320K jobs.



The PR firm will target baby boomers and millennials.

Visit Victoria seeks a US-based firm with an office in Los Angeles.

Work on the maximum three-year contract will begin July 16. The budget will be established each July.

Responses to the RFT are due June 12 by 5 PM (PST).

David Evans, regional manager-Americas, is handling the RFT. He is at 310/695-3246 and david.evans@visitvictoria.com.au.

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

ANA ACQUIRES DMA

Marketing trade group the Association of National Advertisers has acquired data-driven marketing industry trade giant the Data & Marketing Association.

Terms of the deal were not publicly disclosed.

Formerly known as the Direct Marketing Association, DMA has been labeled by "60 Minutes" as "one of the most powerful lobbying groups in Washington," representing 1,000 organizations including tech and data firms, marketers, service providers and media companies.

The merged organization effectively establishes the largest marketing/advertising trade association in U.S., with collective membership of 2,000 member companies.

The deal, scheduled to be formally completed on July 1, is subject to approval by DMA's voting members.

ANA officials in a release said that DMA would henceforth become a division of ANA. The unit will continue to be led by DMA CEO Tom Benton.

ANA in January acquired nonprofit trade group the Word of Mouth Marketing Association.

ZENO KEYS IN ON B-M'S KEY

Margaret Key, most recently CEO of Burson-Marsteller's sprawling Asia-Pacific region, has joined Zeno Group to helm its APAC operation.

Zeno, a Daniel J. Edelman Co., has 135 staffers in India, Singapore, Malaysia, Indonesia and Australia.

They serve clients such as Johnson & Johnson, Prudential, Temasek, Intel, Lenovo and Netflix.

Prior to B-M, Key was managing director for Edelman in Japan and Korea and communications staffer at Hyundai and Hilton in South Korea.

She has managed pan-Asia campaigns for Delta, Ford Motor, Bayer, LG and Huawei.

Key will be based in Seoul.



Margaret Key

PEOPLE ON THE MOVE

David Vindel, former managing director of European technology for Ketchum, has joined **Hill+Knowlton Strategies**, where he's been named technology practice lead for the EMEA region. Vindel joined Ketchum in 2012 and was responsible for spearheading the Omnicom unit's tech practice in the UK and Europe. He was previously managing director of technology at Huntsworth's Red Consultancy. Prior to that, he was technology MD at U.K.-based Band & Brown Communications. He'll be based in Spain.



David Vindel

InkHouse has expanded its digital marketing practice with the hiring of **Angela Trapasso** as vice president, digital marketing. Trapasso joins InkHouse from engagement marketing technology company Terakeet, where she most recently served as vice president of brand strategy. Her experience includes defining and executing earned media campaigns for digital public relations and search campaigns, as well as implementing influencer marketing campaigns.

LaVoieHealthScience has hired **Paul Sagan** as assistant vice president, investor relations and corporate communications. Paul comes to LHS from KCSA Strategic Communications, where he was vice president, corporate communications & investor relations, working with health, science and technology-based clients. At LHS, Paul will work with practice leads in investor and public relations and support the respective practices and clients at the intersection of science, healthcare and technology.



Ujwal Pyati

W2O has appointed **Ujwal Pyati** to the newly created position of practice lead, scientific strategy. Pyati comes to W2O from McCann Health North America, where he was SVP, director of scientific strategy. Before joining McCann, Pyati completed a postdoctoral fellowship in pediatric oncology at Dana-Farber Cancer Institute and Harvard Medical School.

Chartwell Strategy Group has brought on **Andrew Gabron** as lead digital strategist, in charge of its digital and grassroots advocacy efforts in Washington, across the U.S., and globally. Gabron joins Chartwell from boutique digital strategy firm Strength in Members, LLC, where he was vice president. He has also held senior business development and client management roles for Washington, D.C.-area public affairs and interactive agencies including DDC Advocacy.

Bateman Group has appointed **Caleb Bushner** vice president of digital strategy. Bushner was previously chief strategy officer at Free Range, where he led programs including brand awareness campaigns, omnichannel analysis and optimization strategies. Prior to Free Range, he served as associate director of Digitas' social media and influencer team for Taco Bell. Bushner will lead the Bateman Group's development of digital products and services, and partner with clients seeking to expand the impact of their content and brand storytelling initiatives.

PRIME POLICY GROUP REPS ISLAMIC RELIEF

Prime Policy Group, the lobbying wing of WPP's BCW unit, is repping Islamic Relief USA of Alexandria (VA) in its mission to provide relief and development aid to those in need in more than 40 countries, regardless of religion, gender or race. Specifically, BCW will educate the Trump Administration on the priorities, positions, actions and humanitarian priorities of the 25-year-old humanitarian aid group.



PPG vice chairman John Tanner, former Democratic Congressman from Tennessee, leads the firm's six-member team. Other members are managing directors Lisa Cotter-Colangelo (one-time member of the human rights and foreign policy committee of the Dole for President organization) and Becky Weber (ex-Republican counsel on the House Transportation and Infrastructure Committee) and Ed Cox (ex-aide to Utah Senator Orrin Hatch).

Islamic Relief has provided humanitarian assistance to people in Syria, Yemen, Bosnia, Chechnya, Afghanistan, Iraq, Chad, Central African Republic and Puerto Rico in the aftermath of Hurricane Maria.

It donated \$2.4M last month to the United Nations Relief and Works Agency to support more than 3,000 Palestinian refugees in Gaza.

H+K STRATEGIES PROMOTES SAUDI MARKETS

Hill+Knowlton Strategies has inked a two-month project with Saudi Arabia's Capital Market Authority, the Kingdom's market regulator.

CMA says its goal is to create an appropriate investment environment, boost confidence and reinforce transparency standards for all listed companies.

H+K will develop communications, media and PR strategies to increase awareness of CMA's work and arrange speaking engagements for its chairman Mohammed El-Kuwaiz, co-founder of Derayah Financial and former consultant at McKinsey & Co.

The WPP is working for CMA as subcontractor to Mazin Abdulrazzak & Sons, a consulting firm in Riyadh.

SARD VERBINNEN & CO. MAKES PA SPLASH

Financial PR firm Sard Verbinnen & Co. has launched SVC Public Affairs to provide counsel on high-stakes situations (government oversight/investigations/regulations, CFIUS reviews, crisis/issues management) that could affect a client's reputation and market value.

Former US deputy trade representative Miriam Sapiro, who joined SV&C this year from Finsbury, and Purple Strategies co-founder Bruce Haynes will be vice chairs of SVCPA and co-heads of the DC office.

Sapiro worked for Presidents Reagan, Bush, Clinton and Obama at the State Dept., National Security Council and White House.

Prior to Purple, Haynes was chief of staff to South Carolina Congressman Bob Inglis and staff counsel to two-term SC governor Carroll Campbell.



Miriam Sapiro

ACCOUNTS IN TRANSIT

Finn Partners is teaming up with cancer-focused social platform **Belong.Life** as it works to expand its ability to reach patients, providers and other advocacy groups. A major part of that effort is the Belong.Life Patient Impact Survey, a set of 13 questions that were sent to randomly selected members of the Belong online community. Most of the questions address the degree of fatigue that patients feel during treatment, and the effects that fatigue has on their ability to pursue adequate care.



William Mills Agency has been engaged to execute public relations and marketing services for **Zenmonics**, a Charlotte, NC-based global provider of omnichannel software that supports all channels in a financial institution on a single platform. "Partnering with William Mills Agency will further support our company's standing as a leading technology provider for financial institutions," said Chris Siemasko, chief product officer of Zenmonics.

Feintuch Communications is joining with tech PR firm CCgroup to promote non-bank foreign currency supplier **Travelx Currency Solutions** in the U.S. CCgroup, the global PR agency of record on the account, will collaborate with several international partners to execute an integrated marketing communications program for the company. The program will focus on boosting Travelx's profile in the fintech sector among traditional and non-traditional influencers, as well as using insight-led content marketing combined with a range of earned, paid and shared tactics.

Travelino/Keller has been engaged by **SOC Telemed**, a provider of hospital-based telemedicine, to create, drive and launch the company's new brand identity. Founded by physicians in 2004 as Specialists On Call (SOC), the company recently re-branded to SOC Telemed. Travelino/Keller's other clients in the technology and health space include Ciox, Big Cloud Analytics/EVO, Aesara and Harken Health.

MEDIA MANEUVERS

Facebook is dropping the "Trending" section from its site next as well as the products and third-party partner integrations that rely on the Trends API (or application programming interface). Replacements for the section are to include a dedicated section for news videos on its video hub Facebook Watch, a breaking news icon publishers can use on their posts, and "Today In," a section which connects people to news and information from local publishers.



Three top **Hulu** executives—chief content officer Joel Stillerman, senior VP of partnerships and distribution Tim Connolly and senior VP of experience Ben Smith—are leaving the company. It's the first major executive reshuffling since Randy Freer came on as Hulu CEO in October. Hulu says it is searching for an executive to head a new content partnerships group and is eliminating the chief content officer role.

INTEGRATION UPS PROFILES, BOTTOM LINE

The PR industry has entered a new era. Case in point: The top independent PR firms ranked by *O'Dwyer's* this year accounted for a combined total of more than \$3.14 billion in net fees, more than double the \$1.4 billion recorded by this magazine a year ago. Number-one PR giant Edelman, with its 2017 earnings of nearly \$894 million, is on track to break the billion-dollar mark within the next few years.



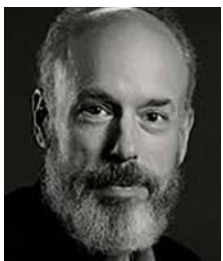
Richard Edelman

CEO Richard Edelman said business at his firm was slow during the first half of 2017, but picked up as the year progressed. He noted that Edelman had outperformed the big agency networks, but refused to accept single-digit growth as the “new normal,” saying the independent shop must battle ad agencies and digital outfits for market share.

Every one of the top-ten firms in *O'Dwyer's* rankings this year saw gains, compared to eight in our rankings last year. Twenty-one of the top 25 firms were up in billings in 2017, with 11 revealing double-digit growth. Of the 124 PR agencies participating in the *O'Dwyer's* rankings in 2018, 92 of them — or 74 percent — posted year-over-year gains.

Tech-focused independent network W2O Group took *O'Dwyer's* #2 slot, accounting for \$144 million in net fees in 2017, up 17.6 percent from 2016's \$123 million, adding another banner year on top of the San Francisco-based marketing and communications network's 33 percent climb in 2017.

W2O Vice Chair and Chief Innovation Officer Bob Pearson cited the agency's ability to scale offerings, team talent and innovation concurrently as one cause for the firm's success. “We expect a client leader to understand all forms of media and deliver what is required, not what is available. This approach is resulting in more opportunities, bigger and bolder ideas and attracting clients who want to make a major difference for their customers. The revenue numbers are simply the result,” Pearson told *O'Dwyer's*.



Bob Pearson

Advances in technology and data science will influence the evolution of virtually every model of communications and marketing in the not-too-distant future, Pearson said. And he predicted that we'll see an emergence of search media relations and media plans that encompass earned, shared, owned and paid channels, usually in that order. Pearson specifically cited two key drivers that he sees as responsible for moving the industry forward in 2018 and beyond: technology and common sense.

“From a technology standpoint, machine learning is arguably the most important advance in how we measure, learn and build mechanisms to create campaigns that matter and then retain that knowledge for the next campaign,” Pearson said. “Common sense occurs when great client service leaders realize that a strong earned and shared strategy can impact the paid media plan or a

media relations professional knows who the top influencers are for each square inch of the 1,9,90 model. New media models are enabling us to focus on what is relevant, create a wider offering of what is possible and remain agile enough to change based on the needs of our customers. That is pretty cool.”

Washington D.C.-based PR and public affairs giant APCO Worldwide was #3 this year, topping \$128 million in net fees, accounting for gains of 6.3 percent from 2016's \$120.6 million.

“2017 was a year of tremendous growth and progress for APCO,” said APCO Global President Evan Kraus. “Our growth was fueled by a recommitment to our own independence that has given us an ability to reinvest in our people like never before.”



Evan Kraus

Kraus said marketing is moving away from advertising-led, “high polish campaigns to drive pre-packaged corporate narratives,” and instead is embracing efforts to use data anthropology, insights and smart, strategic partnerships to understand audience influences and expectations.

“Our agency is experiencing an accelerating, high-growth period driven by increased C-Suite demand to use communications to strengthen business resilience in an era of high expectations, determined activism and complete transparency,” Kraus said. “This helps to shape programs that are authentic and well aligned to drive enduring and impactful results.”

Finn Partners is up six percent, from \$76.7 million in 2016 to just under \$81.3 last year, taking the fourth position in *O'Dwyer's* 2017 rankings.

Founding Managing Partner Peter Finn said that healthcare and tech were two practice areas where the global independent agency saw particularly strong gains. The agency also benefitted from a combination of recent acquisitions as well as organic growth from new accounts and expanding existing client relationships, trends that have continued into 2018.

“This year has started off fantastically well for us. It's the best first quarter we've ever had, with lots of big wins with new clients as well as with existing clients,” Finn said. Finn also said the agency has several pending acquisitions in the pipeline that it plans to announce later in the year.

Finn cited a fundamental cultural divide between independent PR firms and the shops owned by multinational conglomerates as one reason why independents have been outperforming the holding companies.



Peter Finn

“Independents are founder-led and driven by common culture and a core set of values, and I think that culture and that shared sense of core values is what's really helped drive our agency forward,” Finn said. “The public holding companies generally don't have that. They're not founder-led and they've evolved a great deal over time and they're not driven by a sense of shared values, and these are differentiating factors that I believe have affected our success.”

ABMAC HELPS JAB EAT UP PRET A MANGER

Abernathy MacGregor is handling JAB Holding Co.'s \$2B acquisition of Pret A Manger, the London-based sandwich shop chain, from Bridgepoint private equity firm.



Germany's JAB has controlling stakes in Jacobs Douwe Egberts, the world's No. 1 coffee company; Keurig Green Mountain/Dr Pepper Snapple; Peet's Coffee & Tea, Panera Bread, Caribou Coffee and Krispy Kreme Doughnuts.

Pret, which sells freshly prepared sandwiches, salads and wraps, via 530 locations in the UK, US, France and China generated \$1.2B in sales last year.

CEO Clive Schlee called the JAB announcement a "day of celebration at Pret," recognizing the hard work of its teams throughout the world. Each of Pret's 12K employees will receive a bonus of about \$1,200 when the JAB takeover closes during the summer.

The *Financial Times* reports the Pret deal bolsters deal-hungry JAB's challenge to Nestle in the global coffee-related market.

Abernathy MacGregor's Tom Johnson and Pat Tucker handle JAB Holding.

France's Havas owns Abernathy MacGregor.

FORMER B-M GLOBAL PRES. BELL EXITS BCW

Kevin Bell, who was worldwide president of Burson-Marsteller, has decided to exit the WPP unit that merged with Cohn & Wolfe in February.

Bell counseled key B-M clients such as Procter & Gamble, Tata Consultancy Services, Aviva and BG.

Prior to joining B-M, Bell was executive chairman of UK's Maitland Political and regional president (UK, Africa and Middle East) for FleishmanHillard handling Scottish Power and British Airways.

Bell was a founding director of Westminster Strategy, a top PA firm during the 1980s-1990s.



Kevin Bell

DELTA'S SMITH FLIES TO GLOBAL PAYMENTS

Winnie Smith, who was director of investor relations at Delta Air Lines, has moved to Global Payments Inc. as VP-Investor Relations.

She reports to Cameron Bready, senior executive VP and CFO.

Prior to her three-year stint at Delta, Smith was director and senior equity research analyst at UBS Securities.

Atlanta-based GPI provides payment technology services to customers in 30 countries. It earned \$494M on \$4B in 2017 revenues.

CEO Jeff Sloan in February announced a joint venture in Mexico with HSBC as part of his strategy to expand in faster growing markets.

GPI's stock trades at \$111.80. The shares traded from \$87.30 to \$118.94 during the past 52 weeks.

'NET IS GOOD FOR ME, NOT FOR YOU

More than 80 percent of Americans think that the Internet is a great thing when it comes to their personal lives, but have a far less positive opinion of its effects on society as a whole, according to a new survey conducted by strategic communications firm Vрге Strategies.

Out of the 1,040 American consumers who were part of the survey, 81 percent said that the Internet, smartphones and other emerging technologies had made their lives better. And 42 percent of the respondents said that their relationships with family and friends had improved because of their Internet use.

However, just 36 percent of those surveyed thought that the Internet was a positive influence on society, with 46 percent saying it had a negative effect. Technology companies had a pretty poor showing, too, with 55 percent of respondents voicing a belief that those companies don't care about how their products affect society.

EX-ACCENTURE COMMS CHIEF TO RUDER FINN

Ruder Finn has named Fred Hawrysh to the new post of executive VP-head of integrated communications.



Fred Hawrysh

Mostly recently, he served as North American CEO at Y&R's PPR Communications, where he led its offices in New York, DC, Austin and San Francisco. Earlier, Hawrysh was global communications chief at Accenture and corporate affairs head at Thomson Reuters.

RF CEO Kathy Bloomgarden called the creation of the position part of the firm's ongoing transformation. "Fred will bring a 360 viewpoint to our strategy as we continue to grow," she said in a statement.

Hawrysh, who reports to Bloomgarden, is to find and develop business, build capabilities and create new platforms for growth.

WEINSTEIN CO. ALUM JOINS PARTICIPANT

Nicole Quenqua, who resigned as head of national and corporate publicity for The Weinstein Company on May 15, has been hired by Participant Media as senior VP, communications.

Quenqua led TWC's promotional campaigns for films including "Lion," "Django Unchained" and "Silver Linings Playbook." Before coming to TWC, she was a VP at Rubenstein Communications and a senior publicist at Focus Features.

At Participant, Quenqua will lead and supervise entertainment publicity, events and corporate communications.

"We are looking to Nicole to bring her experience to expand the company's outreach with influencers, media partnerships and curated events that will inform Participant's unique brand," Kounelias said in a statement.

Earlier this month, TWC's assets were purchased for \$310 million by Lantern Capital, saving the studio from filing for bankruptcy.



Nicole Quenqua

COMMENTARY

EMBRACING INFLUENCER MARKETING

According to data collected from McKinsey.com, influencer marketing might be one of the best digital marketing strategies available for today's companies. After all, influencer marketing-related sales and conversions from word-of-mouth marketing happen twice as often as those generated by paid advertising. If that wasn't enough, the customers on your social networks are 37 percent more likely to stick with your brand.

In today's socially-connected world, traditional advertising is losing its spark. Inbound marketing strategies have replaced old-fashioned options like TV advertising, particularly as streaming options like Amazon Prime and Netflix become more popular. At the same time, the impact of social media marketing is growing rapidly.

Buyers in the modern world want to have a closer connection with the brands they enjoy. Influencer marketing campaigns support this, whether you're using celebrity endorsements or micro influencers. In fact, influencer PR comes in many shapes and sizes, from people who will comment on your products for free, to those who expect compensation for their efforts.

If you have the right product and a great influencer marketing strategy in place, you can attract a huge range of people to your company, each with their own Instagram followers and personal brand. For some companies, if your product is compelling enough, all you'll need to promise to get your hands on free digital marketing is a freebie or giveaway promo. Just think about how many people got national recognition when Oprah did her annual "favorite things" episodes.

If a brand had something to offer that Oprah and her customers would love, just providing enough of the item for her audience to take home with them could be enough to multiply the annual sales for a brand in no time.

The rule of supply and demand means that influencers can offer fantastic bang for your buck. After all, word of mouth marketing has the best ROI of any marketing strategy out there.

One of the most important things you need to know about digital marketing today is that you're using your campaigns to reach out to a new breed of customers. Your target audience is more empowered than ever before, and they're tired of old-fashioned advertising campaigns.

The digital landscape is covered with logos, and as people become more overexposed to traditional marketing strategies, companies from every industry are once again searching for ways to connect with their social networks. The good news is that businesses who work with influencers can overcome the saturated market, and start improving their sales again.

When customers share positive experiences they've had with a brand, this creates "social proof," a concept that convinces other would-be prospects that it's worth investing their money and time into a new company. In the same way, micro influencers develop this social proof by sharing positive shout-outs and messages with their Instagram followers, and social fans.

Ronn Torossian is CEO of NYC based 5WPR, a top-ten independent PR firm.

JOHN MCCAIN IS NO 'LOSER'

Despite the vicious rant of Donald Trump, Americans know that Senator John McCain is anything but a "loser."

That kind of vulgar language, which Trump used during his election campaign and during his time in the White House, has damaged the reputation of the US throughout the world.

After McCain failed to win the presidency, he showed respect for the highest office in the land. He understood that once the political battle is over, honorable people commit themselves to the good of the entire nation. Sadly, that is a lesson that Trump never learned.

While McCain never yielded to five years of torture in a Viet Cong prison, Trump got five draft deferments and now pretends to be a leader in sensitive and potential military decisions.

McCain honored his nation, family and himself, not only by his conduct as a man but as an election "loser."



Would it be possible for Trump to even express the slightest tribute to McCain for his service, while the Senator is still with us?

No doubt that, when McCain leaves us, we will once again hear and read the empty tweets from the bombastic president about "thoughts and prayers" going to the McCain family.

The hypocrisy of Trump, who could not find any alternative to military service, blasting an outstanding American like McCain as a "loser" suggests his own low opinions of commitment to the nation and his own sense of patriotism.

Most who have served the nation, either by virtue of the draft or enlisting, know that the heel spurs that kept Trump safe do not compare with those who put themselves in harm's way and suffered mightily for the privilege.

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