



Kevin McCauley
Editor-in-Chief

O'Dwyer's Newsletter



The Inside News of
PR and Marketing
Communications

271 Madison Ave., New York, NY 10016
212/679-2471. Fax: 212/683-2750
www.odwyerpr.com; jobs.odwyerpr.com

March 18, 2019 Vol. 52 No. 11

NY ISSUES ECONOMIC DEVELOPMENT RFQ

Empire State Development Corp., the umbrella entity that leads New York State's economic development efforts, is seeking input among qualified advertising/marketing agencies that will later be chosen as contenders to submit formal proposals for the state's annual economic development marketing program.



ESD has issued an RFQ calling on firms to share their qualifications for handling the agency's annual marketing program geared towards enhancing New York State's image.

Scope of services includes strategy, research, advertising, digital and social media marketing, experiential marketing, public relations, website design, creative and production work and media planning and buying services.

ESD pegs the annual marketing program at \$25-\$50 million.

Send proposals by 2 p.m. on April 5 to:
Empire State Development
Attn: John Discolo, Director of Procurement
633 Third Avenue, 35th Floor
New York, NY 10017

All bidders are required to submit five hard copies of their proposals and five electronic copies in the form of a flash drive. Proposals should be sent in an envelope marked "RE: Marketing RFQ 2019."

Questions are due by March 22 and should be sent to MarketingRFQ2019@esd.ny.gov.

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

MSL'S DENTE TAKES CREATIVE REINS AT BCW

Vincent Dente, who has more than 25 years of communications experience, has signed on at BCW as North America chief creative officer of the WPP unit.

He joins from Publicis' MSL, where he was executive VP/executive creative director. Earlier, he spent five years at Edelman leading the New York creative effort across its corporate/PA, health and brand practices.

Dente was previously creative director and co-founder of AgentOf, which handled digital, creative content and social media work for Microsoft, Joseph Abboud and Lacoste.

He also ran Dente Inc., serving clients such as BMW, DuPont, Honda, Lucent Technologies, Hilton, United Airlines and Ducati.



Vincent Dente

MARK PENN ASSUMES COMMAND OF MDC

Mark Penn has assumed the helm of MDC Partners as his Stagwell Group agrees to pump a \$100M equity infusion into the financially strapped ad/PR company.

With the investment, MDC has called off its strategic review and search for a CEO.

Before launching Stagwell, Penn was executive VP/chief strategy officer at Microsoft, CEO of Burson-Marsteller, co-founder of Penn Schoen Berland, and pollster/advisor for Bill and Hillary Clinton, Tony Blair, Bill Ford and Bill Gates.



Mark Penn

He called MDC a place brimming with "some of the world's best creative and strategic talent."

MDC's PR firms include Hunter, Allison+Partners, KWT Global and Sloane & Co.

Stagwell's investment roster include Finn Partners and SKDKnickerbocker.

SORRELL RETAINS WPP BONUS

WPP has decided not to contest the \$2.8M payment that former CEO Martin Sorrell is entitled to under the company's long-term incentive plan. He exited the ad/PR combine in April after WPP launched an investigation into his personal content. Sorrell denied any wrongdoing.

The *Financial Times* noted that WPP had warned Sorrell that it might withhold his bonus payment due to a breach of confidentiality.

WPP granted CEO Mark Read 28,126 shares March 11 under its performance share award program. He sold 13,246 of the lot at £8.84 each to cover UK taxes.

On March 13, Read became entitled to 27,228 shares under the executive performance share plan. He sold 12,843 of those shares at £8.56 each to cover taxes.

W2O'S SVENSEN SHIFTS TO LIPPE TAYLOR

Megan Svensen, who did a seven-year stint as managing director at W2O Group, has joined Lippe Taylor as executive VP-healthcare as the New York firm expands its biopharmaceutical and medical device businesses.

Svensen also did eight-year runs as healthcare executive VP at Marina Maher Communications and Ogilvy.

Maureen Lippe, called Svensen "the perfect leader to support our unique blend of science and consumer know-how."

At LT, Svensen will work closely with healthcare practice leader Jennifer O'Neill, a veteran of InVentiv Health, Chamberlain Healthcare PR and Ruder Finn.

EUREKA, CA WANTS MARKETING SERVICES

The city of Eureka, California is soliciting proposals from agencies that can provide a range of professional marketing services, including branding, destination marketing and image building services, in an effort to revitalize the city's image among businesses and local residents while raising its awareness among prospective visitors.



The North Coast town, 270 miles north of San Francisco, wants to shift its funding and destination marketing efforts toward a marketing strategy that focuses "specifically on Eureka while simultaneously expanding the target audience to include local/regional residents and the local business community," according to RFP documents released by the city.

The city is looking for an agency that can develop and re-invent a new Eureka brand and promote a positive image of the city among locals and visitors.

Scope of the work includes research and analysis; developing and maintaining a branding and image management plan; marketing, media production and communications work; and day-to-day implementation of marketing and branding strategies.

The city has set a maximum budget of \$370,000 for the work.

Proposals are due by 5 p.m. (PST) on Fri., April 5. All proposals should be mailed or hand-delivered to:

Development Services Department
531 K Street
Third floor
Eureka, California, 95501

All bidders are required to submit nine bound copies of their proposals and one unbound copy in an envelope marked "Marketing Services Proposal." Applicants must also submit a digital copy of their proposal via email to developmentsservices@ci.eureka.ca.gov.

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

MCCONNELL REP TO GLOBAL AUTOMAKERS

Don Stewart, longtime spokesman for Senate Majority Leader Mitch McConnell (R-KY), is heading to trade association Global Automakers, where he will be executive vice president, public affairs.

Stewart has worked for McConnell since 2006. Before that, he was communications director for Sen. John Cornyn (R-TX) and press secretary for Sen. Phil Gramm (R-TX). He started his career on Capitol Hill on the staff of Sen. Paul Coverdell (R-GA).



Don Stewart

Stewart advised both McConnell and Senate leadership in areas including policy communications, strategic planning, reputation management, and risk assessment and mitigation.

Global Automakers represents international automakers operating in the U.S. Stewart's role there will be to oversee government affairs and communications activities.

MEDIA MANEUVERS

F+W Media, publisher of such magazines as *Writer's Digest*, *Family Tree* and *Popular Woodworking*, has filed for Chapter 11 bankruptcy. The company says that the number of its magazine subscribers has dropped from 33.4 million in 2015 to 21.5 million, with advertising revenues falling from \$20.7 million in 2015 to \$13.7 million last year. According to a report in *Forbes*, the company has about \$2.5 million in cash available, with \$105.2 million in outstanding debt. In the Chapter 11 filing, company CEO Greg Osberg said that in order to get the money to pay its creditors, F+W has decided to sell all of its assets.



Meredith Corporation is launching a new magazine, *Happy Paws*, that will be aimed at dog and cat owners. The magazine, which is set to hit newsstands on April 9, is being produced in partnership with a veterinarian-led organization called Fear Free. Meredith says that the pet coverage it features in such publications as *Real Simple* and *Family Circle* is very popular with readers. The first issue of *Happy Paws* is set to be followed by another in October, and the company says it will then determine the magazine's frequency.

Dan Wakeford is taking over the editor-in-chief post at *People* magazine from Jess Cagle, who resigned March 13. Wakeford has been the deputy editor at *People* since 2015. In the position, he edited the magazine as well as overseeing 11 of its digital verticals and developing such spin-off projects as the crime series "People Magazine Investigates." Before coming to *People*, Wakeford was editor-in-chief at Bauer Publishing titles *In Touch* and *Life & Style*.

Facebook's system outages on March 13 may lead to refunds to advertisers on the company's various platforms, according to a Bloomberg report. In addition to causing user problems, the outage also affected the company's ad buying system. While rumors circulated online that the problems were the result of a distributed denial-of-service (DDoS) attack, in which attackers flood a company's network, Facebook said—via Twitter—that "the issue is not related to a DDoS attack." Facebook's shares slid 7.2 percent between close-of-business March 12 and March 18's opening bell.

Fox News has at least temporarily pulled the plug on

Jeanine Pirro. "Justice with Judge Jeanine" did not air in its usual time slot on March 16, and as of March 18, it does not appear on Fox's lineup.

The show lost at least three corporate advertisers after Pirro's March 9 on-air comment that Muslim congresswoman Ilhan Omar is "Sharia-compliant" because she wears a traditional hijab head covering. Tucker Carlson's show lost advertising from bedding and sleepwear company SHEEX after audio released by Media Matters revealed him making comments that derided women, minorities and LGBTQ people.



Jeanine Pirro

US AVIATION'S BAD CALL ON BOEING CRISIS

An Ethiopian Airlines flight — a Boeing 737 Max 8 — crashed on March 10, killing all on board. The fatal crash is the second in five months for this model of Boeing plane, after a Lion Air flight accident last October, also killing all passengers and crew.

For the families that are impacted, the tragedy is profound. Around the world, airlines and aviation authorities are reacting in different ways. There are investigations, confusion and the logistical nightmares of ticket refunds, rescheduling and more. As a result of it all, there is a brewing crisis in confidence that could not only impact the Boeing brand, but have ramifications for the entire industry.

Responses so far

Due to concerns about apparent similarities between the crashes, China, India, Indonesia, Malaysia, Australia, Oman, Turkey, Iceland and the European Union acted fast and grounded all 737 Max 8 planes; about a dozen airlines followed suit.

The US and the FAA hesitated to act, along with carriers including Southwest, American, Air Canada and WestJet. For several days no formal statement (press release or other) was issued by airlines continuing use of the Max 8 as to why they believed the risk was worth taking. Rather, airlines appeared to have chosen to respond piecemeal to media inquiries with simple “confidence” statements summarized in this article.



Zach Olsen

Presumably these airlines were taking this course of action in an effort to avoid stoking more concern.

However, the dichotomy between the two extremes of response (grounding vs. barely a statement) created a problematic dissonance. Good crisis communications is contingent upon avoiding such dichotomies; where chasms between explanations exist, brands fall, and can fall fast, whether the decision ends up being wrong or not.

In the end — on March 13 — the US announced the grounding of the planes. Why the decision was delayed when others acted swiftly, and the PR ramifications of this delay, remain to be seen, but the delay does not look good for American aviation.

Transparency's role

A transparent approach to learning from failure is as fundamental to problem-solving (making sure it doesn't happen again) as it is to the discipline of crisis communications. A brand wanting to win back confidence must prove that it has learned from its mistake and implemented changes.

Relatedly, failure (and attendant crisis) often arises because of a lack of transparency. In the Boeing situation, a recent article in *The New York Times* suggests that a rush to bring the new planes to market may have led to the decision to not provide additional training to pilots on the planes' new stabilizing technology. Essentially, the paper reports, pilots were not aware that the

technology had been added. And, as it turns out, this technology is being investigated as a possible cause of the crashes.

The airlines appear to be suggesting that the existence of the technology is immaterial; that it should not have altered how pilots should handle stabilization in the event of a problem. However, public confidence in the industry is predicated upon transparency. The fact that it appears pilots were not fully briefed will likely be a long-term issue for the industry, no matter what is ultimately determined to have caused the crashes.

Implications for the industry

Matthew Syed's seminal book *Black Box Thinking* is a recommended read for crisis practitioners. The book zeros in on the importance of transparency to effective problem-solving, and it does so by using the example of the aviation industry's invention of the black box (virtually indestructible devices that carry voice and data recordings of what transpires inside a cockpit prior to a crash).

Syed lauds aviation's transparent approach to learning from failure as the gold standard. He contrasts this “black box thinking” with the approach taken in other industries riddled with problems, such as health-care. (In the United States, medical errors kill more people than traffic accidents, and the industry struggles to learn from mistakes and better itself.) As a result of this transparent approach, public confidence in air travel has traditionally been high. According to the book:

“Whenever there's any sort of mishap, major or minor, the box is opened, the data is analyzed, and experts figure out exactly what went wrong,” according to the publisher's synopsis of *Black Box Thinking*. “Then the facts are published and procedures are changed, so the same mistakes won't happen again. By applying this method in recent decades, the industry has created an astonishingly good safety record.”

There's no doubt that the crisis at Boeing and the trickle down to its customer airlines — with its geographic reach; complex web of stakeholders sending mixed messages; finger pointing between the pilots union, FAA, airlines and the manufacturer; and the grounding of planes — will have a significant financial impact on the airline industry.

How fundamentally the crisis shakes public confidence in the industry as a whole remains to be seen. But what's certain is the longer the perception of inaction remains, the more profound the potential for long-term damage. Thus the grounding stateside was a good decision, albeit a late one.

Zach Olsen is the San Francisco-based president of Infinite Global, which was recently named the “Best PR and Crisis Management Firm” in the nation by the National Law Journal. Infinite provides PR, content and branding counsel to organizations and individuals in the professional services market in the U.S., UK, EU and beyond.

NEW JERSEY ISSUES BRANDING RFP

The New Jersey Economic Development Authority, the agency responsible for driving economic growth in the Garden State seeks proposals from agencies that can develop a new brand and comprehensive business marketing campaign for the state.



The NJEDA is looking for agencies specializing in state or location-based economic development marketing for a year-long regional/national/international business brand and messaging campaign as part of Governor Phil Murphy's recent economic development plan.

The campaign's objectives are to raise awareness of New Jersey's value among businesses; communicate the NJEDA's efforts to foster economic growth and build a stronger state economy; develop messaging and strategies for priority outreach sectors; raise awareness among NJ residents and businesses regarding current economic resources available within the state; and help attract and retain NJ's future workforce and incentivize employers to consider moving, hiring, and growing in New Jersey.

Scope of the work also calls for the creation, production and placement of ads across a variety of traditional and digital media outlets.

The contract is expected to run for a year-long term, with the possible option of two six-month extensions. Total estimated budget for the work is \$3 million, which includes media placement costs.

Proposals are due by 12 p.m. on March 27 and must be uploaded electronically to the NJEDA's ShareFile system: <https://njeda.sharefile.com/r-r379febd9a154544b>. All uploaded files should follow this format: "(Entity Name)- Bid Submission-2019-RFQ-087 State of NJ Marketing Campaign, document title."

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

FTI RECRUITS ISS ACTIVIST PRO ARAUJO

Rodolfo Araujo, who was VP at Institutional Shareholder Services, has joined FTI Consulting's strategic communications group as senior managing director & part of its activism and M&A solutions practice in DC.

As a member of ISS' special situations research group, he provided analysis and voting recommendations on proxy fights for board seats at Procter & Gamble, Arconic, General Motors and Buffalo Wild Wings, and handled M&A transactions/takeover attempts at Broadcom/Qualcomm, Rite Aid/Albertson's and Hyundai/Glovis.



Rodolfo Araujo

Earlier, Araujo was a research analyst at Sands Capital, which has \$50B under management.

At FTI, he will help clients manage challenges to their environmental, social and governance practices, engage with activist shareholders, navigate proxy contests/shareholder proposals and pursue transactions in hostile/contested situations.

Araujo reports to Brian Kennedy, head of the Americas stratcomm unit.

VOLKSWAGEN DRIVES TO BRIDGE

Volkswagen has hired Bridge Public Affairs, the Chattanooga-based firm founded by three aides to former Tennessee Senator Bob Corker.

The German auto giant opened a factory in Chattanooga in 2011. The facility indirectly/directly supports 16,400 jobs and generates more than \$75M in annual state and local taxes, according to an Ernst & Young study.

Bridge PA's Todd Womack, Corker's former chief of staff; Micah Johnson, communications director; and John Goetz, legislative aide, handle US Congressional and regulatory outreach for Volkswagen.

The Securities and Exchange Commission on March 15 accused Volkswagen of "massive fraud" and lying to investors in the ongoing diesel emissions scandal that affected 11M cars.

It seeks to recover "ill-gotten gains."

Volkswagen in a statement accused the SEC of "piling on to extract more from the company."

The carmaker last month unveiled plans to cut 5,000 to 7,000 workers from its global payroll by 2023.



TRUMP-TIED FIRM REPS ISRAEL AEROSPACE

The North America unit of Israel Aerospace Industries is using Trump-connected Kasowitz Benson Torres to lobby on aerospace and defense advanced technology issues.

KBT is the firm of Marc Kasowitz, who was president Trump's personal attorney. Justin Rubin and John Thomas, members of KBT's government affairs and strategic counsel group, handle the IAI effort.

IAI recently celebrated the first delivery of its "Made in Mississippi" Arrow 3 anti-ballistic missile canister. The Arrow Weapon System is the upper tier defense system against ballistic missile test.

Last month, IAI and SpaceIL launched the Beresheet spacecraft from Florida on its voyage to the Moon.

With a successful landing, Israel will be fourth nation to soft-land a spacecraft on the Moon.

BGR BOLSTERS US-CHINA RELATIONS

BGR Government Affairs has inked a contract to provide government relations support and serve as the Washington D.C. liaison for nonprofit China-United States Exchange Foundation.

Hong Kong-based CUSEF is an independent non-governmental foundation that works to strengthen bilateral relations between the U.S. and China

The retainer calls for BGR to provide strategic advice and counsel regarding U.S. policies, developments and issues concerning U.S.-China relations, according to Foreign Agents Registration Act documents filed with the Justice Department. BGR may also conduct outreach among members of Congress and executive branch officials as well as members of the media and other non-governmental organizations.

BGR is the firm founded by former Mississippi Governor and Republican National Committee chairman Haley Barbour.

SMALL BUSINESSES USE DIGITAL TO MONITOR

A growing number of small businesses in the U.S. are bypassing traditional reputation management services and shifting toward digital-only resources to monitor what people are saying about their brand, according to a recent survey conducted by D.C.-based research and consulting firm Clutch.

Social media is a cost-efficient way for businesses to monitor their online reputation, and this method appears to be the most popular resource small businesses use today. According to Clutch's survey, two-thirds of small businesses (66 percent) said they now rely on social media platforms to monitor their online reputation.

Nearly half of the small businesses who said they use social media to monitor their online reputation (48 percent) said they also supplement their monitoring efforts with the use of least one other platform. Among these, Google search results (57 percent), third-party reviews sites such as TrustPilot and Yelp (42 percent), online reputation management tools like Google Alerts (34 percent) or social listening software such as Hootsuite and Mention (22 percent) were the most popular resources mentioned.

It appears that people also remain a primary ingredient in most small businesses' online reputation efforts.



More than half of the businesses polled (54 percent) said they still rely on in-house employees to monitor their brand's reputation online, and more than a quarter (27 percent) said they retain PR firms or online reputation management agencies.

Nearly half of small businesses (44 percent) reported relying exclusively on human resources services to monitor their online reputation, including in-house employees or PR/reputation management agencies.

By contrast, just about a quarter (26 percent) said they now use only digital resources—such as online reputation management tools, third-party review sites, and social listening software—for their reputation monitor efforts.

On the whole, small businesses remain more likely to rely on some combination of human and digital resources (30 percent) to manage their online reputation as opposed to using only digital tools (26 percent).

Digital reputation tools are especially popular among younger business owners. For small businesses owned or managed by Millennials, for example, the use of digital and traditional reputation management resources is about evenly split (68 percent traditional vs. 69 percent digital). Small businesses run by members of the Baby Boomer generation, on the other hand, remain more likely to retain human resources than digital services (81 percent vs. 34 percent), as are businesses run by GenXers (75 percent vs. 57 percent).

Overall, the survey found that 88 percent of small businesses monitor their brand's reputation online in some capacity at least quarterly.

Clutch's 2019 Small Business PR Survey polled more than 520 U.S. small businesses (employing staff of 500 or fewer) at the end of December.

EX-AIDE TO CLINTONS TO WORK FOR ROYALS

Sara Latham, whose resume includes working for both Bill and Hillary Clinton, has been chosen to head up the communications staff for Meghan Markle and Prince Harry. Latham, who holds dual citizenship in the US and UK, joins the royals' staff from London-based Freuds, where she was managing director. Before that she was a senior advisor for Hillary Clinton's 2016 presidential campaign.

Previous positions include serving as a special advisor to Baroness Tessa Jowell, Britain's secretary of state for culture, media, sport and the Olympics. She also worked in the Clinton White House as deputy assistant to the president and deputy director of scheduling.

Latham takes on her new position as the Duke and Duchess of Sussex establish a new "household" (i.e. an office and staff headquarters) in their own name. The "long-planned move will ensure that permanent support arrangements for The Duke and Duchess's work are in place as they start their family and move to their official residence at Frogmore Cottage," a Buckingham Palace press release stated.

According to a Tweet from ITV's royals producer Lizzie Robinson, the staff led by Latham "will form part of the Buckingham Palace communications team," reporting to the queen's communications team and press secretary Donal McCabe.



Sara Latham

ON THE MOVE

Ketchum has appointed **Caio Bamberg** chief executive officer for Ketchum Brazil, effective April 15. He succeeds CEO Valeria Perito and COO Rosana Monteiro, who will transition to advisory roles. Bamberg joins Ketchum from Wunderman, where he was most recently served chief operating officer of Wunderman Brazil. Previously, he founded digital advertising agency Urban Summer Digital Creative. In his new role, he will guide the strategic direction of Ketchum Brazil as well as working to grow Ketchum's business in the Brazilian market.

M Booth has hired **James Marshall Spector** as vice president, creative director and **Michelle Mason** as vice president, associate creative director. Spector comes to M Booth from VaynerMedia, where he was creative director on such campaigns as Devour's "Food Porn on Pornhub" and "1-83-FOODPORN," which were the subject of a Super Bowl censorship controversy. Mason has served as associate creative director at Arnold Worldwide, and senior art director at Rapp. She has art directed and designed digital and social campaigns, live-action TV spots, stop-motion and motion-graphics videos, and global branding initiatives for a variety of clients. Spector will oversee the creative process for M Booth's lifestyle, spirits, and consumer accounts, and Mason will oversee a team of 12 art directors, designers, and animators.



Caio Bamberg

COMMENTARY

IVIES EVADE ADMISSIONS SCANDALS

Ivy league and other elite schools caught up in the college admissions scandal will suffer little or no damage to their PR reputation.

The episode though is yet another reminder that smaller and mid-tier colleges need to rethink their branding and overall image because they don't enjoy the same exalted status as the Ivies.

Social and broadcast media featured plenty of outrage about the elitism on display in the scandal. This too shall pass. Numerous books and studies have previously detailed questionable and legacy college admissions processes. It's been happening in plain sight.

Ivy and elite schools aren't worried about the opinions of the masses. That's not their audience. Wealthy and influential people aren't necessarily concerned with "fixing" a system that benefits them.

For those on the outside looking in, it's easier to bemoan this reality. Some call into question the value of an Ivy League education. While plenty of colleges and universities offer excellent educations, few offer the social status and access that Ivy and elite schools do. And that access is tied to future success, even if it hurts to admit it.

Let's look at some facts: The past six U.S. Presidents have at least one Ivy League diploma each. The founders of the country's five largest companies graduated from, or attended for a period of time, an Ivy or elite private school. Internationally, a significant number of billionaires attended top, well-known schools in their respective countries. This list goes on and it's not a coincidence.

So, from the standpoint of these Ivy and elite schools, sitting atop multi-billion-dollar endowments and on the winning side of supply and demand, little needs to be done in the wake of last week's indictments.

Their statements cast the schools as victims of the alleged crimes and distance the schools from the individual employees implicated. None of the statements bother to address any backlash by condemning wealth influencing admissions or by suggesting the need for a revamped or transparent admissions process. It's not in their best interest to do so. Unless lawmakers step in, or over-step depending on your perspective, changes are unlikely.

It's very different for most colleges and universities, where enrollments are down and closings and consolidations are up. Population shifts, rising costs, and other factors have taken a toll on higher education. When faced with changes in the marketplace, brands, and in this case colleges and universities, need to pivot, adjust business models, and, or rebrand. Overall market share is shrinking and only those who differentiate and successfully target their audiences will be left with a piece of the pie.

When the average person questions, "Is a college ed-

ucation necessary?" they are not debating a Harvard education. They are considering the, on average, \$25,000-\$50,000 a year cost of a typical four-year school. This questionable value is the image problem the other colleges and universities need to address.

In an era where legacy brands are told to embrace transformation for future growth, the very legacy of these Ivy and elite schools is what fuels their success.

Smaller, state, and mid-tier colleges and universities that don't have this luxury, may want to instead focus on some marketing basics: creating educational programs that address a specific need or gap in the current labor force, creating clearly articulated differentiators, and effectively targeting would-be college students and their parents through the channels they use most.

The room for error is slim, much slimmer than it is for elite schools, and devastatingly slim without a huge endowment as a safety net.

Lori Ruggiero is executive VP-strategy at North 6th Agency.

BP ENGAGES IN GREENWASHING

BP is engaged in some good old-fashioned "greenwashing" as its CEO Bob Dudley calls for the oil & gas business to respond to public demand for action on global warming, while the British energy giant fights tooth and nail against US regulations to curb methane emissions.

Speaking March 12 at the CERAWEEK energyfest, which the *Wall Street Journal* calls the "premier industry conference," Dudley urged audience members to adopt a "progressive, but pragmatic" approach to reducing greenhouse gas emissions.

As head of the company that once enjoyed a "green halo" for its "Beyond Petroleum" campaign, Dudley argued for more engagement with young people and environmental activists.

Meanwhile, the *Financial Times* reported that BP has "lobbied intensively to weaken US rules on methane emissions even as the energy group cast itself as leading a campaign to cut the release of potent greenhouse gas." E.g., BP claims it plans to tailor its business strategy to meet the emissions targets of the Paris climate accords.

According to documents collated by Greenpeace's Unearthed unit, BP lobbied the Trump administration to roll back emissions standards that were put into place by president Obama. It claimed the measures were too costly and labor-intensive, according to the FT. BP also expressed concerns with regulatory overlap.

The unwinding of Bureau of Land Management and Environmental Protection Agency rules will lead to higher greenhouse gas emissions, according to the activists.

Dudley warned the CERAWEEK crowd about the public's eroding trust of the energy sector.

BP's greenwashing is among reasons why that trust is on the skids. —Kevin McCauley



Lori Ruggiero