



Kevin McCauley  
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# O'Dwyer's Newsletter



The Inside News of  
PR and Marketing  
Communications

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March 25, 2019 Vol. 52 No. 12

## RACEPOINT ADVISES EMBATTLED HUAWEI

Huawei Technologies has enlisted Larry Weber's Racepoint Global as well as BCW to assist in the Chinese firm's fight against the US law barring governmental agencies and federal contractors from doing business with it.

The US has orchestrated a global campaign to convince allied nations to ban Huawei technology from development of the next-generation 5G mobile networking systems. It claims China's government, which heavily subsidizes Huawei, uses its equipment to spy on other countries.



Larry Weber

Huawei has sued the US government in federal district court in Texas earlier this month, saying the equipment ban is an unconstitutional infringement on Huawei's ability to do business in the US.

Racepoint's one-year contract, which went into effect October 2018, covers strategy, media/analyst relations, content, crisis, and social media. The goal is to educate policymakers and legislators via strategic media relations and content generation.

The firm is not involved in lobbying work.

Weber, who bills at \$320 per hour, Anne Potts (managing director/executive VP) and RJ Bardsley (chief strategist, global technology group/executive VP) lead Racepoint's 13-member Huawei team.

He told *O'Dwyer's* Huawei faces "one of the most interesting reputation challenges of our time."

### **BCW Promotes, Defends Huawei's Reputation**

In conjunction with BCW's Asia-Pacific group, its DC office has been tasked with strategic communications support and responding to governmental and media inquiries, according to the firm's Justice Dept. filing.

The \$160K campaign called for the PR firm to "defend and promote Huawei's reputation in the US."

It featured a "10-point strategic plan" and PSB-conducted research to assess perceptions and test initial messaging among audiences most relevant to issues facing the company.

The WPP unit also supplied reputation strategy counsel "around actions taken by Huawei in the US, including but not limited to: legal actions, partnerships, outreach, influencer relations and partner relations," says BCW's "scope of work" memo of Feb. 28.

BCW told *O'Dwyer's* its FARA filing was made for a "limited project that was executed and completed. BCW is not contracting for any ongoing or future work for Huawei in the United States."

## ANTI-SMOKING GROUP ISSUES RFP

The Virginia Foundation for Healthy Youth, which aims to curb tobacco use among the commonwealth's youth through educational and awareness programs, is seeking an agency to implement the organization's social marketing campaigns and initiatives.

The Richmond, VA-based government agency, which was founded in 1999 by the Virginia General Assembly, is funded via the annual payments the state receives from the U.S.'s big five cigarette manufacturers as part of the 1998 Tobacco Master Settlement Agreement accord.

VFHY wants an agency that can develop, produce and deliver messaging to communicate its ongoing campaigns and initiatives regarding youth tobacco-use prevention via social media and marketing initiatives.

Budget for the work is capped at \$3.5 million.

VFHY anticipates services to begin July 1 and run through June 2020, with the option of up to four additional one-year renewals at the discretion of VFHY's board of trustees.

Proposals are due by 11:59 p.m. (EST) on April 17. Proposals must be via Virginia's online procurement solutions portal, [which can be found here](#). All RFP applicants must be registered prior to submitting bids. RFP# is 852M916.

All inquiries should be sent to marketing director Daniel Saggese, [dsaggese@vfhy.org](mailto:dsaggese@vfhy.org) or 804/225-3624.

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



## WPP GETS BIDDERS FOR KANTAR

Blackstone Group and Advent buyout funds are in the hunt to buy a majority stake in Kantar, WPP's big data analytics firm, according to a report in Reuters.

WPP's board in October announced plans to seek a strategic or financial partner for Kantar.

CFO Paul Richardson in November said WPP was willing to part with an 80 percent stake in Kantar, as part of its overall turnaround plan. In December, CEO Mark Read WPP received "numerous unsolicited expression of interest" in Kantar. He said a second-quarter announcement of a deal was likely.

Goldman Sachs, which is shopping Kantar, said the sale would value the research output in the \$4.7B range.

Reuters said Bain Capital, Hellman & Friedman and CVC Capital Partners may get involved in the bidding.

WPP sent out information packs last week and anticipates a round of non-binding offers in April.

## **FELICITY HUFFMAN GIVES TASC CRISIS TASK**

Former “Desperate Housewives” actress Felicity Huffman has hired The TASC Group, New York-based crisis/strategic communications firm, to handle media surrounding her alleged involvement in the college admissions cheating scandal.



**Felicity Huffman**

TASC is noted for its media work on behalf of the family of Trayvon Martin, the 17-year-old African-American who was gunned down by George Zimmerman in Sanford, FL in 2012. A jury acquitted Zimmerman on second-degree murder and manslaughter charges in 2013.

Caught up in “Operation Varsity Blues,” Huffman is charged with donating money to a sham charity that “fixed” her daughter’s SAT score. The 56-year-old actress, who is free on \$250K bail, could face five years in jail.

TASC founder Larry Kopp and Alastair Pearson, who handled press for “Our Future, Our Choice” part of the “People’s Vote” campaign before joining TASC, represent Huffman.

The firm has worked for David Lynch Foundation, NYU Tisch School of the Arts, Refugees United, Russell Simmons, Islamic Circle of North America, Matt Dillon, American Center for Democracy and Mira Sorvino.

## **SHENANDOAH COUNTY, VA SEEKS DIGITAL AOR**

Shenandoah County Tourism & Economic Development, the DOT representing the half-dozen historic communities in Shenandoah County, Virginia, is looking for an agency that can provide digital marketing services, in addition to social media and content creation services.

Shenandoah County wants an agency that will work with Shenandoah County staff to develop a digital marketing program for the purpose of driving visitor spending, stimulating overnight stays and raising awareness of Shenandoah County as a year-round visitor destination.



Scope of the work also includes managing digital ad campaigns via Facebook and Instagram, web development, video campaigns, blogging campaigns, running and optimizing Google AdWords campaigns, campaign optimization, conducting analytics work and producing monthly performance reports.

Shenandoah County anticipates services to begin in April and run through June 30, 2019, with the option for up to two additional one-year renewals.

Deadline to submit proposals is 4 p.m. (EST) on March 29. Proposals should be sent to:

Jenna French, Director of Tourism & Economic Development  
Shenandoah County  
600 North Main Street, Suite 101  
Woodstock, VA 22664

In addition to sending the original bid file, those submitting proposals must include two copies and one digital file.

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

## **PMI VAPES WITH VICE MEDIA**

Philip Morris International has cut a \$6.5M sponsored content deal with Vice Media, which focuses on the 18- to 34-year-old market, to promote e-cigarette vaping.

The “PMI channel,” which kicks off in April, has alarmed the healthcare community, according to a report in the *Financial Times*.

The maker of Marlboro cigarettes will sponsor programming that tackles “some of the biggest issues facing the world in areas such as health, environment, energy and technology,” according to a recruitment pitch.

PMI is a separate company from Phillip Morris USA, which is owned by Atria Group.

The No. 1 cigarette marketer is in the midst of a corporate transformation from producing cigarettes to manufacturing reduced-risk products. Vaping products generated 14 percent of PMI revenues in 2018. PMI expects that level to rise to 38 percent by 2025.

Marian Salzman, who headed Havas PR North America since 2009, took the senior VP-communications post at PMI last April.

## **FOX ENLISTS EX-SPEAKER RYAN FOR BOARD**

Former House Speaker Paul Ryan has joined the board of the slimmed down Fox Corp., which has closed the sale of the bulk of its entertainment assets to Walt Disney Co.

Prior to his election as Speaker, Ryan chaired the House Ways and Means Committee and Budget Committee. He was VP candidate for Mitt Romney’s presidential run.

Chase Carey, CEO of Formula 1, is joining Ryan on the Fox board. He’s the former vice chairman and president & CEO of 21st Century Fox.

Rupert Murdoch’s son Lachlan is chairman/CEO of Fox.



**Paul Ryan**

## **ABERNATHY MACGREGOR PROMOTES SPAIN**

Abernathy MacGregor has inked a three-month contract worth \$100K to support the US communications efforts of the Embassy of Spain.

The Havas Group unit is to identify and prioritize issues affecting the image of Spain in the US, according to its contract with the Spanish diplomats.

It will facilitate contacts between the Washington embassy and “key media platforms and communications groups,” monitor and establish an overall social media strategy and arrange formal/informal meetings between Spanish representatives and media, politicians and “prescriptors/influencers.”

AbMac has a six-month agreement with London-based Overseas Solutions Ltd, on behalf of Spain, which went into effect Feb. 1 and is pegged at \$90K monthly.

The agency may also get involved in detailed mapping of stakeholders (journalists, editors, opinion leaders, think tanks, jurists), meeting set-up, spokesperson training, and “immediate reaction to pressing needs for local action.”



## **BUSINESS BEHAVIORS WOMEN SHOULD AVOID**

Today, enterprises in every industry are finally taking a more deliberate approach to promoting women and naming them to boards. It's about time!

Now that better opportunities are presenting themselves, it's never been more important for women to ensure they're setting themselves up for success.

Having had C-Suite roles in major corporations such as GE, Motorola and Willis Towers Watson, I know firsthand it's a challenge making a difference in traditional corporate, male-dominated cultures. To be more empowered, here's what we should stop doing:



**Valerie Di Maria**

**1. Apologizing.** Take "I'm sorry" out of your business vocabulary. Offering solutions or sharing lessons learned are much more effective ways

to deal with a negative outcome.

**2. Being risk averse.** We don't have to have all the knowledge and all the expertise to be the best person for that next promotion or assignment. Have confidence in the experience and intellect you have and trust yourself.

**3. Using qualifiers when we speak.** "You probably already thought of this..." "I'm not sure this is a good idea..." These are not effective ways to engage leaders or teammates in listening and truly considering what you have to say. Frame ideas in a proactive, positive way: "I think this would work...and here's why..."

**4. Giving too much credit to others.** Often women are so good at acknowledging their team, they leave themselves out of the equation. Recognize the good work of others but lead with your own contributions.

**5. Passing on opportunities for external exposure.** Work with your communications team to proactively identify speaking opportunities and media interviews that move your organization's interests forward and establish you as a thought leader.

**6. Always staying in your office to work.** Get out! Spending time relationship building with key people in your company, industry and function is very valuable.

**7. Walking into meetings cold.** One of the best ways to be an active, smart participant in a meeting is to prepare. Get the agenda in advance and spend time getting up to speed on the topics.

**8. Sitting on the side-lines.** Don't shy away from the major players in a meeting. Claim the chair next to them.

**9. Thinking having a coach is a negative thing.** Welcome coaching to help identify areas for development and techniques for professional growth.

**10. Being hyper-critical.** If you make a mistake, learn from it and move on. Having negative energy is defeatist and will not set the stage in a helpful way for the future.

By being aware of non-productive behaviors, we can eradicate them and focus on positive ways to present ourselves better.

*Valerie Di Maria is principal at the10company, a women-owned strategic PR firm in New York. It has developed VOICES, a leadership and communications coaching program for female executives.*

## **ON THE MOVE**

**Hill+Knowlton Strategies** has appointed **Molly Schlinger** as creative strategist in the U.S. Schlinger came to H+K from Citizen Relations where she was director of strategy and planning. Her responsibilities included supporting integrated business as well as leading new business pitches. She was previously director, digital strategy and planning at Zeno Group and senior strategic planner at Access Communications. H+K global president says that Schlinger will "add an edge to our client work by applying creativity strategically."



**Molly Schlinger**

**Walker Sands** has promoted **Annie Gudorf** to vice president of public relations. Gudorf has been with the agency since 2012, most recently as senior account director and partner. In 2017, she moved from Chicago to grow the agency's West Coast presence, and was the first employee in Seattle. In her new post, Gudorf will be responsible for driving continued growth for Walker Sands on the West Coast.

**Spyglass Media Group**, the company run by former MGM chief executive Gary Barber, has hired **Kristin Cotich** as executive vice president of worldwide communications. Cotich held a similar role at MGM for five years before leaving the company last August. Before coming to MGM, Cotich had served as vice president, corporate communications at Relativity Media and director, global publicity at Walt Disney Motion Pictures.

**French/West/Vaughan** has named **Natalie Best** as its first chief operating officer. Best has been with FWV since 2002, most recently as executive vice president and director of client services. She has been an agency principal since 2009. Before coming to the agency, she was assistant director of public relations for the Charlotte Hornets.

**LEWIS** has appointed **Gerard LaFond** as senior vice president of east coast digital and picked **Megan Maguire** to head up the agency's new Chicago office. LaFond joins LEWIS from Weber Shandwick, where he was executive vice president, client experience digital. He was previously vice president of digital communications at Cone Communications. Maguire comes to LEWIS from MSLGROUP, where she served as vice president. She was previously director, influence lead at Leo Burnett.



**Joanna Horn**

**MERGE Atlanta** has brought on **Joanna Horn** as vice president. Horn comes to the agency from LEWIS, where she most recently served as vice president, managing the firm's day-to-day operations and strategic relationships with global partners, as well as leading some of the agency's top accounts. Previously, while with Davies Murphy Group (which was acquired by LEWIS in 2013), Horn opened its first European office in London. At MERGE, she will oversee client partnerships, help drive enhanced performances through strategic communications and work to build and manage client teams.

## **GOLDIN SOLUTIONS SPEAKS FOR STEINHARDT**

Goldin Solutions represents billionaire philanthropist Michael Steinhardt, who has been accused of sexual harassment by seven women.

The 78-year-old retired hedge fund founder is “among an elite cadre of donors who bankroll some of the country’s most prestigious Jewish nonprofits,” according to a 3,700-word story in the March 21 *New York Times*.

That includes Birthright Israel, which Steinhardt co-founded with Charles Bronfman of the Seagram liquor fortune. The organization has paid for the first trips to Israel for more than 600,000 young Jewish people.

Davidson Goldin told the NYT that Steinhardt never “seriously, credibly” asked anyone for sex.

Goldin Solutions has worked for American Addiction Centers, Donna Karan, Intel, Success Academy Charter Schools, Birthright Israel, Committee to Protect Journalists, BBC America and Havas.

## **THORNE EXITS H&K FOR BCW**

Mark Thorne has been appointed global chief financial officer and chief operating officer at BCW.

Thorne comes to BCW from Hill+Knowlton Strategies, where he also held the position of global chief financial officer and global chief operating officer. He was previously WPP’s executive vice president and CFO, North America, and before that served as senior vice president and chief financial officer at Beatrice International Food Company. Thorne began his career at Deloitte & Touche (now Deloitte).

Based in New York, Thorne replaces former global chief financial officer Pat Przybyski, who had been CFO at Burson-Marsteller before the firm merged with Cohn & Wolfe last year. Thorne will work as a strategic partner to BCW global CEO Donna Imperato as the agency transforms its financial model to better reflect its services and offerings.



**Mark Thorne**

## **WEBER SHANDWICK CRACKS THE AI CODE**

A new interactive study guide from Weber Shandwick attempts to crack the code of intelligent technology for people working in the communications industry.

Media Genius, an outgrowth of Weber’s “Solving for X” tech newsletter, provides a rundown of the terms and concepts that have defined the current digital landscape. It covers a broad range of topics—from the difference between artificial intelligence and machine learning to the rise of synthetic content (such as artificially created media as computer-generated influencers and augmented reality). In addition to giving capsule definitions of these developments, Media Genius takes a look at the risks and opportunities each of them represents.

The overriding theme of Media Genius is that previous developments in digital technology are likely to be dwarfed by the effects of the new forms of machine-based intelligence. To respond to those effects, the guide says, communicators need to develop an understanding of how that intelligence works.

## **MEDIA MANEUVERS**

**20th Century Fox** film president of distribution Chris Aronson is one of the first executives to be let go in the wake of **Disney**’s takeover of a large chunk of Fox’s assets. Disney is also shuttering the Fox 2000 label, which specializes in mid-budget films that are primarily targeted at female moviegoers, according to a report in *Variety*. Employees are reportedly being informed department by department about their futures with the newly combined company, with some being told that they will keep their jobs over a transition period lasting either three or six months. The job cuts are one of the avenues toward the \$2 billion in annual cost savings that Disney plans to make by 2021.



**Chris Aronson**

Former *Details* editor-in-chief **Dan Peres** has been chosen by Bustle Digital Group to help resuscitate Gawker, the cheeky gossip site that was shuttered thanks to a lawsuit brought by pro wrestler Hulk Hogan and bankrolled by venture capitalist Peter Thiel. Bustle, mainly known for a group of digital properties that target millennial women, acquired the Gawker.com domain in July. At the time, CNN reported that Bustle CEO Bryan Goldberg paid about \$1.5 million for the title after placing the winning bid at a bankruptcy auction. The relaunch is expected to take place later this year.

**The Reading Eagle Company**, which has published the daily *Reading Eagle* newspaper since 1868, has filed for bankruptcy protection, according to MediaPost. The company says it intends to operate normally, publishing and broadcasting under bankruptcy rules while it conducts a search for a buyer. Reading Eagle president and CEO Peter D. Barbey was also the final owner of the *Village Voice*, which went out of business last fall.

## **ACCOUNTS IN TRANSIT**

**SourceCode Communications** has added Turo and Yousician to the roster of agency of record relationships in its consumer technology practice. Turo is a car sharing marketplace that operates in the US, Canada, the UK, and Germany. The company has engaged SourceCode to work with its internal team on creative initiatives and a consumer media strategy. Yousician is a music education company that says it has millions of users and the highest rating on both the Apple App and Google Play Stores.

**Eckel & Vaughan** of Raleigh has been selected to provide PR services for the Charlottesville Albemarle Convention & Visitors Bureau, according to *The Daily Progress*, the Charlottesville area’s daily newspaper. According to the RFP for the contract, Eckel & Vaughan will be tasked with driving positive earned media for the area and tourism, as well as managing the CACVB’s content strategy and development. *The Daily Progress* reports that CACVB interim director Adam Healy said at board meetings that hotel occupancy and tourism in the area are down following the white nationalist rally that overran Charlottesville in 2017. Eckel will be working with CACVB and Raleigh-based advertising agency Clean.



## **MANY BRANDS UNPREPARED FOR CRISIS**

Brands today recognize that consumers want companies to express clearly-defined values that align with their own, and look to leaders in the private sector to take a stand on any number of wide-ranging issues.

However, a report released by tech PR specialist Hotwire suggests that many company leaders remain unprepared to deal with a crisis, and some don't have a communication plan in place to deal with a high-stakes event.

Hotwire's report, which polled business decision makers, company marketing leaders and consumers to determine where opinions align and diverge on the private sector's handling of social issues, found that, on the face of it, business leaders and their marketing teams appear to understand the role leadership plays in addressing high-stakes events. A vast majority of business leaders (86 percent) said they take values into account when making important buying or partner organization decisions, and 80 percent said they'd terminate a business relationship with a supplier based on that company's failure to address a crisis issue.



Among CMOs and senior communications executives, 78 percent said that high-stakes issue planning is at least as important as any other factor in their marketing and communications plans, and 84 percent reported currently

having an action plan in place.

However, more than half of marketing leaders surveyed (61 percent) believe their organization should take a more proactive stance on tackling key high-stakes issues, and nearly half of marketers (45 percent) also admitted they don't currently have a crisis communication plan in place. Only a third (33 percent) said they work with a PR agency offering crisis management services.

Consumers don't appear to suffer from the same level of inaction. The report found that nine out of 10 consumers reported being conscious of how their personal values align with purchasing habits, and more than three-quarters (76 percent) said they make a concerted effort to buy products and services in line with their beliefs.

A vast majority of consumers (82 percent) also said they'd consider dropping a product or service associated with a partner or supplier that'd handled a high-stakes issue in a way that violated their personal values, and in fact, nearly (47 percent) admitted having done so already.

According to the report, the top five issues globally that consumers want companies to take a stand on involve protecting the environment (26 percent), sexual harassment (23 percent), climate change (22 percent), data security and income/wage gaps (both 21 percent). In the U.S., consumers listed immigration and political corruption along with wage gaps as the top three issues they want companies to address.

The study also found that while U.S. companies appear to experience crisis situations at a higher rate than their global counterparts (70 percent compared to 58 percent), U.S. businesses are simultaneously less concerned about high-stakes issues than other businesses worldwide (40 percent versus 58 percent).

The study also found that while U.S. companies ap-

pear to experience crisis situations at a higher rate than their global counterparts (70 percent compared to 58 percent), U.S. businesses are simultaneously less concerned about high-stakes issues than other businesses worldwide (40 percent versus 58 percent).

Finally, the report found that 60 percent of marketing leaders polled reported being involved in some form of high-stakes communications scenario in the past, the most common events involving wage gaps (26 percent), data security (25 percent) and sexual harassment (24 percent).

Hotwire's report, "High-Stakes Leadership in a Post B2B World," polled more than 6,200 consumers as well as nearly 690 general business decision makers at B2B and B2C companies and nearly 660 CMOs and senior communications executives. Research was conducted between December and January by Sapio Research.

## **KEKST CNC GOBBLES UP TURKEY HILL DEAL**

Kekst CNC works with Peak Rock Capital as it acquires Turkey Hill line of ice cream, milk, iced tea and fruit drinks from \$122B supermarket giant Kroger.

The deal marks the private equity firm's eighth acquisition in the food & beverage industry sector.

Robert Pistilli, managing director of PRC, said the deal is an "exciting opportunity to invest in a premier brand

with an established reputation for quality, flavor variety, and authenticity, within the large and growing ice cream and refrigerated drinks space."

Turkey Hill, which has its production facility in Conestoga, PA, markets its products through the retail, foodservice and alternative channels. It employs about 800 workers.

The deal is expected to close by the end of May.

Kekst CNC's team includes Daniel Yunger, Cathryn Vaulman and Simone Leung.

Publicis Groupe owns Kekst CNC.



## **CREDIT SUISSE SECURITIES BANKS WITH BGR**

Credit Suisse Securities has invested in BGR Government Affairs for DC support on legislative and regulatory matters.

BGR's team includes Jonathan Mantz, national finance director of Hillary Clinton's 2008 presidential run; Andy Lewin, who was assistant VP at Zurich Financial for government/industry affairs; Matt Hoffman, legislative director for former House Speaker Paul Ryan; and Dan Murphy, director on the Trump presidential transition team and ex-chief of staff to former Housing and Urban Development Secretary Mel Martinez.

The Washington-based firm of Republican powerhouse Haley Barbour will also counsel Credit Suisse Securities on financial and tax issues.

Credit Suisse Securities is among the lead underwriters of Lyft's hotly anticipated IPO and helped manage this month's public offering by Cushman & Wakefield commercial real estate giant.



## COMMENTARY

**What is the genius of Fox News?** It may be the network's ability to mount opposition to progressive ideas before most liberal-leaning people are even aware of them.

That's a big takeaway from the March 21 Navigator survey, a project of Democratic-leaning GBAO Strategies (DC) and Global Strategy Group (NY), about the Fox echo chamber.

Let's take a look at the hammer job Fox pundits Sean Hannity and Tucker Carlson did on New York Congresswoman Alexandria Ocasio-Cortez and sidekick Massachusetts Senator Ed Markey for their "Green New Deal" proposal to address climate change.



**Alexandria  
Ocasio-Cortez**

In warming up, Hannity called the Green New Deal a "real serious threat to our way of life."

Then he let loose: "Ocasio-Cortez and others put forth one of the most dangerous, impractical, misguided, economically guaranteed-to-be-devastating plans ever championed by any American politician."

Since the former "fair and balanced" network pays attack dogs like Hannity and Carlson to trash anything that hints at being progressive, Fox viewers become highly aware of the new (and apparently hated) policies.

Navigator found that nearly seven-out-of-ten (69 percent) of Foxers heard "some" or "a lot" about the Green New Deal. That compares to just a third of Democrats who expressed awareness of the climate change proposal.

Navigator's upshot: "When evaluating national polling about progressive items like the Green New Deal, it should be acknowledged that opinion can often be driven by this highly aware, but relatively narrow slice of Fox News-watching Republicans."

The reality: only 34 percent of Americans admit to watching Fox, which now fancies itself as "Most Watched. Most Trusted," a few times a month.

Navigator did uncover a shocker: 15 percent of Fox viewers are not Republicans. And there's an opinion chasm between Republican and non-Republican Fox watchers.

Ninety percent of Republican Fox-watchers support Trump's job performance, with 78 percent saying the Tweeter-in-Chief has accomplished more in his first two years in office than almost any other president.

Those figures compare to 24 percent on job performance and 16 percent on greatest of all time among non-GOP Fox-viewers.

Eighty-nine percent of Republican Fox watchers buy the president's "fake news" rant against the mainstream media and 79 percent say the FBI and other intelligence agencies are out to get their guy.

Comparable percentages for non-GOP Fox people are 32 percent and 24 percent, respectively.

The Democratic National Committee shouldn't write Fox off and reconsider its ban on the network from par-

ticipating in the presidential candidate debates.

Navigator shows there is a glimmer of hope for the Dems to pick up some votes from Fox fans.

After all, less than one-in-five (18 percent) of non-Republican Fox watchers voted for the GOP Congressional candidate in the 2018 election.

### **Despite his rants, Donald Trump likes Facebook.**

His presidential re-election campaign is FB's best friend. It has showered millions of dollars on Mark Zuckerberg's social media colossus.

So, what's the beef, Donald?

Let's follow the money.

Facebook accounted for 78 percent of the \$4.5M that the president's campaign team spent on social media from year-end through March 10, according to a March 19 report by Axios.

Google hauled in the rest of Team Trump's largess.

Trump's outlays far surpassed No. 2 spender, Elizabeth Warren. The Massachusetts Senator shelled out a total of \$595K for both FB and Google.

California Senator Kamala Harris (\$536K) and Vermont's Bernie Sanders (\$438K) ranked as the next leading presidential wannabe spenders.

Trump, of course, knows the power of FB first hand.

He ascended to the presidency, in part, by Russian social media shenanigans and Cambridge Analytica's acquisition of the personal data of 50M FB uses.

CA did voter analysis work for the Trump campaign. The FB trove was pure gold.

Trump though has to stick to his script of perpetual victim.

He transferred his "No Collusion with the Russian Spies" to social media. Can "witch hunt" be far behind?

On March 19, he tweeted:

*Facebook, Google and Twitter, not to mention the Corrupt Media, are sooo on the side of the Radical Left Democrats. But fear not, we will win anyway, just like we did before! #MAGA.*

And during his same day Rose Garden appearance with Brazil's right-wing president, Jair Bolsonaro, Trump accused FB, Google and Twitter of discriminating against conservatives and Republicans.

"There is collusion with respect to that, because something has to be going on, "I do think we have to get to the bottom of it," he said.

Does Trump know that Fox News is the No. 1 news source on FB, followed by NBC and BBC? Does it matter? FB helped put Trump in office.

Twitter keeps him there by being the platform for Trump to launch personal attacks and spread distortions to divert people's attention from the fact that he lacks any vision for both his presidency and the US.

Trump should be praising, not condemning FB and Twitter. They are his enablers. —Kevin McCauley