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O'Dwyer's Newsletter



The Inside News of
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42 WEST SPINS BOTSWANA'S ELEPHANT HUNT

42 West is working with Botswana to develop messaging to position its policy on elephant hunting to counter criticisms from western animal rights groups and the eco-tourism sector.



Operation Jumbo Slaughter

Botswana, which enjoyed a reputation as a safe haven for pachyderms, has had its elephant population soar from in the 20,000s during the 1970s to 135K today, which is a third of the world's total. The government contends that out-of-control elephants have killed farmers, wrecked crops and destroyed landscapes.

President Mokgweetsi Masisi, who took office in 2018, wants to lift the ban on elephant hunting and use the dead animals as a source of meat. In March, he lashed out at criticism from British environmental groups as "a racist onslaught," according to a report in the *Daily Mail*, which dubbed the looming elephant hunt "Operation Jumbo Slaughter"

42 West, which has received \$125K from Botswana's Ministry of Environment, Natural Resources Conservation and Tourism unit for its work, also is pitching the country's "unrivaled natural beauty and responsible environmental stewardship."

Allan Mayer, co-CEO and head of 42 West's strategic communications unit, leads the work for Botswana.

HICKS COOPERATES WITH TRUMP PROBE

Hope Hicks, former White House communications director, is expected to cooperate with the House Judiciary Committee's investigation into whether Donald Trump obstructed justice.

Judiciary chairman Jerry Nadler sent a letter to Hicks earlier this month, in which he asked for documents dealing with her work at the White House and the Trump Organization.



Hope Hicks

Daniel Schwartz, Nadler's spokesperson, said Hicks has agreed to comply with the request.

Democrat Adam Schiff, who now chairs the Intelligence panel, may also ask Hicks for documents.

Following her White House resignation, Hicks landed a top PR job at Fox. She began her PR career at Zeno Group and represented Ivanka Trump at Hiltzik Strategies before joining the Trump Organization as communications director.

EVOKE PR & INFLUENCE MERGES WITH KYNE

Evoke, healthcare, medical marketing and communications unit of Huntsworth, has acquired independent health PR specialist KYNE, the ten-year-old shop that registered \$10.4M in fees on O'Dwyer's 2018 rankings of healthcare firms.

KYNE and Evoke's PR & Influence unit, which offers strategic communications, PA, investor relations and consumer marketing services, will join to form a new entity

David Kyne will head Evoke KYNE, reporting to Evoke CEO Reid Connolly. Evoke PR & Influence president Maryellen Royle, KYNE EVP, GM Maureen Byrne and KYNE EVP Wendy Woods-Williams will serve as partners at Evoke KYNE.



David Kyne

"Our healthcare client base, in both the private and public sectors, will gain access to new talent, thinking and resources across a much broader geographic reach," Royle told O'Dwyer's. And for our internal team, it offers fresh opportunities for them to leverage their unique communications expertise across a more diverse portfolio."

Evoke reported \$12M in PR fees on O'Dwyer's healthcare rankings list.

SUNLAND PARK, NM ISSUES TOURISM RFP

Sunland Park, New Mexico, which sits on the US./Mexico border adjacent to El Paso, TX, is seeking proposals from agencies that can develop a branding strategy to stimulate tourism and attract travelers and visitors.

Scope of the work includes developing a consistent look for Sunland Park's marketing and brand identity for stakeholders as well as the city, and the creation of key branding messages tailored to specific markets.

This branding strategy will be applied to future marketing plan elements including advertising social media web/online, consumer and travel trade outlets, billboards, meetings/conventions, e-newsletters, tradeshow booths, meeting/convention bid packets, promotional items and official publications.

Deadline for proposals is 4:00 (MST) on June 21.

Proposals should be mailed or delivered to:

Erika Martinez; City of Sunland Park Purchasing Agent; 1000 McNutt Road, Suite A; Sunland Park, New Mexico 88063

Questions are due by May 31 and should be directed to Sunland Park purchasing agent Erika Martinez, erika.martinez@sunlandpark-nm.gov.

Download the RFP (PDF).

LIBYAN REBEL SIGNS LINDEN TO \$2.1M PACT

The Libyan National Army rebel group, which is headed by 75-year-old US citizen Khalifa Haftar, has hired Linden Government Solutions to a \$2.1M contract for strategic consulting services and public relations services.

The Houston firm's contract is with the Benghazi-based Decision Support Center, which says that its goal is to achieve stability and democracy in the war-torn nation.



Khalifa Haftar

Linden's agreement calls for a \$300K payment to cover "start-up costs and work upon execution of the contract" and \$425K paid quarterly beginning June 1. The representation kicked off May 16 and runs through

June 16, 2020.

Linden president Stephen Payne has close ties with the Republican party. He served in the George W. Bush White House as a presidential advance representative and also traveled with former VP Dick Cheney.

The US recognizes Libya's Government of National Accord, which is based in the capital city of Tripoli, as the legitimate ruler of the country.

President Trump, though, made a phone call to Haftar in April to discuss "ongoing counterterrorism efforts and the need to achieve peace and stability in Libya," according to a White House statement.

Mercury Public Affairs has a one-year \$1.8M contract with the Government of National Accord. The Omnicom unit received \$500K of that amount when its work began on April 22.

WPP's Prime Policy Group reps the Government of National Accord on a pro-bono basis.

DISASTER SPECIALIST JOINS MWWPR

Ryan Velasco joined MWWPR's Washington office last month as VP-corporate communications following a three-year stint serving as VP in Ogilvy's social change unit.

He rejoins Michelle Rios, who left Ogilvy in January, to helm the Jersey firm's DC outpost. They worked together at the WPP unit on DowDupont and new business initiatives.



Ryan Velasco

Prior to Ogilvy, Velasco was at the Federal Emergency Management Agency for nearly six years, where he rose to deputy branch chief for interagency coordination.

He specialized in leading disaster teams, including community outreach and recovery operations. Velasco saw action in New York in the aftermath of Superstorm Sandy.

Prior to FEMA, Velasco served in the Obama White House as deputy associate director for natural resource response and recovery.

MWWPR ranks No. 9 on O'Dwyer's rankings of independent firms with 2018 fee income of \$42.6M.

LAURA LING TO KEYNOTE PRSA CONFAB

Laura Ling, a human rights journalist who was imprisoned in North Korea, will keynote PRSA's International Conference slated for San Diego from Oct. 20-22.

While reporting on the trafficking of women for Current TV in 2009, Ling and colleague Euna Lee were captured by North Korean soldiers along their country's border with China and sentenced to a dozen years of hard labor.

After 140 days, president Clinton traveled as a special envoy to North Korea and negotiated their freedom.

Ling documented her ordeal in a memoir, "Somewhere Inside: One Sister's Captivity in North Korea and the Other's Fight to Bring Her Home," which she wrote with her sister, Lisa.

She's also reported on slave labor in the Amazon, women's rights in the Middle East and the energy crisis in sub-Saharan Africa.

Ling has hosted "Conquered" on Z Living, a series about people who have broken boundaries to overcome obstacles and reach their goals; and two documentaries on E!, "E! Investigates" and "Society X with Laura Ling."

She has produced for Channel One News and co-created the MTV documentary "Breaking it Down." Ling's work has aired on ABC's "Nightline," NBC and PBS.

PRSA previously announced Washington Post journalist Bob Woodward and Microsoft's VP-corporate communications Frank Shaw as speakers at the San Diego conference.



Laura Ling

ON THE MOVE

Demonstrate has hired **Sean DallasKidd** as chief creative officer and partner. DallasKidd joins Demonstrate from J. Walter Thompson, where he led creative for the firm's San Francisco office, working with such clients as Adobe, Air China and HSBC. He was previously SVP and partner at FleishmanHillard. At Demonstrate, DallasKidd will lead creative strategy, content and production.

Shelton, CT based marketing agency **York & Chapel** has named Jill Perkins CEO. Perkins joined Y&C in 2018 as executive VP, and has overseen the launch of their video and animation production division, Sugared Studios, and rebrand of MashLive, Y&C's experiential and event marketing agency. Before coming to the agency, she was president and CMO at Amplitude Marketing Group.

The **American Flood Coalition**, a group of political, military, business and local leaders working to drive adaptation to the reality of higher seas, stronger storms, and more frequent flooding, has named Dante Cutrona as government relations director. Cutrona has been chief of staff to Rep. Ryan Costello (R-PA) and Rep. Dan Meuser (R-PA). In his new post, Cutrona is tasked with guiding AFC's outreach to elected officials and leading policy development in support of the coalition's mission.



Sean DallasKidd

HOW TO WIN THE BATTLE FOR TALENT

In the world of communications and media relations, we don't just talk about the uncertainty that stems from changing business models and disruption. We're living through it.

Shrinking newsrooms, blurring lines between internal and external comms and rapidly changing technology are challenges we face daily. Just like in nearly every other industry, we have to constantly rethink how we do our jobs. At the same time, the war for the best talent is getting more and more competitive. Employers have to be on top of their games to attract and keep young people – especially the coveted, out-of-the-box creative thinkers.



**Kathy
Bloomgarden**

Recruiting and retaining such talent is more important than ever, because uncertainty in the workplace isn't going away. People fear losing their jobs to technology – 82 percent of adults in the United States believe that robots and computers will take over most of the work done by hu-

mans by 2050 and almost half of companies surveyed by the World Economic Forum expect to reduce their full-time workforce by 2022 due to automation.

With so much negative buzz around the workplace, it's no wonder that 43 percent of high-growth companies are worried about declining employee engagement. Lack of engagement leads to poor performance and resignations, creating a different kind of workplace crisis that's hitting us right now—before the robots even arrive.

So, as employers, we face a triad: constant change, hard-to-find talent, and uncertainty.

Keeping employees engaged and happy at work is the single most important task business leaders face in the future of work. But it's no longer about perks like food and dry-cleaning and ping pong tables. It requires a deeper commitment. In my experience, here are the four essential steps leaders can take to better engage their people:

1. Help people grow and stretch: A significant number of business leaders (38 percent) believe their workforce could expand in the wake of automation. Rather than simply eliminating jobs, technology will transform the way we work. To take advantage of the coming changes, it's critical that we commit to teaching people new skills, launch programs that foster leadership development and better refine what career advancement means to individuals. To some people, this will mean opportunities to gain technological expertise. To others, it will be the chance to flex creative muscles. Others will crave flexible schedules and remote working. We should connect with employees as individuals to find the right motivational impetus.

2. Create emotional connections and sense of belonging: People identify with their company more than with their industry or specific profession, meaning that companies with strong values, rewarding cultures and a positive societal impact engender loyal employees. This is especially true for rising talent — 83 percent of millennials believe a company's success should be measured by not only its financial performance, but by its career

development opportunities and impact on society. Under former CEO Joe Jimenez, Novartis launched a program called “Long Live Life,” which reminded people that every person at Novartis came to work every day to help patients live a healthier, more normal life. The stories, photos and personal experiences of employees interacting with cancer patients, with grandparents with heart failure, with young people with psoriasis, etc. instilled dedication and persistence even amidst the pharma industry criticism abounding today.

3. Take a stand on the issues of our day: Employees want to see their company's top leaders “walking the walk” and not putting performance over values. To do this, leaders should speak openly about the issues that matter to them. Failing to take a stand can spark action from employees. These societal topics are real and personal to people. When leadership stands up for an issue, they prove that they care about their employees.

4. The youngest people in the room deserve a voice: Many offices continue to organize themselves into hierarchies. But I've learned that the youngest person in the room often has a fresh point of view that changes the conversation, and we need these new lenses that Millennials and Gen Z are keen to articulate. It's engaging for young people to play a meaningful role in strategic activities – and I believe it makes for a more aligned and dynamic team that's deeply connected to the organization.

In my eyes, the four pillars above are key to forging ahead. With the Fourth Industrial Revolution on the horizon, we have to steer efforts past lamenting the great changes ahead and focus on how we can build a more flourishing, successful environment in the workplace to leapfrog — not drag ourselves — into the future.

Kathy Bloomgarden is CEO of Ruder Finn.

KIVVIT REPS LANDLORDS IN RENT FIGHT

Kivvit is representing the Alliance for Rental Excellence NY, a group backed by landlords and business owners, that seeks to thwart an overhaul of rent regulations in the Empire State.

The PA firm has close ties with Governor Andrew Cuomo, who counts the real estate sector as a top campaign donor. Kivvit's Rich Bamberger was Cuomo's communications director and Maggie Moran advised the then NY Attorney General during his successful 2010 run for Governor.

The Alliance maintains that it wants “responsible rent reform,” according to a statement released by Kivvit. Its website features pictures of plumbers, electricians and other contractors protesting at rent reform hearings, holding signs saying “Protect Tenants and Contractors,” “Keep Us Employed,” “I Need My Job,” and “Protect MCIs.”

Gothamist reports that MCIs (major capital improvements) allow landlords to put “permanent rent increases in place to recoup the cost of renovations, but which housing activists have criticized as being a tool to push out rent-regulated tenants.”

Housing advocates have asked Senate Majority Leader Andrea Stewart-Cousins and Assembly Speaker Carl Heastie to keep Cuomo out of the rent reform process.

TANTEO TEQUILA POURS RFP

Tanteo Tequila, which markets the No 1 ultra-premium brand in the US, is looking for a PR firm to help expand its product portfolio and customer base.

The South Williamsburg-based company has a 50-state distribution network for its spicy jalapeno, chipotle and habanero spicy tequilas.

On premise sales account for 75 percent of overall sales, driven by the signature Tanteo Jalapeno Margarita. Its target audience: college educated, high disposable income, urban women (25-40) and men (30-45).

Neil Grosscup, CEO and Master Blender, plans the January launch of Tanteo Blanco, which will compete in a larger product category that requires “a more emotional point of differentiation,” according to the RFP.

With the Tanteo Blanco introduction, brand position has evolved to:

“For the millennial cocktail drinker, Tanteo is a 100 percent agave tequila made by real people with a purpose—to make better cocktails.”

Tanteo wants to work collaboratively with a PR firm on tweaking marketing, amplifying social media and creating press releases.

Earned media targets: 12 placements in small/regional publications in New York, Texas and California; seven hits in national media read (e.g., *Esquire* holiday buying guide) and two written/video national features.

Monthly retainer is from \$3K to \$5K with an additional budget set for activations and advertising. Initial term is six-months with a renewal based on meeting deliverables.

PR firms interested in the account face a June 7 deadline to send a five-to-10 slide deck of capabilities and at least two slides on how they would be a good fit with Tanteo.

The material goes to Grosscup at ngrosscup@tanteospirits.com and mena@tanteospirits.com.

Three finalists will be contacted June 12 about setting up in-person meetings for the following week.

The winner be notified on June 24 and begin work in July depending on its availability.

REP. MCCARTHY COS JOINS SILVER LAKE

Barrett Karr, chief of staff to House Minority Leader Kevin McCarthy, will join Silver Lake Partners private equity firm next month.



Barrett Karr

She will head government relations at the Menlo Park-based \$43B assets firm that has invested in tech companies such as Broadcom, Dell, Symantec, Seagate and Skype.

Karr took the CoS slot in January 2017, after serving as deputy chief for McCarthy, who is one of president Trump's biggest supporters on Capitol Hill.

Earlier, she was Republican staff director at the House Education Committee, assistant legislative affairs director for president George W. Bush and CoS to Rep. Kay Granger of Texas.

WALMART NIXES HARASSMENT POLICY BOOST

Walmart, the largest employer of women in the US, opposes a shareholder proposal calling for it to strengthen its policy to prevent workplace sexual harassment.

The proposal calls for the board to take a formal oversight role in sexual harassment policies and align executive compensation to stamping out the mistreatment of workers.

“The high-profile #MeToo social media hashtag, and sexual harassment claims involving public figures like Bill O’Reilly, Steve Wynn, Les Moonves and Travis Kalanick, have highlighted the prevalence of harassment and its impact,” says the resolution.

It cites a *Harvard Business Review* article about how sexual harassment affects a company’s public image.

Walmart opposes the measure, saying its policies “prohibit sexual harassment and the company’s training and education programs raise awareness about the policies and how to report concerns.”

The \$514B retail giant says it goes well beyond “the minimum required by law.”

As part of the onboarding process, employees “participate in training modules and our global statement of ethics, which includes a discussion about our policies prohibiting discrimination and harassment,” says Walmart in the proxy statement.

A worker who observes or experiences harassment may report it to “any salaried member of management using our Open Door process,” or “confidentially or anonymously to our Global Ethics Office via email or phone.”

Walmart assures stockholders that “it takes all allegations of inappropriate conduct seriously, and we believe we have robust policies in place.”

KBT REPS ISRAELI 'SPY' BALLOON MAKER

Kasowitz Benson Torres is providing government relations services to Israel's RT Aerostat Systems with a focus on homeland security and defense matters.

RT's aerial surveillance balloons are well suited for border security, surveillance, intelligence and law enforcement purposes.

The company's Texas training center last year conducted a two-day demonstration of its SkyStar tactical balloons for more than 20 US government entities.

RT had a booth at this month's Border Security Expo in San Antonio and at the National Guard Assn.'s 2018 Conference in New Orleans. It also provided aerial surveillance at the opening of the US embassy in Jerusalem last spring.

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 RT effort. Rubin is a former undersecretary of the Army and Thomas was chief of staff to former Navy Seal and Virginia Republican Congressman Scott Taylor, who lost his re-election bid in the midterms.

KBT also lobbies for Israel Aerospace Industries.



PARTNERSHIPS POWER RED NOSE DAY

There's nothing funny about child poverty. But Comic Relief USA, the organization behind the national fundraising campaign Red Nose Day, has found that comedy and entertainment are having a positive impact in reducing child poverty worldwide. Since its launch in the U.S. in 2015, Red Nose Day has raised nearly \$150 million. In less than five years, the campaign has impacted the lives of more than 16 million children. These statistics are impressive. What is equally impressive is the power that partnership has played in leveraging Red Nose Day for those in need.



Brad MacAfee

Real disruption comes when companies join forces and elevate each other's strengths, according to studies in leading publications like the Harvard Business Review. We fervently agree that partnership is the "secret sauce" for social change. In fact, leading partners like Walgreens and NBC have worked closely to illustrate Red Nose Day through in-store activations and primetime programming over the years. These organizations have leveraged the undeniable might that comes from harnessing entertainment for positive change—encouraging celebrities and everyday consumers alike to make a difference through Red Nose Day activities.

Organizations that donate a percentage of proceeds during Red Nose Day fundraising also fortify their positions as purpose-driven brands committed to positive change. Not only do they increase sales during the drive for good, but they also ensure consumer sentiment remains high throughout the year. According to the 2018 Porter Novelli/Cone Purpose Study, more than 78 percent of Americans believe companies must do more than just make money; they must positively impact society as well. What's more, 66 percent would switch from a product they typically buy, to a new product from a Purpose-driven company. Socially conscious consumers will reward brands that authentically engage in causes that matter.

While we have long seen Purpose-driven efforts led by traditional "do-gooder" companies, we are now starting to see unexpected players—like gamers and security companies—making major moves to help give back to society. As

agency of record for Comic Relief USA, Porter Novelli is dedicated to supporting this cause, but we also want to encourage other industry leaders and brands to do the same. Not only is it a healthy for a company's bottom line, but it also resonates in the hearts and minds of consumers and employees alike.



The agility of brand partners, big and small, is making real material differences for Comic Relief USA. Now, 45 percent of Americans say they are aware of Red Nose Day and 20 percent said they donated to the cause. While this is wonderful, there are millions more children who need help. The National Academies of Sciences, Engineering and Medicine says that the number of children living in poverty in the U.S.—currently estimated to be 13 million—can be cut in half over the next 10 years by expanding existing programs, including tax credits, housing vouchers and food stamps.

But we don't have to wait a decade to make progress. Giving is contagious and each effort ladders up to seismic change. Red Nose Day has reached scale quickly by reaching consumers where they live, work and play. By engaging people through laughter and joy, even when it concerns the dark reality of child poverty, they have opened hearts and minds. With Comic Relief USA's fifth annual Red Nose Day taking place today, May 23, 2019, there's something everyone can do right now. Let's give all children the future they so rightfully deserve. We are proud to be partners of this incredible organization, and to quote the team at Comic Relief "#NosesOn"!

Brad MacAfee is CEO at Porter Novelli.

PUBLIC NYC ROLLS OUT CBD DRINK

Public New York City is working with DEFY, the first mainstream hemp extract performance beverage specifically for athletes.

NFL Hall of Famer Terrell Davis is founding partner of DEFY. The former Denver Broncos running back is an evangelist for CBD, praising its migraine-mitigation, swifter recovery from injuries and anxiety-reduction benefits. He also is a Forbes contributor who writes about CBD's health advantages.

Davis believes his career, which was shortened by injuries would have been extended if CBD had been available to players. He is petitioning the NFL and offering support to identify the right study protocols that may eventually lead to adoption and integration.

DEFY has formed a partnership with Arrow Schmidt Peterson Motorsports that resulted in the product's branding appearing on two cars that raced in the Indianapolis 500 on Memorial Day. James

Hinchcliffe (who finished 11th) and Marcus Ericsson (who finished 23rd) were behind the wheel of those cars.

Marco Larsen launched Public NYC a dozen years ago. Earlier, he was VP-publicity at Blue Star Jets and VP-media communications at Osmotics Cosmeceuticals.

Public NYC has worked with Zurich Financial, Qatar Airways, Hoopes Vineyard, SETI Institute and Saint James Apparel.



L-R: James Hinchcliffe, Terrell Davis, Marcus Ericsson

COMMENTARY

Better late than never for FleishmanHillard as CEO John Saunders defends his firm two weeks after client Bayer suspended it for compiling a dossier on politicians, journalists and scientists who expressed health concerns about Monsanto's Roundup weed killer.



John Saunders

After noting that FH's stakeholder outreach project in Europe has become the subject of attention, Saunders said clients have every right to "understand diverse perspectives before they engage."

He called the planning documents forged by FH as fundamental to outreach efforts. "They help our clients best engage in the dialogue relevant to their business and societal objectives."

He understands some people or groups may not always agree with a client's viewpoint. That's fine in Saunders' book because he feels that debate is normal and healthy.

"Diversity of opinion through discussion and debate is the bedrock of a well-functioning democracy. It would be a disservice to society and to the policy-making process to stifle important information just because it may not be popular," he wrote in his May 28 statement.

Like all PR firms, FH carries out the work requested by clients. "We do so ethically and in good faith. Our employees are instructed to report any behavior they deem to be unethical. They are also encouraged to opt out of working with clients if they have personal objections to the work. If we find a client behaving unethically, we will walk away from the business."

Saunders said his firm is proud to support robust societal dialogues and informed debate on important issues.

He can be sure the Bayer saga will continue, as Roundup has been a long-time target of environmental activists.

The upshot from the FH/Bayer saga: there's a crying need for PR firms to educate the public on what exactly they do.

Joe Biden's decision to enter the Democratic presidential sweepstakes was very bad news for Bernie Sanders, who fell from his frontrunner perch.

The pride of Vermont now polls at 19 percent, which is half of the 38 percent of Democrats said to support the Vice President.

Biden burned Bernie, but Bernie can "feel the bern" again. A PR boost may be in the works from a very unlikely source, Walmart Inc.

The United4Respect group, which has long advo-

cated for a living wage for Walmart workers, has invited Sanders as its guest to the retail giants June 5 annual meeting in Rogers, AR, to introduce their proposal calling for a board seat for an hourly employee.

It invited Sanders in appreciation for his "Stop Walmart Act" introduced in November that banned companies from buying back their own stock unless they pay employees \$15 an-hour, offer seven days of sick leave and cap exec comp to 150 times median employee pay.

The *Financial Times* on May 28 reported that Sanders has put Walmart at the center of his campaign to strengthen worker rights.

It noted that shareholder advisory group Glass Lewis recommends a vote against the company's executive compensation plan, citing a "pay and performance disconnect."

Walmart CEO Doug McMillon earned \$23.6M last year, which topped the \$22K median worker salary by a whopping 1,076 times.

The company hopes Sanders doesn't use his visit as a campaign stop, but as a "constructive opportunity to learn about the many ways we're working to provide increased economic opportunity, mobility and benefits to our associates."

The PR spotlight will be on Bernie. He should listen to Walmart's pitch but if he doesn't hear the Bentonville behemoth talk about boosting the \$22K median salary, Bernie should take it up a notch.

How about getting arrested again? It would be a follow-up to his 1963 arrest as a University of Chicago student for protesting for civil rights.

Under an Arkansas court order, U4R agents, who don't work for Walmart, are banned from entering any Walmart property other than to shop. [In California, they are enjoined from entering a store to engage in picketing, patrolling, marching, parading, flash mobs, demonstrations, handbill distribution, manager confrontations or customer disruptions.]

What if Bernie decided to go shopping at Walmart and then get a hankering to hand out a couple of U4R leaflets? Would Walmart have the cops haul away the 77-year-old Senator? The optics would be a thing of beauty for Team Bernie.

Sanders should make the most of his visit to The Natural State. A priceless civil disobedience opportunity awaits that would help him gain ground on Donald Trump's preferred opponent, "Sleepy Joe" in the polls.

