



**Kevin McCauley**  
Editor-in-Chief

# O'Dwyer's Newsletter



The Inside News of  
PR and Marketing  
Communications

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## TIME WARNER, NEWS CORP VET TO SOFTBANK

Gary Ginsberg, most recently executive VP for communications and marketing at Time Warner has joined Japan's Softbank telecommunication giant as senior VP-head of corporate communications.



**Gary Ginsburg**

A Democratic operative who was a lawyer in the Clinton White House and Justice Dept., Ginsburg was senior advisor to TW chief Jeff Bewkes and a key player in pushing for approval of the media company's acquisition by AT&T. Earlier, he was executive VP-marketing and corporate affairs at News Corp. and counselor to CEO Rupert Murdoch.

Softbank engineered the 2017 merger of Sprint and T-Mobile, which is still under federal review. The company has also faced scrutiny for its ties with Saudi Arabia, a partner in its \$100B Vision Fund, the biggest fund in the tech sector.

## MOLINARI STEPS DOWN AT GOOGLE

Former Staten Island/Brooklyn Republican Congresswoman Susan Molinari, head of Google's DC office and of its Americas public policy unit, is stepping down after seven years with the company. Google says its looking for a replacement.

Prior to signing on at the search giant, Molinari headed Ketchum's Washington Group lobbying arm.

Google recruited Karan Bhatia, who was president of GE's government affairs and policy shop, this summer for the VP-global public policy & government relations post.



**Susan Molinari**

## PUBLICIS HIRES MMC'S LITTMAN TO BOOST PR

Diana Littman has joined Publicis Groupe's MSL operation as US CEO to bolster its consumer healthcare and corporate marketing expertise. She replaces Ron Guirguis. As a member of the French firm's USA executive committee, Littman is charged with elevating the PR, influence marketing and earned engagement components within the integrated communications package.

She did an 11-year stint at Omnicom's Marina Maher Communications, mostly as executive director of health and consumer lifestyle, exiting as chief integration officer. That work followed a nine years at Cohn & Wolfe.

Littman reports to CEO Arthur Sadoun.

## FINN PARTNERS ACQUIRES MFA

Finn Partners has acquired New York-based agency MFA Marketing & Public Relations.

Financial terms of the deal were not publicly disclosed.

MFA, formerly known as Missy Farren & Associates, specializes in food, travel, sports, wellness, crisis and social responsibility. The agency, which staffs 20, was founded in 1994 by CEO Missy Farren.

In light of the acquisition, MFA will now operate under the Finn brand name, with the agency set to relocate into Finn's New York headquarters sometime next year.

Farren becomes FP managing partner.

Rick Gould, Gould+Partners, introduced the agencies and served as MFA's advisor during negotiations.

Finn Partners earlier this year acquired London-based travel and tourism firm Brighter Group, a deal that came on the heels of its 2017 acquisitions of New York-based global B2B firm ABI Marketing Public Relations and Singapore-based B2B PR and marketing agency Ying Communications.

New York-based Finn Partners accounted for nearly \$82 million in net fees last year, according to O'Dwyer's rankings of PR firms.



**Peter Finn & Missy Farren**

## MDC CLOSURES BOOKS ON Q3 WITH \$18.2M LOSS

Embattled MDC Partners, which is searching for a strategic partner and CEO, lost \$18.2M during the third-quarter on flat revenues of \$375M. It posted a \$14.1M profit for the year ago period.

Organic Q3 revenue growth clocked in at 1.5 percent.

CFO David Doft sees better days ahead due to an expected \$29M in cost-savings next year due to real estate consolidation and reduced headcount.

For the nine-month period, MDC posted a \$48.3M loss compared to a \$13M income in 2018. Revenues slipped 1.8 percent to \$1.08B.

MDC's stock is trading at \$2.43. Shares ranged from to \$2.28 to \$11.90 during the past 52 weeks.

MDC owns KWT Global, Sloane & Co., Hunter PR and Luntz Global.

## 'SENSORY JOURNALISM' ON THE RISE

Millennials and Gen Z consumers want to watch news more than they want to read it, and also have distinct preferences as to how that news should be presented, according to a new study from Brodeur Partners.



While just 20 percent of Boomers who responded to the survey said they prefer journalism that includes virtual and augmented reality, that number rises to 33 percent for Gen Xers, and to nearly half for Millennials (48 percent) and GenZers (47 percent).

Not only is this "sensory journalism" on the rise, but the preferred channels for consuming news also vary greatly from generation to generation. Television has been replaced by digital platforms such as YouTube for younger consumers, and the importance of newspapers and magazines declines sharply with each generation.

YouTube was rated the first or second most important news source by 49 percent of survey respondents. Only 12 percent of Boomers rated YouTube that highly, with 26 percent of Gen Xers and 44 percent of Millennials putting it at or near the top of their news sources. When it comes to print media, 60 percent of Boomers said that newspaper and magazines were one of their most important news sources, but that's the case for just 17 percent of GenZers.

These trends are driving changes in how reporting gets delivered to consumers, says Brodeur Partners CEO Andrea Coville. Younger consumers "live in an 8-second world and everything is sensory to the them," she said. "So to get their attention, the media needs to adapt the way they deliver the news."

## CAMPBELL SENDS LOBBYIST PACKING

Campbell Soup fired VP-government affairs Kelly Johnston for spreading false information that billionaire philanthropist George Soros was funding the caravan of people from Central America heading for the US.

Johnston, on his personal Twitter account, charged Soros' Open Society Foundation with bankrolling "rail cars" for the migrants who are walking through Mexico heading for the US.

Keith McLoughlin, interim CEO of Campbell, sent a letter to Open Society to rebuke Johnston's remark.

"Mr. Johnston's remarks do not represent the position of Campbell and are inconsistent with how Campbell approaches public debate," wrote McLoughlin.

Johnston joined Campbell in 2002, Earlier, he was secretary of the Senate under then Majority Leader Bob Dole and a PR staffer at the National Food Processors Assn.

Campbell is in the midst of takeover battle with investor Daniel Loeb.



**Kelly Johnston**

## PEOPLE ON THE MOVE

BCW has hired **Thomas Bunn**, who was managing director in Zeno Group's New York office, as executive VP-global brand & integrated services. Responsible for Zeno's digital capabilities growth, Bunn has served clients in the consumer technology, hotels/resorts, spirits, tourism and telecom sectors. Earlier, he was VP-strategic planning at Ketchum in New York, co-founder of Mission Media UK and staffer at Freud Communications.



**Thomas Bunn**

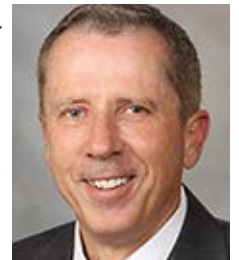
**Current Marketing** has brought on **Chuck Rachford** as executive creative director; **Janeen Davis** as vice president, planning; and **Jennifer Symmonds** as vice president, human resources. Rachford joins from Cossette, where he helped the launch the Canadian firm's Chicago office as well as serving as executive creative director. Davis has held executive positions at Intouch Solutions, Edelman, DDB, FCB and Burrell Communications. Symmonds joins the firm from Tory Burch, where she was senior HR manager.

**Swyft** has hired **Julia Angelen Joy** as account director to provide senior leadership for its Denver office. Joy was the founder of Z Group PR and has also served as director of strategic giving for the Idaho Foodbank. She has managed public relations, media outreach, and social marketing programs. In her new position, Joy is tasked with growing Swyft's presence in the Mountain West as well as providing senior leadership over the agency's PR service offerings.

**PR Boutiques International** has voted in a new executive committee and board of directors. The officers have all been elected to one-year terms. The executive committee now includes president Amanda Foley from Kiterocket, vice president Lynette Werning from Blue Water Communications, treasurer Pawel Osowski from Warsaw Consultants, secretary Cheryl Bame from Bame PR, members-at-large Paul Furiga from WordWrite Communications and Lee Weinstein from Weinstein PR and ex officio member Kai vom Hoff from vom Hoff Communications. The new members of the board of directors are Julia Labaton (RED PR), Jessica Nunez (TruePoint Communications), David Eichler (Decibel Blue), Vivian Li (Geni-Plus PR Consulting), Tarunjeet Rattan (Nucleus PR), Viviane Roy (VROY Communications) and Juris Petersons (Jazz Communications).

Independent cancer research and treatment center **City of Hope** has appointed **John Weston** as senior vice president and chief marketing and communications officer. He will also be a member of City of Hope's Enterprise Leadership Team. Before coming to City of Hope, Weston was managing director at Fulcrum 2020, a cancer research investment company.

Prior to that, he was executive vice president and chief operating officer of the Prostate Cancer Foundation.



**John Weston**

## **GENERATION GAPS**

The oldest Baby Boomers turn 72 this year. But don't call them old.

Seventy-four million strong, Baby Boomers, or those born between 1946 and 1964, have redefined every stage of life, from childhood to parenting. So why should aging be any different?

Insurers, healthcare companies and medical providers eager to engage Baby Boomers need to jettison traditional ways of communicating with aging individuals. For Boomers, it's about staying active while dealing with myriad challenges head-on.



**Liam Collopy**

"Baby Boomers are skilled, adept and experienced, so marketers need to use positive words and not make them feel over the hill," said Ann Fishman, Founder of Generational Targeted Marketing and author of "Marketing to the Millennial Woman."

Fishman, whose clients have included Allstate Financial, American College of Cardiology and *Reader's Digest*, also stressed that marketing communications to Baby Boomers requires a multigenerational effort. While Millennials may know how to distribute and measure marketing campaigns via digital and/or social channels, Baby Boomers should drive the creative to ensure the message resonates with the target audience and nothing gets lost in the translation.

Use of language is crucial when communicating with Baby Boomers because it establishes trust, regardless of the media channel or the product or service being promoted. Being sensitive to language is just one of several ways that healthcare organizations can sharpen their overall communications catering to this generation.

### **Be media-agnostic**

To be sure, many Baby Boomers are digitally savvy and live online. However, plenty of Boomers — most likely early ones — prefer to communicate via analog and/or offline platforms. Boomers are not monolithic. A lot depends on an individual's specific healthcare needs and where she resides in the Boomer-age spectrum.

According to a 2017 study conducted by Brightline Strategies, 59 percent of the respondents aged 65 or over said they use the Internet to research a specific disease or medical condition. For respondents between 55 and 64, 53 percent said they use the Web for such purposes.

However, percentages drop significantly among Boomers when it comes to using the Internet to speak with a healthcare provider (doctor, nurse, pharmacy, etc.): For people 65 and over, just 39 percent use the Internet to contact a healthcare provider; for people between 55 and 64, about a third of the respondents said they use the Web to contact a healthcare provider.

Against that statistical backdrop, it's important that brands communicate with Boomers via multiple media channels, such as email newsletters, direct mail, online video, banner ads and community outreach.

Digital analytics, of course, will help marketers to distinguish the healthcare needs of one segment of

Boomers from another and establish more personalized messaging stemming from how Boomers within each segment consume news and information and through which channels Boomers like to communicate.

### **Go local**

Hospitals, HMOs, pharmacies, assisted living facilities and home healthcare organizations should strongly consider localizing their marketing campaigns because as people age they tend to travel less and stick close to home. Indeed, the global home healthcare market is expected to reach \$517.2 billion by 2025, according to a recent report by Grand View Research, progressing at a CAGR of 7.8 percent during the forecast period.

To cultivate relationships, healthcare organizations could sponsor and host local programs, conferences and events designed to educate Boomers about exercise, diet, and long-term care insurance products, among other healthcare-related topics.

### **Leverage social media channels**

It may seem counterintuitive considering that the youngest Boomers are now in their mid-50s, but healthcare organizations catering to Boomers need a robust social media strategy.

According to Statista, 68 percent of U.S. Baby Boomers use YouTube. Online video, of course, presents tremendous opportunities for marketers to illustrate their products and services. And because Boomers didn't grow up in a 240-character world they won't be discouraged by long-form or serialized videos.

Sixty-five percent of Boomers use Facebook — in keeping with trends showing that older Americans have started to colonize the social network from their younger counterparts.

Fishman said healthcare organizations and medical providers can boost their social media presence by setting up (and steering) Facebook chats catering to Boomers.

Aside from YouTube and Facebook, Boomers seem cool to the other social channels: Just 21 percent of Boomers use Instagram and 19 percent use Twitter, Statista said.

### **Serve as a generational conduit**

Baby Boomers are also known as the "sandwich generation." To wit, they have kids (and grandkids) but also have parents, many of whom remain quite active while others are on the decline.

Healthcare companies can boost their value by providing Baby Boomers with information and resources to help them locate groups and organizations catering to their parents' medical needs. From a marketing standpoint, this is not to be underestimated because it makes Boomers' lives easier and provides some peace of mind.

Millennials, of course, gravitate toward all things digital. To a large degree, that goes for Gen Xers, as well. Not so for Baby Boomers, who like to communicate through multiple media channels. What truly distinguishes Baby Boomers — and what healthcare organizations must keep top of mind — is that they want straight talk focusing on how they can take better care of their medical needs and those of their extended families.

*Liam Collopy is executive VP of Harden Communications Partners, a Stanton company.*

## **PUBLICIS MONITORS KHASHOGGI SITUATION**

Publicis Groupe chairman Maurice Levy said the French ad/PR combine, owner of Qorvis Communications—Saudi Arabia’s go-to PR firm—is monitoring developments in the investigation into the Oct. 2 murder of *Washington Post* contributor and Saudi dissident Jamal Khashoggi.



**Maurice Levy**

The Government of Turkey has officially said that Saudi agents strangled Khashoggi as soon as he walked into Saudi Arabia’s consulate in Istanbul. They dismembered and destroyed his body.

Levy told Reuters on Oct. 30 that for the time being Publicis is “looking at all the aspects and monitoring the situation very carefully.”

Levy acquired Qorvis in 2014. The Washington-based PR firm replaced Burson-Marsteller on the Saudi Arabia business in the days following the 9/11 terror attacks. Fifteen of the 19 terrorists who carried out the attacks were from Saudi Arabia.

Arthur Sadoun succeeded Levy as Publicis CEO in 2017.

## **BGR PRESCRIBES WALGREENS DC PUSH**

BGR Government Affairs is representing giant drug-store retailer Walgreens in its Washington push.

The firm provides policy analysis, strategic advice and direct advocacy support to Walgreens.

Dave Boyer, head of BGR’s health and life sciences practice, heads a five-member lobbying team

The group includes Remy Brim, ex-senior policy advisor at the Food & Drug Administration; Brent Del Monte, aide to former Virginia Sen. John Warner (R); John Stone, former senior counsel at the House Energy & Commerce Committee’s health subcommittee and Rob Walton, former staffer for Louisiana Sen. Bill Cassidy (R).

Walgreens, which is based in Deerfield, IL, is part of the Walgreens Boots Alliance venture, which operates about 18,500 stores in 11 countries and runs drug wholesale and distribution centers that deliver products to more than 230K hospitals, clinics, doctors, pharmacies and health centers.

## **ACC'S FISCHER INKS WITH IBEX**

David Fischer, who was senior director at the American Chemistry Council during a ten-year stint, has joined IBEX Partners, the DC-based public affairs shop.

As partner and legal/regulatory affairs chief, Fischer will work with the firm’s clients in the energy, industrial chemistry, food and agricultural sectors.

At the ACC, Fischer led environmental and regulatory matters in its chemical products and technology unit.

Michael Law and Michael Sessums launched IBEX this year.

Law was Burson-Marsteller’s US president and head of Ogilvy’s west coast operation, while Sessums worked as managing director in B-M’s PA & crisis group and served in the White House and State Dept.

## **NY TIMES CO. REPORTS 30% Q3 PROFIT SPURT**

The New York Times Co. reported Q3 operating profit rose 30.2 percent to \$41.4M on an 8.2 percent revenue boost to \$417.4M.

CEO Mark Thompson noted the NYTC added a net 203K digital-only subscriptions to top the 3M mark for the quarter, with subscription sales accounting for almost two-thirds of the company’s revenues.

Digital advertising rose 17 percent during the quarter, overall ad sales rose seven percent and print advertising revenues dipped 0.7 percent.

Thompson anticipates Q4 total subscription revenues (excluding the impact of an additional week in 2017) to rise in the mid-single digit range.

Digital-only revenues are expected to rise in the mid-teen level.

For the nine-month period, NYTC profit jumped 34.1 percent to \$115.5M. Revenues advanced 4.6 percent to \$1.2B.

## **PARK TO HEAD ICR GOVERNANCE UNIT**

ICR has hired Lyndon Park, a veteran of Dimensional Fund Advisors and Blackrock Investment Stewardship, to lead its newly established governance advisory solutions practice.

The unit will counsel boards and management teams on governance matters and how to forge long-term constructive ties with institutional investors.

Park, who was involved in tough proxy fights including Procter & Gamble vs. Triun Partners and Valeant/Pershing Square vs. Allergan, will oversee 150 ICR professionals.

They will tackle activism/hostile situations, constituency expectations in environmental/corporate social responsibility areas, executive compensation; talent review and succession planning.

ICR ranks No. 5 on O’Dwyer’s rankings of independent firms with 2017 fees of \$63.4M.



**Lyndon Park**

## **NEWS OF FIRMS**

**Hot Paper Lantern**, a tech-focused affiliate of Peppercomm, is partnering with SwissVBS, a provider of digital learning solutions, on a cloud-based, SaaS solution that empowers employees to learn at their own pace. Hot Paper Lantern says that HPL Echo offers companies several ways to achieve greater ROI from their learning programs. The platform “reinforces” key competency development through short bursts of information given to the user over time.

**Golin** is launching an effort intended to boost the PR industry’s reputation. Noting that the industry has favored buzz words such as digital and integrated, the agency is promoting what it calls “progressive PR.” As part of the effort, it is introducing its Relevance Radar, an AI listening platform intended to help predict and measure opportunities for clients, and CXPR, which will leverage social data insights to inform business decisions.

## CONSUMERS WANT ETHICAL TECHNOLOGY

People increasingly welcome the technological developments that are making their lives better, but they are also making ever greater demands that companies exercise ethics and responsibilities when employing technology, according to a survey by WE Communications.

“Brands in Motion” polled approximately 27,000 consumers and B2B decision makers in eight countries, asking them to rate brands according to what WE terms “emotional drivers” and “rational drivers.” The brands rated covered topics including health & wellness, automotive, food & beverage, finance & banking, business tech solutions and smart home.

The survey founding a waning level of enthusiasm for computer devices and tech B2B. “The tech halo is strong,” the study’s authors say, “but fear over disruptive technologies may be stronger.”

Surprisingly, despite security concerns, the smart home category was a big winner, making the biggest year-to-year jump of any brand category.

Overall, the survey respondents were bullish on the likelihood of further technological advances over the next few years. Over half of the respondents (52 percent) said that they expect more brands to allow consumers to assess products or brands online. Almost as many said they expect companies to develop new products or services (49 percent) or to give them the opportunity to “do more amazing things in less time” (48 percent).

But the downside of the tech wave was noted as well, with 84 percent of respondents saying they were fearful that their personal data is not secure. In addition, 80 percent voiced concerns that they or their families could be compromised online and 77 percent thought it was possible that hackers could shut down the power grid.

Who should be addressing the anxieties about tech? Nearly all the respondents (97 percent) say that brands are responsible for their own ethical use of technology. In the absence of a sufficient response from brands, 94 percent of respondents said the government should step in.

## BLUE ENGINE MERGES WITH JDA FRONTLINE

Blue Engine Message & Media is merging with JDA Frontline on Jan. 1 to form a bipartisan public affairs shop of 25 staffers that will help clients navigate the volatile and divisive political climate.

Blue Engine's leadership team of Erik Smith, David DiMartino and Allison Clear Fastow have strong Democratic credentials, while JDA's Trevor Francis has Republican connections.

The combined firm will re-launch next year under a new name to offer coalition development, brand management, grassroots mobilization, grassroots advocacy, reputation and digital strategy.

Smith said since the firms have worked on projects together in the past "joining forces just made sense."



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## THE CHALLENGES OF EMPLOYEE ACTIVISM

As if Big Tech didn't have enough problems – with major declines in their stock prices over the last few weeks – now comes an unprecedented employee walkout at Google. The walkout was a warning shot across the bows of boardrooms and C-suites, not just for tech but for all major brands.



**Amy Binder**

For years, companies across the technology sector and beyond have trumpeted their “purpose” in their corporate cultures. Now, employees are calling on management to align their practices with their principles.

In this most recent case, employees are demanding that Google account for secret arrangements that let senior executives accused of inappropriate behavior depart with staggering sums in the form of exit payouts. From a business perspective, it's not surprising that Google leadership would see such agreements as necessary for protecting the long-term interests of the company and its shareholders. But in today's world, there's no longer any such thing as a strictly internal issue, and situations such as these must be handled with significantly greater sensitivity and transparency than they have been in the past.

What does effective transparency look like? Disclosing any severance packages publicly, and explaining to employees the ways in which those arrangements are designed to protect the company and its people.

But moreover, companies like Google must also ensure principled business practices at all levels, and strive for the type of justice that employees (and increasingly shareholders) demand.

*Amy Binder is CEO of RFBinder in New York.*

## ACCOUNTS IN TRANSIT

**Diffusion** has added **Fundera**, an online marketplace for small business financial solutions. It will work with Fundera to produce multiple data-driven reports to illustrate the opportunities the company provides for entrepreneurs looking to grow their businesses. Diffusion's campaign will promote Fundera's thought leadership by featuring content from The Ledger, its advice-driven blog for small business owners. The campaign will also include a speaking and awards program, as well as an ongoing media relations initiative.

**Mardiks Public Relations** has been named North America shop by **Celestial Cruises Inc.** Mardiks PR will implement an integrated campaign incorporating consumer and trade marketing, as well as media outreach, to further position the brand as the preeminent cruise line serving the Greek Islands and the Mediterranean.

**Dynamo PR** will lead communications for Heritage, a blockchain-enabled, open source fundraising and donation platform from **A<sup>3</sup> by Airbus**, the aviation and aerospace company's Silicon Valley outpost. Dynamo will spearhead media relations efforts as well as supporting Heritage's presence at various events and conferences. The agency will assist A<sup>3</sup> in engaging with blockchain companies and building a community of supporters.

## COMMENTARY

### POLITICAL TIMES HAVE BEEN WORSE

Are you down in the dumps? Has political hate and vitriol have you feeling blue? Are you following the example of Barbra Streisand and eating lots of pancakes each morning, after hearing the latest news report about Donald Trump?

Fear not. It could be a lot worse, according to panelists at a Commpro webinar held Oct. 30 at Edelman's New York headquarters.

Michael Zeldin, CNN legal analyst, considers Trump's attack on the media chump change compared to the WWI era when Woodrow Wilson launched an all-out assault on dissent.

Wilson created the infamous Committee on Public Information, on which Ed Bernays—the "father of PR" served, to gin up support for the US entry into war in Europe. He was the evil genius behind gems such as the Espionage Act of 1917 and Sedition Act of 1918, which prohibited the use of "disloyal, profane, scurrilous or abusive language" against the US government, flag, armed forces and institutions.

Thankfully, president Trump isn't up to Wilson's anti-media standards, yet.

"We live in a time of domestic tranquility," said Andrew McCarthy, contributing editor of *National Review*. Speaking after news broke about pipe bombs being mailed to top Democrats, McCarthy, a former US attorney who prosecuted Omar Abdel Rahman ("The Blind Sheik") for the 1993 World Trade Center attack, said the number of US bombings is way down from the late 1960s and early 1970s.

McCarthy believes people who moan about troubled

times are guilty of "presentism," which ignores the past.

Major Garrett, chief White House correspondent for CBS News; Richard Levick, CEO of Levick in DC, and Joe Lockhart, president Clinton's press secretary, also sat on the panel. They weren't so upbeat.

The trio's common theme: missing "an American president," one who could inspire the whole country during a time of crisis.

For instance, Bill Clinton comforted the nation after the 1995 Oklahoma city bombing. George W. Bush grabbed a bullhorn and mounted a pile of rubble in New York following the 9/11 World Trade Center attack. Barack Obama delivered an inspiring eulogy and sang "Amazing Grace" at Charleston's Emmanuel African Methodist Episcopal in 2015 following the murder of its pastor and eight parishioners.

In contrast, Trump initially focused on the lack of an armed guard at the Tree of Life synagogue in Pittsburgh, where 11 Jews were slaughtered last month.

Some takeaways:

Garrett is confident that journalism's credibility will outlast the Trump administration.

Levick said Trump is the opposite of George Washington, perhaps the greatest US president, in many ways.

Lockhart, an Edelman vice chairman, issued a warning, noting that the president called the 2016 vote "a rigged election" in which he falsely claimed that 3M people voted illegally. And Trump won that election.

Lockhart worries that Trump may not accept the results of the 2020 election, if he loses.

And more important, how will his supporters react?  
—Kevin McCauley

### HATS OFF TO THE DC POST FACT-CHECKERS

Let's hear it for the hardest working people in journalism!

Hats off to the *Washington Post* fact-checkers who have spent countless hours and many sleepless nights digesting 3 a.m. bulletins from the Tweeter-in-Chief in their mission to catalog the number of whoppers from Donald Trump. Your country owes you a debt of gratitude.

We do worry though about your mental health. The concern: do our intrepid fact-checkers have the stamina and intestinal fortitude to make it through the midterms? It won't be easy.

The Post divulged that Trump is pumping it up. He's not satisfied with saying an average five lies or misleading claims each day of his nine-month reign through Oct. 30. For those keeping score, that's 6,420 falsehoods and misleading statements.

While hitting the campaign trail in the friendly confines of places like Ohio, Tennessee, Arizona, Texas, and



Wisconsin during the past seven weeks, the president spewed an incredible 30 whoppers a day.

That's a head-spinning performance. Pinocchio is a chump compared to Trump.

The president is also adding a dash of creativity to his repertoire of deceit, resulting in a 'say what' response from fact-checkers.

For instance, how do you begin to challenge off-the-wall statements that cities across the US are being "liberated" from the MS-13 gang, or that his famous Southern Wall is currently being built?

The pressure though may be getting to the noble fact-checkers. The staff originally wanted to track Trump's whoppers through Oct. 31 for its Nov. 2 story. Alas, the 10,000 words spoken by Trump and 20 tweets sent on Halloween were target-rich and kept them busy well beyond the deadline for the article.

The worst or best is yet to come.

Godspeed, fact-checkers.

—Kevin McCauley