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The Inside News of
PR and Marketing
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CHESAPEAKE (VA) SEEKS MARKETING HELP

The Chesapeake Economic Development agency is seeking a marketing partner to position the southeast Virginia city as a prime destination for business location and expansion.



Chesapeake “offers a unique blend of urban and rural settings” all within a day’s drive of two-thirds of the US population, according to its RFP.

It is served by interstate highways, an international airport in neighboring Norfolk and two executive airports.

The CED is eager to work with businesses on site selection, marketing services, demographic data and investment guidance. Its desired partner will have “proven track records in strategic marketing and brand development including cohesive messaging in advertising, social media, content, and public relations.”

The contract runs for three years. There are two one-year renewal options.

Proposals are due Dec. 12 and go to: Office of the Chief Procurement Officer; Purchasing Division; City Hall Building, 5th Floor; 306 Cedar Road; Chesapeake, VA, 23322

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

FINN RECRUITS PN HEALTH VET SCOTT

Finn Partners has added Diana Scott, who most recently was senior VP at Porter Novelli in her more than 20-year healthcare PR career, as partner in its health unit.

She has extensive experience in oncology, cardiometabolic disease categories and has promoted pharmaceutical portfolios, product launches, global data



Diana Scott

communications campaigns and handled regulatory support.

“Finn has an obligation to clients championing the cancer, cardiovascular, mental health and rare disease categories,” Gil Bashe, managing partner of Finn’s global health practice, told O’Dwyer’s. “Hiring Diana Scott, with her clinical expertise and proven ability to mobilize communities, responds to that client environment.”

Scott, who also held top jobs in the healthcare units of Weber Shandwick and Ruder Finn, reports to Kristie Kuhl, managing partner of Finn Partners’ New York and Chicago health teams and head of the US pharma group.

Finn Partners ranked No. 6 in O’Dwyer’s 2018 healthcare rankings with fees of \$21.2M.

ZENO TABS DAVIDSON FOR HEALTHCARE POST

Zeno Group has hired Kevin Davidson as executive VP in charge of its healthcare business in New York and Washington.

He is former senior VP at Cohn & Wolfe, director at WCG and veteran of Edelman and Ogilvy PR. Most recently, Davidson was health business director at RXMO-SAIC, handling PR for pharma and biotech clients.

Byron Calamese, managing director of Zeno NYC and DC, called Davidson a creative force in healthcare communications.

Zeno chalked up \$12.3M in 2018 healthcare billings, making it the No. 8 firm in O’Dwyer’s healthcare category.

It is part of Daniel J. Edelman Holdings.

LS2 GROUP STRIKES \$1.5M SAUDI PR GUSHER

Saudi Arabia’s Washington embassy has doled out a \$1.5M one-year contract to Larson Shannahan Slifka Group, of Des Moines, for PR, government affairs and media outreach duties. LS2group has strong ties to the Republican party and energy sector.

Charles W. Larson, Sr., US attorney under Ronald Reagan/Bush I/Bush II, senior advisor to US ambassador to Iraq John Negroponte and director of law enforcement for Saudi Arabia’s highway patrol, is of counsel to LS2group.

The firm also represented Energy Transfer Partners, operator of the controversial Dakota Access Pipeline, that was stymied by President Obama and greenlighted by President Trump.

LS2group’s Saudi contract, with a \$126,500 monthly retainer, kicked off Nov. 1. Saud Kabli, director of communications at the Embassy, oversees the work.

RUBENSTEIN'S RESNICOFF TO BERLINROSEN

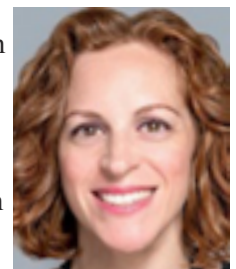
BerlinRosen has recruited Heather Resnicoff for the senior VP-technology & innovation slot.

She joins from Rubenstein Communications, where she held the senior VP job, counseling fintech, martech, entertainment, and automotive clients during a more than eight-year run.

Resnicoff also did a nine-year run at Access Communications and a year with The Dilenschneider Group.

Dan Levitan oversees BerlinRosen’s tech/innovation group, which serves clients such as Samsung, Virgin Hyperloop and General Assembly.

BerlinRosen has nearly 200 staffers in New York, Washington and Los Angeles.



Heather
Resnicoff

DATA PRIVACY, SECURITY DRIVE BRAND REP

Data privacy and security are key drivers of brand reputation, according to a new study from Ketchum.

The 2019 Social Permission and Technology study finds that 55 percent of respondents are more concerned over data breaches than they were 12 months ago.

In addition, nearly half of respondents don't trust companies to keep consumer data safe, with 48 percent saying they don't believe it when companies say their data is protected, and 49 percent not trusting a company's declaration that data breach issues have been resolved.

There was a strong sentiment that brands whose business models depend on consumer data need to step up when it comes to protecting consumer data. Nearly nine in 10 consumers (89 percent) of respondents said there needs to be more legislation around data privacy, and that companies should be fined for data breaches.

But most respondents doubted that companies are improving with regard to data privacy and security. Almost three-quarters (74 percent) said companies either haven't improved at protecting customer data or have gotten worse. A quarter of respondents (25 percent) said they don't trust any industry with their personal data.

Brands that have historically had access to sensitive personal data seem to do a bit better on the trustworthiness scale with consumers. One-third of survey respondents (33 percent) said they trust healthcare providers more than any other type of company with their personal information, with banks (32 percent) close behind.

Big tech companies and startups tend to do less well, with just seven percent saying they are most trusting of social media apps, and six percent expressing trust in wellness, fitness and smart home apps and devices. Telecom companies and app-based transportation providers scored the lowest, at three percent.

KHALAF SUCCEEDS BARBER AS FT EDITOR

Roula Khalaf will become the first woman editor in the 131-year history of the *Financial Times* when she takes over for Lionel Barber early next year.

The 24-year veteran of the FT has been deputy editor since 2016, focused on newsroom strategic planning, new programs and diversity initiatives.



Roula Khalaf

Earlier, Khalaf was foreign editor and head of editorial operations in Europe, Africa and the Middle East. She joined the FT from *Forbes*, where she was a staff writer in New York.

Barber led the FT's drive into digital publishing and developed a subscription base of more than 1M subscribers, of which 75 percent are online readers.

During his tenure, the FT ownership shifted from UK's Pearson to Japan's Nikkei Group in 2015.

In FT's announcement, Tsuneo Kita, chairman of Nikkei, praised Khalaf's integrity, determination and sound judgment.

He's certain she will carry out the FT's mission "to deliver quality journalism without fear and without favor."

ACCOUNTS IN TRANSIT

160over90, the creative agency that is part of Endeavor, has been named agency of record for **Aura**, which offers identity protection services to the consumer market. The agency is working with Aura on media relations, entertainment PR, influencer marketing, corporate communications, thought leadership and partnerships. The core account team is comprised of seven people split between the New York and Los Angeles 160over90 offices. Aura was previously with Ketchum.



Matter Communications has been named the agency for **UniFocus**, a company that provides workforce management and financial management tools to companies in the hospitality, service, retail and health-care industries. Matter will implement a program featuring media relations, awards, events and content to promote the company's solutions and establish it as an industry leader. The agency will also leverage speaking opportunities, awards and events to amplify UniFocus CEO Mark Heymann's thought leadership.

SHIFT Communications' healthcare practice has signed an agency of record agreement with **Aiforia**, a cloud-based platform that increases the speed and accuracy of analyzing images for researchers and healthcare professionals. Based in Helsinki, Finland, Aiforia is rapidly expanding in the U.S. market. The agency's B2B practice has also entered a new partnership with **Claroty**, an industrial cybersecurity firm and **Self**, a fintech startup geared toward building credit for those who are new to credit or might not have access to traditional financial products.

Rubenstein Public Relations has been named agency of record by **Global Cannabinoids**, a manufacturer and distributor of American-grown hemp-derived cannabinoids. The agency will work to raise awareness of Global Cannabinoids' CBD-based product offering and wholesale business. In addition, it will focus on positioning company founder Ryan Lewis as a thought leader in the cannabinoid space.

Padilla has been selected by **Kannalife, Inc.**, a biopharmaceutical and phyto-medical company innovating cannabinoid therapeutics, as a strategic partner for its public relations and communications programs. Padilla will execute a strategic communications initiative to help raise awareness and appreciation for Kannalife's scientific platform and its approach to cannabinoid therapeutics and CBD-related drug discovery. Padilla's efforts will be focused on media relations, thought leadership and social media strategy.



William Mills Agency is providing **RoamHR**, a digital platform that automatically calculates and dynamically recalculates a user's tax burden throughout the year, with strategic public relations services and support related to the financial services media. The agency will help RoamHR showcase its strengths as a dedicated partner for financial institutions through traditional public relations activities aimed at the financial services and technology media.

JACKSONVILLE SEEKS TOURISM PR ANALYSIS

Jacksonville is looking to hire a firm to analyze the Duval County Tourist Development Council's marketing program. It will address trends, perception and opportunities to further tourism and weigh the economic impact that it has on the region.

The firm will profile visitors—defined as those living outside the 150-mile radius of Jacksonville—drawn to the area for reasons such as recreation, holidays, business, medical and special events.

Jacksonville wants to gauge the perceptions of entertainment, sports, arts & culture, history, nature, accommodations, and food/beverage offerings.

Proposals are due Dec. 18.

The outside envelope must have the RFP number (P-07-20) and name (“Tourist Development Council Strategic Research & Analysis”).

Proposals go to: City of Jacksonville; Procurement Division; Attn: Professional Services Specialist; 214 No. Hogan St., Ste. 105; Jacksonville, FL 32202

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

EX-CONGRESSMAN DUFFY LANDS AT BGR

Sean Duffy, former Wisconsin Republican Congressman, has joined BGR Government Affairs to lead its financial services practice.

Duffy, who stepped down Sept. 23, was on the House Committee on Financial Services, which is responsible for capital markets, banking, international monetary policy, consumer protection, insurance and housing. He is remembered for pushing to overhaul the Dodd/Frank Act and Consumer Financial Protection Bureau.



Sean Duffy

Elected in 2010, Duffy has been a vocal defender of president Trump during the impeachment saga. Since leaving Congress, he has been a paid contributor to CNN.

Haley Barbour, ex-Republican National Committee chairman and Mississippi governor, co-founded BGR in 1991.

UHC'S RICHARD ENROLLS AT QUINNIPIAC

Daryl Richard, VP-corporate communications at UnitedHealthcare, has moved to Quinnipiac University, where he will be VP for marketing and communications.



Daryl Richard

At UnitedHealthcare, he helped craft the company's narrative and brand platform, as well as building and leading media and community relations, executive visibility, digital and social strategies, and issues advocacy.

Before joining UnitedHealthcare, he worked at Weber Shandwick and reported for Washington, D.C.-based newsletter Congress Daily and *Time*.

In his new role, Richard will serve on the president's management committee and oversee integrated marketing communications, public affairs, PR and the Quinnipiac Poll.

GANNETT, GATEHOUSE APPROVE MERGER

Gannett and GateHouse Media shareholders have both approved a deal to merge the two companies, with New Media, GateHouse's owner, acquiring Gannett for \$1.13 billion. The transaction will create the largest U.S. media company in terms of print circulation.

The new company, which will keep the Gannett name, will own more than 260 daily publications, as well as hundreds of weeklies.

The deal's hefty price tag will necessitate equally hefty “synergies” (i.e. cost cuts). Management has promised to find \$300 million in annual savings, allowing the company to pay off the \$1.8 billion loan that New Media obtained from Apollo Global Management to help finance the deal. The loan carries an 11.5 percent interest rate.

Critics of the merger include the NewsGuild-CWA, which warns that it “will hurt the communities these media organizations serve.”

The nine-member board of the new company includes no current journalists.



MEDIA MANEUVERS

Twitter has released the details of its political ad ban. It ban will apply to campaigns, government officials, political action committees and 501(c)(4) groups (what the IRS refers to as “social welfare organizations”). It prohibits content that makes reference to “a candidate, political party, elected or appointed official, election, referendum, ballot measure, legislation, regulation, directive or judicial outcome.” What's not prohibited: issue-based ads that address such topics as “economic stewardship” or “economic growth”—as long the ad is placed by someone not in one of the prohibited categories. For-profit companies can run issue ads as long as those ads do not call for specific political outcomes.



Sports Illustrated is going monthly, the second time the publication has cut its print frequency in the past two years. SI went from publishing weekly to publishing every other week in January 2018. “We're refining the exact schedule,” co-editor Steve Cannella told the *New York Post*, “but it will be essentially a monthly with four season-preview issues and the SI Swimsuit for a total of 17 issues.” Cannella said there would be no staff cutbacks as part of the change.

McClatchy, which owns such newspapers as the *Miami Herald*, *Fort Worth Star-Telegram* and *Charlotte Observer*, is going to stop printing Saturday editions of all its papers by the end of 2020. Editorial content will still be produced for Saturday, but it will only run online. The policy has already taken place at four of the chain's newspapers. McClatchy reported a net loss of \$304.7 million for the third quarter. It is also in talks with the Pension Benefit Guaranty Corporation, the U.S. government's pension insurer, with the goal of having the PBGC assume control of its pension fund assets and its obligations.

THREE TECH TRENDS FOR 2020

Communications experts have written previously about the changing IPO landscape, smarter analytics, political and social activism, techlash, regulation, advances in health tech and the impact of emerging technologies such as AI, blockchain, voice and more.

At our agency, we're witnessing three new emerging trends that we believe will impact our tech sector clients in 2020 and beyond.



Robin Kim

Video games and immersive platforms will be the new social channels, ascending at a time when social status among the children of Millennials—known as Generation Alpha—is increasingly being driven by their status in the digital versus the physical world.

The breakout success of Fortnite, a free game, made a history-setting \$2.4 billion in 2018 from a revenue model based entirely on microtransactions: most notably, costumes—known as skins—which players buy to enhance their online persona. Minecraft is another indicator: its multiplayer community of 91 million players worldwide was a driving factor in its \$2.5 billion acquisition by Microsoft in 2014.

This trend comes amid shifts regarding what defines social status. For Baby Boomers and Gen X, it was based on what you owned, wore, or drove. For Millennials, it's about experiences. For the new generation of teens, it's about one's status in a digital world, a world that is as important as the physical one, with teens seeing their online friendships as equally important as their offline ones. Future-forward consumer brands are embracing a fully digital world as one where a growing number of teens feel most at home.

Engineers who can communicate simply and authentically will be the new monarchs. Technology's sophistication, scale and interdependence have created a level of complexity so great that even the engineers that create it don't understand it, a point that scientist and author Samuel Arbesman called out in *Overcomplicated: Technology at the Limits of Comprehension*. This complexity is only increasing with the rise of machine learning, AI, quantum computing and cloud.

The challenge and risk this presents for brands can't be underestimated: when stakeholders don't understand how complex technologies function, they question the motives behind those technologies, and the company's ability to manage it.

It's no longer enough for an organization's narrative to focus on what it does and why it does it. It's critical to detail transparently, from the start, how it does it, along with how it's mitigating against the unintended consequences of its results. In other words, good technology isn't good enough: the company must show how it is living up to its broader societal responsibility.

Smart storytellers must also be responsible for vetting insights provided by engineers, versus simply deferring to them. This includes engineers who are CEOs, whose numbers are growing. The best performing CEOs are now more likely to have engineering degrees than

MBA's, according to Harvard Business Review. Marketers may want to follow suit.

The media model of the future will be trusted reporting with deep expertise. This trend is accelerating as audiences convene in smaller, closed communities and independent platforms. There are a number of reasons for this, but one of the more critical is related to trust and current perceptions of the media as polarizing.

"The stakes are high as the media's credibility is being attacked, which is why it's so important that the media make the right choices on what to cover and why," said Jessica Lessin, Founder and Editor-in-Chief of The Information, at her recent Subscriber Summit.

With the source of our information under unprecedented scrutiny, the conversation around fake news will also shift beyond Facebook and Twitter bashing toward holding individuals accountable for ensuring the validity behind what they repost, like and share. For CEOs, the expectation goes further as employees expect their leaders to take a stand on major social and political issues. In a world where everyone is a content publisher and distributor, our reputation will be inseparably linked to our role as shared stewards of the conversation. Even if indirectly, we're sources too.

Robin Kim is Practice Head, Global Technology & Innovation, at Ruder Finn, and leads the agency's global technology & innovation practice. Robin is a 20+ year senior technology veteran who has lived and worked across 9 cities in the U.S., Europe and the Middle East. She's based in San Francisco.

SERBIA'S COC TAPS YORKTOWN SOLUTIONS

The Chamber of Commerce and Industry of Serbia has reached out to DC-based Yorktown Solutions to promote US/Serbian economic relations.

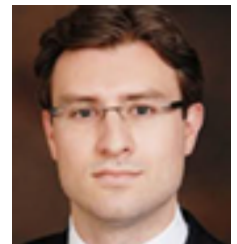
The one-year effort, which runs to Nov. 8, 2020, is worth \$600K for issues management, government affairs and outreach to US officials and private sector organizations.

Yorktown Solutions will arrange roadshows, conferences, speaking engagements, interviews and other promotional events/platforms in Washington, New York, Chicago and San Francisco for member companies of the Chamber, according to its consulting agreement.

The Chamber is organized as an independent, non-profit entity, though it cooperates with the Serbian National Assembly and relevant public administration agencies regarding the country's economic development.

Daniel Vajdich, president of Yorktown Solutions, was a staffer focused on Europe and Eurasia on the Senate Foreign Relations Committee. He also served as national security advisor to the presidential campaigns of Mitt Romney, Scott Walker and Ted Cruz.

US/Serbia relations are strained over a Russian arms deal. Serbia has agreed to buy Russian anti-aircraft missile systems, a deal that could trigger US sanctions against Belgrade.



Daniel Vajdich

CAL STATE SEEKS FIRM TO PITCH GRAD RATES

The California State University system is looking for a PR firm with extensive higher education experience to promote its Graduation Initiative 2025 designed to improve four- and six-year graduation rates and close equity gaps among students.

The Office of the Chancellor is looking for a communications partner to maximize awareness of the GI2025 across the 23 campuses and among national higher education influentials, nonprofits, associations and media, according to its RFP.

The communications strategy also calls for boosting national visibility of the “Higher Ed Rewired” podcast and lining up guests from think tanks, institutions and movers and shakers in the college completion space.

James Minor, assistant vice chancellor & senior strategist, will serve as the point of contact for the hired firm. He will liaise between the firm and the chancellor's office communications & PA unit to coordinate strategy, media outreach and placements.

Proposals are due Nov. 23.

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

SUBJECT MATTER HIRES CARPER'S EX-COS

Subject Matter has hired Bill Ghent, who was Sen. Tom Carper's chief of staff and senior policy & communications aide, effective Nov. 18.



Bill Ghent

Working for the Delaware Democrat, Ghent played a role in shaping the Affordable Care Act, Dodd-Frank and credit card reform effort.

He launched the Senate's Moderate Democratic Working Group and served as head of the Bipartisan Legislative Directors network.

Prior to joining Carper's office, Ghent was a reporter for the *National Journal*.

Most recently, he was at The Lugar-Hellman Group, counseling *Fortune* 500 companies on trade, tax, technology and healthcare issues.

JOELE FRANK WORKS DEAN CHAPTER 11

Joele Frank, Wilkinson Brimmer Katcher is handling Dallas-based Dean Foods as the nation's largest milk processor declares Chapter 11 and negotiates a sale of its assets to the Dairy Farmers of America cooperative.

The company lost \$126M on \$3.6B revenues during the first-half.

Dean Foods finished a strategic review in September and concluded the best strategy was to proceed under new CEO Eric Beringause. That decision is now null & void.

Despite efforts to become “more agile and cost-efficient,” Dean Foods now believes that the “challenging operating environment marked by continuing declines in consumer milk consumption,” makes Chapter 11 and the sale to DFA the best course of action.

Dean Foods markets its products under the Dairy-Pure, Tuscan, Lehigh Valley, Country Fresh, Berkeley Farms, Land O Lakes, Dean and Meadow Gold brands.

JFWBK's Michael Freitag, Aura Reinhard and Viveca Tress represent Dean Foods.

LDWW TACKLES FOOTBALL SAFETY ISSUES

LDWW Group, which was founded by PR veteran Ken Luce, is handling the Football Matters campaign sponsored by the National Football League Foundation to push back against the forces threatening the sport.

The Football Matters website and social media outreach features information about advances in player safety, football-friendly statistics, articles about teamwork/leadership and “hype videos” of high school coaches giving pregame pep talks, reported the *New York Times* on Nov. 10.

Luce, who was global COO at Hill+Knowlton Strategies and president global client management at Weber Shandwick, told the paper that the goal of Football Matters is not to change anybody's mind about the game “but to put football in a fuller context and give people enough information to make their own decisions.” Goodyear Tire & Rubber Co. is the official tire of Football Matters.

“The public's awareness of football's role in some forms of long-term brain damage has potentially become the sport's kryptonite,” reported the NYT.

**FOOTBALL
MATTERS**

PEOPLE ON THE MOVE

YouTube has named **Shana Tepper** head of entertainment communications. Tepper was previously vice president of communications for Comedy Central and Paramount Network. Before that, she held the same position at Spike TV. At YouTube, Tepper will oversee press and communications for YouTube's lineup of original programming, as well as specials focused on artists and personalities. She will be based in Los Angeles, working with YouTube global head of original content Susanne Daniels.

Banner Public Affairs has brought on **Emily Grannis** as director, communications and public relations. Grannis joins Banner from Pirelli Tire's North American motorcycle business unit where she served as director of marketing, overseeing the day-to-day marketing and public relations efforts for trade, consumers, media and brand influencers. She was previously product and brand communications lead for Audi of America at PMK•BNC, and was a brand marketing specialist at Kawasaki. Grannis will be based in Banner's Washington, D.C. headquarters, where she'll support the communications team and help counsel technology and defense clients.



Emily Grannis

Prix Productions, the long-form content subsidiary of Raleigh, NC-based **French/West/Vaughan**, has brought on actor **Lee Norris** as its first development executive. Norris, who grew up in Greenville, NC, gained prominence when he portrayed Stuart Minkus on the ABC sitcom *Boy Meets World*. At Prix, Norris will help the company acquire, develop and produce feature films and documentaries. He will continue to pursue his acting career while working with Prix.

COMMENTARY

Watch out marketing communications community, management consulting firm Accenture has officially joined the A-team.

Accenture Interactive rocked adland Nov. 11 by scooping up lead creative duties for Kimberly-Clark's baby and childcare (Huggies, Pull-Ups) products from Ogilvy, dealing a sharp blow to Mark Read's restructuring WPP.

It was the first major win for Accenture Interactive since its April acquisition of creative advertising powerhouse Droga5 and its 500 staffers.

Brian Whipple, CEO of AI and former COO of ad agency Hill Holiday, said the K-C win would not have happened without the Droga5 team. But he added that Droga5 couldn't have pulled it off without Accenture. Talk about a beautiful marriage.

The Accenture defeat was WPP's second big loss of K-C business, as Interpublic's FCB picked up the family-care business (Kleenex, Cottonelle) last year. WPP put on a brave face as a spokesperson said K-C remains a significant client for feminine and adult care (U by Kotex, Poise, Depend). We'll see how that works out.

Social media, "once a liberating technology has become a conduit for surveillance and electoral manipulation," according to Freedom House's "Freedom of the Net 2019" report

It found that 33 of the 65 surveyed countries, which represent 87 percent of the globe's Internet users, reported a decline in freedom during the past year. Governments in 47 countries arrested Internet users for political, social or political speech.

China topped the list as the worst abuser of Internet freedom as the Chinese government enhanced information controls ahead of the 30th anniversary of the Tiananmen Square massacre and after protests in Hong Kong.

Freedom House found an upswing in the use of the Internet to meddle and distort national elections.

"Many governments are finding that on social media, propaganda works better than censorship," Freedom house president Mike Abramowitz said in a statement.

In the US, Internet freedom declined for the third year in a row as law enforcement and immigration authorities expanded surveillance of the public, eschewing robust oversight and transparency.

Freedom House noted that while the online environment in the US is "vibrant, diverse, and free from state censorship," disinformation was prevalent, at times exacerbated by top government officials and political leaders.

The Report cited "partisan manipulation of the electoral process, bias and dysfunction in the criminal justice system, flawed new policies on immigration and asylum seekers, and growing disparities in wealth, economic op-

portunity, and political influence" as growing threats.

Freedom House says that though China and Russia play leading roles in undermining the future of social media as a force for good, it's up to the US to take the lead in the fight for Internet freedom—since most of the top platforms are based in America.

Congratulations to Donald Trump Jr. for making it to the top of the *New York Times* best-seller list.

"Triggered: How the Left Thrives on Hate and Wants to Silence Us," debuted as No. 1 on the hardcover nonfiction list.

Junior's accomplishment though may have received a boost from bulk buys from his good buddies at the Republican National Committee.

"Triggered" is the only book among the Top 15 best-sellers, which include "The Book of Gutsy Women" by Hillary and Chelsea Clinton, "Blowout" by Rachel Maddow, and "Catch and Kill" by Ronan Farrow, to receive a dagger symbol.

The *New York Post's* Page 6 notes the "deadly dagger" is a rare penalty, awarded by NYT editors when they suspect "flagrant fouls," such as large purchases by special interests groups, institutions or bulk buys.

The RNC has been using "Triggered" as a fundraising incentive. Though it denies bulk purchases, a spokesperson told the Post that the RNC has been buying "Triggered" like crazy because potential donors want to read all about Junior's political hopes and dreams.

Arguments about impeachment are not expected to ruin many Thanksgiving dinners, according to a poll released Nov. 15 by Bospar technology PR firm.

Only 11.9 percent of people believe Thanksgiving will be overshadowed by impeachment talks, according to the survey. Forty percent responded, "not much," when asked if the impeachment of Trump would distract from the holiday experience.

The poll found that 40.6 percent of respondents say the impeachment proceedings aren't going to go away as long as Trump is in the White House.

On a different note, the #ThanksChristmas2019 Study shows strong support for honoring Sarah Josepha Hall, who led the effort to make Thanksgiving a national holiday.

A national holiday for Hall ranks on the top of the honors chosen by Bospar's respondents. [Hall already has a feast day—April 30—on the liturgical calendar of the Episcopal Church.

Hall wrote the classic children's poem, "Mary Had a Little Lamb."

Thomas Edison immortalized "Mary's Lamb" (original title) by speaking its opening lines as the first speech ever recorded on his newly created phonograph.

—Kevin McCauley