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O'Dwyer's Newsletter



The Inside News of
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CAPITAL PRIDE SEEKS MARKETING PARTNER

The Capital Pride Alliance is looking for a marketing partner to promote revenue-generating events, donor solicitations and the expansion of its brand via traditional/social media platforms, digital marketing and strategic partnerships, according to its RFP.



Founded in 1975, CPA develops programming and organizes LGBTQ+ events in the greater Washington, DC area to "educate, motivate, support and celebrate our diverse communities."

This year's capital pride celebration, including the pride parade, festival, concert and trans pride activities, attracted more than 600K people.

CPA's marketing partner will assist in the development of the 2020 pride theme to be announced Feb. 6 at the pride reveal event. It also will generate buzz for events surrounding capital trans pride (May 15-17), Asian and Pacific Islander pride (May 29-30) and capital pride celebration (June 5-14).

The firm will gather stories from members of the LGBTQ+ community that "capture the passion, excitement and diversity" of the CPA team and participants/sponsors of its CPA events. That material will be used to expand the reach of the CPA in the national capital region and beyond.

Proposals are due Dec. 6 and go to Ryan Bos at ryan@capitalpride.org.

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

HIGH STAKES PRO DESCHAUER TO MERCURY

Jack Deschauer, a seasoned crisis and corporate affairs executive, has joined Omnicom's Mercury unit as senior VP.



Jack Deschauer

He did a six-year stint at Levick as senior VP, where he led the crisis team and co-managed the corporate affairs group.

At Levick until 2018, Deschauer handled high-stakes communications campaigns for Carnival Cruise Lines, Venezuela's CITGO Petroleum, Pratt & Whitney and US Olympic Committee.

Earlier, he spent 12 years at Qorvis Communications in the senior director slot, counseling defense contractors, health & wellness, nutritional, and media (Scientific American, GQ) clients.

Deschauer moved to Mercury from Markstein's DC office, which he joined in April.

LEGO AMERICAS CONNECTS WITH GOLIN

Interpublic's Golin has landed Lego Americas for integrated brand and product communications after a competitive pitch. Flashpoint PR handled PR duties for Lego Americas, while Endeavor's Catalyst unit did influencer work. Golin also will cover Lego's retail business in the US, Canada and Latin America.



Lego Americas was looking for a PR partner to help it scale and leverage its innovations and increase share of voice in key markets, according to Michael McNally, senior director/brand relations at Lego Americas.

Initially, Golin will drive earned media, extend Lego's "rebuild the world platform" and handle launches slated for 2020. It will work to integrate the Lego brand into cultural conversations and increase consumer engagement in real-time.

When the Lego effort kicks off early next year, Golin's New York, Dallas, Toronto and Mexico City will handle the effort.

Interpublic's Initiative is the global media shop for Lego group.

EX-REP. GORDON STARS IN TIKTOK'S DC PUSH

Former Congressman Bart Gordon represents Beijing-headquartered ByteDance, parent company of Chinese social media darling TikTok, which is trying to fend off US sanctions.

Sens. Chuck Schumer and Tom Cotton have asked Joseph Maguire, acting director of national intelligence, for an assessment on whether the short-form video platform poses a national security risk to the US.

The *Wall Street Journal* reported Nov. 18 that TikTok is "looking for ways to shake off its ties to China."

Gordon, a Democrat who represented the Nashville area for 26 years and chaired the House science & technology committee, handles general issues affecting Internet companies for ByteDance in his capacity as partner at K&L Gates.

K&L's Stephen Martinko, former chief of staff to Congressman Bill Shuster and member of the Trump transition team, and Stacy Ettinger, one-time aide to Schumer, also represent ByteDance.



Bart Gordon

The Journal noted that ByteDance, which is valued at \$75B, ranks as one of the most valuable startups in the world.

'CRISIS' FOR LOCAL NEWSROOMS

The loss of local newsrooms in communities across the country now “represents a crisis for American democracy,” according to a new report released by writers’ advocacy organization PEN America.

Newspapers have been hit the hardest, losing more than \$35 billion in ad revenue and 47 percent of newsroom staff over the last 15 years, according to the report. More than 1,800 newspapers have closed in that time, leaving more than three million Americans with no newspaper at all and rendering at least 1,000 other papers “ghost newspapers” with little original reporting.

The report concludes that the loss of local newsrooms has eviscerated an industry that serves as a cornerstone of American democracy. Original local reporting provides a critical service in society, informing communities on pressing local issues, holding local government officials and corporations accountable and keeping citizens politically informed, which makes them more likely to vote or run for office.

To make matters worse, the report also noted that only a small minority of Americans currently pay for the local news, and most don’t yet realize just how much their local news outlets are struggling — or even if they’re on the brink of collapse.

The report concludes by proposing solutions for revitalizing struggling local media ecosystems. Referring to the local news as a “public good,” PEN advocates an investment of billions through philanthropic support, as well as private (corporate sponsorship) and public funding, which includes calling on Congress to develop recommendations for how the government can support a free and independent local press.

QATAR TAPS EX-US ENVOY UNTERMAYER

Qatar has hired Chase Untermeyer, its former US ambassador, to a one-year \$180K contract that went into effect Sept 1 to foster trade with the US and bolster cultural and academic exchanges with the Lone Star State.

He has long ties with the Bush family, serving as aide to president Bush I and appointed by president Bush II to ambassador. In September, Untermeyer escorted Texas land office commissioner George P. Bush, son of former Florida governor Jeb Bush, on a trip to Qatar.



**Chase
Untermeyer**

The Arab state, which remains under an economic and political boycott orchestrated by Saudi Arabia, first turned to Untermeyer in the aftermath of Hurricane Harvey, which hit Houston in August 2017. He was hired to coordinate the distribution of \$30M pledged by Qatar for hurricane recovery.

Houston Mayor Sylvester Turner declared Nov. 19 “Qatar Day in Houston,” to mark the two-year anniversary of the relief fund.

Untermeyer, who was a US Navy officer during the Vietnam war, worked as reporter for the *Houston Chronicle*, PA director at Compaq and VP-government affairs at the University of Texas health science center in Houston.

ABERNATHY MACGREGOR FOUNDER DIES

Jim Abernathy, founder/executive chairman of Abernathy MacGregor, died Nov. 17. He was 78.

The Kansas City native launched Abernathy MacGregor in 1984 with Jim MacGregor. The shop became part of Havas in 2000.

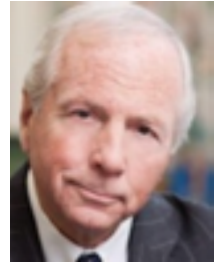
Prior to AM, Abernathy edited broadcasting trade magazines and held PR/IR posts at ABC, CBS and Warner Communications.

He served as overseer of the Brown University School of Medicine, trustee of The Hackley School, director of The World Policy Institute, president of Investor Relations Association, director of Episcopal Charities and a founder of Americans for Humanitarian Trade with Cuba.

Abernathy chaired The Caron Foundation of New York City and The National Council on Alcoholism and Drug Dependence.

At the Caron Foundation, he helped to establish an alcohol and drug treatment program in the former Soviet Union in 1988, as well as the first “western” alcohol and drug treatment center in that country. In 1994, he assisted in introducing that same program in Cuba.

Memorial donations may be made to The Caron Foundation at Caron.org.



Jim Abernathy

MEDIA MANEUVERS

Bloomberg News is suspending its editorial board following Mike Bloomberg’s announcement of his entrance into the 2020 presidential campaign. The site is suspending all unsigned editorials for as long as Bloomberg remains a candidate. David Shipley and Tim O’Brien, executive editors of Bloomberg Opinion, are taking leaves of absence as they join the campaign. “Members of the editorial board will write and edit in other capacities within Bloomberg Opinion,” said Bloomberg News editor-in-chief John Micklethwait.



Mike Bloomberg

The Players’ Tribune, the website founded by ex-New York Yankee Derek Jeter and featuring first-person stories from professional athletes, has been acquired by Minute Media, an Israel-based digital publishing platform. According to a post from Jeter on the site, he will remain involved in its operations, maintaining his seat on its board of directors. Minute Media acquired sports site the Big Lead from Gannett earlier this year and purchased mentalfloss.com last year.

Condé Nast is getting rid of the non-recyclable plastic wrapping it uses for magazine subscriptions and newsstands. The move is part of a pledge the company has made as part of its participation in the Ellen MacArthur Foundation New Plastics Economy Global Commitment. Condé says it started to remove the plastic wrapping this year and plans to do the same for all its US publications in 2020. The company’s goal is to totally eliminate the use of plastics or to replace it with recycled and bio-based alternatives.

BREAKING THROUGH THE CLUTTER

Reaching the right audience with your message can be daunting in a world where more than 188 million emails, 18 million texts and 511,000 tweets get sent every minute. And those numbers represent just a fraction of the advertising, digital and print content that entices audiences to buy a product or service.

Whether you're trying to reach a B2B or B2C audience, people are more distracted by the abundance of messages across multiple channels than ever. Before we can leverage the data and insights that marketers value, people first need to engage with the content communicators disseminate.



Brian Sinderson

It's up to savvy PR professionals to connect with audiences through stories that break through the clutter.

As communicators, we have access to a variety of tools to help us understand if our messages are reaching specific audiences to influence buying decisions. The analytics generated help us better understand many demographic and psychographic details of our target audiences. When they get translated into specific insights, they can also help us know how and when to reach buyers with the information they need to make informed decisions.

These insights are especially helpful on the B2B front, where corporate technology buyers are often more digitally savvy and self-directed in the way they search for information. According to Forrester, the corporate buyer is more in control of purchasing decisions than ever. Three-quarters of buyers use social media to learn about different vendors, while 68 percent conduct research online to inform purchasing decisions.

More and more, the business buyer wants specific information about the products and services that interest them, so they can understand the benefits and value of what they're buying.

The focus on customer benefit isn't a new concept, but it can be challenging to implement across each marketing channel. While data and insights provide value in understanding why audiences make purchasing decisions, we can't lose sight of how we communicate. Although it may change to reflect the times, the sector, the audience or the channel, compelling storytelling will never go out of style. But, understanding how to capture someone's attention and hold it long enough to deliver that "aha" moment is an art form that marketers and PR professionals need to continue to embrace and perfect.

It's also the reason leading-edge technology companies value public relations as a marketing tool to craft stories that get attention, relate to industry news or trends or convey unique customer value.

Because audiences get inundated with multiple content choices, we need to leverage our storytelling craft to engage them at the onset. The elements of good storytelling haven't changed that much over the years. However, they often are forgotten or not considered, especially in the tech world.

The stories that tech PR pros tell need to be relatable, personable, creative, genuine, visual and authentic.

They need to be based on facts and not fake.

Communicators should be curious and do their research to understand the best way to engage the audiences they're trying to reach. For inspiration, consider TED Talks. The best TED Talks incorporate all the elements of good storytelling to deliver powerful speeches on topics that drive people to take action.

Creativity is essential and authenticity is crucial. Companies that oversell themselves run the risk of failure before they've even begun. On the flip side, brands that are too modest may not express the benefits of their new technology, product or service clearly or in a manner compelling enough to get the attention of a buyer.

Also, some companies fail to understand that storylines can become marginalized through a management-by-committee approach that overuses tech jargon and strips out creativity.

Because more business buyers lean on their research to make purchasing decisions, getting the right content in front of buyers is critical. Adding compelling statistics, endorsements from customers, business benefits, and results tell a better story.

Backing up your claims with factual detail and proof points will help drive engagement.

It's challenging to convey unique differentiators that get the attention of a business buyer. Stories that help frame the value of a technology product or service are often the most complex and challenging to tell, but when done well, they can engage audiences to take action.

In an age where more products vie for user attention and dollars, conveying the right story can make all the difference, so marketers can get the data and insights they need to drive sales.

Brian Sinderson is Senior Partner and East Coast Tech Practice Lead at Finn Partners.

FL COUNTY FLOATS TOURISM MARKETING RFP

Wakulla County, Florida is soliciting proposals from agencies that can provide marketing services, social media development and website support for the county's Tourism Development Council.

The Panhandle county wants an agency with knowledge of nature- and heritage-based tourism marketing strategies.

Scope of the work includes development and implementation of marketing strategies; marketing and public relations development for digital and print materials; market research; and website design, development and support services (including development of web content that will attract tourist traffic).

Deadline for proposals is 3 p.m. (EST) on December 2. Proposals should be sent to:

Procurement Office; Wakulla County Board of County Commissioners; 3093 Crawfordville Highway; Crawfordville, FL 32327

All bidding agencies should submit three original hard copies of their proposals along with an electronic copy on a USB flash drive. Packages should be marked: Attn: RFP# 2019-25.

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



EXCELPR RETAINS CALIF. FILM COMMISSION

The California Film Commission renewed and extended its relationship with Los Angeles-based ExcelPR Group following a multi-firm competitive review.

The CFC awarded Erik Deutsch's firm, which has represented the Commission on a year-to-year basis since 2011, a two-year contract.

Its job is to promote film and TV production in the Golden State by raising awareness of California's \$330M a year tax credit program.

ExcelPR will promote CFC's 2020 launch of the next-generation film & TV tax credit program 3.0, while handling media relations, content generation, thought leadership and issues management.

In May, California Governor Gavin Newsome appointed Colleen Bell, former US ambassador to Hungary, as executive director of the CFC.

Prior to her 2014 diplomatic posting, she was a producer at Bell-Phillip TV Productions.

EDELMAN GUIDES FAT TIRE SALE TO KIRIN

Edelman is handling New Belgium Brewing's acquisition by Japan's Kirin Holding Co. Ltd.

Based in Fort Collins, CO, NBB markets Fat Tire Amber Ale, Voodoo Ranger, Mural Agua Fresca Cerveza and La Folie Sour Brown Ale.

The Brewers Assn. ranks NBB as the nation's No. 4 craft brewer, trailing Yuengling, Boston Beer and Sierra Nevada.

NBB co-founder Kim Jordan admits that losing the employee-owned status may be viewed as a drawback, but the deal will result in a nearly \$190M windfall to current and former

staffers enrolled in the Employee Stock Ownership Plan.

"We will have helped a significant number of people realize the upside of having equity in something, being part of the American dream," Jordan noted.

NBB will become part of Kirin's Lion Little World Beverages, collection of craft beers.

Edelman's Lauren Scott and Allison McLarty represent Lion.



MD COUNTY FLOATS ENERGY RFP

Maryland's Prince George's County wants proposals from agencies that can provide marketing and community outreach services to promote its Sustainable Energy Program, which seeks to reduce energy consumption and carbon emissions while providing reliable, environmentally-sound energy solutions for area residents.

The county, which borders Washington, D.C., is the second-most populous county in the Old Line State.

PG County's Office of Central Services is looking for agency that can develop a marketing strategy, outreach and branding effort.

Scope of the work calls for devising marketing and outreach campaigns; developing web content, social media content, graphics, videos, radio and communication tools; offering advice and guidance on the use of new and emerging media and consumer trends and technology developments; providing insight and recommendations regarding partnerships, cross-promotional and media sponsorship opportunities; establishing a cohesive SEP brand; developing an enhanced marketing strategy to leverage the national expansion of SEP's programs; organizing and participating in workshops, meetings, community forums, webinars, and/or other outreach events and other public relations activities; and market research work.

The contract calls for a start date on or around Jan. 9 and will run for a term of one year, with the option to renew for two additional one-year periods.

Proposals are due by 3:00 p.m. (EST) on Dec. 2 and should be sent to:

Office of Central Services; Contract Administration & Procurement Division; 1400 McCormick Drive, Suite 200; Largo, MD 20774; Attention: Donna Ford

Bidders should include one original and three copies of their technical responses on 8.5x11" sheets of paper in a soft cover three-ring binder, plus one copy on a flash drive.

Questions should be directed to Donna Ford, proposalquestions@co.pg.md.us.

Download the RFP (PDF).



RUBENSTEIN PR UPDATES BURRELLES' IMAGE

Rubenstein PR has picked up Burrelles, founded in 1888 as a press clipping bureau, to promote its transformation into a cutting-edge technology, custom publishing, social media monitoring and analytics powerhouse.

Earlier this year, the company rebranded from BurrellesLuce, a moniker it adopted in 2003 after Burrelles Information Services and Luce Press Clippings merged.

Rubenstein PR will promote how the legacy data services company is evolving via enhanced product offerings and custom reporting services via partnerships with leading research firms.

It also will highlight Burrelles' unique position of applying human insights to automated extrapolations from media data to ensure accuracy and quality of service.

Richard Rubenstein is eager to help Burrelles build customer loyalty and establish key points of differentiation from the competition.

MCKINSEY'S HOLEN MOVES TO MILES GROUP

McKinsey and Company senior partner Endre Holen, who led the firm's global technology, media, and telecommunications practice, has joined executive coaching and advisory services company The Miles Group/TMG as managing director.

Holen had been with McKinsey since 1990, advising corporate leadership teams through large cost, revenue, portfolio and performance transformations. His experience encompasses areas ranging from product strategy development, and engineering to sales and marketing to the broader strategy around growth.

At TMG, he will work with clients around the world and across industries, including technology and telecom.



Endre Holen

GOOGLE, FB IMPERIL RIGHTS—AMNESTY INT'L

Amnesty International has called for a radical transformation of Google and Facebook's business model, saying the tech giants' "omnipresent surveillance of billions of people posed a systemic threat to human rights" of the four billion people around the world that rely on the Internet to communicate, earn a living, learn and organize both politically and socially.

The 60-page "[Surveillance Giants: How the Business Model of Google and Facebook Threatens Human Rights](#)" maintains the "extraction and analysis of people's personal data on such an unprecedented scale is incompatible with every element of the right to privacy."

The report warns that the model adopted by Google and Facebook has become the core of many other businesses, such as advertisers, data brokers, start-ups and non-tech companies looking to grow or pivot their businesses to monetize personal data.



SURVEILLANCE GIANTS:
HOW THE BUSINESS MODEL OF GOOGLE AND FACEBOOK THREATENS HUMAN RIGHTS

Amnesty International believes the scale and complexity of human rights harms linked to the surveillance-based business will require a smart mix of structural solutions, coming from investigations, analysis and interdisciplinary thinking from technologists, academics, civil society and policymakers.

It feels the time is ripe for action because there is a growing backlash against the power of Big Tech, which will trigger government regulation.

The Report states: "The risk is that any regulation over the Internet must be implemented extremely carefully in order not to harm freedom of expression and other rights.

"As such, it is vital that whatever form a new regulatory regime takes, it is grounded in a human rights-based approach and addresses the inherent impacts of the surveillance-based business model on the right to privacy and other human rights.

"In the short-term, there is an immediate need to strengthen enforcement of existing regulation in the face of pervasive, widespread and systemic breaches of data protection laws."

RIAA'S DUCKWORTH BOOKS AAP POST

Cara Duckworth, who exited the Recording Industry Assn. of America as senior VP-communications during her dozen-year run, has moved to the Assn. of American Publishers as VP-communications.

At the RIAA, Duckworth worked with policymakers and record label executives, guided media relations and social media and built support for the Music Modernization Act licensing bill that became law in 2018.



Cara Duckworth

Earlier, she was director of communications for Motion Picture Assn. of America and press secretary for Oklahoma Republican Senator Don Nickles.

She will report to John McKay, senior VP-communications at the AAP's DC headquarters.

PEOPLE ON THE MOVE

APCO Worldwide has brought on **Karen Hagens** as a senior director. Hagens comes to APCO from Glaxo-SmithKline, where she was head of U.S. pharma communications, overseeing internal and external communication efforts as well as media relations strategies and thought leadership programs. She previously worked as a sales representative for Bayer Healthcare, marketing director for software application company Broadscape.com, and a reporter and assignment editor for an ABC affiliate in New Orleans.



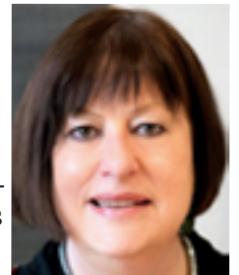
Karen Hagens

Gatesman has promoted

Christy Kelly to senior vice president, director of Chicago accounts. Kelly was previously vice president, group account director at the agency. Before coming to Gatesman, she led integrated communications and paid media at Discover Financial Services and served as vice president at Noble, a marketing and advertising firm based in Springfield, MO. As SVP, Kelly will join Gatesman's director's circle alongside other practice heads across departments to weigh in on key business decisions, discuss company growth and support the agency's future evolutions.

Haven Tower Group has appointed **Mary Osako** vice chair of the firm's board of advisors. Osako is currently vice chancellor of strategic communications at UCLA. She previously served as partner & chief operating officer of Haven Tower, and has also held such posts as chief communications officer of Activision Blizzard, and head of global corporate communications at Amazon. In her new board position, Osako will work closely with Larry Roth, Haven Tower's board chairman, to provide strategic guidance to the firm's leadership team.

Finsbury has brought on **Deborah Hayden** as managing director in its Tokyo office. Hayden joins Finsbury from Edelman Japan, where she led financial, M&A and capital markets communications. She was previously managing partner at Kreab Gavin Anderson. Hayden also serves as vice-chair of the American Chamber of Commerce in Japan's alternative investment and women in business committees.



Deborah Hayden

Rogers & Cowan/PMK has named **Melissa Schumer** president, digital entertainment, technology and gaming. Schumer was previously an executive vice president. Her elevation is part of a wave of executive promotions in the agency's brand marketing division, which is led by Shirley Hughes. **Cary Kwok** will now work with Schumer as executive VP, digital entertainment, technology and gaming. Also taking on executive VP roles are **Beth Andrews** (lifestyle), **Meilani Weiss** (brand integration and content partnerships) and **Genesa Garbarino** (brand strategy and thought leadership). Roger & Cowan/PMK was formed by the July merger of Rogers & Cowan and PMK•BNC.

COMMENTARY

Porter Novelli may need more than a check-up following reports that subcontractors on its multi-million-dollar contract with the Centers for Medicare and Medicaid Services focused largely on buffing the image of its chief Seema Verma.



Seema Verma

Politico obtained emails outlining a plan to boost Verma's public visibility by targeting "key women's, leadership and general-interest magazines for potential interview/profiles."

Media consultant Pam Stevens drew up a program to feature Verma in *Glamour*, *Women's Day* and a CNN profile on the "Badass Women of Washington."

Those efforts seem to run afoul of the provision that prohibits federal officials from "spending taxpayer dollars for publicity purposes or using their public office for private gain," according to *Politico*.

A CMS spokesperson downplayed the emails, saying that it didn't follow up on all submitted proposals. It only pursued ideas "that were aligned with our priorities and promoted the work of the agency and our record shows just that," said the staffer.

The *Washington Post* also panned the 19-month strategic communications effort, which ended April 3, for attempting to elevate Verma "in ways that go beyond what federal consultants are usually hired to do—and possibly beyond what contracting law permits."

The *Post* headline, "Top Trump health official spent \$3M on contractors who helped boost her visibility," is enough to give any PN healthcare staffers heartburn.

Porter Novelli referred questions to CMS.

Hats off to Chick-fil-A for its decision to end funding for faith-based and secular anti-LGBTQ groups. The company's foundation will now focus on giving money to groups involved in the areas of education, homelessness and hunger.

The chicken restaurant chain moved into the national spotlight in 2012 after CEO Dan Cathy's comments against same-sex marriage sparked boycotts.

"We're inviting God's judgment on our nation when we shake our fist at him and say we know better than you as to what constitutes a marriage," said Cathy.

Really? How about worrying about your own redemption?

Chick-fil-A's new policy drew criticism from evangelicals like former Arkansas governor Mike Huckabee. He knocked the company for betraying "its loyal customers for \$\$," according to his tweet. Huckabee said he coordinated a national Chick-fil-A appreciation day in August 2012 after the company "was being bullied by militant hate groups."

Chick-fil-A is moving from its traditional southern base into liberal bastions such as New York City, which is filled with young people who wouldn't even fathom discriminating against the LGBTQ community.

Huckabee may be right about the money. Chick-fil-A's move though is about dollars and sense. Isn't that the American way?

Did the cat get your tongue, Tim?

Apple CEO Tim Cook took part in Donald Trump's world of "fake news" during the president's tour of the Austin factory that has been making Apple products for the last six years.

The president took credit for "opening the plant," which he pitched as part of his program to lure manufacturing jobs back to the US. Perhaps, president Obama didn't officially preside over the factory's "real" opening in 2013. "For me, this is a very special day," said triumphant Trump, standing alongside the mute Apple chief.

Cook then expressed thanks to the Trump team for its support in "pulling today off and getting us this far."

Let's give Tim some slack.

His statement could be construed as meaning Apple's PR team could not have pulled off the publicity event without the cooperation of the president.

Or, Cook may have decided that appeasing our reality-challenged twitterer-in-chief, rather than setting the record straight, is the road to potential corporate riches.

Trump later tweeted: "Today, I opened a major Apple Manufacturing plant in Texas that will bring high paying jobs back to the US."

Whether he likes it or not, Cook will play a leading role in Trump's 2020 presidential run. It's certain that the Trump re-election gurus will use footage of the Texas photo-op with the Apple CEO.

And then again, Cook may have held his tongue because Apple wants waivers from Trump's tariffs on its iPhones, iPads, MacBooks and Apple Watches that are made in China.

While Apple angles for tariff waivers, sixty percent of Americans want US companies to yank operations and supply chains from China, according to Brunswick Group's US-China trade tracker.

Brunswick also found that Chinese consumers aren't feeling warm and fuzzy toward the US. Nearly six-in-ten (58 percent) want Chinese companies to invest less here. More than half (51 percent) of Chinese consumers are purchasing more Chinese brands, 48 percent are avoiding American products and 60 percent are less likely to book a vacation to the US.

American and Chinese consumers are united in one area: both believe the trade war is going to lead to a global recession.

—Kevin McCauley