



Kevin McCauley
Editor-in-Chief

O'Dwyer's

The Inside News of Public Relations
& Marketing Communications odwyerpr.com

271 Madison Ave., New York, NY 10016
212/679-2471. Fax: 212/683-2750
www.odwyerpr.com; jobs.odwyerpr.com

November 20, 2023 Vol. 56 No. 46

DELAWARE RIVER PA SEEKS SECURITY PR

The Delaware River Port Authority is looking for a marketing communications consultant to promote its public security awareness program.



DRPA oversees four bridges that span the Delaware River between Philadelphia and New Jersey.

They are the Walt Whitman Bridge (39M two-way riders), Ben Franklin (35.6M), Commodore Perry (14M), and Betsy Ross (7.3M).

DRPA also operates PATCO, a 14.2M mile, nine-station high-speed rail line between Center City, Philadelphia and Lindenwood, Camden County that serves 4.9M riders.

The public security awareness campaign encourages DRPA customers to report suspicious activities and behavior, and enhances communications ties with its safety partners.

Proposals are due Dec. 1. Interested firms must register at the Ariba Network site.

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

PROSEK PARTNERS PLAYS BALL

Jon Schwartz, who most recently served as SVP, communications, marketing, digital & social for the Big Ten Conference, is signing up with Prosek Partners to launch a new sports business strategic communications practice at the firm.

Before joining the Big Ten, Schwartz was SVP, communications and public affairs at the NFL. He has also served as managing director, integrated marketing communications at NASCAR; VP, global media relations at Bank of America; and VP US communications at MasterCard Worldwide. He also teaches a variety of sports marketing and communications classes at NYU's Preston Robert Tisch Institute for Global Sport.

In his new role, Schwartz will work to help owners, operators, athletes, leagues, sanctioning bodies and sponsors leverage public relations and marketing to drive business impact.

"From executive visibility and integrated marketing communications to sponsorship optimization and issues management, Jon has phenomenal leadership experience in this nuanced space, and will lead the development of new and more robust offerings for current and perspective clients in the sports universe," said Prosek Partners founder and managing partner Jennifer Prosek.



Jon Schwartz

LOU HAMMOND PROMOTES DUBAI TOURISM

[Lou Hammond & Assocs.](#) has inked a two-year contract to drive awareness in the US and Canada about the tourism attractions offered by Dubai.

The US ranks as Dubai's No. 6 source market, while Canada checks in at No. 18.

Dubai Corp. for Tourism and Commerce Marketing's RFP lists the key barriers to visiting the emirate.

They include perceptions that it is unsafe as part of the "Middle East" box, artificial with no culture or heritage, and overly expensive. There also are concerns about Dubai's poor human rights record.

Lou Hammond's agreement calls for brand positioning, establishment of an always-on press office, fam/press trips, content partnerships, "out-of-the-box" activations, media monitoring and crisis management.

The PR firm has an eight-member Dubai team, which includes the presidents of its Charleston office (Gina Stouffer), New York (Terry Gallagher), Atlanta (Carter Long), and Toronto (Charmaine Singh).

The contract stipulates that Stephen Hammond or any subsequent CEO of the firm, shall be available to Dubai, as when reasonably required, to access the progress of the effort.

Lou Hammond's annual fee is capped at \$325K.

EDELMAN VET HODGES HEADS TO COX

Cox Enterprises, which has holdings in the broadband, automotive and media industries, names former Edelman VP Craig Hodges as SVP of corporate affairs.

Hodges comes to the company from VF Corporation, where he was VP, corporate affairs and communications. He has also served as director, external communications at Michelin.

At Cox, Hodges will oversee the corporate communications and corporate social responsibility strategy. He succeeds Bob Jimenez, who is retiring at the end of the year. "He has a proven track record as a strong leader and trusted advisor, and I'm looking forward to working with him to advance our corporate affairs strategy," said Cox EVP and chief people officer Karen Bennett.



Craig Hodges

50+ MARKET TURNED OFF BY TECH PR

Consumer tech marketers are missing the boat when it comes to the 117 million Americans over the age of 50, according to [a new study from Clarity](#).



More than seven in 10 (71 percent) of the 1,000 consumers over 50 surveyed for the study said that they think consumer tech is mainly marketed to younger people. For those between 65 and 69, that number climbs to 80 percent. Close to half (46 percent) of all those surveyed feel that brands do not market directly to their generation at all.

And even when marketers do target older consumers, there seems to be something of an attitude problem. 43 percent of survey respondents note a patronizing tone in marketing directed toward their generation.

A big misconception about older consumers, the study says, is that they are “analog people living in a digital age,” with a lack of technical knowledge and a corresponding lack of interest in new technology.

However, more than a third (37 percent) of respondents consider themselves at least moderately tech-savvy and 41 percent say they are “more tech-savvy than their family perceives them to be.” Two-thirds (67 percent) also report that they’d like to be more tech-savvy.

Leaving older consumers behind in marketing efforts can deprive tech companies of a large and dependable audience, according to the study. Almost three-quarters (75 percent) of respondents describe themselves as loyal to brands they like. More than half (58 percent) also see themselves as brand advocates, vocal about their favorite brands.

“Over 50s are looking for consumer technology, specifically smart tech, that falls into the following categories: health, security, convenience, and above all, costs savings,” the study authors note. “Tailoring messaging to these core needs is how consumer tech brands can win big with this demographic.”

The Clarity study was conducted by 3Gem Research & Insights between Aug. 31 and Sept. 12.

WORLD CANALS CONFAB SEEKS PR FIRM

The World Canals Conference 2025 slated for Buffalo is looking for a PR firm to promote and build attendance for the event slated for Sept. 21-25.

Held annually, the WCC attracts inland waterway managers and engineers, historians, scholars, community leaders and canal enthusiasts to discuss and examine issues concerning canals.

The WCC 2025 partner will target diverse audiences to achieve the conference attendance goal of more than 500 delegates and thousands of people participating in events before, during and after the confab. Erie Canal bicentennial activities are part of WCC 2025.

The selected firm will manage media relations, including the production of press kits, press releases, advisories and organizing press conferences.

Its contract will run from January 2024 through October 2025.

Proposals are due Nov. 30. Send them to jean_mackay@partner.nps.gov.

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



NEWS OF FIRMS

BCW introduces the Decipher Index, a platform that employs cognitive artificial intelligence to predict which themes will have the greatest potential future impact. To create the platform, BCW collaborated with cognitive AI company Limbik, identifying more than 20 macro themes and issues it expects to drive global interest over the next 12 months.

Experts from BCW and Limbik will then evaluate the likelihood of these themes to have an impact on businesses, organizations and brands. Data is continuously ingested and analyzed by the AI, and updates and analysis are provided weekly at www.decipherindex.com.



Fox Agency, a B2B technology marketing specialist, establishes its first US-based office in New York. The New York office is the agency’s second opening in 2023, following the launch of its Düsseldorf office in March, and joining its locations in London and Leeds, UK. The New York office will be led by Paul O’Malley, who was most recently responsible for Kingpin Communication’s expansion into the US. He joins Fox Agency as COO.

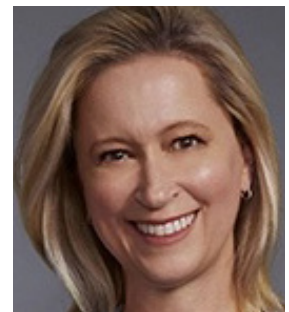
Twenty4 PR, a Los Angeles-based agency that will focus on personal publicity, events, music, corporate and lifestyle clients is launched by Chelsea Brandon, who was VP talent at Status PR and a publicist at Prime PR. Brandon was most recently senior account director at Scenario Communications, where she worked on the Palm Springs and Newport Beach film festivals and handled the PR campaign for 2023’s Best Picture Oscar winner “Everyone Everywhere All at Once.”

Public Policy Holding Company launches Concordant, a policy and communications advisory firm that offers services including government relations, PA, audience insight capabilities and full-service, strategic communications. Concordant, the eighth independent agency with the PPHC group, is led by CEO Sarah Wills, who was most recently EVP and chief corporate affairs officer at Cardinal Health. PPHC units include O’Neill & Assocs., Alpine Group, Forbes Tate Partners, Seven Letter and Crossroads Strategies.

The Racket Club, a South African-based agency providing brand strategy, creative development, digital activations, live activations, and influencer and public relations campaigns, opens a London office.

The new venture will be headed by business director Jemima-Faye Goodall, who was previously CEO and co-founder of Coco Creative, has extensive experience in the UK market and expertise in full-service digital and branding solutions.

RTC Partners, private equity firm, closes investments in marketing and sales services firms [fama PR](#), Intelisent, MarketBridge and Quarry, with the goal of creating an integrated and data-driven platform designed to drive value creation across a wide spectrum of marketing and sales initiatives. The combined platform comprises more than 220 professionals across five offices in the US and Canada and partners with more than 150 clients worldwide. John Shomaker, an RTC Partners operating partner, has assumed the role of chief executive officer of the platform.



Sarah Willis

AI'S IMPLICATIONS FOR TECH COMMUNICATORS

For years, AI has been a widely discussed and highly anticipated technology trend, often hailed as a groundbreaking innovation. Google's CEO, Sundar Pichai, has gone so far as to liken it to the most profound advancements in human history, surpassing even fire and electricity in its potential impact.

But it wasn't until the momentous launch of ChatGPT that AI finally broke through to the mainstream. Everyone from kids to CEOs got a glimpse of what that impact could look like.



Thekla Eftychiadou

Earlier in the year, my 10-year-old son delivered a speech about Microsoft's Chat GPT to his fourth-grade class. In the corporate world, as per a recent [McKinsey Global Survey](#), one-third of executives use generative AI regularly in at least one business function and nearly one-quarter of C-suite executives use generative AI tools at work.

These statistics underscore the imminent revolution poised to sweep across various industries and aspects of our lives.

I often find myself contemplating the implications of AI for PR professionals, especially those in the tech industry. Here are some key considerations:

Lead with the impact

The AI tech news cycle is at its peak, so it's important to lead by explaining how AI benefits users. Drawing from lessons of the "Cloud War" era, it's crucial to center AI storytelling around its tangible impact on people's lives. ctive storytelling can make complex AI concepts more accessible to a broader audience.

Focus on uniqueness

Companies not central to the AI industry should maximize AI's potential to support business goals rather than feeling compelled to join the AI conversation simply because it's trending. For example, there's little benefit to making a public announcement just to inform key stakeholders that you have embedded AI into your business processes or platforms. Why? Because it's now considered table stakes. Instead, use resources to highlight what sets your company apart.

Address the unintended consequences

Generative AI brings along numerous risks, including concerns about job displacement, cybersecurity vulnerabilities, misinformation proliferation and biased AI training models affecting diversity. Companies deeply involved in AI should be prepared to address these issues and actively work to mitigate risks. This could involve training AI models on more diverse data, developing policies that govern the use of generative AI and investing in reskilling and retraining programs.

Consider joining or establishing an industry coalition

These alliances can leverage the strengths of diverse stakeholders to promote responsible AI advancement and tackle the challenges linked to its creation and implementation. Collaborative efforts within these coalitions have the potential to yield more impactful research, enhance governance and ensure the safe and beneficial integration of AI into our lives.

Be mindful of the relationship between AI and ESG

ESG principles and AI can be at odds when certain AI practices or applications conflict with ESG goals and values. Organizations need to carefully consider how their AI

initiatives align with ESG goals and actively work to mitigate any negative impacts. Balancing the benefits of AI with ESG principles is an ongoing challenge, but it's essential.

Be visionary

Continually challenge yourself and your executives to envision what comes next. The way the Internet opened the door to the cloud, and then the way the cloud opened the door to AI and machine learning—all in less than 30 years. So, what's the next one? Will quantum be the next household name?

And finally, a tip that applies to all communicators:

Embrace your reinvention

Have you heard the idea that staying relevant often means reinventing yourself approximately every five years? This concept, popularized by blogger and author James Altucher, emphasizes the rapidly changing nature of the world. Without continual reinvention, one risks becoming obsolete.

Keeping up with the latest AI-powered tools, experimenting with new applications and refining your prompt writing will be critical for future success.

Are you excited about AI's future? Share your thoughts with us at: Thekla.eftychiadou@finnparters.com

Thekla Eftychiadou is a Senior Partner in technology at FINN Partners.

PAYPAL CALLS ON VERIZON'S SCOTTI

PayPal names Diego Scotti EVP, general manager, consumer group and global marketing & communications, effective Dec. 4.

Scotti joins PayPal from Verizon, where he was most recently EVP and CMO. Before joining Verizon, he served as CMO at J.Crew and held top marketing roles at Vogue and American Express.

In his new post, Scotti will lead PayPal's global marketing and communications to drive enhanced brand awareness and use for PayPal and Venmo. He will also be accountable for bringing PayPal's range of consumer products and services together in a cohesive, integrated and seamless customer experience.



Diego Scotti

JOE EPLEY DIES AT 85

Joe Epley, who built his firm into one of the largest PR shops in the southeast and was president of PRSA, died Nov. 5. He was 85.

Epley established Epley Associates in 1968 and was a founding partner of [Worldcom Public Relations Group](#). He was national president of PRSA and chaired the PRSA Foundation twice.

Epley served in the Army before launching his professional communications career as a TV news reporter and editor in Asheville and Charlotte.

He is remembered as a strong advocate for social responsibility and ethical business behavior.

PRSA awarded Epley, who sold his firm in 2005, its highest honor, the Gold Anvil, in 2008.



Joe Epley

HUDSON CO. SEEKS TRAFFIC SAFETY PR

Hudson County, which is New Jersey's most densely populated county with more than 700K people packed into 46 square miles, wants to partner with a firm to handle community outreach for its Vision Zero traffic safety plan, which is currently under development.



There is very high use demand for Hudson County's 633 roadway miles, most of them in urban areas.

There have been 266 fatal crashes on Hudson Co.'s roads from 2010 to 2021. More than half (52 percent) involved pedestrians or cyclists.

The selected partner will handle community outreach, partnerships and information campaigns so residents understand the experiences and challenges facing all road users.

Hudson Co. wants to "create a dialogue inclusive to different perspectives and insights that will inform decision-making" as it puts together its Vision Zero plan.

The communications partner will create visually compelling social media content in the form of public updates, meeting announcements, surveys, and the final Safety Action plan.

Responses are due Nov. 28.

They go to: Hudson County, Purchasing Agent; 567 Pavonia Ave., 3rd Floor; Jersey City, NJ 07306.

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

COLANGELO TO PROMOTE CHILE'S EXPORTS

Colangelo & Partners has picked up ProChile, which promotes the export of Chilean goods and services throughout the world.

It will handle media relations, event production, digital and social media activity in the US for the unit of Chile's

Ministry of Foreign Affairs.

"We are thrilled to support the Chilean Government Exports Bureau in reaching new markets and providing knowledge about the country's vast culture," said Felipe Gonzalez-Gordon,

Colangelo COO. He said Chile has a dynamic economy and has made great strides toward sustainable development, promoting innovation, inclusiveness and digitalization.

ProChile has offices in New York, Chicago, Los Angeles, Miami and Washington.

New York-based Colangelo also represents Wines of Chile, Italian Trade Agency, and Wines of Argentina.

BARETS+BRUNELLE HIRES EX-PROSECUTOR

Baretz+Brunelle, an advisory firm to the legal industry, hires Brooke Camhi, a former state prosecutor, criminal and matrimonial lawyer, provider of litigation support services to leading large and boutique law firms, and winner of "The Amazing Race" as a senior managing director in New York.

"Brooke brings her truly unique set of experiences to B+B, ones we are confident will translate to a great deal of value on a number of fronts for our clients," said Baretz+Brunelle co-founder Spencer Baretz.



Brooke Camhi

WILL TRUMP'S GREATEST HITS PLAY?

As the court appearances pile up and the books, articles and commentary about Donald Trump's past, present and future proliferate, the Great Discommunicator has returned to his songbook to keep his base riled up and ready to rumble in 2024.

All of Trump's greatest hits are lies, distortions or outright fabrications, but they are road tested at dozens of rallies and guaranteed to get a rise out of the crowd. Let us take a look at a few of them.



Bill Huey

I am a victim. Oh yes, a victim of political prosecution by vindictive district attorneys and special prosecutors aiming to score career points and put a huge trophy on their office walls. This resonates with Trump's base because most of them feel that they are victims too.

The Deep State—This old chestnut has returned. "Deranged Jack Smith, Andrew Weissmann, Lisa Monaco," and all the rest of the Radical Left Zealots and Thugs, will end up, "because of their suffering from a horrible disease, TRUMP DERANGEMENT SYNDROME (TDS!), in a Mental Institution by the time my next term as President is successfully completed. MAKE AMERICA GREAT AGAIN!"

Vengeance is Coming— If elected, Trump is preparing to install 50,000-plus carefully vetted MAGA loyalists in every corner of the federal government to seize control and root out what he calls "vermin," meaning those who oppose him. He also plans to weaponize the DOJ to go after those who have wronged or offended him.

Themes and ideas like these are being tightly wound into a ball of seething resentment, vindictiveness and spite that Trump rolls out at every opportunity.

Will this work? It seems scarily possible unless something upsets the prevailing dynamic and alters all of the current political premises.

As Charlie Sykes warns: "So, once again, it is essential to pay attention. Trump may be clownish, but the clown car is carrying a neutron bomb. Possibly several."

Bill Huey is president of Strategic Communications.

DENTONS WORKS BODY SHOP DEAL

Dentons Global Advisors handles Aurelius, pan-European alternate investment fund, as it acquires The Body Shop beauty brand from Natura & Co for \$260M.

Anita Roddick launched TBS in 1976 from a small shop in Brighton, UK, that sold non-cruelty and ethically-made products. Headquartered in London, TBS employs more than 7,000 staff at 900 stores in 90 markets. There are also 1,600 franchised outlets in 70 markets.

The investment firm "looks forward to working with TBS CEO Ian Bickley and his team to drive operational improvements and re-energize the business, and help to deliver the next chapter of success," added Nagler.

The transaction is expected to close in December.

Dentons Global Advisors has Humza Vanderman and Methuselah Tanyanyiwa repping Aurelius, while Brunswick Group works for Natura.

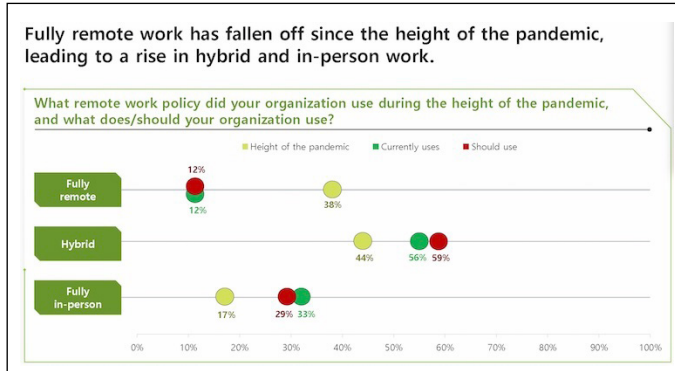


THE BODY SHOP

BIG UPSWING FOR HYBRID WORKPLACES

Fully remote work is taking a nosedive in popularity among both communications leaders and CEOs, and while hybrid is leading the way, fully in-person workplaces are making a surprising comeback in executive suites.

That's one of the conclusions of the [3rd Annual Harris X & Ragan Survey of Communications Leaders](#), which also asked 173 CEOs and 197 communications leaders (CCOs, CMOs



& SVP/VPs) their takes on such workplace issues as artificial intelligence in the workplace.

While 38 percent of respondents said that their organizations opted for fully remote work at the height of the pandemic, that number dropped to 12 percent by the time the survey was conducted (Aug. 11 – Sept. 11). An equally paltry 12 percent said that they thought their company should be operating on a fully remote basis.

While the use of a hybrid workplace rose from 44 percent of respondents during the pandemic to 56 percent in this year's study, fully in-person work also took a surprising jump, going from 17 percent to 33 percent.

Small organizations seemed to be the most likely to hold on to the idea of remote working, with 35 percent saying that they depend on "mostly remote" work, while 27 percent of large organizations and 19 percent of medium organizations that said the same. In addition, medium and large companies (44 percent) both said they were more likely to use a "mostly in-person" workforce than small companies (34 percent) were.

As regards the use of artificial intelligence, more than four out of five (82 percent) of the CEOs surveyed said they had a favorable view of AI and nearly as many of the comms leaders (78 percent) agreed. A large majority of respondents (86 percent of CEOs, 91 percent of comm leaders) also reported being knowledgeable about AI.

Few respondents saw AI as a threat to their livelihood. Only 16 percent of CEOs and 13 percent of other comms leaders said they "worry that AI will replace my job someday," with 64 percent of CEOs and 75 percent of comms leaders noting that AI "will enhance my capabilities to do my job effectively and efficiently."

The most popular AI tool was ChatGPT, with 44 percent of respondents saying they use the platform to write emails, 41 percent employing it to summarize articles or other documents and 34 percent putting it to work writing press releases.

The survey also looked at how much trust comms leaders place in their CEOs in several areas. While trust levels have slid slightly since last year's survey, they still clock in at 91 percent for external communications, 89 percent for internal/employee communications and 89 percent for DE&I.

COLUMBUS LOOKS FOR SUSTAINABILITY PR

Ohio's capital city is drawing up a climate action plan and is looking for a communications partner to handle the necessary public outreach and engagement to ensure that the program is successfully implemented.

The selected firm will create an "inclusive, accessible and authentic communications and engagement plan to educate and inform citizens" about climate change.

It will make use of materials from the Environmental Protect Agency and the Sustainable Columbus group for web pages, webinars, newsletters, educational collateral and social media channels.

The communications partner will "maintain a responsive resident interaction process and share information transparently with residents throughout the climate action plan design and implementation process."

The budget for the four-year effort is set at \$170K.

Proposals are due Dec. 1 at the [Bonfire electronic portal](#). [Read the RFP \(PDF\)](#).



H&K EYES VISION DIRECT PUSH

Hill & Knowlton's London office has snapped up Vision Direct, a leading contact lens e-retailer that is part of Essilor-Luxottica Group, following a competitive pitch.

It will handle integrated communications, social media activities, and support Vision Direct's "See More Life" platform across the UK, Ireland, Spain, Italy, France and Germany.

"H&K's capabilities particularly stood out to us; their social and cultural credentials were just what we were looking for," said Cal Smith-Sheerin, Brand & Communications Manager at VD. He also praised the creativity that the WPP unit exhibited during the pitch.

EssilorLuxottica Group operates the LensCrafters, Target Optical, Pearle Vision and Sunglass Hut brick & mortar retail network in the US. It also owns lens brands such as Ray-Ban, Oakley, Varilux, Crizal, Eyeze, Stellest and Barberini.



HIGHWIRE PR HIRES WEBER'S BYRNES

[Highwire PR](#) brings on Michael Byrnes as managing director of health. Byrnes was most recently general manager, Boston, for Weber Shandwick after serving as an SVP in its corporate healthcare practice. Before that he was a VP at Matter Communications, partnering with B2B technology, healthcare and consumer brands. At Highwire, Byrnes will scale the agency's portfolio and explore strategic additions, while fostering talent and serving as a senior counselor to clients and teams.

"Michael's experience at the intersection of health and innovation makes him an invaluable partner to our practice as both our clients and our employees lean into this new era of healthcare storytelling," said Highwire PR principal and co-founder Emily Borders.



Michael Byrnes

COMMENTARY



George Santos

Will Allergan, marketer of Botox, snap up Congressman George Santos as a pitchman, now that he has decided not to seek re-election to his Long Island seat?

A House Ethics Committee report found that the freshman Republican allegedly stole money from his campaign, creating phony loans and engaged in fraudulent business activity.

His campaign debit card listed charges of \$1,500 and \$1,400 for Botox at different spas. If Santos can avoid the slammer, he is going to need a gig.

Allergan should jump at the chance to have such a high-profile celebrity politico as its public face.

The Congressman may be available well before the November 2024 election as Ethics Committee Chairman Michael Guest (R-MS) plans to issue a motion to expel Santos from Congress following the Thanksgiving recess.

Caving to China. The House Select Committee on the Chinese Communist Party wants to know if Apple cancelled Jon Stewart's show because the company was afraid to offend China, its manufacturing satellite.

"The Problem with Jon Stewart" officially ended due to "creative differences" but *The Hollywood Reporter* noted there was tension between Apple and Stewart over future program topics, including one dealing with China.

In a letter to Apple CEO Tim Cook, committee chairman Mike Gallagher (R-WI) and ranking member Raja Krishnamoorthi (D-IL) asked if THR was accurate "because it potentially speaks to broader concerns about the indirect Chinese Communist Party influence over the creative expression of American artists and companies on CCP-related topics."

They noted that Stewart would have no trouble in signing up with another streaming service, but "an aspiring comedian who wants to use satire to make broader points about human rights and authoritarianism would face bleaker prospects."

Apple CEO Tim Cook was among the American CEOs who debased themselves by giving China's leader Xi Jinping a standing ovation at the San Francisco dinner on Nov. 15.

Gobsmacked by Cameron news... Congratulations to British prime minister Rishi Sunak's press shop for keeping such a tight lid on the resurrection of ex-PM and former PR guy David Cameron.

In the reshuffling of Sunak's cabinet, Cameron becomes foreign minister and home secretary Suella Braverman gets bounced.

The BBC reported that its chief political correspondent Henry Zeffman, who was staking out 10 Downing Street "looked like he had seen a ghost" after he saw Cameron strolling into the building.

"I'm a bit tired but I don't think I've had a funny turn," Zeffman said to viewers of the Beeb. "I think—I don't know, but I

think—that means he's going to be the new foreign secretary."

Two reporters from Sky News simultaneously squealed "David Cameron" when they saw him emerge from the back seat of a Land Rover.

And will the return of Cameron rescue the sinking fortunes of Sunak and his Conservative Party?

Don't count on it. *The Economist* columnist Bagehot wrote that though Cameron has the attributes to be an excellent PM: intelligence, diligence, a quick wit and a smooth manner, he managed to be one of the worst.

"Mr. Cameron's return is a peculiar one, given his record," wrote Bagehot. "A man who bungled foreign policy will now help shape it once more." Sunak rolled out Cameron, who is remembered for allowing the disastrous Brexit vote, because he is desperate to keep his job.

Who have the toughest jobs in PR? It's got to be Susie Wiles and Chris LaCivita, advisors to Donald Trump's election campaign.

They posted a statement on X, saying that rash of stories about Trump prosecuting his "enemies," firing civil servants and replacing them with Trump flunkies, ordering mass deportations of non-US citizens and setting up concentration camps around the outer edges of cities is theoretical and pure speculation. He also wants to serve for three terms because his first "was stolen."

Wiles and LaCivita wrote that Trump is completely and singularly focused on beating Joe Biden next November.

Meanwhile in the real world, Trump posted on Veteran's Day.

"We pledge to you that we will root out the Communists, Marxists, Fascists, and Radical Left Thugs that live like vermin within the confines of our Country, lie, steal, and cheat on Elections, and will do anything possible, whether legally or illegally, to destroy America, and the American Dream. The threat from outside forces is far less sinister, dangerous and grave, than the threat from within. Despite the hatred and anger of the Radical Left Lunatics who want to destroy our Country, we will MAKE AMERICA GREAT AGAIN!"

Susie and Chris are whitewashing the ravings of a guy who is sounding more and more each day like Hitler and Mussolini.

What does that have to do with the price of a pound of butter in Dublin? That was a favorite expression of Jack Fogarty, a former salesperson at O'Dwyer. He used it when he considered something irrelevant. Joe Biden should take Jack's expression to heart.

The president got some great news Nov. 14 on the inflation rate as it cooled to an annual 3.2 percent rate.

But that's hardly relevant to a person shopping for butter, which costs much more today than when Uncle Joe took office.

The average cost of a pound of butter (4 sticks) peaked at \$4.89 in January 2023, according to the Federal Reserve. It fell to \$4.56 in October 2023. Butter cost \$3.76 a pound when Biden was inaugurated.

Margarine, anyone?

—Kevin McCauley