



Kevin McCauley
Editor-in-Chief

O'Dwyer's

The Inside News of PR & Marketing Communications



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

November 9, 2020 Vol. 53 No. 45

FINN PARTNERS REPS HONG KONG TOURISM

Finn Partners has a \$25K monthly retainer contract to supply PR and social media services to The Hong Kong Tourism Board as the city looks to rebuild its tourist trade after China tightened control over the former UK colony in July.



The HKTB reports the number of visitors from the US plunged 99.8 percent to 60,642 in September and 90.9 percent to 80,418 for the first nine months of 2020.

Finn Partners' contract went into effect on May 1 and could run through March 2022 with the exercise of a one-year renewable option.

The agreement calls for the independent PR firm to "engage with US media, influencers, consumers and trade continually with positive messages and innovative campaigns that align with HKTB's global communications strategy."

The firm will promote "mega events" such as New Year's Eve and Chinese New Year with "aggressive hands-on pitching support and detail-oriented reporting" and forge relationships with key opinion leaders. It will also handle "reactive crisis communications & reputation management."

It will separately bill HKTB for any crisis that is of a severe magnitude or requires 24/7 monitoring.

The contract has a non-compete clause that precludes Finn Partners from conducting tourism campaigns in China, Tokyo/Japan, Macao, Singapore, Bangkok/Thailand, Korea, Vietnam, Cambodia, Myanmar, Philippines, Brunei, Taiwan, Indonesia or Australia.

GCI HEALTH HIRES ASTRAZENCA'S CHRISTIAN

GCI Health has named Dawn Christian senior vice president of inclusion and diversity. Christian comes to the agency from AstraZeneca, where as associate director of learning strategy, she championed global inclusion & diversity efforts.



Dawn Christian

At GCI Health, Christian will be the primary subject matter expert and architect of the agency's inclusion and diversity strategy, as well as providing guidance, direction and oversight on all internal and external communications related to that strategy's goals.

"I believe Dawn's leadership and vision will be valuable in building a truly representative workplace that reflects the broader cultural shifts happening globally and in the communities where we operate," said GCI Health CEO Wendy Lund.

HUNTSWORTH ACQUIRES NUCLEUS GLOBAL

UK-based Huntsworth has acquired New Jersey's Nucleus Global, a top medical specialist communications operation with more than 800 staffers in 14 offices throughout the world.

Launched in 1986, Nucleus handles scientific event management, publications, clinical trial support, medical education, external expert outreach, patient engagement, internal communications/training and digital programming.

Paul Taaffe, CEO of Huntsworth, told O'Dwyer's the deal creates "one of the most powerful combinations in medical communications."



Paul Taaffe

Nucleus joins Huntsworth's healthcare operating units of Huntsworth, MediStrava, Evoke Group and The Creative Engagement Group. It is Huntsworth's second acquisition since it went private under the ownership of equity firm Clayton, Dubilier & Rice.

"The addition of Nucleus means access to even more scientific expertise in both disease awareness and drug launch," said Taaffe.

Nucleus founder/chair Stephen Cameron will continue to lead the firm and join Huntsworth's board.

NYC SCHOOLS FOOD PROGRAM NEEDS PR

The New York City Department of Education's Office of Food & Nutrition Services, which serves around 850,000 meals to students in the New York City public schools system each school day, is seeking proposals from firms that can create a five-year public relations plan.

The OFNS needs a PR firm that can assess, evaluate, develop and create a campaign that publicizes the quality services it provides.

Scope of the work includes developing key messages; creating a communications strategy; highlighting the OFNS's mission vision and values; organizing an annual PR calendar and providing a project plan that outlines the actions and timeline for the full realization of the PR campaign



OFNS anticipates the work will take up to two years.

Responses are due by November 20 and should be emailed to OFNS strategic partnerships and policy director Stephen O'Brien, SOBrien@schools.nyc.gov.

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

RUDER FINN INKS PACT WITH HUAWEI USA

Ruder Finn has signed a \$1.4M “master procurement agreement” to provide communications services for Huawei Technologies USA, the Plano, TX-based affiliate of the Chinese smartphone/telecom equipment maker that has been sanctioned by the Trump Administration.



The one-year pact, which went into effect Nov. 1, automatically renews for another year unless either party decides to terminate the relationship via written notice 30 days prior to the expiration date.

Ruder Finn handles strategic counsel; media relations; influencer & key opinion leader outreach; industry analyst relations; thought leadership; data insights, audience analysis, assessment, measurement; content strategy, development & management; issues management; and crisis communications, according to its contract.

Bo Dong, Huawei Technologies USA president, and Robin Kim, Ruder Finn’s executive VP & global technology practice chair, signed the pact. Ruder Finn’s Huawei team includes CEO Kathy Bloomgarden; executive VPs Maryam Ayromlou and Kim; senior VP Guen Yi; account supervisors Jessica Savarese and Jenny Barrett; and assistant account executives Noah Dickter and Peyton Francum.

Huawei USA has also renewed its PR contract with Racepoint Global for another year, effective Nov. 1. The company has allotted a fee budget of \$1,938,720 for the work. The monthly fee will be based on hours worked. Out-of-pocket expenses are capped at \$800K.

The statement of work covers strategy & planning, media outreach, KOL/analyst program, marketing & events, content, executive social media content and measurement.

Larry Weber’s firm also is available for special assignments, which may include video production/large-scale editing, major events & activations, brand social media content and PR outside the US. Those assignments are subject to additional fees and a rejiggering of the SOW agreement.

CENTRO WANTS PR TO BOOST RIDERSHIP

Central New York Regional Transportation Authority wants PR proposals to help drive the bus company’s ridership.

With a fleet of more than 225 buses, Centro serves Onondaga, Oswego, Cayuga, and Oneida counties, which includes the cities of Syracuse, Oswego, Fulton, Auburn, Rome and Utica.

The PR push is expected to boost Centro’s ridership, which has declined from 12.1M trips in 2008 to 10.3M in 2018.

The Syracuse-based company uses the “Easy to use. Hard to beat.” marketing theme.

Centro plans to issue a five-year contract, beginning in 2021.

Interested firms may obtain a “Request for Proposal Package” from Caitlin MacCollum, director of procurement.

She may be reached via fax at 315-442-3301 or email at cmaccollum@centro.org.

Responses are due Nov. 17.



PR PROS READY TO OFFER DE&I ADVICE

Nearly all PR pros say they are aware of diversity, equity & inclusion practices, and a large majority of them are comfortable advising clients and stakeholders on DEI issues, according to a new study from Muck Rack.

“The State of Diversity, Equity & Inclusion in PR,” which polled 434 public relations professionals, found that 97 percent of the survey respondents were at least “somewhat familiar” with DEI practices and 93 percent indicated that they were confident providing advice on DEI issues.

More than a third (35 percent) said that at least 20 percent of their pitches focus on DEI angles, with only 16 percent saying that none of their pitches focus on those issues.

The biggest hurdles faced by PR pros when pitching stories to diverse audiences are a “lack of lived experiences” (23 percent), “lack of understanding” (13 percent) and “lack of context” (10 percent). However, 35 percent said that they don’t find pitching to diverse audiences challenging, and 10 percent said that they don’t pitch diverse audiences.

When it comes to who takes the lead on setting the tone for responses on DEI-related issues, only 13 percent said they look to leadership. Significantly more turn to mission and brand value (39 percent) or their own opinion on the “right thing to do” (35 percent) to inform their decisions.

That lack of direction from the top can also be seen in the fact that only 41 percent of respondents said that their organization allocates budgetary resources for PR toward DEI issues. In addition, more than half (53 percent) say that their organizations do not require DEI training.

However, most respondents (82 percent) still said employees and leadership at their organizations are aligned as regards DEI values, and 74 percent said they are optimistic about their organization’s commitment toward DEI practices in 2021.

The Muck Rack study also looked at how often organizations make pitches tied to political issues, with eight percent saying they always do so, and 49 percent saying they usually or sometimes do so.

To see the complete study, which was conducted between Sept. 28 and Oct. 9, [click here](#).



FINANCIAL FOLLIES GO VIRTUAL ON NOV. 13

The New York Financial Writers’ Association is putting on the 78th edition of its Financial Follies on Friday, Nov. 13.

The event, which supports the association’s annual scholarships, will kick off at 6:30 p.m. with a virtual cocktail hour. The cocktail hour will allow attendees to socialize and network with journalists, public relations specialists and financial industry professionals. At 7:30 p.m., the 2020 Financial Follies Show will hit the virtual stage, and after it’s over, there will be another chance for online socializing.



While the show is free for everyone, any financial contributions to the NYFWA Education Scholarship Foundation are welcome. For more information, or to get the Zoom link for the event, [click here](#). Donations to the foundation can be made by [clicking here](#), or by contacting the NYFWA’s executive director, Britt Erica Tunick, at contact@nyfwa.org.

PHARMA'S SHIFTING IMAGE IN THE COVID ERA

In September 2019, Gallup published its annual poll which found the pharma industry was the most poorly-regarded industry in the U.S. It was the lowest the industry has ranked since the poll launched 19 years ago. Less than a year later, a U.S. survey conducted by FTI Consulting revealed that public perceptions of the biopharmaceutical industry had improved significantly amid global efforts to address COVID-19. This is perhaps no great surprise with the world turning to the industry as a key leader in the fight against the pandemic. But as we look to a post-COVID era, staying ahead of potential reputational risks will be critical for pharma to continue building on this upswing in public perception.

Leading the fight

As the world faces an unprecedented health crisis, the pharma industry has stepped up to spearhead efforts to find a



**Camilla White, Simona Kormanikova and
Bridie Lawlor O'Boyle**

solution. Collaborating like never before, companies have teamed up to share data and research, and apply different technologies and platforms to accelerate the

search for treatments or a vaccine. When a vaccine eventually becomes available, the industry has already committed to providing additional expertise and resources to manufacture at scale.

FTI's survey findings reflect an acknowledgment of pharma's critical role in the crisis: more than 50 percent of respondents viewed the industry more favorably based on how it has handled the pandemic thus far. However, 42 percent of respondents also believe the industry will price Americans out of the vaccine and misuse funds.

Pharma companies must push ahead to help solve the crisis while developing and deploying short and longer-term strategies to tell their story accurately and impactfully.

Safety over politics

A recent STAT-Harris poll revealed that 78 percent of Americans worry the COVID-19 vaccine approval process is already being driven more by politics than science.

At a time when the public needs reassurance that developing a vaccine quickly will not compromise safety, companies need to focus their message on just that: ensuring safety. And the industry is already starting to come together to take control of the narrative. In September, nine biopharma leaders—Pfizer, Sanofi, AstraZeneca, Moderna, BioNTech, Merck, Johnson & Johnson, GlaxoSmithKline and Novavax—jointly pledged to “stand with science” and uphold “high ethical standards and sound scientific principles.”

Continuing to find ways to clearly articulate priorities and commitments as a group will help the industry maintain its focus and its message. Communications strategies that consistently engage all stakeholders using the most effective channels will be critical to cut through the noise and reach audiences during this unprecedented period in both U.S. politics and the global fight against COVID-19.

Hope for the best, prepare for the future

As we look beyond the election, pharma must also keep an eye on topics that've come into focus during the pandemic and could pose risks down the line. Anticipating and preparing for potential crises, both reputational and health, is a key

tenet of Environment, Social and Governance strategies that coincides with increased attention on ESG factors in recent months as companies and their stakeholders reflect on how to better navigate times of uncertainty.

COVID-19 has highlighted social factors across all sectors, but pharma in particular will need to anticipate scrutiny around the price of a vaccine once one reaches the market. A recent Moody's Investor Services report suggests that “given the significant public health implications, reputational harm could ensue if prices are perceived to be too high,” and “with global demand likely to far outstrip initial supplies, the equitable distribution of vaccines also poses social risks.”

However, pharma has also made good progress in ESG areas even against the backdrop of a pandemic. According to the same Moody's report, there are positive implications for pharma's relations with customers and stakeholders such as patients, doctors, hospitals, governments and global health authorities. We've also seen a number of renewed commitments to the environment, significant donations to impacted communities, and improved workplace flexibility and safety.

As the tireless efforts to find a solution for COVID-19 continue, maintaining a clear focus and a narrative in the current environment while mitigating longer-term risks will be integral to improving public opinion of the pharma industry. By emphasizing commitment to patient safety, navigating the election and anticipating risks associated with ESG factors, pharma companies can communicate their efforts as responsible corporate citizens to build on what it has already achieved and further strengthen its reputation in the U.S. and globally.

Camilla White is Managing Director, Simona Kormanikova is Senior Director and Bridie Lawlor O'Boyle is Senior Consultant in FTI's Strategic Communications, Healthcare and Life Sciences U.S. team.

AFRICAN WILDLIFE FOUNDATION ISSUES RFP

The African Wildlife Foundation, which is in the midst of a messaging shift to guide it through the next decade of ensuring that Africa's animals and land thrive and evolve to become a key part of the continent's economic development, has issued an influencer strategy RFP.

The Washington office of the Nairobi-based non-profit is looking for a communications partner to help establish an ambassador program to bolster its brand visibility, thought leadership pertaining to conservation and development, youth outreach, and donor engagement (e.g., goal is doubling revenue to \$60M by 2030).

The brand ambassadors also will play a key role in communications and engagement surrounding AWF's 60th anniversary celebration in October 2021.

AWF's target audiences are individual and foundation donors in the US, UK, Europe and China, along with young Africans (18-35) to ensure they are part of the conservation narrative and focused on nature-based solutions.

The budget for the ambassador partnership is \$50K.

AWF is currently accepting RFP responses and plans to notify three finalists during the 11/30-12/4 timeframe.

Patrick Mitchell, AWF's PR and corporate communications manager, is handling the search. He is at pmitchell@awf.org.

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



METRO DC GOVTS FLOAT RFP FOR WATER PR

The Metropolitan Washington Council of Governments, which represents 24 major local governing bodies in the DC region, plans a community engagement campaign to educate people about the value of water and the need to invest in the infrastructure that delivers it.

Working in partnership with 14 regional water and wastewater utilities, COG will tap a PR firm to create a marketing campaign that will “increase residents’ knowledge about their source of drinking water and their utility providers,” according to the RFP.

That outreach effort will highlight the safety of drinking tap water, need to protect household pipes and foster customer appreciation for infrastructure needs, and how they are tied to rate increases.

COG governments include Fairfax, Alexandria, Falls Church, Vienna and Manassas (VA); and College Park, Takoma Park, Montgomery County, Annapolis and Baltimore (MD).

Proposals are due Nov. 24. They must be submitted electronically at <https://mwcog.net>.

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

GINGRICH VET LOGS ON AT INTERNET ASSN.

The Internet Association has hired Christina Martin, who was press secretary for former House Speaker Newt Gingrich, as senior VP-communications and PA.



Christina Martin

She will advocate on issues such as content moderation, data privacy, copyright, and oversee outreach for the more than 40 member group that includes Facebook, Google, Amazon, Spotify, Airbnb, Microsoft, eBay and Lyft.

Most recently, Martin ran Rosehill Strategic and held executive VP jobs at Corn Refiners Assn, Renewable Fuels Assn and Weber Shandwick’s Powell Tate shop; senior VP-PA & communications at CTIA—The Wireless Assn. and

press secretary for ex-Iowa governor Terry Branstad.

Jon Berroya, IA interim CEO, said Martin “will lead our organization in telling the story of the internet’s incomparable value to society and the economy.”

BRUNSWICK ALUM WILMERDING TO FINSBURY

Ginny Wilmerding, who was a Brunswick Group partner in Hong Kong, has joined Finsbury in that city as the WPP unit bolsters its capabilities in China.

Fluent in conversational Mandarin and written Chinese, Wilmerding has spent 17 years in Hong Kong and China, handling technology, capital markets, ESG and board governance matters. She chairs the Asia advisory council of Princeton in Asia and is author of the book, “Smart Women and Small Business: How to Make the Leap from Corporate Careers to the Right Small Enterprise.”

At Finsbury, she will advise Hong Kong, mainland China and US clients on regional/cross-border transactions, governance, geopolitics, PA, reputation management, ESG and activist issues.

Finsbury is on target to merge with The Glover Park Group and Hering Schuppener to form a global network with more than 700 staffers.

NEWSPAPERS HIT HARD BY COVID-19

The economic impact of the COVID-19 pandemic has decimated a newspaper industry already reeling from years of closures and layoffs, but not all sectors of the news media have been affected by the downturn equally, according to [Pew Research Center analysis](#).



Pew’s report, which analyzed the performance of U.S. newspapers as well as cable and broadcast media outlets, found that median ad revenues fell 42 percent among the nation’s six largest newspaper chains—who own more than 300 daily papers—between 2019’s second quarter and Q2 2020.

By contrast, ad revenues across the three major cable news networks (CNN, Fox News and MSNBC) held steady overall. And ad revenue across the five major local TV news companies analyzed (which comprises more than 600 news stations) was down during 2020’s second quarter though retransmission fees during this period more than made up for those losses, according to the report. Meanwhile, ad revenue across the three major broadcast TV news networks (ABC, CBS and NBC) increased year-over-year.

The report also found that newspaper companies’ revenues took a worse hit financially during 2020’s second quarter than they did during the Great Recession a decade ago. Moreover, newspaper circulation revenue also dipped during 2020’s second quarter by a median of eight percent. According to the report, three of the six newspaper companies studied now derive more revenue from circulation than from ads.

Finally, the report found that digital ads, often seen as the newspaper industry’s last financial hope, has offered little relief throughout the pandemic, falling by a median of 32 percent between 2019’s second quarters and Q2 2020.

Data from Pew’s report comes from SEC filings of publicly traded media companies, as well as data obtained from market research outfit Kantar.

EX-REP MACK REPS EX-COLOMBIA PRESIDENT

Former Florida Congressman Connie Mack has signed on to represent former Colombia president Alvaro Uribe, who was freed from house arrest last month and awaits trial for fraud and witness tampering.

His Liberty International Group provides communications and PA support for Uribe via a subcontract with DCI Group. It receives a \$15K monthly fee for the effort. DCI has a \$40K retainer pact to represent Uribe.

The Organization of American States agreed on Oct. 20 to monitor the legal case against Uribe, who claims there were various judicial irregularities with his case, including illegal wiretaps.

The OAS acted following a request from Florida Congressman Francis Rooney who warned that failure to guarantee due process in Uribe’s case would be a blow to democracy throughout South America.

Uribe is popular among Colombian-Americans in the Sunshine State. Miami added “Alvaro Uribe Way” to a 16-block stretch of 117th Ave. last month. Miami-Dade commissioners said the name will come down if Uribe is convicted.



Connie Mack

MSL CHINA HEAD XU SHIFTS TO H+K

Jun Xu, chairman/CEO Greater China at MSL, is joining Hill+Knowlton Strategies on Nov. 16 as head of China.

He will take over for QC Liang, who will take on a business development role for the Greater Bay (Hong Kong, Guangzhou and Shenzhen) area.



Jun Xu

Prior to MSL, Xu was VP-sustainable business & communications at Unilever North Asia and general manager of DuPont China, where he subsequently handled communications for the Asia Pacific region.

He was Burson-Marsteller's first local hire in mainland China and held various positions in the Asia Pacific region during a ten-year stint at the PR firm.

Xu reports to CEO AnnaMaria DeSalva, who said the expansion of senior management in Greater China "will significantly strengthen our opportunity to participate in the growth of these high priority markets."

'GEM CITY' LOOKS FOR PR LUSTER

Quincy, an Illinois city of more than 40K people, wants a firm to create a PR campaign that enhances its image and reputation as a desirable place to live, work and to invest in a business.

Known as "Gem City," Quincy is the economic and cultural hub for west-central Illinois, southeast Iowa and northeast Missouri, an area of 300K people. With a median household income of \$48,454 and cost-of-living 20 percent less than the national average, "Quincy is the small town where you can live large," according to the RFP.

Quincy believes it suffers because Illinois has an image problem. "Residents, business owners and visitors view the state in a negative way due to the perception of high taxes, an unfriendly business climate and a corrupt political environment." It wants a PR firm to "flip the script," by spotlighting Quincy's "business-friendly community where regulations do not get in the way of expansions."

Proposals are due Dec. 17. Responses go to: City of Quincy—Purchasing Dept.; Attn. Many-Ann Ervin; 730 Maine Street—Suite 226; Quincy, IL 62301.

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

JOELE FRANK WINDS DOWN PET VALU

Joele Frank handles Pet Valu Inc. as the specialty pet food and supplies retailer announced Nov. 4 that it is closing its 358 stores and warehouses in the Northeast and Midwest due to the negative impact of COVID-19.



Jamie Gould, Pet Valu chief restructuring officer, said that COVID-19 restrictions hurt business and triggered the "necessary decision to commence

this orderly wind down." He pledged to offer customers "even better deals and value" during the store closing process and assist "our dedicated associates through the transition."

Based in Wayne, PA, Pet Valu licenses its name from Pet Valu Canada, a separate company that will remain open.

Joele Frank, Wilkinson Brimmer Katcher has Michael Freitag, Leigh Parrish and Aaron Palash on the Pet Valu business.

MEDIA MANEUVERS

ESPN axes 300 people across its business, and is not filling 200 currently open positions. While few of the cuts will immediately affect on-air personnel, the *New York Post* reports that the company has been letting some of those contracts expire over the past few months. The layoffs follow an organizational change made last month by Disney (ESPN's owner) that will result in the company focusing more of its attention on direct-to-consumer and streaming initiatives.

Sinclair Broadcast Group took a \$3.2 billion hit in the third quarter, as it wrote off a portion of the value of the Fox Regional Sports Networks it acquired for \$10.6 billion last year. Hulu and YouTube both recently stopped carrying those networks on their services. The company also reported a higher rate of subscription losses during the quarter. However, Sinclair says that, excluding the writeoffs, it would have earned \$161 million. Sinclair Broadcast Group has also hired John Zeigler as chief marketing officer, a newly created role. Zeigler was previously vice president marketing and creative for the YES Network, where he established YES Creative Group, an in-house creative and marketing agency that oversaw on-air branding, digital marketing and strategic initiatives.



John Zeigler

Gannett saw its number of digital subscribers hit 1.03 million in the third quarter, an increase of 31 percent from Q3 2019. The company ended the second quarter with 927,000 digital subscribers. Despite that jump, decreases in both print and digital advertising revenue contributed to a \$31.3 million net loss in Q3, up 69 percent from the same period last year. Digital advertising and marketing services revenue declined by 13.5 percent, while print ad revenues plunged 30.9 percent.

ON THE MOVE

Priority Technology Holdings, Inc. hires **Dave Faupel** as chief marketing officer. Faupel comes to Priority from computer software company Sage, where he was VP of marketing for North America. Before that, he was head of worldwide marketing for IBM Silverpop, leading the global launch of the IBM Marketing Cloud. "Dave has the experience in sales enablement, brand expansion and overall capability building to help propel Priority forward during our next phase of growth," said Priority CEO Tom Priore.

Nissan promotes **Brian Brockman** to VP, communications, U.S. and Canada. Brockman has been with Nissan since 2007, most recently serving as director, communications – Nissan Division U.S. In his new role, Brockman will lead efforts to tell the story of the company's global transformation through its Nissan NEXT initiative, promote corporate and product initiatives and provide communications counsel to the organization.

Steinreich Communications Group names **Kristi Delahanty** director of its consumer practice group, overseeing teams on both consumer and social media for clients. Delahanty has been with the firm since 2015, most recently serving as a senior account manager. In addition to leading the consumer team's social media client programs, she has run media relations programs for clients in the agency's home furnishings and luxury brands groups.

COMMENTARY



What a difference an election makes. The US wants to return to the fact-based world of science and recommit to the campaign to counter global warming.

The United Nations Framework on Climate Change issued a statement Nov. 4, bidding adieu to the US as it became the first country to exit the Paris Agreement, as promised by our global warming denier commander-in-chief Donald Trump. That joint statement from the UK, Italy, France and Chile expressed regret over the US withdrawal, but said its work to reduce the impacts of global warming would continue with or without American participation.

President-elect Joe Biden promises to rejoin the Paris Agreement shortly after he takes office.

Tackling climate change, along with COVID-19, economic recovery, racial equity, are Day One priorities for Team Biden, according to its [buildbackbetter.com](https://www.buildbackbetter.com) transition site.

The president-elect believes putting the US on path to achieve net-zero emissions economy-wide by 2050 will build a more resilient, sustainable economy.

Biden vows to address the climate emergency and set the pace for the rest of the world.

“He will not only recommit the United States to the Paris Agreement on climate change – he will go much further than that. He is working to lead an effort to get every major country to ramp up the ambition of their domestic climate targets,” according to the transition site.

Biden is certainly a breath of fresh air after four years of Trump ignoring the science behind global warming and saying it’s all a Chinese hoax.

UNFCCC’s Conference of the Parties (COP26) global warming meeting is set for Glasgow a year from now.

The climate conference will be a great PR platform for former Massachusetts Senator and Secretary of State John Kerry, who is expected to be Biden’s chief global warming officer, to tell the rest of the world that America’s government is once again committed to the science of global climate change.

ESG reaches the oil patch... The Independent Petroleum Assn. of America has launched The ESG Center because it is “committed to sustainability efforts through our vision, strategy and approach to environmental, social and governance priorities,” according to its website.

The IPAA sees ESG as an “evolving, critical component of a company’s social license to operate” and believes building such a program “is a critical business imperative.”

It notes that value of global assets applying ESG data to drive investment decisions has almost doubled over four years, and tripled over eight years, to \$40.5T in 2020.

The world’s largest institutional investors, pension funds and proxy advisors “are also compelling companies to adopt strong ESG reporting metrics—including climate risk factors—to promote sustainability.”

FTI Consulting is helping IPAA on the ESG Center. Travis Windle, senior managing director in FTI’s strategic commu-

nications group, told the *Financial Times*: “This is not any longer a nice-to-have, but it’s critical to long-term stakeholder confidence. This is a new asset class.”

FTI also worked with the IPAA on its campaign to defend fracking, which is a tough fit for ESG.

The hypocrisy of Donald Trump knows no bounds.

But even by Trumpian standards, his Nov. 2 Executive Order demanding that “patriotic education” be taught in schools across the land is a piece of work.

“President Trump is working to better enable America’s rising generations to understand the history and principles of our Nation’s founding,” according to the EO.

Those generations would be aghast to learn that hardly before the ink had dried on Trump’s document, he was hell-bent on delegitimizing a national election in which the people of the US apparently voted him out of office.

Trump’s EO is not worth the paper that it is written on. *Education Week* called it “heavy on PR, not curriculum.” That’s a cheap shot at PR.

The EO calls for educational programs to honor Constitution Day (Sept. 17). An advisory committee will be tasked to produce a report “regarding the core principles of America’s founding and how these principles may be understood to further the blessings of liberty and promote continuing efforts to form a more perfect union.”

That is especially rich, coming from a guy out to bust that same union.

The EO says Trump is “willing to defend the legacy of our exceptional nation’s founding, along with its extraordinary founders, and protect America’s ideals and traditions.”

If there is any truth to that statement, he would commit to accepting the ultimate outcome of the election.

Trump’s EO will find its rightful place in the Biden White House: the Oval Office wastebasket.

In the understatement of the year, the trade group of polling firms admits the results of pre-election polls did vary from the current vote results in some battleground states. Duh!

The American Association for Public Opinion Research goes on to say that when all the votes are counted, some of the hundreds of polls conducted in this election will come close to the final vote percentages, but some will not.

In defending itself, AAPOR says that’s just the way things are. The issue is “how the polls collectively performed in describing the official results of the 2020 election,” according to a statement posted on its website.

Stay tuned, says the AAPOR, because “it will take weeks for election officials to carefully count all early, absentee, in-person and provisional ballots.” As such, “it is premature to make sweeping judgements on the polls’ overall performance before all the ballots are counted.”

The AAPOR has named a 19-member task force to analyze the general election polls. Its report is expected in December.

By then, AAPOR hopes that the public will have forgotten about how badly the forecasters screwed up the Biden/Trump contest.

—Kevin McCauley