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HUAWEI MAKES \$1M PIVOT TO BWC ARM

Huawei Technologies USA has retained BCW's Pivot Integrated Communications arm for a one-year strategic communications program in the US pegged at \$939,179 in fees.

The Trump Administration has banned federal agencies and contractors from doing business with Huawei because the telecom giant violated sanctions on Iran and allegedly spies on behalf of China's government.



In its federal filing, Pivot says Huawei Technologies USA is wholly owned by Huawei Technologies Co., Ltd., located in Shenzhen, China. "It is our understanding that Huawei Technologies Co. Ltd, which owns Huawei Technologies USA Inc. is a private, employee-owned company," according to Pivot's federal filing. "That understanding was confirmed by representatives of Huawei Technologies USA Inc."

Earlier this year, BCW handled a \$160K campaign to "defend and promote Huawei's reputation in the US."

In a March 22 statement to O'Dwyer's, BCW described that effort as a "short, limited project that was executed and completed." The firm also said that it "is not contracting for any ongoing or future work for Huawei in the United States."

WPP owns BCW, which is led by Donna Imperato.

CLYNE EXITS MWWPR FOR BLACKBERRY

Karen Clyne, who was executive VP/technology practice leader/western region general manager at MWWPR, has moved to BlackBerry as global head of communications.



Karen Clyne

She signed on at the San Francisco office of the Jersey-based firm in 2016.

MWWPR chalked up \$13.3M in technology fees during 2018

Prior to MWWPR, Clyne was senior VP at Eastwick, VP at Herrick Media, and senior director of corporate communications at Brisbane Digital Consulting Group.

BlackBerry registered a 16.1 percent rise in revenues to \$244M for Q2 ended Aug 31. It suffered a \$44M loss vs. a year ago \$43M profit.

CEO John Chen sees better days ahead. He's "encouraged by the positive reception on BlackBerry Intelligent Security" plus the number of "exciting new product launches" scheduled during the next six months.

PUBLICIS Q3 ORGANIC REVENUES FALL 2.7%

Publicis Groupe's Q3 organic revenues dropped 2.7 percent as the French ad/PR combine turned in a worse than anticipated performance.

CEO Arthur Sadoun doesn't expect much relief ahead as he lowered full-year revenue guidance to a 2.5 percent decline.

He blamed Q3's downbeat results on technology transformation costs, "cuts from a handful of clients on traditional advertising mainly in the US" and "softer than expected" results in media operations.

He said Publicis is streamlining and simplifying its organization to seamlessly connect creativity, media, data and technology.

The firm is willing to accept short-term financial pain to be better prepared for the future, according to Sadoun.

"We have taken the tough but necessary decisions needed to tackle the industry challenges we are facing head-on," said Sadoun in a statement. "We are without a doubt at the hardest part yet of our journey and as is the case with any major structural change, things always get worse before they get better."



PORT OF ALBANY FLOATS PR PITCH

The Port of Albany is looking for a PR firm to drum up some positive publicity about the impact that it has on the economy of the Empire State.

The Port says it generates more than \$800M in economic activity. It employs 1,400 local people and supports the jobs of another 4,500 in New York.

The Albany Port District Commission has issued an RFQ looking for a partner to assist it in implementing strategic communications to promote a positive image, achievement of its economic goals and integrity as a public asset.

The desired firm will have knowledge of the transportation industry and the upstate New York market.

It will coordinate its programming with current APDC marketing, business development and social media initiatives.

Responses are due Oct. 16.

They go to Megan Daly at mdaly@portofalbany.us with hard copies to follow at Albany Port District Commission, 106 Smith Blvd., Albany NY 12202.

Click [here](#) for RFQ.



W2O ACQUIRES ARCUS MEDICA

Healthcare giant W2O has acquired Arcus Medica, the Philadelphia-based medical and scientific communications shop.

Jim Weiss, founder/CEO of W2O, called Arcus a “trailblazer” in the field, “consistently following the data to get to the right outcome for its clients.”

The deal bolsters W2O's medical and scientific team to about 40 members, of which 16 are doctoral-level experts.

Arcus co-founders Mary Seideman, Jonathan Seideman and Stan Eapen will lead the rebranded W2O arcus.

Delancey Street Partners advised Arcus on the deal.

W2O, which is headquartered in San Francisco, is the No. 1 healthcare company in O'Dwyer's 2018 rankings with fees of \$168.1M.

MERCURY STANDS WITH PARKLAND

Omnicom's Mercury Public Affairs unit is representing the Stand with Parkland advocacy group that aims to prevent school shootings.

Organized following the Feb. 14, 2018 shooting rampage at Marjory Stoneman Douglas High School (Parkland, FL) that left 17 dead and 17 injured, SwP says it promotes “practical public safety reforms focused on the safety of our children and staff at school, improved mental health support and responsible firearms ownership.”

It hired Mercury to pitch its position that school shootings are “an American tragedy” that affect both Republican and Democratic districts.

Senior VP Rodney Emery, who was legislative assistant to Rep. Jesse Jackson, Jr. and chief of staff to Congressman Steven Horsford, works the account with Mercury director Kaylee Otterbacher.

UNITED WAY CHAPTER SEEKS PR SUPPORT

The United Way of Greater Newark is looking for an agency that can develop and implement a comprehensive PR program to boost the nonprofit's public information, education, marketing and promotions efforts.

UWGN is planning to engage in several public-policy initiatives and strategies related to public health in the coming months, and is looking for an agency that can provide public relations, branding, marketing, advertising and social media planning and management support.

Scope of the work calls for development and implementation of a comprehensive PR program, as well as planning and implementation of education programming, marketing research work and customer service.

The agency must also develop key messages, branding, slogans and marketing materials, as well as provide graphic design and content development for digital, print, and collateral material. All marketing materials should be translated into multiple languages.

Contact is executive vice president Sharon Macklin, smacklin@uwewh.org.

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



United Way of Greater Newark

SHEP SMITH QUILTS FOX NEWS

Shepard Smith, Fox news anchor and managing editor of the network's breaking news unit, quit Oct. 11. He broke the news during his program. Smith is a sometimes critic of president Trump.

The anchor of the afternoon “Shepard Smith Reporting” program said the decision to walk was his own.

President Trump trashed Smith during his Oct. 10 tweet storm in which he said pollsters at Fox News “suck,” after the network released a study that found 51 percent of the country supports kicking out of office.



Shepard Smith

He then went on to tweet: “Shep Smith, Donna Brazile (who gave Crooked Hillary the debate questions and got fired from CNN) & others at Fox News doesn't deliver for US anymore. It is so different than it used to be. Oh well I'm president.”

SPORTS ILLUSTRATED SLASHES STAFF

Sports Illustrated has shed 35 to 40 percent of its editorial staff following the transfer of control of SI's operations to Maven Media Brands, according to a report in the *Washington Post*. A statement from Maven management put the number lower, saying “over 74 percent of the people who worked at SI a week ago are still working at SI.”

While Maven says rumors that the laid-off employees are going to be replaced with freelancers are false, it does say that an expansion of a series of “team-specific destinations,” including 32 NFL team destinations, will be operated by “independent, third-party business that are provided access to Maven's digital platform.”

Meredith sold the title to brand management company Authentic Brands Group in May. At the time of that sale, Meredith agreed to run the publication for the next two years, but the deal with Maven cut that short.

MEDIA MANEUVERS

Quartz editor-in-chief and co-CEO Kevin Delaney, one of the business news platform's founders, is stepping down. His departure is part of a re-alignment of Quartz's executive team. Co-CEO Jay Lauf will now be chairman of Quartz, while Zach Seward moves from chief product officer and executive to the CEO position. Chief commercial officer Katie Weber will be president. Delaney will remain through the end of the month and then become an adviser to the company.



Kevin Delaney

Thomson Reuters is moving into the events sector by acquiring FC Business Intelligence. The company will rebrand as Reuters Events and operate as part of the Reuters news division. FCBI produces exhibitions and conferences in such sectors as pharmaceuticals, transport, insurance and technology. It has worked with such clients as MasterCard, Pfizer, Best Buy and Target. Reuters president Michael Friedenberg says the company is open to other acquisitions in the events business, as well as pursuing organic growth by expanding into additional sectors.

MINDFUL ENGAGEMENT FOR PR PROS

Every PR person has experienced the workplace stress that develops in this volatile and unpredictable profession. Public relations pros undertake their daily responsibilities amid unprecedented technological change and shifting marketplace expectations, in a cultural era in which “truth” seems to be continually under attack.

Recently, the University of Alabama’s Plank Center for Leadership in Public Relations Leadership Report Card was the latest canary in the PR coal mine to sound the alarm regarding professional disengagement. The Plank narrative described “sharp perceptual differences” between public relations leadership and the rank-and-file. Women, the findings showed, are particularly susceptible to being “less engaged, less satisfied with their job, less confident in their work cultures, and more critical of top leaders.”



Doug Swanson

The Plank report followed a 2018 survey of PR professionals conducted through California State University-Fullerton, which found extensive reports of stress, career burnout, unresponsive leadership and a workplace approach of “just going through the motions.”

The unresolved stresses PR people deal with daily—and the challenges presented by the arrival of Generation Z—necessitate a more thoughtful and systematic approach to the nature of PR work itself. That strategy is mindful engagement, an approach that’s been applied throughout many other sectors of the business workplace.

Although mindfulness is rarely—if ever—identified in a public relations context, it’s found throughout modern life. Professional athletes and coaches credit mindfulness as key to getting “in the zone” for winning performance. Entertainers, celebrities and talk show hosts proclaim its calming power. Millions of dollars are invested every year by Nike, General Mills, Goldman Sachs, Procter & Gamble and other *Fortune* 500 firms whose C-Suite execs recognize that employees who aren’t mindfully engaged lack the focus necessary to develop and implement good ideas.

To be mindfully engaged is to be thoughtful in the present moment and take action in a disciplined and beneficial way. Mindfulness involves more focus on process and less on future outcomes. It does not ignore professional obligations. It supports them.

Harvard University Psychology Professor Ellen Langer, has invested decades in the study and application of mindfulness. She calls it “an embodied awareness of what is happening in ourselves, in others, and in our environment on a moment-to-moment basis.”

Mindfulness isn’t a religion or a health care practice, although it developed from Asian meditative practices. Mindful engagement at work doesn’t mean lighting a candle and banging a gong. What mindful engagement does mean has been made abundantly clear through numerous workplace case studies and examples.

Mindful engagement means:

Taking time each day to be still and quiet the mind.
Recognizing that the mind, a trickster, often makes work appear worse than it really is.

Expecting workplace ambiguity to be ever-present, because even the best problem-solver never has all the facts at hand.

Being thoughtful and deliberate in decision-making, but not to the point of obsession.

Applying compassion with even the most difficult coworker or client, because no one ever knows the extent of another person’s hidden challenges.

Collaborating in ways that diverge from the traditional top-down model, because there are always other options to explore.

Seeing the organization, in the words of HR professional and leadership consultant Michael Carroll, as “a web of lively relationships, not a series of transactions about me and my opinions.”

Stepping away from the desk and out of the office at regular intervals, to remind oneself that the work being completed, though important, is not one’s life.

Maintaining a healthy balance between time spent in work and time invested in life.

Application of a strategy of mindful engagement works to calm the workplace and the workforce. It helps turn disorder into order. Mindfulness is important for PR people now, and will be essential in the future, as more Generation Z workers enter the public relations field.

Sixty million people identified as Gen Z were born between the mid 1990s and early 2000s and have no memory of a time without social media. They’re tech savvy multitaskers, more at home with a cell phone or tablet than a desktop computer.

Gen Zers tend to be optimistic for the future but studies show they’re challenged by poor communication skills, a misunderstanding of business realities, poor organization and a lack of follow-through. One common observation is that Gen Zers are often hesitant to pick up a phone and “cold call” a client. Sometimes it’s because they’ve not had experience doing this, and sometimes it’s because they’re more comfortable with communicating via text or instant message. Gen Z adults are expected to succeed in public relations, yet this generation often doesn’t share the same language as our clients.

Recruiting, training, motivating and rewarding a new group of employees who see work differently will add more stress to the life of the PR executive.

The answer is mindful engagement. It has to be practiced individually and collectively by PR professionals at all levels of the hierarchy. It has to be recognized and invested in by leadership. Its practice by the rank-and-file needs to be rewarded.

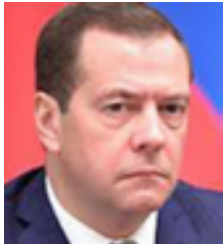
If we can bring about a more mindful workplace, we can change the industry. We can improve collaboration with our employees, clients and communities in substantial ways. When should we start? The mindful individual would say—literally—there’s no time like the present.

Doug Swanson is Professor of Communications at California State University, Fullerton, where he’s also founder and director of the student-run PR agency PRactical ADvantage Communications. Swanson has a background in journalism and broadcasting and is researching the impact of mindfulness on PR professionals and students.

RUSSIA'S STATE BANK TAPS QORVIS UNIT

Vnesheconombank, Russia's state-owned development unit, has hired Geopolitical Solutions to a \$750K one-year pact to fend off additional US sanctions.

GS, the international brand of Qorvis Communications, is to provide PR services and research "that may include meetings with US government officials and members of the media regarding potential new sanctions (not existing sanctions) that could affect the activities of



Dmitry Medvedev

VEB.RF," according to its agreement with the International Centre for Legal Protection, located in Moscow.

VEB.RF arranges for financing of projects to develop the economy, infrastructure and technological base to improve the quality of life for Russians, according to the federal filing. Russian prime minister Dmitry Medvedev chairs its supervisory board.

Qorvis veteran Matt Lauer founded GS in 2004. He handles the Veb.RF account with GS chief of staff Grace Fenstermaker.

Publicis Groupe owns Qorvis.

INTERMARKET NOW LANSONS INTERMARKET

Intermarket, financial PR firm that sold a 51 percent stake to UK's Lansons in February to form an entity with fees in the \$17M range, has rebranded as Lansons Intermarket.

The rebrand comes as the firms now operate as a cohesive unit that offer a greater scope of services, according to LI president Martin Mosbacher.

He's eager to provide clients "a seamless package of communications services linking two of the world's most important centers of finance and media: New York and London."

LI and Lansons are members of the Global Communications Partners network of PR firms. Mosbacher chairs GCP, while Lansons co-founder/chair Clare Parsons chairs Public Relations Organisations (PROI) Worldwide.

BCW, CHEVRON PA PRO MOVES TO MERCURY

Steve Burns, who has been BCW's west coast public affairs lead since 2014, has moved over to Mercury Public Affairs, where he will be managing director of the firm's Sacramento office.

At BCW, Burns worked with companies on such public affairs, policy and communications issues as government engagements, brand protection and stakeholder outreach.



Steve Burns

Before coming to BCW, he was at Chevron Corporation for 12 years in roles ranging from the company's first corporate social responsibility and sustainability lead, to primary adviser to the CEO; he also led the company's

community engagement and corporate policy groups.

Mercury is part of the Omnicom Public Affairs Group.

KNOXVILLE POSTS POLICE RECRUITMENT RFP

The city of Knoxville, Tennessee is seeking proposals from marketing firms that can develop and deliver a comprehensive marketing/branding campaign to enhance the Knoxville Police Department's recruiting efforts.

The City wants an agency to work with the Knoxville Police Department's Recruitment Team to devise a multimedia campaign that will boost Knoxville's law enforcement officer recruitment numbers.

Work includes: designing a brand identity for the Knoxville Police Department; creating and providing a detailed strategy for the recommended deliverables; developing creative marketing elements; creating graphic representations of the brand; developing an advertising plan; filming/production of photos and videos; conducting market research; devising strategies for marketing to diverse employment candidates; and developing an online recruiting campaign.

The City anticipates a contract being awarded immediately following the evaluation of proposals, with the contract term ending on June 30, 2020.

Proposals are due by 11:00 a.m. (EST) October 31 and should be sent to:

City of Knoxville; Purchasing Division; City/County Building; Room 667-674; 400 Main Street; Knoxville, Tennessee 37902

Proposal documents should be printed on both sides and left unbound—held together with a staple or a binder clip only—in sealed envelopes marked "Marketing Campaign for Police Department Personnel Recruitment."

Questions should be directed to procurement specialist Julie Smith Maxwell, jmaxwell@knoxvilletn.gov, by 5 p.m. (EST) Oct. 24.

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



ASHCROFT LENDS HIS PRESTIGE TO CONGO

The law firm of former US attorney general John Ashcroft has picked up a one-year \$900K contract from the Republic of the Congo, a nation that scores low marks from global corruption watchdog, Transparency International.

Congo scored a 19 on a scale from zero (very corrupt) to 100 (very clean) in TI's 2018 rankings. It is perceived as the 165th most corrupt nation of the 180 analyzed by TI in 2018

TI believes the government of Denis Sassou Nguesso, who has been in power since 1997, played a part in the March 8, 2018 break-in and vandalization of its Congo office.

The Ashcroft Law Firm will represent Congo before Congress and federal agencies and do media outreach designed to win support of thought leaders, think tanks and NGOs.

Michael Sullivan, former director of the Bureau of Alcohol, Tobacco, Firearms and Explosives, and Kim West, who did a five-year stint as trial attorney at the International Criminal Tribunal for the former Yugoslavia, where she successfully prosecuted Radovan Karadzic for genocide of more than 7,000 Bosnian Muslims, are working Congo for Ashcroft.

DIVERSE WORKFORCE PAYS DIVIDENDS

Fostering a diverse, inclusive workforce can help companies in areas ranging from recruitment to employee morale to brand engagement, a new study from Brodeur Partners finds.

Respondents who said that the company they worked for has “a very diverse workforce” were far more likely to rate employee morale as “excellent.” More than half (56.2 percent) of respondents from very diverse workplaces gave morale at their company a top rating, while only 23.3 percent of those from “somewhat, not very or not-at-diverse” workplaces said morale at their companies was excellent.

The survey asked respondents to rate how important six factors were when making a decision about where they would like to work. While flexible working hours were the most attractive incentive across the board, diversity came in second for many groups, including women, African Americans and Hispanics, as well as for Gen Z and Millennial respondents.

Productivity on the job was also thought to increase in diverse workplaces. Nearly three in five (59 percent) said they would be more productive in a workforce that includes people with different backgrounds.

THOROGOOD RETURNS TO APCO

Zoe Thorogood, who exited APCO Worldwide’s Washington office in March 2018 to become chief of staff & director of external communications of UK’s Conservative Party, will return to the PA firm Oct 23.



Zoe Thorogood

She will assume the senior director slot and crisis/issues lead in London.

She joined APCO in Jan. 2016 following a brief stint with CLS Strategies in Washington.

Before moving to the US, Thorogood was political advisor to Eric Pickles, secretary of state for the UK’s Dept. of Communities and Local Government: press aide to prime minister David Cameron during his 2015 re-election campaign and head of broadcast & lifestyle press for the Conservatives.

ALLMAN TAKES ALLIANTGROUP PR POST

Amber Allman, who was VP-corporate communications & events at Gannett’s USA Today Network, is now head of corporate communications & PR at alliantgroup, Houston-based management consultant.

The company focuses on helping mid-sized businesses take advantage of incentives, such as research credits, to fuel growth and innovation, she told O’Dwyers.

Allman will be based in Washington.

Prior to USA Today Network, Allman did a three-year stint as head of global PA for Yahoo!, where she dealt with policy, online safety, privacy, human rights, sustainability and branding initiatives in Washington.

She also was VP at 463 Communications, technology/policy shop, and PR officer at the American Red Cross headquarters in DC.

ACCOUNTS IN TRANSIT

Issa PR will handle the Finnish Tech Design and Art’s partnership with the Mondo Music & Technology Industry Conference, running Oct. 15-18 at the Williamsburg Hotel in Brooklyn.

Issa PR will handle media relations, VIP seeding and invitations, and on-site event management. In addition to



the conference itself, Mondo will feature 100 multi-genre artist live showcases, 40 panels, meet-ups, and networking sessions at 12 venues. *Rolling Stone* will partner with Mondo 2019 on an exclusive business content track at the conference.

Newlink of Miami has been named the communications agency of record for The Fives Hotels & Residences, properties in Playa del Carmen and Puerto Morelos, Mexico. The agency will lead strategic communications and digital marketing efforts for The Fives Beach, The Fives Downtown and the soon-to-open The Fives Oceanfront Puerto Morelos throughout North America and Mexico.

PHG Consulting has signed a new one-year contract to manage the Suzhou Radio, Television, and Tourism Bureau’s North American social media program for the 2019/2020 fiscal year. The agency has worked with Suzhou since 2014. PHG will launch the #SeenIn-Suzhou campaign to inspire travelers through vivid imagery and encourage them to visit Suzhou to capture it through their own Instagrammable lens. The firm will continue to maintain the destination’s English language Instagram, Facebook, Twitter, and YouTube channels, as well as TravelToSuzhou.com, its website for North American travelers.

NEWS OF FIRMS

Clarity PR has launched a dedicated financial services practice, which will offer strategic communications services to venture capital and disruptive fintech companies. The practice will operate globally in cooperation with the Clarity teams in New York, London and San Francisco. Michael Celiceo will lead the practice as managing director. Its client roster includes such VC firms as BootstrapLabs and Scrum Ventures and fintech companies including Even and Monzo. Clarity has also launched its Global Partner Network, a collaboration with agencies in key markets to provide account support to clients around the world.



Michael Celiceo

Interpublic Group has formed Kinesso, a company that will develop software and products intended to help marketers increase the impact of traditional and addressable media through the better use of data. Kinesso will be comprised of Cadreon, IPG’s addressable media activation experts, and the company’s data and technology group. It will partner with IPG Mediabrands and Acxiom, and provide services to agencies across the IPG network.

COMMENTARY

NBA commissioner Adam Silver stood tall following the over-the-top outrage orchestrated by China's state-run media to a single tweet by Houston Rockets general manager Daryl Morley in support of freedom fighters in Hong Kong.

The league, which had nearly a half-billion people in China watching its online games in 2018, stands to lose millions in revenues and potentially lucrative franchise expansion opportunities due to a tweet that apparently upset the tender sensitivities of the Chinese people.

"Morey's position is hurtful to Chinese basketball fans and is also an affront to the Chinese people," said the *People's Daily*, newspaper of the communist party.



Adam Silver

Aren't those same tender sensitivities jarred at least a bit by the internment camps (spun as re-education camps) established by China's government to eliminate the culture of the country's Muslim population?

Rather than kowtowing to China's authorities, Silver called the entire situation unfortunate, "but if that's the consequences of us adhering to our values, we still feel it's critically important we adhere to those values."

That drew a rebuke from state broadcaster China Central Television: "We voice our strong dissatisfaction and opposition to Adam Silver offering us as an excuse the right to freedom of expression."

Silver noted that the US and China have different viewpoints on a range of issues but it's not the role of the NBA to sort things out.

The commissioner's stiff backbone stands in contrast to president Trump, who took time out from slapping sanctions on Chinese technology companies and waging a tariff war against China, to ask its government to investigate his political rival Joe Biden and son, Hunter.

What was the stable genius blessed with great and unmatched wisdom thinking when he blurted that doozy out?

It makes one long for Adam Silver as US president.

It's been an interesting week for WPP PR flagships BCW and Hill+Knowlton Strategies.

BCW client Hikvision USA loomed large in the news as the Trump Administration blacklisted it and 27 other Chinese companies due to the roles they played in the government's mass detentions of Uighurs and other Muslim minority groups in the Xinjiang region.

Hikvision is one of the world's largest makers of surveillance cameras and its equipment was used in the

high-tech surveillance of the minority groups.

BCW, which is helmed by Donna Imperato, received \$185K in fees and expenses from Hikvision during the first half of 2019 for PA, policy work, planning and guidance.

It also handled media outreach, contacting reporters from the *New York Times* (Edward Wong, Ana Swanson), *Wall Street Journal* (Ryan Tracy, Mike Bird), *Washington Post* (Drew Harwell, Yuan Wang), *Financial Times* (Camilla Hodgson), *South China Morning Post* (Sarah Dai), *The Guardian* (Lillian Yang) and Bloomberg (Mark Bergen, Todd Shields, Blake Schmidt, Gao Yuan, Olivia Carville, Bill Allison) on behalf of Hikvision.

Hikvision says the sanctions won't have much of an impact on its long-term outlook because it doesn't rely on US technology.

The company joins telecom equipment company Huawei on the US sanctions list. Huawei on Sept. 23 hired BCW's Pivot Integrated Communications to a \$939K one-year PR campaign in the US.

BCW is becoming the go-to PR firm for sanctioned Chinese companies.

H&K staffers let out a collective sigh of relief Oct. 6 as the International Association of Athletics Federation's track & field championship mercifully came to an end.

Staged in the overwhelming heat and humidity of Qatar, the Games will be remembered for images of marathon runners carried away in stretchers and rows of empty spectator seats, according to the *New York Times*, which called the event "a largely joyless 10 days of action."

Only 40 of the 68 women marathoners finished their race that began around midnight when the temperature registered an oppressive 92 degrees and humidity clocked in at 72 percent. That's not a very conducive atmosphere for a run of 26.2 miles.

Kevin Mayer, decathlon world-record holder, neatly summed up the championships in Doha as a "disaster."

Qatar, which defeated the US and Spain to host the event, only won its prize after the royal family dished out millions in sponsorships.

The Times reported that local organizers of the Doha Disaster remained out of sight during the event and that H&K's team snubbed the paper when it asked for interviews with the brains behind the championship.

IAAF president Sebastian Coe tried to put a positive spin upon conclusion of the Games, calling them "the best in history in terms of depth of performances." He apparently then hopped the next flight out of town.

The IAAF fiasco does not bode well for Qatar's hosting of the 2022 World Cup.