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BELLEVUE, WA WANTS TRAVEL PR AGENCY

Bellevue, Washington, is requesting proposals from public relations agencies. The King County city, located across Lake Washington from Seattle, is the third-largest city in the Seattle metropolitan area.



BELLEVUE
WASHINGTON

Visit Bellevue, the destination management organization for the city, seeks a PR agency to build awareness of Bellevue and position it as a premier visitor destination.

Scope of the work includes:

developing a public relations strategy and plan; performing media pitching duties and identifying earned media opportunities; working with Visit Bellevue staff to develop and execute an annual organized Bellevue familiarization tour; providing ongoing content strategy and development support; and providing crisis and emergency management support.

The contract calls for the work to begin in January 2023 and end in December 2024.

Proposals are due by 3:00 p.m. (PT) on October 14 and can be submitted via email to bjones@visitbellevuewa.com.

Proposals can also be mailed to the following address: Visit Bellevue Washington; Attn: Brad Jones, Executive Director; Level 3 Administration Offices – Meydenbauer Center; 11100 NE 6th Street; Bellevue, WA 98004.

Questions should be directed to Brad Jones, bjones@visitbellevuewa.com.

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

IMRE NAMES CHAUDHARY CEO

imre has named Neera Chaudhary CEO. Chaudhary, who most recently served as North America president of Ketchum, succeeds Dave Imre, who takes on the role of executive chairman and remains a member of the agency's board of directors.



Neera Chaudhary

Before coming to Ketchum, Chaudhary was global president, healthcare at Golin. At imre, she will lead the agency's business strategy and operations, talent, client engagements, growth and M&A.

“Neera’s large agency commercial experience of P&Ls exceeding \$225M coupled with her growth

proven and energy for delivering disruptive firsts on behalf of clients, embodies all the qualities we were searching for in our next CEO,” said Dave Imre.

BAIN HIRES WOODWARD FOR TOP PR POST

Lewis Woodward, former global communications leader at EY, comes on board at Bain & Company as an EVP with responsibility for heading up its worldwide external relations, a newly created role.

He was most recently global head of brand and communications at real estate and investment management business JLL. He has also led marketing efforts at companies including Informa and StepStone.

Based in London, Woodward will support Bain & Company’s partners around the world in presenting and communicating the firm’s business model, capabilities, values and culture to build and strengthen its brand.

“Lewis’s deep experience and expertise as a communications, brand and corporate affairs leader are important to further enhancing our global marketing capabilities,” said Erika Serow, partner and CMO at Bain & Company.



Lewis Woodward

BRUNSWICK APPLIES PR POLISH TO GEM

Brunswick Group is providing “foundational communications” for the Grand Egyptian Museum, which is expected to open by November.

The facility, which is located outside Cairo and two kilometers from the Pyramids of Giza, will be the world’s largest architectural museum.

GEM will feature more than 100K artifacts, including King Tut’s entire treasure and artifacts from pre-historic times through thousands of years of pharaonic civilization and more modern ancient Greek and Roman periods of history.



Brunswick’s contract is with Legacy Development and Management on behalf of the Ministry of Tourism and Antiquities of Egypt.

According to the agreement, Brunswick was hired due to its “distinctive experience in the field of critical issues, arts strategies, and reputations management.”

Its duties include development of a narrative for GEM, PR & communications strategies, media outreach, training and crisis management.

The contract went into effect Sept. 22 and runs for three months. Fees are set at \$132K.

BRANDS FAIL TO LIVE UP TO PURPOSE

While consumer expectations for a brand's sense of a purpose are climbing, many brands are dropping the ball when it comes to meeting those expectations.



That's the finding of the latest [Purpose Priorities Report](#) from Porter Novelli. The annual report, which measures the "purpose credibility" that audiences place in brands, shows a drop from 6.89 (out of 10) in 2018 to 6.02 in this year's survey.

That drop indicates what the study's authors say is a need for brands to "do more than make promises or try to address Purpose via a one-off campaign."

A large majority (84 percent) of the 7,000 adults who were surveyed for the study would agree with that, saying that they think "companies should demonstrate how they are following through on their promises to people, the planet and society."

Almost eight out of ten respondents (78 percent) think companies should have a point of view on environmental sustainability. Over a third (35 percent) said they would start or increase purchasing from a company if it shared their view on environmental issues.

More than three in 10 respondents (32 percent) would be more likely to purchase from a company if it changed the way it operates in an effort to address diversity and inclusion.

Treading into political waters is risky, however. Almost half of respondents (48 percent) said they would stop or reduce their purchasing from a company if donated to a party or candidate whose views of political issues differ from their own.

Some companies are doing considerably more than others in the credibility department, however. According to Porter Novelli's Better Business Matrix, which measures the reputation of companies regarding their commitment to "people, planet and society," Toyota topped the list in the automotive sector. Top performers in other sectors included PepsiCo (food & beverage), Intel (technology), TIAA (financial services), T-Mobile (communications) and REI (retail).

MAINE WANTS PR TO HIT PROBLEM GAMBLING

Maine's Dept. of Health and Human Services wants to hire a firm to create an educational campaign designed to tackle gambling addiction in The Pine Tree State.

The campaign must strike a balance between responsible gambling for entertainment and the harmful results that stem from problem gambling.

It will feature outreach to young people. Maine found that 2.3 percent of high schoolers reported that money or time spent on gambling led to financial problems or difficulties with family members, work, or school.

Problem gambling among young people often leads to substance abuse, domestic violence, criminal activity and the inability to become a productive member of society.

The Dept. plans to award a contract that begins Jan. 1 and runs through Sept. 30, 2024. There may be two options to renew the work through Sept. 30, 2027.

Proposals are due Oct. 19. They go to proposals@maine.gov. [Read the RFP \(PDF\)](#).



ACCOUNTS IN TRANSIT

[French/West/Vaughan](#) handles **Coastal Conservation Association of North Carolina** as it mounts a public awareness campaign designed to generate broad-based support for the protection and restoration of North Carolina's declining coastal fisheries resources. FWV is also handling strategic messaging development, web design, advertising and video production for the initiative. "This campaign will inform a broad spectrum of North Carolinians about the growing crisis and its consequences if we allow the status quo to continue," said CCA NC executive director David Sneed.



[Padilla](#) has been selected by **Richmond Region Tourism** to lead an integrated marketing program to drive tourism to the region, as well as inspire people to live, work, play and create there. The campaign, which will be funded with American Rescue Plan Act monies given to Richmond Region Tourism's jurisdictions to drive tourism recovery, will also showcase the region's welcoming spirit and community commitment to diversity, equity and inclusion. The campaign committee included representatives from Greater Richmond Partnership, ChamberRVA, Richmond Region Tourism and several of its jurisdictions.

[FischTank PR](#) numbers **Amogy** and **EcoSmart Solution** among the clients recently added to its cleantech roster. Amogy is a sustainable energy startup working on a carbon-free energy system using ammonia as a renewable fuel. Green energy services provider EcoSmart Solution is focused on designing and delivering a geothermal infrastructure combined with a comprehensive suite of distributed energy resources.

[FINN Partners](#) expands its reach in the sports technology space with the addition of clients including **AiBuy**, **National Research Group**, **Sense Arena** and **TruGolf** to its consumer lifestyle and sports roster. The agency is working with the new clients on communications strategy, brand visibility and a series of product launches. AiBuy, an interactive shopping platform, has tapped FINN to help with its push into sports. Finn will assist global insights company National Research Group as it expands its work with sports leagues and brands connected to sports. VR sports training platform Sense Arena has engaged the agency to assist with a recent funding announcement, and TruGolf is working with Finn on the debut of their new launch monitor.



SPORTFIVE is working with the **Chicago Bulls** on a comprehensive strategy in support of the team's efforts to grow its fan base and business in France. The agency, which recently helped the Bulls launch their first official French-language Instagram account, will also be providing services that include digital audience development, strategic brand partnerships and on-site activations.

JC Communications is named PR agency of record for **the Darwin Hotel**, which will open in Atlanta in October. The agency will handle the opening PR for the property, as well as coordinating media visits, and ongoing story pitching and placements. Located in the city's Old Fourth Ward, the 111-room, pet-friendly property will feature a lounge that seats 13, a bar for eight, and a 3,000-square-foot patio for 75.

WHERE THE CDC WENT WRONG

Since COVID [arrived in the U.S. in early 2020](#), the Centers for Disease Control and Prevention has provided puzzling and potentially dangerous guidance to Americans who have sought answers regarding how to best navigate the pandemic. These messaging challenges could have been avoided if the agency's communications team followed the most basic best practices of crisis management.



Dr. David Lenihan

"The CDC [needed] to be more transparent in the reasoning for [its messaging] changes," said [Timothy Coombs](#), a professor in the Department of Communication of Texas A&M University. "It is okay to shift policies because of situational demands, but if people do not know why there has been a shift, the messaging becomes contradictory and confusing."

Founded in 1946, the CDC's [mission](#) has been to provide "health information that protects our nation against expensive and dangerous health threats, and [to respond] when these arise." Throughout the 74 years prior to the onset of the pandemic, the CDC was a respected federal agency that represented America's most reliable, comprehensive and advanced thinking on infectious disease research and control.

But the CDC never faced a messaging challenge like the one that COVID created. Whereas in the past, distributing official press releases and conducting sedate media interviews about health-related topics were the primary endeavors of the agency's communications department, the mutating nature of the COVID virus created mayhem that the CDC's PR professionals could not keep pace with.

I'm not a PR pro. I'm the president of a medical school and the co-founder of a medical education technology company. But with a few quick clicks, I was able to unearth four smart messaging suggestions.

Be proactive. According to media intelligence firm Alva, "tell people what you're going to do about the problem, then do it." The CDC waffled and backtracked on endless COVID-related topics, and unfortunately did not demonstrate the confidence that this tip required.

Be honest, incite trust. "Stories that you present to the media ought to be verified and as precise as they can be, under the given circumstances," said Reputation Today. "Being trustworthy, upright, and straightforward can go a long way."

Have one message. "If you're not saying the same thing to all people, you're going to get yourself in trouble," said Andy Liuzzi, Executive Vice President of Crisis and Risk Management at Edelman.

Turn off the fan. "When the you-know-what hits the fan, the first rule of crisis management is to turn off the fan," said Kim Miller of Ink Link Marketing. "Put yourself in the consumers' shoes and ask, 'How would I feel if this happened to me?'"

Along with this superb direction, the CDC would have benefitted by doing something that skilled doctors and executives do when they don't have the answer to a question: they simply say, "I don't know."

• "In adopting new communication strategies, [medical] students were able to say 'I don't know' because they realized they are still learning and value honesty in the patient-provider relationship," [explained the medical research article](#) "It's

Okay to Say 'I Don't Know': Medical Students Use Transformative Thinking to Cope with Ambiguity and Uncertainty."

• "Your willingness to admit when you don't have all the answers, and your curiosity to find them, will ... enhance the view of your competence as a leader," said [Gaurav Gupta](#) of consulting firm Kotter International.

I have no doubt that, had the CDC followed the above guidance, more Americans would have been better informed about COVID as well as physically and mentally healthier. I'm also realistic: I recognize that a flawless CDC communications strategy would not have prevented the proliferation of, and belief in, wildly inaccurate COVID and vaccine misinformation on social media and at kitchen tables.

The CDC's leadership should factor the above messaging standards into their communications efforts. They must honestly present the most accurate available information in a clear and concise manner. They need to admit if/when they're wrong, and they need to emphasize that their guidelines will be updated based on the latest scientific findings and the evolving nature of COVID. They need to be brave in the face of scrutiny from the media and resistance from business leaders. Most importantly, they need to speak the truth to Americans, ["regardless of the political consequences."](#)

Dr. David Lenihan, Ph.D., J.D., FRSM is the CEO/ Co-Founder of [Tiber Health](#) and the President of [Ponce Health Sciences University](#).

UAE PICKS BCW FOR COP28 SUPPORT

[BCW](#) is hammering out an agreement to provide strategic communications services to the United Arab Emirates, which will host the 2023 UN Climate Change Conference (COP 28) slated to be held in Dubai from Nov. 6-17.

That contract, which will include development of the overall communications strategy, global media relations, social media and stakeholder outreach, is with Masdar, Abu Dhabi Future Energy Company.

Masdar operates solar and wind power systems in the UAE, Egypt, Jordan, Morocco, Mauritania, the UK, Spain, Serbia and US. It is part of the Abu Dhabi Economic Vision 2030 program designed to diversify the emirate's economy.

BCW MENA president Sunil John and chief innovation officer Chad Latz will work on the COP 28 effort.



STANTON WORKS PATHFINDER/MOVELLA DEAL

[Stanton](#) represents Pathfinder Acquisition Corp. as it merges with Movella Inc. in a SPAC deal valued in the \$537M range.

Movella's sensors, software and analytics products enable the digitalization of movement and are used in the entertainment, health & sports, automation and mobility markets.

Its customers include NBCUniversal, Siemens, Daimler and Electronic Arts.

Pathfinder CEO David Chung said Movella is positioned to provide critical enabling technology for the Metaverse, next-generation gaming and other high-growth emerging end markets and applications.

Movella, backed by Kleiner Perkins from its inception, also counts GIC and Columbia Threadneedle as core investors.

It expects to reach the breakeven point during Q3 2023 and turn a profit in Q4.

Stanton's Tom Faust handles Pathfinder Acquisition Corp.

CO SEEKS ANTI-OPIOID PUSH AIMED AT YOUTH

Colorado wants proposals for the creation of a statewide opioid and fentanyl awareness and prevention education campaign.



The push will target young people (aged 11 to 18) and their “trusted adults” (parents, caregivers and teachers).

The goals are to increase “accurate knowledge of fact-based information” about fentanyl and naloxone; bolster understanding of health risks, decrease use of counterfeit pills, reduce the stigma around accessing help for substance abuse and co-occurring mental health issues and coordinate with existing anti-drug campaigns to avoid duplicative messaging.

The selected firm will develop English and Spanish language programming and work in conjunction with Safe2Tell.

The Colorado Dept. of Law plans to issue a contract that begins Jan. 1 and runs through Dec. 31, 2024. Budget for the work falls in the \$500K to \$750K range.

Responses are due Oct. 17.

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

WEBER’S HART MOVES TO CURRENT GLOBAL

Current Global has named Charlie Hart executive VP-integrated media to help drive its influencer marketing efforts.

She joins Current from its Interpublic sister shop, [Weber Shandwick](#), where Hart was EVP, influencer marketing and digital strategy during a nearly 11-year run.



Charlie Hart

Hart joined Weber in 2012. She had been digital strategy director at Burson-Marsteller.

Virginia Devlin, CEO of Current, noted that “clients are increasingly focused on the power of influence to drive business impact and connect to culture.”

She called Hart “an integrated and big picture thinker” who will help Current differentiate its offer, develop talent and deliver executional excellence.

STAGWELL MEDIA NETWORK REBRANDS

The Stagwell Media Network has rebranded itself as the Brand Performance Network to better reflect the connected media, creative and commerce solutions that it delivers for clients.



SMN launched a year ago to respond to the needs of clients to be omni-channel, data and tech-enabled and global, said James Townsend, CEO

of Assembly and BPN.

“We’re evolving again to reflect the drive we’ve seen from blue-chip global brands rightly demanding true connected creative, media and commerce solutions to unlock transformation and growth for their businesses,” he added.

BPN has more than 6K staffers in 60 offices in 20 countries.

CONSPIRACY BELIEFS TIED TO EDUCATION

The popularity of conspiracy theories and the rise of misinformation online has birthed an environment of deep political division and polarization. According to [a recent survey by Paris-based critical thinking advocacy group The Reboot Foundation](#), these beliefs are correlated with a lack of critical thinking skills and basic scientific literacy, suggesting that education might be key to addressing this problem.



A quarter (25 percent) of the survey’s participants admitted they were open to believing at least one blatant conspiracy theory. The survey also revealed that many Americans get failing grades for basic scientific literacy: 15 percent of respondents agreed that “the sun travels around the Earth.”

Those who claimed to get most of their information from higher education, government sources, newspapers or magazines were 26 percent less likely to believe in conspiracy theories than those who said they get most of their information from TV or social media. They also tended to achieve scores on Reboot’s science-literacy quiz that were, on average, about six percent higher.

Unfortunately, only 42 percent of respondents reported learning about analyzing science news in high school, and only 38 percent said they were taught about media messaging.

Conspiracy theorists also tend to lean politically conservative. Among the survey’s respondents, those who identified as conservatives were 70 percent more likely to believe in conspiracy theories than respondents who described themselves as progressive.

An overwhelming majority (93 percent) said they believe critical thinking skills are important, and 84 percent said they support mandatory media-literacy education in schools. However, less than a third (29 percent) of respondents admitted that they think modern technology inhibits critical thinking.

Reboot’s report, “Science Fictions: Low Science Knowledge and Poor Critical Thinking are Linked to Conspiracy Beliefs,” surveyed approx. 550 U.S. residents between May and June. The survey was conducted using Amazon’s crowd-sourcing service Mechanical Turk.

BIDEN TABS NYHUS FOR AMBASSADOR SLOT

President Biden has nominated Roger Nyhus, who founded Nyhus Communication in Seattle in 1994, as ambassador to several Caribbean nations.

He retired from Nyhus after the sale of the firm to DH, a Spokane-based strategic communications, social change and marketing shop, earlier this year.

During his career, Nyhus was communications director for Washington governor Gary Locke and senior advocacy officer for the Bill and Melinda Gates Foundation.



Roger Nyhus

The White House notes that Nyhus is an enrolled member of the Chinook Indian Nation and an engaged civil rights advocate for LGBTQ+ and BIPOC people. His ambassador portfolio extends to Barbados, the Federation of Saint Kitts and Nevis, Saint Lucia, Antigua and Barbuda, the Commonwealth of Dominica, Grenada and Saint Vincent and the Grenadines.

MAX PLANCK INSTITUTE SEEKS PR

The Max Planck Florida Institute for Neuroscience wants bids from PR firms about how it can generate greater awareness of its mission and achievements. It also is looking to bolster attendance at its events and educate potential donors about its work and the importance of STEM education and biomedical research.



The Jupiter-based facility is one of 86 institutes that are part of Germany's Max Planck Society. It is the only one in North America.

Max Planck Florida has eight groups that conduct neuroscience research from the molecular level all the way to neural networks, according to the RFP.

Researchers are exploring how damage to mitochondrial cells can affect brain functions; how the brain encodes experiences that shape memory and eating behaviors; how neural networks engage in visual processing; and how genetic alterations underlie conditions like autism or schizophrenia.

The Institute runs education programs from the high school to postdoctoral levels to give aspiring scientists opportunities to work on cutting-edge research projects.

It plans to offer a one-year contract with the option to renew for another year.

Proposals are due Oct. 14. They go to Allen.lee@mpfl.org. [Read the RFP \(PDF\)](#).

JOELE FRANK HANDLES AZTEC'S IGRAD DEAL

[Joele Frank](#) is working with Aztec Software, provider of adult education/career readiness programs, as it acquires San Diego-based iGrad financial literacy platform.

More than 1.2M students from colleges such as Columbia University, NYU, University of Kentucky and Arizona State University use iGrad's products to manage their money and repay debts.

Jonathan Blitt, CEO of Aztec, said the iGrad acquisition "elevates our product ecosystem to include financial wellness initiatives, providing our clients the ability to understand debt instruments, access liabilities and build plans to temper stress levels."

Aztec is backed by NextPhase Capital, which invests in the software, healthcare and consumer markets.

Joele Frank, Wilkinson Brimmer Katcher's Jon Keehner and Kate Thompson represent Aztec Software, which is based in Morristown, NJ.

HALLMARK NAMES RAO PUBLICITY CHIEF

Hallmark Media names Alice Rao senior vice president of publicity. Rao previously worked as a communications and publicity consultant with Netflix, HBO Max, Turner Networks and MRC Media.



Alice Rao

At Hallmark, she will lead publicity campaigns, working with corporate communications, talent relations and events, programming, and various internal and external parties to align efforts and provide strategic guidance.

Hallmark Media director of communications Annie Howell called Rao "a tremendous executive" who will be "a perfect fit for Hallmark."

ON THE MOVE

Autodesk names **Dara Treseder**, who recently resigned as SVP and global head of marketing, communications and membership at Peloton, chief marketing officer, effective Oct. 14. Before coming to Peloton in 2020, Treseder was CMO at 3D printing technology company Carbon. She has also served as chief marketing officer of GE Business Innovations and GE Ventures, and held executive marketing roles at Apple and Goldman Sachs. At Autodesk, which makes software products and services for the architecture, engineering, construction, manufacturing, media, education and entertainment industries. Treseder will be responsible for the company's marketing strategy globally and oversee its worldwide marketing, brand & communications, global demand generation, and education business teams.



Dara Treseder

Brands2Life hires **Rowland Harding** as an SVP and a lead for its operations on the west coast. Harding joins the agency from AxiCom, where he was a VP working with such clients as Intel, Boston Consulting Group and Lexmark. His previous agency experience includes Text100 (now Archetype), Golin-Harris, Publitek and Harvard Public Relations. In his new post, Harding will be responsible for supporting revenue growth and serving as a senior consultant for key clients.

Seven Letter brings on **Paige Rusher** and **Omari Hardy** as directors. Rusher was previously press secretary for Sen. Richard Burr (R-NC) and the Senate Committee on Health, Education, Labor and Pensions (HELP), working on such projects as developing a long-term messaging strategy for the Senate's COVID-19 pandemic oversight and response and the 2022 reauthorization of the Food and Drug Administration user fee agreements. Hardy most recently served in the Florida House of Representatives.

Constructor, an AI search and discovery platform for e-retailers, names **Courtney Austermehe** as its CMO. Austermehe was most recently a VP at commerce experience management platform Salsify. She previously headed up global demand generation marketing at Brandwatch. At Constructor, she will work to further modernize the retail search process and enable brands to deliver personalized and relevant digital shopping experiences.

BRG Communications hires **Michael Sloan** as the agency's first COO. Sloan joins BRG from JPA Health, where he also served as COO. He has been CFO at Coyne, VP finance at Taylor and worked at Edelman and Ogilvy. At BRG, Sloan will oversee all operations, including finance, human resources, office management, and internal communications, working with BRG chief executive officer Jane Barwis.



Michael Sloan

DeVries Global brings on **Cathleen Koo** as SVP, earned media lead. Koo was most recently SVP, media relations at BCW. She previously held the vp media relations spot at [Zeno Group](#) and worked as a director at [Havas Formula](#) and [360PR+](#). In her new post, Koo will oversee media relations strategies across DeVries Global New York's portfolio of accounts spanning CPG, beauty, lifestyle, retail and QSR.

COMMENTARY



Liz Truss

Embattled UK prime minister Liz Truss entered 10 Downing Street backed by a communications team that was highly touted by the *Financial Times*, *Guardian* and other members of the British press.

Here's the lineup of heavy hitters.

Ruth Porter, deputy chief of staff, was a managing director at FGS Global and head of international affairs, government relations and regulatory strategy at the London Stock Exchange.

Adam Jones, political director for communications, was a speechwriter for the CEO of HSBC and a veteran of Omnicom's Portland shop. He worked with Truss when she was foreign secretary and minister for women and equalities.

Sarah Ludlow, special advisor to the prime minister, did a nearly seven-year stint at Portland. She also worked with Truss in the Foreign, Commonwealth and Development Office.

Jason Stein, another special advisor to Truss, ran her "Liz for Leader" campaign as a managing director at FGS, responsible for its government affairs team.

With such a stellar PR group, what could go wrong? Everything.

They failed to counter the sheer hubris of Truss and her chancellor Kwasi Kwarteng, who introduced an off-the-wall package of \$48B in unfunded tax cuts, which included scrapping the top bracket covering the wealthy.

Introducing such a plan during a period of high global inflation, jittery financial markets, an impending European energy crunch and war in Ukraine was nuts.

The *Economist* noted that Truss' government, in its first weeks in office, shredded its own reputation, unleashed higher inflation, forced energy action from the central bank and made growth harder. "Just imagine what it can do in a month or two," the magazine said.

We may not find that out.

Truss' government and the Conservative Party are in a state of chaos.

She had it right... During her campaign for the PM job, Truss thanked her supporters after she eliminated a top rival, Penny Mordaunt, from the contest to succeed Boris Johnson.

Truss tweeted: "Thank you for putting your trust in me. I'm ready to hit the ground from day one."

Yikes.

That tweet drew widespread ridicule on social media, as people recommended that Truss wear a helmet if she planned to fall flat on her face.

What size do you need, Liz?

A press release from Truss' campaign team noted that she would "hit the ground running from day one."

Is Joe Biden so out of touch that he forgot to bring rolls of paper towels to Puerto Rico to throw at people?

Donald Trump flung rolls of paper towels into a crowd of Puerto Ricans in a suburb of San Juan in 2017 after the island

was walloped by Hurricane Maria.

The storm killed thousands of people.

A report released in 2021 by the US Dept. of Housing and Urban Development found that the petulant Trump administration delayed more than \$20B in hurricane relief to Puerto Rico after Hurricane Maria.

The delay was due to the creation of "bureaucratic obstacles" that Team Trump put into place to slow the flow of money that was specifically allocated to Puerto Rico.

Biden said he went to Puerto Rico because "it's been trying like hell to catch up from the last hurricane."

And we know who is to blame for that.

Ka-ching... Trump knows there is no chance of winning his \$475M defamation lawsuit against CNN.

His legal team is making the novel argument that CNN doesn't deserve First Amendment protection under the Supreme Court's 1964 *New York Times v. Sullivan* case because CNN is a propaganda machine rather than a media company.

In filing the suit, Trump posted: "CNN, the once prestigious news channel that has devolved into a purveyor of disinformation, defamation, and Fake News, at a level which the American Public, and indeed the World, will not even believe is possible."

He also is using the suit as a fundraising tool. On Sept. 30, Trump sent "Let's Sue CNN" email pitches to support his not-yet-filed lawsuit.

"I'm calling on my best and most dedicated supporters to add their names to stand with me in my impending LAWSUIT against Fake News CNN," the message declared, linking to a donations page.

A second email sent two hours later told respondents that Santa Trump is making a list and checking it twice to find out who is naughty and nice. It read: "I am going to look over the names of the first 45 Patriots who added their names to publicly stand with their President AGAINST CNN."

Christmas came early this year for Trump.

Gary loves Kim. Most Americans are unaware that Securities and Exchange Commission chair Gary Gensler has been trying to regulate crypto securities, which he views as a "highly volatile, speculative investment class," since he took the job in April.

Enter Kim Kardashian, who may be the world's top influencer. Crypto hanky-panky is now front and center. Gensler cashed in on her massive celebrity by fining her \$1M for a failure to disclose that she was paid to tout a crypto security.

The SEC issued an early Monday morning (Oct 3) press release to announce the Kardashian news to achieve maximum pick-up.

The \$1M fine is peanuts for Kardashian, who agreed not to promote cryptocurrencies for the next three years, but it generated millions of dollars of publicity for Gensler and his campaign to reel in the crypto market.

The takedown of a superstar like Kardashian also sends a warning to the influencer community. The SEC is watching.

Nice job, Gary.

—Kevin McCauley