



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

October 12, 2020 Vol. 53 No. 41

FULBRIGHT SEEKS 75TH ANNIVERSARY PR

The New York-based Institute of International Education is looking for a strategic communications partner to promote the 75th anniversary of the Fulbright scholarship program throughout 2021.

The IIE has administered the State Dept.'s Fulbright program since its inception in 1946. Other sponsors include the US Agency for International Development, World Bank and a range of foundations, companies, foreign governments and wealthy individuals.



The "Fulbright@75: Inspiring the Future of Educational Exchange" campaign will highlight the legacy and impact of the program.

It will include a website that will serve as "a hub for the celebratory year; an ambitious communications and social media campaign; virtual and, if/when possible, in-person educational and cultural events." Those include a late 2021 gala at the Kennedy Center, events at colleges/conferences/community groups in the US and American embassies overseas, as well as foreign embassies here.

The IIE will oversee the PR program, but the State Dept.'s Bureau of Educational and Cultural Affairs must approve the components of the communications effort.

Responses to the RFP are due Oct. 19. They must be sent electronically to Tatiana Hallen, director of Fulbright Events at the IIE at thallen@iie.org.
[Download RFP \(PDF\)](#).

RAYTHEON SNAGS STATE DEPT. VET

Raytheon Technologies has hired Paul Jones, a US foreign service veteran, for the VP international government relations slot. He joins RTX from the National War College in Bethesda, where he was deputy commandant and international affairs advisor.



Paul Jones

Jones served as US ambassador to both Poland and Malaysia. He also held posts in Macedonia, Bosnia and Russia.

Tim McBride, senior VP of global government relations, said RTX will benefit from Jones' "deep experience in international relations and extensive knowledge of global dynamics."

RTX, which has annual revenues in the \$75B range, was formed in April with the merger of Raytheon and United Technologies, UT spun off its Carrier air conditioner and Otis elevator operations prior to its "merger of equals" with Raytheon.

W2O ACQUIRES STARPOWER

W2O has acquired entertainment and influencer marketing agency starpower. With offices in New York and Los Angeles, starpower creates partnerships backed by data-driven social strategies for brands across health and wellness, consumer, lifestyle, entertainment and sport.



The starpower team will operate under W2O's single, integrated profit and loss operation. Matthew Lalin and Jared Weiss, who founded starpower in 2007, will continue to lead the agency.

"We've partnered with W2O since starpower's inception and have always shared similar philosophies about maintaining an entrepreneurial spirit, the power of data, and a passion for powerful human storytelling," said Lalin.

FTI TAPS GREENE JAMES FOR DI&B CHIEF

FTI Consulting has named Cognizant's Maureen Greene James VP of global diversity, inclusion and belonging.

At Cognizant, Greene James served as North America leader of inclusion and leadership development. Before coming to Cognizant, she was at PricewaterhouseCoopers, where she held such human resources leadership roles as U.S. talent strategy leader and market human resources leader for the company's Enterprise Solutions Center in Tampa.



Maureen Greene James

In her new post, Greene James will lead FTI Consulting's global diversity, inclusion and belonging team.

"Maureen is an influential and inspiring leader who can collaborate with senior leadership and teams throughout the organization," said FTI CEO Steven Gunby.

Y&R PR REBRANDS AS GOODFUSE

Y&R PR has changed its name to Goodfuse. Goodfuse's capabilities span traditional, social and media relations, as well as such digital solutions as website and app development.

The agency says Goodfuse is focused on infusing humanity into communications. "Our goal is that Goodfuse will be recognized not only as an agency, but as a new way of thinking about communications," said Goodfuse CEO Olga Fleming.

As part of the rebrand, Goodfuse is bringing on Gregg Trueman, founder of digital and technology solutions firm Humanize, as executive vice president, creative + technology solutions. He will be based in San Francisco.

MISINFORMATION COULD SWAY ELECTION

More than four in five Americans are concerned that misinformation on social media is going to affect the outcome of next month's presidential election, according to a Gallup/Knight Foundation poll.



Democrats are more concerned about misinformation than Republicans by a 62 percent to 36 percent margin, while independents clock in at 40 percent.

The poll found that Democrats, Republicans and independents stand united against spreading misinformation, even if helps their candidates.

Only three percent of respondents believe it's okay to spread misinformation that benefits politicians they support.

Respondents consider Donald Trump the top spreader of misinformation. Fifty-eight percent say the president is the source of great deal of misinformation about the election, protests, community violence and the COVID-19 pandemic.

The Gallup/Knight Foundation poll was conducted from Sept. 11-Sept. 24, which was before the presidential debate and before Trump came down with COVID-19.

PASSAIC NEEDS PR

Passaic, NJ is looking for a PR firm to generate awareness of various projects among the media and policy makers via press releases and advisories.

The firm will conduct media outreach and provide guidance on overall communications strategies.

It will maintain positive relations with reporters and draft talking points for responses to journalists and legislators.

The firm will update Passaic's website, produce and place 30-second cable infomercials and make radio spots.

Responses to the RFP, due Oct. 16, should be mailed to: Doris Dudek, Director of Purchasing; City of Passaic; Division of Purchasing; 330 Passaic Street; Passaic, NJ 07055.

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

LINKEDIN'S PARIKH SHIFTS TO FACEBOOK

Riki Parikh, group manager of corporate communications at LinkedIn, has joined Facebook's policy communications shop. At LinkedIn, Parikh developed overall strategy to elevate its public policy voice in key global markets.

He joined LinkedIn from the office of Sen. Michael Bennet (C-CO). He handled messaging and communications strategies for Bennet in areas such as artificial intelligence, Internet policy, technology, data/privacy, international trade and immigration policy. Previously, he was at Cone Communications.

At Facebook, Parikh will work closely with VP-global affairs & communications Nick Clegg, a former deputy prime minister of the UK and leader of the Liberal Democrats.

Clegg has been dealing with concerns that Facebook will be used as a platform to meddle in the US election and spread misinformation. He told the *Financial Times* that Facebook is looking "at some break-glass options available to us if there really is a chaotic election."

Facebook on Oct. 7 said it would ban electoral and political ads in the US after the polls close on Nov. 3 "to reduce opportunities for confusion or abuse."

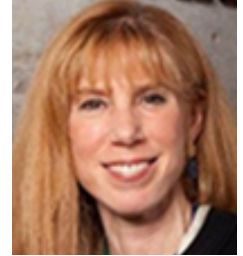


Riki Parikh

RISING ABOVE COVID-RELATED ANXIETY

Today, as the threat of a second COVID-19 wave lingers; the November election nears; massive floods, wildfires, and hurricanes threaten people's safety; and social isolation is an ongoing reality, anxieties are undoubtedly mounting.

One study found that Google searches for "panic attack" and "anxiety attack" had skyrocketed in recent months. And a Kaiser Family Foundation report that examined data on mental health both before and now during the Coronavirus pandemic found that over one-third (36.5 percent) of adults in the U.S. reported symptoms of anxiety or depressive disorder, up from 11 percent in 2019. On top of this, according to a recent study from MetLife, 34 percent of employees say not being able to connect with co-workers in person as much as they used to is a top source of stress and anxiety.



Kathy Bloomgarden

We are at a milestone moment and an inflection point, particularly for business leaders. How—amid what is surely a very scary and confusing time—can CEOs and executives incite connectedness, collaboration and culture?

As the CEO of an international company with hundreds of employees, and from my role advising C-suite leaders, I understand the enormous pressure leaders are under to do and say the right thing. While that can be increasingly challenging, what I've found is that the answer lies in three key attributes: strength, visibility, and unity.

Strength—Just Capital recently released a survey together with The Harris Poll, examining how U.S. workers are evaluating corporate America in 2020. The results painted a clear picture: Nearly 70 percent of Americans want CEOs to take a stand on important social issues (up almost 10 percent from a year ago). What this tells us is that now is a critical time for leaders and executives to double down on fast-paced, decisive thinking. This will in turn institute trust, which I've long said is what truly effective leadership hinges on.

Visibility—Salesforce CEO Mark Benioff, in his recent earnings call, said it best: "We need to participate, [and] engage differently..." He was talking about external efforts, about being closer to customers and rethinking the role of the company as a platform for change—but this very much applies to internal communications, as well. Today, it's critical that leaders rethink their visibility levels; after all, a leader with vision is what keeps people focused and engaged.

Empathy—Leaders must ensure they remain constantly empathetic and sensitive—finding new ways to engage with and support their employees, customers and clients. A great example of empathy-led reinvention can be seen with Ernst & Young, which is offering 24/7 resources to employees set to help build emotional resilience and improve sleeping habits, as well as offering one-on-one counseling with clinicians and daily group counseling sessions for parents, adult caregivers and people caring for family members with disabilities.

It's impossible to predict what life is going to look like over the next several months. However, if there's one thing I've learned from this global health crisis, it's the power of leadership in the face of uncertainty—and in the end, being a strong, visible, and—above all—empathetic leader can serve as your north star through just about anything.

Kathy Bloomgarden is CEO of Ruder Finn.

UW-MADISON LOOKING FOR CRISIS PR HELP

The University of Wisconsin-Madison is looking to hire a firm for PR and crisis communications support. Edelman worked the crisis contract through June 2019.

The school has more than 42K students, 2,000 faculty members and 16K employees.



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON

It wants a firm that can “guarantee its availability for on-call, on-site communications and public relations assistance and counsel as requested,” according to the RFP.

The firm may also be called upon for media strategy counsel, background research on media outlets, material writing, third-party outreach and web content development.

It will work with the Office of University Relations, as well as other departments at UW-M.

The one-year contract begins Nov. 1 and may be renewed for two additional one-year periods.

Responses are due Oct. 15 and are to be sent electronically to bids@bussvc.wisc.edu.
[Download RFP \(PDF\)](#).

OKLAHOMA PICKS SAXUM FOR COVID-19 WORK

The Oklahoma Dept. of Health has hired Oklahoma City-based Saxum to handle COVID-19-related communications.

That \$15K a-month effort, which kicked off Sept. 3, covers traditional media outreach, social media support and content creation.

Jackie Shawnee, the Dept.’s chief communications officer, told the CNHI news service that the hiring of Saxum frees her agency to handle other health priorities, including flu, community and family health, disease and prevention, and protective health topics.

The Health Dept reports that there have been 92K COVID-19 cases in the state since March and 1,055 deaths.

It has developed a four-tiered (new normal, low, moderate and high) risk measurement tool that identifies risk levels on a county-by-county basis.

The Oct. 1 measurement showed fifteen of the Sooner State’s 77 counties had a low risk standing with the balance registering a moderate reading.

Saxum’s contract runs through the end of the year. It may be renewed for up to three additional one-year periods.

OGILVY’S BELLAN-WHITE MOVES TO VICE

Ogilvy’s Nadja Bellan-White has joined Vice Media Group as global chief marketing officer. She starts at the end of October.



Nadja Bellan-White

At the WPP unit Bellan-White most recently served as executive partner, based in London. Earlier, she was chief client officer for Europe, Middle East and Africa and CEO of Ogilvy & Mather Africa.

Bellan-White joined Ogilvy in 2007 from Publicis Modem, where she was senior VP-marketing director.

At Vice, Bellan-White will lead marketing, brand and communications teams for its brands, which include Vice News, Vice.com, Vice Studios production unit, the Vice TV cable channel, in-house ad agency Virtue, and women-focused brand Refinery29.

MEDIA MANEUERS

WarnerMedia slates overhaul that will likely result in thousands of job cuts, according to a report in the *Wall Street Journal*. There was a previous round of cuts in August, which sliced more than 500 positions at Warner Bros. The new cuts, part of a drive by the company to reduce its costs by up to 20 percent, will also affect such TV channels as HBO, TBS and TNT. The moves come as WarnerMedia tries to shift its focus toward subscription streaming video through HBO Max, a competitor to Netflix, which has seen a slow start.

The Canadian Broadcasting Corporation is also getting ready to hand out a sizeable number of pink slips. The *Hollywood Reporter* says that Canada’s public broadcaster is set to cut 130 jobs as part of a “resizing.” While the CBC said a number of positions will be eliminated through “attrition, collapsed vacancies and retirement,” around 40 jobs, mostly based in Toronto, would be cut. In an internal email obtained by THR, CBC vice president of English services Barb Williams said that the job cuts were the result of falling advertising and subscription revenues, made worse by the COVID-19 crisis.



CBC

New York Times editor Dean Baquet may be heading back to the *Los Angeles Times*, where he served as editor before a clash with the Tribune Company (which then owned the paper) led to his departure in 2006. The *New York Post* reports that Baquet is at the top of the list of contenders to replace Norman Pearlstine, who is stepping down after two years as LA Times executive editor. In 2018, Baquet turned down a request to return to the paper from owner Patrick Soon Shiong, who purchased it from Tribune for \$500 million.

ACCOUNTS IN TRANSIT

Hill+Knowlton Strategies and **Cannings Purple** drive PR for **HYZON Motors**, a hydrogen mobility and clean energy company that is accelerating the deployment and commercialization of its zero-emission heavy-vehicle solutions. H+K in New York, Texas and Australia will lead media relations and investor relations activity, while Australia-based Cannings Purple will handle strategy, digital assets and media relations from Perth. “The solution offered by H+K and Cannings Purple was seamless and provided us with teams on the ground in key markets immediately,” said HYZON Motors CEO Craig Knight.



5W Public Relations helps **Heal**, a health-tech startup that offers doctor house calls and telemedicine appointments. 5W will work to elevate the brand and bring it to the attention of consumers. Founded in 2014, Heal connects users with doctors who arrive at a patient’s home within a couple of hours or by appointment. The company has been named to the CNBC Disruptor list and received \$100M Series D funding from Humana.

Fortnight Collective wins **Wholesome**, a company that sells organic, Fair Trade sweeteners. Fortnight will be tasked with building creative campaigns to generate greater consumer awareness of Wholesome’s commitment to selling high-quality sweeteners and supporting farmers. The agency will spearhead all campaign development and production, high-level content strategy and planning. It will work alongside media agency hunterblu, which will handle media planning, buying, optimization and reporting.

HANDLING VACCINE MISINFORMATION

The World Health Organization named vaccine hesitancy—the reluctance or refusal to vaccinate despite available vaccines—one of the top 10 global health threats in 2019. At that time, the United States was experiencing an outbreak of measles, which had been declared eliminated from the U.S. in 2000, and the perpetuation of vaccine misinformation had reached a tipping point. Or so we thought. Then came COVID-19.



Katherine Nicol

Today, in addition to vaccine hesitancy and misinformation we're experiencing a compounding public health crisis: that of Americans' eroding trust in our public health agencies. As we enter the fall and anticipate the risk of what many health experts are calling a "twindemic"—the possibility of a severe flu season coinciding with a surge in COVID-19 cases—vaccines have been politicized like never before and an unprecedented number of lives are at risk. Now more than ever, health communication has an essential place at the forefront of the national agenda.

What can we as health communicators—especially those of us working in the vaccination space—do to help stem the tide of vaccination misinformation and hesitancy and rebuild trust in our public health agencies and experts?

Take an audience-centric approach. No matter how creative dissemination strategies and tactics are, if a message doesn't resonate with the audience it won't be heard. Specific audience insights must be considered if we're going to tap into their motivations effectively to inform their immunization attitudes and change behaviors. The time for formative research is now, so that we're prepared to immediately deliver not just clear and accurate, but also tailored messages when the COVID-19 vaccine becomes available. Another important element of the audience-centric approach is to identify meaningful opportunities to engage with audiences more directly.

Translate the science. As Paul Offit, MD, director of the Vaccine Education Center at the Children's Hospital of Philadelphia often states, science doesn't speak for itself. As noted in his book, *Bad Advice*, "Scientists are often unable to package their insights into the neat narratives that the public requires." Given the misperceptions that exist around vaccines, it's vital that all vaccine-related messages and materials deliver clear, science-based information in a manner that is both credible and relevant to specific audience segments.

Research published in the journal *Human Vaccines and Immunotherapeutics* finds that when it comes to combating vaccine misinformation among vaccine-hesitant audiences, it may also be worthwhile for clinicians and health communicators to consider implementing "storytelling"—i.e., communicating science through the lens of compelling and personally relevant experiences and narratives.

Incorporating storytelling into health communications with vaccine hesitant individuals, in a non-threatening and non-judgmental manner, can be an effective way to increase and normalize conversations about vaccines and, ultimately, inform attitudes and change behavior.

Use trusted sources to deliver the message. Science that's clearly and accurately translated, including evi-

dence-based storytelling, is further amplified by credible and trusted messengers. Given the complex landscape and perceptions that surround vaccination, now more than ever, it's imperative that the channels and messengers chosen to communicate and disseminate messaging invoke a high level of credibility among target audiences.

According to WHO, "... health workers, especially those in communities, remain the most trusted advisor and influencer of vaccination decisions." As health communicators, we have a responsibility to engage and include clinicians and health workers in our strategic planning and to provide them with clear, science-based, credible information to deliver to their patients. Messengers should also span both public and private sectors. Research emphasizes the need for science communicators to bridge the gap between science and society.

Be respectful of the audience. For many, it can be difficult to empathize with those who choose not to vaccinate. But for health communicators, empathy and understanding are imperative. We need look no further than to the example of 18-year-old Ethan Lindenberger, who testified before the Senate Committee on Health, Education, Labor and Pensions about his decision to catch up on missed vaccinations against the wishes of his mother. He drove home the point that anti-vaccine individuals do not, "root their opinions in malice, but rather a true concern for themselves and other people." Messages related to vaccine hesitancy should always be respectful and empathetic in tone.

The sea-change we all hope for when it comes to vaccinations can't and won't occur without clear, accurate, effective communication and the dedicated commitment of health communicators to accept the responsibility and the critical role we can play in combating the perpetuation of vaccine misinformation and building trust in our agencies and our experts. The opportunity is here. The time is now. Let's get to work.

Katherine Nicol is a Senior Vice President at Hager Sharp.

EVENTS

Inkhouse is hosting an Oct. 15 virtual panel that will let reporters talk about how COVID-19 has impacted their reporting and offer advice on strategies PR professionals can use to adjust the way they work with the press. "Digital Transformation in Health Care: The Impact of COVID-19 and Predictions for 2021" will discuss such emerging trends as digital health and health tech. Joining Inkhouse SVP Lisa van der Pool and account manager Rachael Durant for this discussion are: Yahoo! Finance senior reporter Anjalee Khemlani, *Modern Healthcare* technology reporter Jessica Kim Cohen, STAT news editor Megan Thielking and *Boston Herald* reporter Alexi Cohan. To register for the panel, which will run from noon to 1 p.m., [click here](#).

Refugees International is holding its 18th Annual New York Circle event on Oct. 13 at 2 p.m. The organization's 2020 Exceptional Service Award will be presented to former secretary of state Madeleine Albright, who will be interviewed by Nicolle Wallace, host of MSNBC's "Deadline: White House." The 2020 Richard C. Holbrooke Award will go to Maria Corina Muskus Toro, founder of Venezolanas Globales, an online platform uniting women of the Venezuelan diaspora to gather, connect, and empower each other during their integration into a new country. For more information, [click here](#).

MCGRAW TAKES COMMS SPOT AT TWITTER

Tracy McGraw, who has headed up communications for Tyler Perry Studios since 2018, is headed to Twitter, where she will be senior director of global consumer communications.



Tracy McGraw

At Tyler Perry Studios, McGraw led publicity efforts for its 2019 grand opening and spearheaded media partnerships to amplify the studio's purpose and vision.

She previously spent over two decades at Viacom, holding senior communications positions that included vice president of corporate communications & publicity at BET and director of communications at VH1.

In her new position, McGraw will lead consumer communications and media campaigns for the Twitter's product launches, partner announcements and cultural events. She reports to Twitter vice president, global communications Brandon Borrman.

MERCER COUNTY WANTS TOURISTS

New Jersey's Mercer County, which is situated midway between New York and Philadelphia, wants to hire a PR firm to promote tourism.

With a population of more than 370K people, Jersey's capital county features some of the finest cultural centers and historical sites in the Garden State, as well as first-class parks, a living history farm, wildlife center and four public golf courses, according to its RFP.

State and local tourism-related taxes were \$166M in 2016, up 4.1 percent from the year-earlier period. Tourism employed about 13K people, or 4.5 percent of the County's jobs.

Mercer plans to award a two-year contract with an option to renew for an additional year. Budget is \$30K a-year.

Proposals are due Nov. 13. Send the original and ten copies to: Purchasing Department; Attn: Isamar Maldonado, Purchasing Agent; McDade Administration Building; 640 S. Broad Street; Room 321; Trenton, NJ 08650

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

STRATTON NAMED UK PRESS SECRETARY

The UK government has appointed Allegra Stratton as press secretary, a job in which she will lead its new daily televised press briefings.

Stratton was previously director of strategic communications for Chancellor of the Exchequer Rishi Sunak.



Allegra Stratton

Before that, she was national editor for ITV News, and worked for both the BBC and the *Guardian*.

According to a BBC News report, Stratton will be employed as a special adviser—a temporary class of civil servant allowed to give political advice to ministers.

That status will leave her free to attack the opposition parties, as well as setting out the government's position.

Stratton takes the position as UK prime minister Boris Johnson faces questions about his government's handling of the pandemic and its economic fallout.

PEPPERCOMM PICKS CORSI FOR DIGITAL POST

Peppercomm has hired Stephen Corsi as chief digital officer and senior partner.

Corsi most recently served as executive vice president at Method Communications. He was previously an executive vice president at Lewis Global Communications and vice president, managing director at digital marketing agency iCrossing.

At Peppersomm, Corsi will lead and grow the firm's digital marketing communications services, including social media marketing and paid search, SEO, web design and development, and video and creative services.

"Bringing in Stephen is the next step in our evolution as a strategic consultancy built specifically to solve business challenges for our clients," said Peppercomm CEO Steve Cody, who called Corsi "a proven digital leader."



Stephen Corsi

EX-CONGRESSMAN MOFFETT TO MERCURY

Former Congressman Toby Moffett has joined Omnicom's Mercury unit as co-chairman of its DC office.

The 76-year Democrat represented Connecticut from 1975 to 1983, making his mark on environmental issues as chairman of the subcommittee on environment, energy and natural resources.

Most recently, Moffett was the leading Democratic government affairs staffer at Mayer Brown law firm. He also founded and co-chaired MB's Africa practice.

Earlier, Moffett ran his own PA firm and was VP-external government affairs at Monsanto.

Vin Weber, Mercury partner and former Republican Congressman, praised Moffett's track record of leadership, strategic prowess and business acumen.

Moffett is active in Democratic politics, advising the re-election campaigns of House freshmen and the Senate run of Cal Cunningham in North Carolina.



Toby Moffett

BCW NAMES ENRIGHT TOP PEOPLE PERSON

BCW has named Patricia Enright chief people officer, effective October 26. Enright was most recently chief talent officer at Concentric Health Experience. She was previously chief talent officer at Publicis, and has served as executive vice president, human resources worldwide at DMB&B and senior partner, director of human resources, global, for Ogilvy & Mather.

At BCW, Enright will oversee all aspects of the people function, from culture, diversity and inclusion to talent acquisition, development and retention, as well as training and coaching initiatives. "Patty is a consummate people leader, whose experience across disciplines will help us source a broad range of talent skilled in earned media, digital, data analytics and creative," said BCW global CEO Donna Imperato.



Patricia Enright

COMMENTARY



Donald Trump said catching COVID-19 was “a blessing from God,” albeit a “blessing in disguise.”

I doubt that the Almighty is personally involved in Trump’s health, but hopefully his sickness will make believers among his political supporters that coronavirus poses a threat to us all.

Prior to Trump taking ill, Republicans had pretty much turned off the pandemic.

More than two-thirds (68 percent) of them said the US had controlled the outbreak as much as it could, according to a poll from [Pew Research](#). Nearly nine-in-ten (88 percent) Democrats said the opposite.

Republicans also were paying less attention to media coverage of the pandemic. Nearly half (48 percent) of them were watching COVID-19 news coverage “very closely” in late March. That plunged to 26 percent in early September.

Let’s hope that Trump’s three-day stay at Walter Reed and his promotion of a “miracle cure” will rekindle Republican attention to COVID-19.

That would be a blessing.

Trump’s trade war with China has cost the US 300K manufacturing jobs, according to a report by Moody’s Analytics.

While the president talks tough on China, his supporters are keeping that country’s factories humming as they churn out Trump hats, shirts, wristbands, flags and doodads.

The [Financial Times](#) reported that one manufacturer turned down orders to make Chinese flags for the week-long National Day holiday because there was more money to be made in making Trump campaign merchandise.

“We cut prices by as much possible, so we won’t lose out to the thousands of other competitors who make the same product,” a factory owner told the FT.

Chinese factories sell a “Make America Great Again” baseball cap for as little as 88 cents. US retailers charge \$12 and up for those hats. Isn’t capitalism great?

The Trump campaign store sells Make America Great Again hats that were made-in-the-US for \$25.

The Chinese factories also make Joe Biden goods, but 70 percent of their election output is for Trump.

They are going to miss him when he’s gone, though his impending electoral loss could result in a surge of Trump gear purchases for memory’s sake.

Caught between a rock and a hard place is president Trump’s physician Sean Conley, who has been roundly criticized for his upbeat assessments of our COVID-19-stricken tweeter-in-chief.

The [Financial Times](#) ridiculed Conley as Trump’s cheerleader-in-chief, who casts the president in an unflinchingly positive light.

Conley has been called a publicist in a white lab coat for saying, “I was trying to reflect the upbeat attitude that the team, the president, over his course of illness, has had,” or

triumphantly announcing, “He’s back.”

As a US Navy trauma doctor, Conley served in Afghanistan, where he treated soldiers with life-threatening injuries.

The FT notes that as a military doctor Conley technically must defer to the president as commander-in-chief. The trauma doctor could never have imagined the drama involved in serving a patient as unhinged as Trump.

Goodbye, Ruby Tuesday. It didn’t take a genius to know that headline writers would reference the Rolling Stones 1967 classic on stories about the casual dining restaurant chain going belly-up.

That’s why Ruby Tuesday CEO Shawn Lederman said in the company’s Oct. 7 Chapter 11 press release: “This announcement does not mean ‘Goodbye, Ruby Tuesday.’”

He went on to say that the financial restructuring “is a critical step in our transformation for long-term financial health—this is ‘Hello,’ to a stronger Ruby Tuesday.”

There’s even a new logo with the tagline “Hello, Ruby Tuesday: Restructuring to be Better than Ever.”

Lederman was less upbeat in the court filing, saying that the 185 restaurants that were shut down during the pandemic are now permanently closed. That leaves about 235 company-owned and operated franchises.

About 7,000 of Ruby Tuesday’s 7,300 employees have been temporarily furloughed.

The Maryville, TN-based company, founded in 1972, gave a fact sheet to “laid off team members,” informing them they “are no longer Ruby Tuesday employees and will not be recalled.” It told them they would receive no further compensation and advised them to file for unemployment benefits.

“We also encourage team members to stay abreast of local news updates as some restaurants and school systems have committed to provide free meals for children during this time,” says the fact sheet. Ruby Tuesday also provided a list of charities that offer free meals and rental assistance.

As the Stones sing: “Ain’t life unkind.” Amen to that, say Ruby Tuesday employees.

Elon Musk crashes Tesla’s PR department, according to the [Electrek green energy blog](#), which reported that journalists haven’t received replies to their questions from the automaker in months.

But that doesn’t mean that Tesla has pulled the plug on its communications outreach.

Tesla has paid five different lobbying firms to do its bidding in DC during 2020.

Musk’s company spent \$210K on lobbying during the first half of 2020 at Fulcrum Public Affairs, Holland & Knight, Phoenix Global Organization Inc., Tai Ginsberg & Assocs. and West Front Strategies.

The powerful Cassidy & Assocs. joined the lobbying team on Sept. 29. Kai Anderson, deputy chief of staff to former Senate Majority Leader Harry Reid, leads the push on issues such as tax credits and transportation electrification matters.

Tesla is no shrinking flower on Capitol Hill.

—Kevin McCauley