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The Inside News of
PR and Marketing
Communications

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DELAWARE FLOATS MARKETING, PR, AD RFP

The First State is looking for an agency that can enhance existing marketing and PR campaigns and programs as well as develop and execute new ones.



Scope of the work calls for providing strategies, planning and execution of marketing/PR programs and advertising services, media buying and placement, data and marketing research work, promotional work, web design, social and digital media work, video/film and providing creative expertise.

Terms run for three years, with work slated to start Jan. 1, 2020, and end Dec. 31, 2022, with the option to renew for two more one-year terms. Proposals should be based on a \$120,000 annual budget. Delaware may extend contract on a month-to-month basis for up to three months after the term of the full contract has finished.

Mail proposals, due by 3 p.m. (EST) Oct. 8, to: State of Delaware; Government Support Services; Contracting Section; ATTN: GSS20638-MARKET ADV; 100 Enterprise Place, Suite 4; Dover, DE 19904-8202

All bids must be submitted with two paper copies (one marked "Master Copy" with original signatures in all locations requiring a vendor signature) as well as one electronic copy on CD, DVD media disk or USB Memory Stick, which must contain the proposal response saved in PDF format (except Appendix B, which is to be saved in Excel format). Proposals should display the contract number and vendor name on the envelope.

[Download the RFP, which includes a pricing instruction appendix, here \(PDF\).](#)

WEWORK'S SKYLER CHARGES TO AMEXCO

Jen Skyler, who was the first communications hire at WeWork, is joining American Express as chief corporate affairs officer on Oct. 28.



Jen Skyler

Responsible for external communications, social media, corporate social responsibility and reputational risk management, Skyler will take over for Mike O'Neill, who is retiring.

Prior to WeWork, Skyler established and headed Facebook's consumer comms group and covered the White House for CBS News.

She will report to AmexCo CEO Stephen Squeri and join the company's executive committee.

Skyler leaves We Company as it plans its IPO. Wall Street has been very cool to news of the stock sale.

AD/PR EXECS GO PUBLIC ON GUN CONTROL

WPP's Mark Read, Omnicom's John Wren and Edelman's Richard Edelman are the ad/PR firm CEOs among the 145 corporate leaders to sign a letter urging the Senate to pass gun control measures.

Noting that 100 Americans are shot and killed every day with many more wounded, the letter urges the Senate to pass "a bill to require background checks on all gun sales and a strong Red Flag law that would allow courts to issue life-saving extreme risk protection orders."

The Democratic-controlled House has already approved a measure to update background checks.

The letter signees, which also include Interpublic's Michael Roth, Havas Group's Yannick Bollere and Publicis Groupe's Arthur Sadoun, believe they have the responsibility and obligation to advocate for common sense gun measures to ensure the safety of their employees, customers and communities in which they operate.

MNUCHIN SPOKESPERSON SAYEGH TO TENEO

Tony Sayegh, who was spokesperson for Treasury Secretary Steve Mnuchin, has taken a managing director spot at Teneo. As assistant secretary of the Treasury, he coordinated the communications push behind the Trump administration's tax cut and other economic initiatives.

Before joining Mnuchin, Sayegh was executive VP at Jamestown Assocs, which placed ads for the Trump election campaign. He also was a Fox News contributor.



Tony Sayegh

Teneo, which bills itself as a global CEO advisory, was founded by Doug Band, who was President Clinton's chief counsel, and Declan Kelly, ex-Financial Dynamics CEO and economic envoy for Northern Ireland for Secretary of State Hillary Clinton.

TURNER ACES WISCONSIN TRAVEL PR PITCH

The Wisconsin Dept. of Tourism has chosen Denver-based Turner after a competitive pitch to handle the PR part of its integrated marketing communications push.

The state issued a \$12M marcomm RFP in June, which generated 27 bids from 17 agencies in nine states.

Ad agency Hiebing and website developer Simpleview join Turner on Team Wisconsin, replacing incumbents Laughlin Constable and Ascedia.

Turner's contract runs for three years with the option of two one-year extensions.

Ohio's Fahlgren Mortine owns Turner.

INFLUENCER MARKETING ASSN. LAUNCHES

The Influencer Marketing Association, which includes such PR firms as 360PR+ and Hunter, as well as a wide range of other companies, has launched as the official trade organization committed to protecting the authenticity and ethics of influencer marketing.

The organization says that in addition to driving growth in influencer marketing, its mission is to advocate on behalf of influencers, marketers and consumers.

It intends to provide members with influencer marketing tools and resources on best practices, measurement standards and trends from the evolving industry.

“We hope to be a resource for brands and agencies looking for authentic, credible, objective influencer marketing strategies,” said IMA Executive Director Kristy Sammis.

Other firms and companies to have signed on to join IMA are Weber Shandwick, Best Buy, Everywhere Agency, Blissful Media Group and Unilever.

IMA membership information and an application can be found here.

ABERNATHY MACGREGOR OPENS IN DC

Abernathy MacGregor has opened a Washington office to provide government relations and advisory services to its roster of corporate and financial clients.

Sarah Knakmuhs, a 15-year veteran of Altria, leads the office. She joined AbMac in August after leaving her VP-government affairs & public policy post at Altria.

Liz Sidoti, who joins AbMac from her head of US communications position at BP, and Mike Hotra, most recently VP-public affairs at Pharmaceutical Research and Manufacturers of America, join Knakmuhs.

Tom Johnson, CEO of Abmac, said the DC office will provide clients “new insights into government, policy and the media” to help them navigate the challenging environment where public and regulatory scrutiny is more intense than ever.



Sarah Knakmuhs

CUOMO PRESS AIDE COLLINS MOVES TO MTA

New York’s Metropolitan Transportation Authority has recruited Abbey Collins, former press secretary to Empire State governor Andrew Cuomo, as chief communications officer.

Collins joins the MTA from Kivvit, where she was a director, advising Fortune 500 companies, start-ups, not-for-profits and governments on strategic and crisis communications as well as creating public affairs campaigns.

She handled press for Cuomo’s successful 2018 re-election campaign, and had served his administration since 2015 as first deputy press secretary, leading communications efforts for such infrastructure projects as the opening of the Governor Mario M. Cuomo Bridge and the groundbreaking for Moynihan Station and Penn Station’s West End Concourse.

Other positions Collins has held include press secretary for New York state senator Jeff Klein and director at public affairs and political communications firm Mercury.

MEDIA MANEUVERS

Lauren Petterson has been named president of **FOX Business Network**. Petterson has been with Fox since 2008, most recently as senior vice president of morning programming and talent development. She has also overseen “Fox & Friends” for the past 11 years. Before coming to Fox, Petterson served as an executive producer at both CBS News and WPIX-TV in New York. In addition to her new role, she will continue to oversee talent development. Petterson succeeds Brian Jones, who helped launch FOX Business Network in 2007, and took over as president when Bill Shine left in 2017. Fox gave no reason for Jones’s departure.

Google has made changes to its search guidelines that the company says will prioritize original reporting and make it more visible online. “We’ve made changes to our products globally to highlight articles that we identify as significant original reporting,” Google vp, news Richard Gingras wrote in a Sept. 12 blog post. The announcement comes as Google, along with Amazon, Apple and Facebook are receiving increasing scrutiny from the US government. Leaders of the House Judiciary Committee and its subcommittee on antitrust have sent letters to Amazon CEO Jeff Bezos, Apple CEO Tim Cook, Facebook CEO Mark Zuckerberg, Google Founders Larry Page and Sergey Brin, as well as former Google Chairman Eric Schmidt requesting information regarding antitrust concerns.

The Washington Post put out the last edition of Express, its free commuter paper, Sept. 12. Express has been published by the Post since 2003. The Post says that the growth of WiFi in Washington’s Metro system means that more readers are consuming the paper’s content digitally, via such products as its mobile site, apps, newsletters and podcasts. The Post plans to offer Express readers a 60-day, free trial for unlimited digital access to the Washington Post.



Snapchat has launched a channel focusing on the 2020 presidential debates, according to Axios. The curated “Democratic Primary Debate Channel” kicked off with live coverage of the debate in Houston Sept. 12. The channel will exist as a pop-up around each debate leading up to the election. Axios says that the channel will feature updates from the candidates who are on Snapchat, plus coverage of the primaries from vetted news providers and some vetted user content. The 10 candidates that debated in Houston all have Snapchat accounts.

The relaunching of progressive news site **Think Progress** has at least temporarily been called off, according to a report on *The Wrap*. The Center for American Progress, the independent nonpartisan policy institute which operates the site, announced the site’s closure on Sept. 6. On Sept. 9, CAP announced that it would come back to life as a source for “analysis of the news, policy, and politics,” but without original reporting. Following a threat of legal action from the Writers Guild of America, East, which represents ThinkProgress writers, CAP said that there would be “no further posting” to the site.

ERA OF DISTRUST REQUIRES A DISASTER PLAN

In these polarized times, the public is speaking with one voice on at least one subject: They do not trust government. In fact, trust in the government in Washington is at its lowest point since World War II. At the same time, access to information is at an all-time high, which offers governments an opportunity to close the gap between public expectations and political reality by improving the way they communicate.



George C. Tagg, Jr.

This has nothing to do with what's in the news cycle. This is a multi-generational trend. The lack of trust that the American public has in its government is shocking, even for those who regularly pay attention to the news. Trust peaked in Oct. 1964 when 77 percent of people told the Pew Research Center that they trusted their government in Washington. By the time Richard Nixon resigned in the Watergate scandal, that number had fallen to 36 percent. Trust fell even further during the Iran hostage crisis to 27 percent, and, while that seems low, it was higher than at any point during the administrations of Barack Obama or Donald Trump. At no point since 2008 has trust in government been as high as it was during Vietnam, the Cuban missile crisis, the Iran Contra scandal, 9/11, or any other epochal event.

This leads me to believe that what has depressed trust in government has less to do with what has occurred since Obama got elected than in the information revolution that has dramatically increased the public's interconnectedness over that same period.

Part of the challenge is that we're only now discovering how the public is vulnerable to inaccurate information, which a recent MIT study found spreads faster on the internet than accurate information. This can become a major problem during public safety crises as we saw with the 2013 manhunt for the Boston Marathon bombers; false reports and conspiracy theories on Twitter were read by reporters on national television before authorities could debunk them.

Another problem is when government officials make easily preventable mistakes. An example of this was when a false alarm alerted the world that a ballistic missile was headed Hawaii's way, a mistake compounded by the Governor not knowing his Twitter password which gave the world 15 minutes to contemplate the immediacy of nuclear war.

It is in these instances when government's ability to quickly and clearly communicate is most important and when the public's trust is most easily earned and most quickly lost. We see in these examples how the public will fill a communication vacuum whether by spreading misinformation in good faith or by imagining mushroom clouds. And though government performed its basic duty in both cases, they contributed to the overall lack of trust in government because of their incompetent communication.

This is fixable because the one thing that governments can count on is that there will be another crisis, when the public will turn to government for information that could be necessary to protect life and property. It is

at this inevitable moment when the government faces a critical test that can either build or destroy trust.

There is an opportunity born of the certainty that this moment will arrive. What can be predicted can be prepared for. Governments need to prepare for crises as the norm. Otherwise, you'll always be playing catch-up. I dealt with this while working at the Department of Defense and the State Department. Like many organizations, we often struggled to determine the best course for responding as we were juggling a live crisis. We can expect more crises to occur, but if you have clear processes in place, the difficult patches are easier to manage. Also, advance preparation frees up time to deliver essential services.

Of course, readying your crisis communications game plan is not the only way for government to rebuild trust with the public, but it is the quickest one. Knowing what to do in a crisis does not depend on political party, ideology, or any other factors than competence, foresight, focus, and experience. Also, it turns WiFi-enabled smartphones – currently, the tool of much of what is causing the problem – into a part of the solution.

Have a well-researched crisis plan in place. Because when an information mudslide hits, that truly is the difference between a good day and a disastrous day in the global news cycle.

George C. Tagg, Jr. is the Global Head of Government + Public Sector at Hill+Knowlton Strategies. He spearheads H+K's work with cities, states and countries worldwide to provide strategic advice and messaging to the right audience regarding crisis management, trade promotion, e-governance and public advocacy campaigns.

ON THE MOVE

Current Global has appointed **Eddie Garrett** executive VP, planning. Garrett joins from Chicago-based strategy consulting firm 18 Coffees, where he was a partner. He previously served as executive VP, global digital strategies at Porter Novelli; executive VP, head of strategy at Weber Shandwick and executive VP president at Edelman.

Crosby Marketing Communications has promoted **Gillian Pommerehn** to senior VP and **Bridget Stockdale** to VP. Pommerehn has been with Crosby since 2007, leading the firm's PR and overseeing a team that delivers media relations programs, spokesperson training, reputation management initiatives and public awareness campaigns. Stockdale is a lead strategist at Crosby, directing brand planning and cross-functional teams.

Silverline Communications, a business-to-business technology marketing communications agency, announced that **Ellen Backus** will lead its new Chicago office and **Joey Marquart** will lead its new outpost in Salt Lake City. Backus was previously a senior VP at Zeno Group. Marquart comes to Silverline from Edelman, where he was a senior VP overseeing the agency's global social innovation practice.



Eddie Garrett

ST. LOUIS PARKS SEEKS AGENCY

The St. Louis County Department of Parks and Recreation is looking for a full-service advertising, branding, marketing, media and communications agency that can promote the government agency's brand identity and raise awareness of its programs and services.

Scope of the services includes working with the County to develop a communications strategy to improve STLCP's image and make the public more aware of resources; developing and executing advertisements; performing media production services; identifying media placement opportunities; analyzing relevant research to recommend the best strategies and media channels; and preparing written analysis of the campaign.

Terms of the contract run for a year, with work slated to start Jan. 1, 2020, and end on Dec. 31 with the option to renew for two more one-year terms. All proposals should be based on an annual budget of \$120,000.

Deadline for proposals is 11 a.m. (CST) on October 4. Proposals should be sent to: Division of Procurement; St. Louis County Government; 8th Floor, 41 S. Central Ave.; Clayton, MO 63105

Bidding agencies are asked to send one printed, signed original proposal in addition to five copies.

Questions should be directed to procurement manager John Tigert, jtigert@stlouisco.com, by Sept. 19.

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

EDELMAN CRAFTS PR FOR CRYPTO-PLATFORM

Edelman has been signed by HDR Global Trading Ltd. to help and protect its BitMex brand by developing a long-term communications strategy including government and regulatory affairs in the US, according to its agreement with the Republic of Seychelles-based operation.

HDR claims BitMex is the world's largest cryptocurrency derivatives trading platform. Residents of the US are prohibited from doing business with BitMex, according to its website.

The US Commodity Futures Trading Commission is probing whether Americans are holding positions or trading in the BitMex platform, according to Bloomberg.

Edelman's offices in New York and Hong Kong are working the BitMex account. The contract is for one-year through August 2020. The firm bills HDR \$20K per-month.

NOMURA'S CHUNG MOVES TO INTERMARKET

Mary Chung, who headed marketing, media relations and internal communications at Nomura Americas, has joined Intermarket, the New York-based financial PR specialist that is part of the UK's Lansons.

She assumes the senior VP/managing director for business development position and will work with president Martin Mosbacher to drum up new business.

Prior to Nomura, Chung was managing partner at Smash Street Media, head of corporate communications & marketing at Broadway Technology, senior VP-corporate communications & marketing at the American Stock Exchange and reporter at the *Financial Times*.

ACCOUNTS IN TRANSIT

PAN Communications has been hired by Apps Associates, which provides strategic consulting and managed services for Oracle applications and databases. Apps Associates recently acquired SmartDog Services, a consulting services firm for companies running Oracle—a move intended to solidify its position as a fore-runner in Oracle-to-the-Cloud migration services. PAN's first campaign for Apps Associates leveraged research results from a proprietary survey of 300 IT decision makers managing Oracle applications. "With PAN's strategic support, we're leveraging unique marketing approaches to dispel concerns about Oracle cloud migration," said Apps Associates senior vice president of sales and marketing Paul Vian.



CGPR, a consumer active lifestyle agency, has added Boulder, Colo.-based Nite Ize to its client roster. Nite Ize designs, manufactures and globally distributes such inventor-driven products as Steelie, a hands-free magnetic phone mounting system, and TRU Zip, a sliding, toothless and completely waterproof zipper. Nite Ize vice president of marketing Brenda Isaac said that CGPR is helping the company "grow brand reputation and influential media mindshare through successfully executed product launches and strategic counsel."

Osborn Barr | Paramore has been named the agency of record for the Missouri Division of Tourism. OBP's efforts will focus on driving visitors to the state through strategic planning, advertising, public relations, media planning and digital. The multi-year contract will include new creative work expected to launch in 2020. The news follows OBP's recent account partnership with leading global poultry and prepared foods company, Pilgrim's.

French | West | Vaughan, PR and social media agency of record for Wrangler, is working with the company to launch a global advertising campaign. FWV is also managing integrated marketing efforts for the brand. The WEAR WITH ABANDON campaign, which kicked off Sept. 7, encompasses U.S. print, digital, radio and broadcast channels and will be introduced in other regions of the world in the coming months. Mother is Wrangler's global creative agency of record behind the campaign.



5W Public Relations was agency of record for the Indie Beauty Expo New York 2019, at which 240 beauty, lifestyle and wellness brands vied for the attention of buyers and the press. The event ran Aug. 21-22 at Pier 94. 5WPR hosted over 350 media contacts from trade and consumer outlets. The agency also exhibited at the first-ever Uplink Live, an event held alongside IBE NY that was designed to be a one-stop shop for emerging brands to discover qualified solution providers such as public relations agencies, manufacturers and logistics firms. Uplink Live is an extension of Uplink, the online services marketplace launched by IBMG last year on its Beauty Independent platform.

AMERICANS CONCERNED BY STATE OF MEDIA

Most Americans are troubled by the current state of the media as well as ethics in the field of journalism today, according to a recent study released by San Francisco-based tech PR firm Bospar.

According to the study, virtually all respondents polled (95 percent) said they're troubled by the current state of the media in the United States.

Asked to list the top reasons for their concerns, more than half (53 percent) cited the "fake news" phenomenon, followed by a penchant for reporting gossip (49 percent). Lying spokespeople (48 percent), favoring celebrity opinions (36 percent), left-wing agendas (34 percent), the practice of "gotcha journalism" (33 percent) and right-wing agendas (32 percent) followed. Other respondents cited a rise of puff pieces, hit pieces and the practice of relying on independent contributors as opposed to payroll reporters.



A majority of Americans also think journalism in the U.S. has gotten even more unethical. Nearly half of respondents (43 percent) believe journalism is less ethical now than before, while more than a third (37 percent) think ethics in the field hasn't changed. Only one in five (20 percent) think journalists today are more ethical than they were in the past.

Perhaps for this reason, more than two-thirds of Americans polled (67 percent) said they expect ethics in journalism to decline even further during the 2020 presidential campaign. When asked about what effects unethical journalism has on the country, most respondents said they think the practice creates division and partisanship (64 percent) and fuels inaccuracies (63 percent).

Respondents said they considered local print and online journalists to be the most ethical in the field (40 percent), followed by local TV reporters and anchors (23 percent) and national print and online journalists (22 percent).

Bospar's "Ethics in Media" study surveyed more than 1,000 U.S. adults in late August. The survey was conducted by market research company Propeller Insights.

CAO TO COMMAND GOLIN/CHINA

Jason Cao, most recently China general manager for The Hoffman Agency, has joined Interpublic's Golin to oversee its operations in China.



Jason Cao

Cao also worked at WE Communications as Beijing general manager and lead of China corporate/technology businesses, and at Text100, where he was Beijing GM and business development chief. He has counseled BP, Monsanto, Johnson Controls, LinkedIn, ZTE, Microsoft, Thales, Banyan Tree and Thales.

At Golin, Cao reports to Jonathan Hughes, international CEO.

With Cao's arrival, Sarah Chin, managing director of Shanghai, is leaving Golin after an 18-year run to pursue fresh career opportunities.

DOMINICAN REPUBLIC KEEPS RUBENSTEIN PR

The Dominican Republic extended its contract with Rubenstein PR, which was hired in June after the mysterious deaths of nine American tourists on the island.

The New York-based firm provides crisis communications and advisory services to the DR regarding its tourism sector and its impact on the economy and the Caribbean country's standing in the world.

Francisco Javier Garcia, tourism minister, briefed reporters in New York on Sept. 12 about the DR's commitment to the safety of visitors. He complained about the "bombardment" of media reports about the dead tourists and said, "there has been a process of clarifying all the information that was needed, but damage has been done."

Rubenstein signed a three-month contract on June 12 with the DR's consulate general in NY. It was worth \$35K per-month. The extension is on a month-to-month basis at \$28,500 monthly.

Richard Rubenstein oversees the DR work.

RF VET TCHIVIDJIAN LAUNCHES CONSULTANCY

Emmanuel Tchividjian, who was senior VP/chief ethics officer at Ruder Finn in a 20-year stint, has established The Markus Gabriel Group as an ethics consulting shop.

He will advise PR/ad agencies, companies, NGOs and nonprofits on developing risk assessment analyses, drafting ethics guidelines/codes, providing crisis counsel and assisting in hiring decisions.

Tchividjian, who exited RF in 2017, also consulted the Swiss federal department of foreign affairs on its Switzerland-Second World War II task force and directed programs/member services for the New England-Israel Chamber of Commerce. He is past president and current ethics officer of PRSA/New York and a member of The Ethics and Compliance Initiative.

Tchividjian can be reached at 646/209-0711 and at markusgabrielgroup@gmail.com.



Emmanuel Tchividjian

SPICER DANCES IN NYC RACE FOR CONGRESS

Ousted White House press secretary Sean Spicer is advising New York State assemblywoman Nicole Malliotakis in her battle to win the Republican nomination to run against Congressman Max Rose, who represents Staten Island and a sliver of Brooklyn.

Afghanistan war vet Rose pulled off an upset win over Dan Donovan, who was NYC's sole Republican Congressman, during the 2018 election.

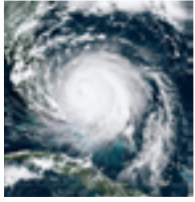
Spicer, who appears on "Dancing with the Stars," told the *New York Post* that Malliotakis is electable, adds diversity to the party and has a solid record. He's providing strategic advice and doing direct mail for the candidate.

She must head off a Republican primary threat from the district's former Congressman, convict Michael Grimm, who stepped down after pleading guilty to tax evasion.

Spicer says the GOP must win conservative districts like the NY-11, if the party wants to return to the majority in Congress.

COMMENTARY

Weber Shandwick has one of the toughest jobs in PR, which is restoring the tourism business in The Bahamas following the devastation of Hurricane Dorian.



The Government of Bahamas wants to get the word out that Dorian affected only the country's two most northern islands, Grand Bahama and The Abacos, leaving the rest of the nation completely unscathed.

The country's 14 key tourist spots including Nassau and Paradise Island, Bimini, Rum Cay and The Exumas are open for business and waiting for American visitors. North America accounts for 80 percent of the visitors to The Bahamas.

The Bahamas Ministry of Tourism & Aviation wants Americans to know that the best thing they can do to help the country's economy is to visit and spend money. Tourism supports about half of the jobs in The Bahamas.

"Maintaining a robust tourism industry will be vital in helping the country to recover and rebuild," said Dionisio D'Aguilar, tourism chief, in a Sept. 9 release distributed by Weber Shandwick.

While the Bahamian government makes valid points about Dorian's limited fury, a tourism pitch during a time of grieving is a very tough sell.

It's hard to overcome the emotional impact triggered by heart-breaking television and Internet images of total destruction and suffering people who have lost all of their earthly possessions. The pictures don't exactly entice viewers to make vacation plans.

The post-Dorian images aren't going to disappear any time soon. It will take years to rebuild Grand Bahama and The Abacos. The media and citizen journalists will be there to chart progress and take plenty of pictures.

Sign of our troubled times: as the new school season kicks into high gear, lots of kids will be packing shiny apples for their teachers in bulletproof backpacks.

A Morning Consult poll conducted Aug. 12-13 found that 47 percent of parents of children 17 and younger are likely to consider buying bulletproof backpacks for their little darlings. That's a sharp contrast to the 26 percent of respondents, including childless people, who would consider buying a bulletproof backpack.

Bullet Blocker, TuffyPacks and Guard Dog Security, makers of backpacks that can stop .357 SIG and 44 Magnum ammo, are enjoying robust sales. Peace of mind, though, doesn't come cheap. The backpacks sell from \$120 to about \$500. A note to prospective buyers: the bulletproof backpacks are useless against rifle bullets.

Michael Curran, marketing director of Bullet Blocker, told MC that sales skyrocketed 200 percent after the shootings in El Paso and Dayton.

The National Rifle Assn., which is struggling with

declining revenues, should take a look at getting into the bulletproof backpack business.

Surprise, surprise, not really. Environmental groups are hauling in greenbacks as Donald Trump guts regulations at the Environmental Protection Agency and orders the Interior Dept. to open up protected federal lands for development and recreation.

In reviewing tax filings of 10 green organizations, Axios found that donations increased from 20 percent to 149 percent from 2015 to 2017.

Oceana was the big winner as fundraising soared due to Trump's effort to expand offshore oil drilling.

Of course, what goes around comes around. Look for the green gravy train to stall or derail if the president is defeated for re-election and his Democratic successor vows to restore environmental regulations that were thumped by Trump.

Conspiracy theories have long been used to maintain power, writes Peter Pomerantsev in "This Is Not Propaganda: Adventures in the War Against Reality."

They replace "ideology with a mix of self-pity, paranoia, self-importance and entertainment."

Pomerantsev believes leaders like Donald Trump use conspiracies, or at least hint at them, to explain events in order to maintain control.

"In a world, where even the most authoritarian regimes struggle to impose censorship, one has to surround audiences with so much cynicism about anyone's motives, persuade them that behind every seemingly benign motivation is a nefarious, if impossible-to-prove plot, so that they lose facility in the possibility of an alternative," wrote the former Russian TV producer who is now a visiting fellow at the Institute of Global Affairs at the London School of Economics.

"The net effect of endless pileups of conspiracies is to overwhelm the typical citizen into thinking that he or she is powerless to change anything. For if you are living in a world where shadowy forces control everything, then what chance do you have to turn it around?"

"In this murk, it becomes best to rely on a strong hand to guide you. 'Trump is our last chance to save America,' is the message of his media hounds. 'Only Putin can raise Russia from its knees,' say Trump's Moscow counterparts," writes Pomerantsev.

PublicAffairs, which is part of Hachette, published "This Is Not Propaganda" last month.

The book is a survival guide to our chaotic super-abundant information world in which propaganda, disinformation, misinformation and influence operations run amok shape our relations with political leaders, each other and America's ties with the rest of the world.

—Kevin McCauley