



Kevin McCauley  
Editor-in-Chief

# O'Dwyer's Newsletter



The Inside News of  
PR and Marketing  
Communications

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

September 17, 2018 Vol. 51 No. 37

## GLADSTONE REPS \$500B SAUDI MEGA-CITY

Steve Lipin's Gladstone Place Partners is working for the Public Investment Fund of Saudi Arabia, which is backing the construction of a \$500B mega-city that is meant to help the Kingdom diversify its economic base and reduce its dependence on energy revenues.

Crown Prince Mohammed bin Salman announced plans in 2017 for Neom, which is now under construction in the northwest part of Saudi Arabia.



Neom is envisioned as a separate economic zone, which will nurture advanced manufacturing, biotech, food, media, digital and entertainment sectors. It will operate as a "transnational entity" with its own labor/tax codes independent of Saudi law.

Situated on the Red Sea, the Neom site is viewed by Saudi leadership as a future global hub connecting Europe, Africa and Asia. The first phase of construction is expected to be completed in 2025.

Neom is an outgrowth of Saudi Arabia's Vision 2030, the plan to re-orient the Kingdom's economy and society.

Gladstone's work began Jan 1 and runs through July 31, 2019. It will receive \$200K for establishing the Neom story and developing its brand in the US via strategic communications, thought leadership and relationship-building with top-tier media, influential commentators and key business/financial executives.

Lipin, who did a 10-year stint as *Wall Street Journal* finance editor and a 15-year run as Brunswick Group senior partner, launched Gladstone in 2017.

## BRUNSWICK SNAGS DEOGUN, CNBC, WSJ VET

Brunswick Group has named Nik Deogun CEO of the Americas and senior partner effective Oct. 1.

The nine-year CNBC veteran served as editor-in-chief/senior VP for business news in charge of content for daily programming, specials and documentaries. He also helped build the cable TV network's events and conferences business.



Nik Deogun

Prior to CNBC, Deogun worked as deputy managing editor of the *Wall Street Journal*, overseeing financial/international coverage and the paper's foreign bureaus and correspondents.

Earlier, he reported for the paper and became editor of its media & marketing group.

Deogun will be based in New York.

## UK LAUNCHES NEW BELL POTTINGER PROBE

The British government has launched an investigation of scandal-rocked Bell Pottinger, which collapsed last year in the aftermath of its racist campaign in South Africa on behalf of Oakbay investment firm of the Gupta family.



Tim Bell

The Insolvency Service, which investigates compulsory liquidations and bankruptcies to determine why firms become insolvent, has sent letters to former BP directors to explore "potential breaches of duties or other misconduct by reference to the operation of the Oakbay account," according

to a Sept. 9 report in *Financial Times*.

Michael Gibbs, head of channels & campaigns for The Insolvency Service, told O'Dwyer's via an email: "We have not issued any statement on an investigation into the conduct of the former directors of Bell Pottinger, however under UK insolvency law it is required to file information about director conduct with the Insolvency Service in all cases where a company uses an insolvency procedure."

BP co-founder Tim Bell told the FT he's delighted with the probe "because they'll uncover the terrible things that happened." Bell claims to be unaware of any wrongdoing.

## UBER NAMES COKE VET MESSINA FIRST CMO

Uber has hired Coca-Cola veteran Rebecca Messina as its first global chief marketing officer.

Messina joins Uber from Beam Suntory, where she was senior VP and global chief marketing officer.

Before that, she spent 22 years at the Coca-Cola Company, most recently as senior VP marketing & innovation, ventures & emerging brands.

Messina will work with Uber's international marketing teams on branding and marketing strategies, as well as helping to repair the company's reputation, which took a hit amidst accusations of a toxic work culture and the resignation of co-founder Travis Kalanick.

Messina's hiring follows the announcement that former Warranty Group CEO & Merrill Lynch alum Nelson Chai would become the company's chief financial officer.

Uber CEO Dara Khosrowshahi said the company was on track to launch an IPO next year and had no plans to sell its self-driving car research division.



Rebecca Messina

## **HAVAS ACQUIRES STAKE IN REPUBLICA**

Havas Group has taken an investment stake in Miami-based Republica, a 120-member strong multicultural integrated communications shop, offering advertising, PR, digital, social, experiential, analytics, consumer science, media buying and research services



Republica, which will be recast as Republica Havas, will be the French ad/PR combine's leading multicultural offering in the \$3.4T market.

Co-Founders Jorge Plasencia and Luis Casamayor will be in charge of RH and plot its expansion into the key New York, Chicago and Los Angeles markets.

He will report to Paul Marobella, Havas Creative North America CEO, who said, "Republica's fluency in multicultural values and preferences will allow our clients to connect to diverse audiences with authenticity and impact."

## **B-M TO PROMOTE INVESTMENT IN PHILIPPINES**

Burson-Marsteller Washington has registered a \$700K agreement to promote investment in the Philippines.

The WPP unit's agreement with the Philippines Dept. of Finance calls for positioning the country "as a competitive investment destination for foreign direct investments or investors."

The shop's duties include foreign media monitoring, communications support at events, media coaching/strategy and preparation of press releases.

B-M Hong Kong signed the agreement, which runs for a year, on May 14.

With one of Asia's fastest growth rates, the Philippines' August inflation rate of 6.4 percent was a nine-year high. President Rodrigo Duterte blamed the inflation rate uptick on the economic policies of Donald Trump, according to a Sept. 8 report by the *South China Morning Post*.

Duterte said he plans "to talk to friend Trump" and stressed that he doesn't have the slightest misgiving about supporting the US president.

## **ANDRYSZAK LEAVES LOEWS FOR OGILVY**

Amy Andryszak, who handled government relations for diversified New York-based giant Loews Corp. and its subsidiaries, has joined Ogilvy Government Relations. She will continue to represent \$14B Lowes, an Ogilvy client, and its hotels/resorts and energy pipeline businesses.

Prior to Loews, Andryszak was chief of staff for Congressman Jim Matheson, who served as co-chair of the Blue Dog Coalition of conservative Democrats.

She also worked as assistant VP-federal relations at AT&T and senior manager-congressional affairs at Cingular Wireless.



**Amy Andryszak**

## **PEOPLE ON THE MOVE**

Vested has appointed **Amber Roberts** chief executive officer of its professional services operation in the US. Roberts comes to Vested after serving as senior partner at Finn Partners. She opened the New York office of LANE PR in 2008 and grew the agency's east coast presence and client base until its acquisition by Finn in 2016. At Vested, Roberts will focus on expanding the firm's programs and services, business development, and staff leadership.



**Amber Roberts**

**Lambert, Edwards & Associates** has promoted **Matt Jackson** to partner and managing director. Jackson has been with LE&A since 2005, most recently as consumer practice lead. Before coming to LE&A, he was marketing director at Lacks Cancer Center. Jackson will continue to lead Lambert's Consumer/CPG Practice while expanding his role as a member of the agency's leadership team.

Charleston, WV-based **Orion Strategies** has tabbed **Brittany Ramos** to lead its new Pittsburgh office. Ramos joins Orion Strategies from Cabot Oil & Gas Corporation, where was coordinator, external affairs, directing strategic outreach efforts and representing the industry and company to the general public, media, elected officials, landowners, and other stakeholders.

**Edelman** has hired **Kate Krane** as brand practice lead for the Pacific Northwest. Krane joins Edelman from SapientRazorfish, where she was most recently a managing partner. Previously, she was a senior client partner at Seattle marketing and advertising firm POP. In her new post, Krane will leverage her traditional and digital agency experience to drive the brand practice's growth.

**Gould + Partners** has named **Robert Udowitz** and **Don Bates** as lead senior counselors for the Washington area. Udowitz has practiced at Fleishman-Hillard, Powell Tate and Rubenstein Associates, as well as holding senior positions at trade associations and publicly traded corporations. His private practice includes consulting as well as an agency search firm, RFP Associates. Bates, who has worked with G+P for several years, owned and operated The Bates Company for 12 years, before selling it in 1995. He is the founding director of George Washington's University's graduate PR degree program. Udowitz and Bates will contact D.C.-area PR and marketing firms regularly with agency management advice. They will also provide counsel on valuation and succession planning as needed, in collaboration with G+P's New York City home office.



**Robert Udowitz**

**Signature FD**, financial design, advisory firm, has appointed Crystal Cooper as director of marketing and communications. Cooper joins the firm from ad tech company Cardlytics, where she was most recently senior marketing and communications manager. In her new post, Cooper will focus on enhancing SignatureFD's brand and services among current and prospective clients, as well as partners.

## **TECH LOBBYISTS HAVE MOST INFLUENCE**

Lobbying groups representing the U.S. tech and healthcare industries are recognized as the top-performing trade associations inside the Beltway, and the best positioned to drive members' agendas on Capitol Hill, according to an annual research study of Washington policy leaders released by APCO Worldwide.

APCO's study ranked the efficacy and influence of various advocacy groups in D.C. by measuring their performance across 15 different characteristics in a bid to determine how much impact those associations have in shaping policy in the eyes of stakeholders.

For the last three years, organizations representing the healthcare industry have won as the top-performing lobbying sector. For the first time, however, technology beat out healthcare as the most effectively-viewed advocacy area, taking top slot in grassroots, events, media relations, bipartisanship, social media, self-regulation and as an industry reputation steward.

Healthcare, meanwhile, won in multi-lateral impact, lobbying, local impact and an information resource.

Financial services and energy and extraction were also advocacy sector winners in several categories.

APCO's survey also identified the ten associations seen as top performers across those characteristics. The top-ranked associations were the American Medical Association (taking the top slot in four categories) and the Consumer Technology Association (winning in three categories), followed by the American Bankers Association, PhRMA, the National Association of Manufacturers, CTIA, the National Federation of Independent Businesses, the American Gas Association, Edison Electric Institute and the Society for Human Resource Management.

APCO's annual TradeMarks study surveyed 340 congressional policy staff, executive branch officials and private sector executives. Research was conducted by the agency's in-house research team, APCO Insight.

## **KETCHUM PROMOTES WOOL, HIRES FRANKLIN**

Ketchum has promoted Ann Wool to the newly created role of chief integration officer and appointed Con Franklin managing director of healthcare in London. Wool, a partner in the firm, has most recently served as president of Ketchum Sports & Entertainment and Ketchum Influencer. In addition to her new role, which is focused on accelerating the adoption of new products and services across the firm's global network, she will still oversee Ketchum's influencer, sports and entertainment specialties.

Franklin joins Ketchum from FTI Consulting, where he was managing director, life sciences & healthcare. At Ketchum, Franklin will be responsible for growing and shaping the firm's healthcare offering, as well as providing senior counsel to clients and developing new talent.



**Ann Wool**



## **ICR ACQUIRES CONTINUUM HEALTH**

ICR has acquired Continuum Health Communications, the integrated PR shop founded by Terri Clevenger.

Launched in 2006, CHC handles PR, advocacy relations and programming, corporate communications, core positioning and messaging, product launches and patient education, working with clients in the life sciences, specialty pharma, med tech and healthcare IT sectors.

It will become a part of ICR's healthcare practice and be branded as Continuum Health – An ICR Company.

Prior to starting CHC, Clevenger co-founded DxInsights, consulted at Genentech and worked as executive VP at WeissComm Partners.

West Westport, CT-based CHC has worked AccentHealth, Genentech, McKesson, Amgen, Sanofi Aventis, Biogen and Nova Seek.

John Mills oversees ICR's healthcare unit.

ICR ranks No. 5 on O'Dwyer's rankings of independent firms with 2017 fees of \$63.4M.



**Terri Clevenger**

## **JPA UNVEILS HEALTHCARE MONITORING TOOL**

JPA Health Communications has debuted a first-of-its-kind proprietary tool that can help companies better navigate today's complex health audiences.

A decade in development, the Washington, D.C.-based healthcare specialist's new service, Gretel, is an insights engine that utilizes what the agency says is the largest collection of health influencer data ever amassed in a bid to better analyze influence across the health sector and offer a new approach to identifying and engaging target audiences.

The tool brings together media, third-party groups and influencers to show how today's health conversations are taking place and how to engage those audiences. Relying on millions of data points, Gretel utilizes human and artificial intelligence to identify an outlet, individual or organization's influence based on how frequently it's named or shared by audience segments within a specific health issue or topic, allowing clients better reach and engagement opportunities.

The resource, which can be leveraged for any health topic, utilizes information culled from three separate intelligence engines: one that monitors the current universe of health influencers; another that identifies and tracks advocacy relationships; and one that reveals the outlets that will carry messages to the most meaningful audiences.

Audience identification is made possible through a partnership with social media marketing and analytics firm Graphika.

JPA last year took in nearly \$9.2 million in healthcare-related fees, according to O'Dwyer's rankings of PR firms.



## **RYANAIR TO BAN PRESS FROM AGM**

Ryanair, Europe's biggest airline, has decided to ban the press from its Sept. 20's annual meeting because it doesn't want the event "being distorted for PR purposes."



The company also nixed any post-meeting chats with the media. CEO Michael O'Leary apparently feels shareholders will be more forthcoming without the threat that their words may wind up in the media.

Ryanair's head of investor relations Shane O'Toole did not return an email asking about feedback from the move to ban the media from the AGM.

The airline hit a rough patch during fiscal 2019's first-quarter (ended June) as after-tax profit plunged 20 percent to \$370M on a nine percent dip in revenues to \$2.4B. Passenger headcount rose seven percent to 37.6M.

O'Leary blamed the lackluster results on "overcapacity in the European market, with Germany in particular very price competitive this summer."

Ryanair warned that wildcat strikes by German pilots and cabin crews could lead to job cuts. German unions have long criticized the airline for using pilots hired from third-party agencies. Ryanair promises that all German pilots will be under contract by the end of the year.

Ryanair flies to more than 220 destinations in 37 countries. Its stock trades on the NASDAQ at \$95.49, near its 52-week low of \$94.48. Shares traded as high as \$127.61 during the past year.

## **SORRELL SHIELDS \$4 FROM WPP LEGAL TABS**

Martin Sorrell has agreed to pick up any legal tab for his new venture S4 Capital in the event that WPP sues it in connection with the \$350M acquisition of Dutch digital firm MediaMonks, according to S4's prospectus connected to its listing on the London Stock Exchange.

S4 shares are expected to begin trading on Sept. 27, following a shareholder vote.

The WPP founder, who will own 18.2 percent of S4 following the listing, gave S4 "an uncapped indemnity in respect to potential claims arising in connection with WPP allegations," says the prospectus released Sept. 11. The indemnity remains in force for six years.

Sorrell's lawyers, on July 3, received a letter from their counterparts at WPP, saying the ad/PR conglomerate considered that Sorrell, in acquiring MediaMonks, "acted in breach of the duty of confidentiality owed by him to WPP." Upon advice from a "leading Queen's Counsel," Sorrell considers the WPP allegations are without substance.

As S4's executive chairman, Sorrell is entitled to a yearly salary of \$100K, annual bonus of up to 100 percent of pay and a yearly pension contribution equal to 30 percent of gross salary.

The 73-year-old executive has a three-year contract, which he may terminate with a year's notice.

The pact includes a non-compete clause that runs for 12 months following Sorrell's resignation or termination from S4.

## **DIGITAL MARKETING SPEND IS ON THE RISE**

Businesses are devoting more resources to boosting their online presence, and are planning to spend more this year on digital marketing than ever before, according to a survey released by business news site The Manifest.



Nearly half of businesses (41 percent) reported spending at least a half-million dollars on digital marketing each year, and more than four-fifths of businesses (81 percent) spend at least \$50,000, according to the survey.

More than a third of businesses (34 percent) said they devote between 51-75 percent of their overall marketing budgets to digital marketing.

Among the businesses that currently use digital marketing, nearly all (99 percent) said they plan to invest more in at least one digital marketing channel within the next year. And most businesses also plan to increase their investments across a variety of digital marketing channels, with social media marketing (64 percent) and websites (55 percent) topping the list.

On the other hand, nearly three-quarters of businesses (73 percent) said they plan to decrease their investment in at least one digital marketing channel in the next year. In particular, businesses are less interested spending time and money on display/banner advertisements and paid search advertisements in the next year.

More than three-fourths of marketers polled (76 percent) said they think the marketing world has changed more in the past two years than it had the entire 50 years preceding.

The Manifest's 2018 Digital Marketing Survey polled more than 500 digital marketers stationed at U.S. companies with more than 100 employees.

## **BARR TO HEAD FINN PARTNERS FIN SERVICES**

Cognito and Burson-Marsteller alum Ryan Barr has joined Finn Partners, where he's been named managing partner of the agency's financial services practice.

Barr joins the global independent agency from London-based financial services and technology firm Cognito, where he served as managing director in its New York office. Prior to that, he was a managing director at Burson-Marsteller. He was previously managing director and corporate communications practice leader at IR and business communications firm IGB Group, and also formerly led Hill & Knowlton's financial relations specialty practice in New York.

As head of FP's financial services unit, Barr will direct planning and communications counsel for clients in the banking, private equity, wealth management, insurance and fintech sectors. He'll report to senior managing partner Richard Funness and managing partner Wendy Lane and will be based in the agency's New York headquarters.



**Ryan Barr**

## **ALLISON+PARTNERS BUYS ONECHOCOLATE**

Allison+Partners has acquired London-based consumer and B2B tech PR and digital marketing agency OneChocolate Communications.

Financial terms of the deal were not publicly disclosed.

**ALLISON+  
PARTNERS**

OneChocolate counts clients in the consumer, B2B and technology sectors. Founded in 1992 by Jill Coomber and Sue

Grant, the London-based shop maintains additional offices in Munich and San Francisco.

The acquisition adds more than 40 people to the MDC Partners unit's employee roster. OneChocolate will retain its branding for the time being but will eventually transition to take the Allison+Partners name over a six-month period. Coomber has been named managing director of Allison+Partners' consumer practice in Europe, while Grant will serve as managing director of Allison+Partners' technology practice in Europe. Both will join the agency's European management team.

## **ALLIED OPENS LONDON OUTPOST, REBRANDS**

Entertainment and lifestyle marketing agency Allied Integrated Marketing has opened a new office in London.

Adam Cunningham, who's served as Allied's chief digital officer for the last year, has relocated to London, where he'll focus on the company's expansion into the UK and European markets while continuing to oversee its digital division in North America and Europe.

Cunningham will be joined by NBCUniversal alum Rachel Mansson, who's been named general manager, international. Mansson formerly served as international new media VP of marketing at NBCUniversal.

In light of Allied's international expansion, the agency has also rebranded as Allied Global Marketing.

Allied, founded in 1986, staffs more than 400 in nearly two-dozen offices locations across North America, Europe and Asia.

## **CARRIG TAKES VICE MEDIA'S PR POST**

Danielle Carigg, former senior VP-communications at A&E Networks' Lifetime pay cable unit, has joined Vice Media as chief communications officer. She replaces Alex Detrick, who joined Vice in 2009 from the office of then-New York Attorney General Andrew Cuomo.

She will remain a consultant at Vice through the end of the year.

Vice CEO Nancy Dubac announced the hiring of Carigg, who most recently was head of creative communications and industry relations at Netflix and other staffers in a Sept. 13 staff memo.

She said "strengthening our senior management team is the beginning of creating one Vice," wrote Dubac, who joined Vice in March from A&E, taking over CEO duties from Vice co-founder Shane Smith, who is now executive chairman post.



**Danielle Carigg**

## **GRAYLING WALKS GARBAGE PATCH BEAT**

Grayling is handling PR for the audacious scheme of a Dutch nonprofit to clean up half of the Great Pacific Garbage Patch, the nearly 1.8T pieces of debris, including 90K tons of plastics, floating in the Pacific Ocean between Hawaii and California.

Founded by 24-year-old Bovan Slat, Rotterdam-based The Ocean Cleanup Foundation is spending \$20M for an unmanned floating boom that is supposed to round up the plastic to be returned to shore for recycling.



Towed by the vessel Maersk Launcher, TOCF's 2,000-foot long floating barrier left San Francisco on Sept. 8 and will travel 1,200 nautical miles to the debris field, which is four times the size of California. It is expected to arrive in mid-October.

The *New York Times* gave extensive coverage to the boom's departure on Sept. 9 in its story, "Giant Trap is Deployed to Catch Plastic Littering in the Pacific Ocean."

The article detailed the Foundation's aggressive plan to send 60 more booms over the next two years to clean up half the Great Pacific Garbage Patch by 2023. That activity is contingent on funding.

TOCF's long-term goal is to reduce the amount of plastics in the world's oceans by 90 percent by 2040.

Grayling's San Francisco office is handling the Foundation's Great Pacific Garbage Patch cleanup activity.

UK-based Huntsworth owns Grayling.

## **MEDIA MANEUVERS**

**Tim Armstrong** is stepping down as CEO of **Oath**, the digital-media arm of Verizon that includes AOL, Yahoo, TechCrunch and HuffPost, on Oct. 1. He will be replaced by **K. Guru Gowrappan**, who has been COO at the company since April. Before coming to Oath, Gowrappan was global managing director of Chinese e-commerce company Alibaba Group. Armstrong, who will be staying on as an adviser through the end of the year, has been with Verizon since its 2015 acquisition of AOL, where he had been CEO. He was named CEO of Oath, which was formed when Verizon bought Yahoo! and combined it with AOL, in 2017.



**Tim Armstrong**

**iHeart Media** is acquiring podcasting company **Stuff Media**. Stuff Media CEO Conal Byrne will join iHeart Media and lead the combined entity's podcast division. iHeart Media, which is estimated to have 5.6 million monthly viewers according to figures from podcast audience measurement company Podtrac, is second only to NPR's 15.8 million in audience numbers. The addition of Stuff Media will add another 5.3 million monthly listeners to iHeartMedia's total. While podcasting's audience figures are up, its ad revenue lags behind traditional radio. While the Interactive Advertising Bureau says that podcasts drew \$313.9 million in ads in 2017, ad spending on radio is expected to hit \$14.41 billion this year.

## COMMENTARY

### THREE CHEERS FOR FARA

These are heady days for the frequently criticized Foreign Agents Registration Act, which has taken center stage in the legal travails of Paul Manafort, who was chairman of president Trump's election campaign.

FARA took a bow during the Sept. 14 guilty plea made by Manafort in exchange for his cooperation with Robert Mueller and a lesser prison term.

The special counsel is reportedly pursuing alleged FARA violations by Omnicom's Mercury unit and the defunct Podesta Group.



Paul Manafort

President Trump also jumped on the FARA bandwagon. During a blizzard of tweets on Sept. 13, he accused former Secretary of State John Kerry of somehow running afoul of FARA.

During the press tour to promote his new book, "Every Day is Extra," Kerry said he met a couple of times after leaving the State Dept. with his former counterpart, Javad Zarif, Iran's foreign minister, to discuss the nuke deal, which is opposed by Trump.

The president went on the attack, launching this tweet:

*"John Kerry had illegal meetings with the very hostile Iranian Regime, which can only serve to undercut our great work to the detriment of the American people. He told them to wait out the Trump Administration! Was he registered under the Foreign Agents Registration Act? BAD!"*

Since Kerry is a private citizen, who presumably is not on the payroll of the Iranians or any other foreign government, it's unclear how he violated the foreign lobbying act.

The president though earned kudos for correctly naming the FARA law and shining the White House spotlight on the 1938 measure designed to identify those spreading Nazi propaganda in the US just ahead of WWII.

*O'Dwyer's* is a long-time fan of FARA. We launched the *O'Dwyer's Washington Report* in 1994 to cover the foreign lobbying scene. The publication was eventually folded into [www.odwyerpr.com](http://www.odwyerpr.com).

...In case you haven't kept up with Trump's tweets (39K of them since June 2009), fear not.

Since his White House era tweets are official pronouncements of the president of the US, every one of them will be gathered and made accessible online or at his presidential library, once he leaves office. Bet you can't wait.

Michiko Kakutani, former long-time book critic of the *New York Times*, tries to make sense of the presidential tweets in her recently released book, "The Death of Truth."

She writes that Trump's tweets have consequences, "whether they be distractions meant to divert attention from the Russia investigations, the stream-of-consciousness rants of an attention-craving narcissist, or part of a more deliberate strategy to acclimate people to the aberrant."

Kakutani quotes Ruth Ben-Ghiat, professor of history and Italian studies at New York University, who sees parallels between Trump's rise and that of Mussolini.

Ben-Ghiat argues that authoritarians typically test "the limits of what the public, press and political class will tolerate" and that Trump's incendiary tweets and remarks are efforts "to see how much Americans and the GOP will let him get away with—and when, if ever they will say enough."

The Republican party—apparently happy with Trump's tax cuts for the rich, deregulatory push, Supreme Court nominations and evisceration of ObamaCare—has abandoned its responsibility to keep the president in check. The GOP surrendered to Trump, fearing the power of his voting base in potential primary challenges.

Kakutani also writes that like Big Brother in George Orwell's "1984," Team Trump exerts "control over reality by adjusting the past to conform with their worldview."

She notes that within days of Trump's inauguration, changes were made to the White House website's section on climate change to conform to the president's denial of a threat from global warming.

The Environmental Protection Agency also did its part, according to Kakutani, when it announced that its website was "undergoing changes that reflect the agency's new direction."

Its announcement included the chilling Orwellian phrase "updating language to reflect the approach of new leadership."

War is peace/freedom is slavery/ignorance is strength, indeed.

Get a copy of *The Death of Truth*. It's well worth the time of any communicator. —Kevin McCauley

