

# 06 PR

Public relations are ubiquitous. Here is an announcement from UVU this morning:

“ On Wednesday December 1, 2021, UVU donors, supporters, and friends celebrated the opening of the Brandon D. Fugal Gateway Building. The completion of the Brandon D. Fugal Gateway Building marks a new beginning for UVU. As UVU strives to provide more and better opportunities for students and the greater community, we are excited to celebrate Brandon Fugal's gift and honor him with this naming opportunity.

Note the "...marks a new beginning at UVU." The building is a hallway between the administration building and the old business building, which is being abandoned by the business department. No hallway marks any beginning; it is by definition the *middle*. Hyperbole like this makes UVU look silly, and neither the PR department nor administrators who approve the copy can see that. Perhaps they are silly people.

From the Axios news this morning:

“ In a midterm preview, top Democratic strategist Anita Dunn advises the party's House and Senate members to frame Republicans "as being against the economic interests of working Americans."

**What she's saying:** "Explicitly framing Republicans as opposing policies to lower costs does better than simply framing Republicans as the 'party of no,'" Dunn, White House senior adviser until August, writes in the memo.

"Explicitly framing Republicans as opposing policies to lower costs" is exactly the opposite of what's happened in the last two years. Inflation is the highest it's been in what, 20 years? And that's with massive fiscal support for low inflation from the Fed. When the truth won't work, sell the lie.

Ugh. Like lawyers, they are professional liars. And there is no self-corrective measures in the industry. In fact, the best lies are given [awards](#). Truth isn't a thing for them, profits are.



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Revision #1

Created 3 October 2023 12:43:51 by bruce

Updated 3 October 2023 12:44:13 by bruce