

## Marc Itzkowitz

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**From:** Marc Itzkowitz  
**Sent:** Monday, September 9, 2019 11:13 AM  
**To:** craig.mclean@noaa.gov  
**Subject:** Bravo! Please call people out...

Mr McLean,

As an MIT graduate I am so thrilled to see you defend science in these divided and anti-science times and I want to personally commend you on that.

I also want to ask you to not be candid in your criticisms and call people out by name or at least title (naming actual names is better because the only way to get the message across is by tarnishing "the brand").

As a marketing professional I've already drafted something for you to work against (ok the last line was a bit "tongue in cheek" as I figure you could use a laugh but the rest was serious)

"The President was derelict in his duties as Commander-in-Chief to protect the citizens of Alabama from misinformation and in causing needless panic. We expect better from President Trump and hope he will learn from this for the future and do his job properly. He has to understand no matter whatever stormy situation the President finds himself in the best course of action is candor and honesty"

Again Bravo and THANK YOU!!!

Marc Itzkowitz  
Palo Alto, CA

Sent from my iPhone