



**Kevin McCauley**  
Editor-in-Chief

# O'Dwyer's

The Inside News of PR & Marketing Communications



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## INVEST ALBERTA BANKS ON PR

Invest Alberta Corp., which is charged with making the Canadian province the investment destination of choice, is looking for a firm to strengthen its international marketing pitch and delivery.

IAC is active in the US, Canada, Mexico, China, UK, Germany, France, United Arab Emirates, India, Singapore, Japan and South Korea.

It is largely focused on attracting petrochemical, agricultural, energy, cleantech, technology, data, financial services, aviation, aerospace and tourism-related businesses.

IAC wants to hire a partner(s) who can provide brand strategy, strategic and tactical creative, media digital and analytics expertise, according to the RFP.

The contract will run through March 2024.

Proposals are due April 23. They go to [info@investalberta.ca](mailto:info@investalberta.ca).

Shortlist presentations are penciled in for May 10. The winner(s) will be announced May 15.

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

**ALBERTA,  
CAN.**

## EDELMAN UPS DUBNER, OSBORNE ROSS

Edelman has elevated US chief Russell Dubner to global vice chairman and head of the just-launched Edelman Trust Institute.

US COO Lisa Osborne Ross succeeds Dubner as leader of the 13-office group that employs 2,360 people.

Dubner, who was US president/CEO for the past six years, will oversee corporate development, including M&A and venture investments, alliances and partnerships, as well as the ETI.

Reporting to CEO Richard Edelman, he will chair the global investment and innovation committees and continue to

oversee DJE Holdings' specialist firms: Revere, Salutem and Edifi.

"Russell will play a pivotal role in this transformative chapter for the firm," said Edelman.

Ross, who joined Edelman four years ago, led its COVID-19 task force and was the driving force behind

the creation of the firm's racial justice task force set up after the murder of George Floyd.

Ross reports to global president/COO Matthew Harrington, who called her "expansive in her ability to provide senior counsel to clients and drive operations."



**Russell Dubner,  
Lisa Osborne Ross**

## MWWPR REBRANDS AS MIKEWORLDWIDE

MWWPR has rebranded as MikeWorldWide, paying tribute to its founder Michael Kempner who built the shop into a global brand with 2020 fees of \$38.9M.

Kempner said he built the agency on passion and agility, challenging industry convention and always prioritizing cultural needs and client service.

The rise of the "values-based consumer, is clear evidence that caring is more than an emotion; it is the most valuable currency a company or a brand can use to reach its business goals," according to Kempner.

The shop recognizes that inclusion, flexibility, and well-being are fundamental to delivering good client service.

MikeWorldWide has also acquired London's Chameleon technology & B2B firm, a move that gives the independent firm about 30 tech, content and digital services pros in the UK.



**Michael Kempner**

## SITRICK & CO. WORKS ARCHEGOS COLLAPSE

Sitrick And Company is providing crisis support to Archegos Capital Management, the \$10B family investment firm that imploded in mid-March.

The *Financial Times* called the Archegos bust the biggest financial collapse since the meltdown of Long-Term Capital Management in 1998.

Credit Suisse announced April 6 that it will take a \$4.7B charge, slash its dividend and overhaul its investment ranks due to the Archegos disaster.

Founded by Bill Hwang, a protégé of hedge fund legend Julian Robinson, Archegos borrowed billions to invest in US and Chinese stocks.

A massive margin call dealt a blow to Archegos and triggered a \$20B wave of liquidations at a number of Wall Street banks.

The Securities and Exchange Commission has opened a preliminary probe into Hwang's trading.

S&C's Mike Sitrick and Seth Lubove, former editor at Bloomberg, *Forbes* and *Wall Street Journal*, represent Archegos.



**Bill Hwang**

## **CAYMAN ISLANDS SEEKS PR FOR eID CARD**

The Cayman Islands is seeking a PR firm to create and handle a communications campaign surrounding the rollout of a national eID card and a suite of new digital services.

The eID card will be available to Caymanians and permanent residents but is not mandatory. It will connect with private sector systems and the Cayman Islands' population register database.

The Ministry of Commerce, Planning and Infrastructure, which issued the RFP, wants a firm "to provide a go-to-market strategy for a suite of products to be launched, branding, PR, social media management, promotion and advertising from June 2021 to June 2022."

The firm will handle press releases, media advisories, events, stakeholder partnerships, content for the e-government microsite and associated social media channels. It will respond to inaccurate media reports and editorials and provide damage control to misinformation about the eID card project.

Proposals are due April 21 at <https://cayman.bonfirehub.com/opportunities>.

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

## **HAGER SHARP'S TAYLOR JOINS WEBER**

Trish Taylor, executive VP at Hager Sharp, has joined Weber Shandwick to lead its Washington healthcare practice.

The more than 20-year veteran also did stints at KRC Research, Ogilvy and FCB.



**Trish Taylor**

She has handled the National Institutes of Health, US Dept of Health and Human Services (Let's Move! and President's Council on Fitness, Sports and Nutrition), Centers for Disease Control and Prevention, and the White House's Office of National Drug Council Policy.

At the Interpublic unit, Taylor will work on public health, patient advocacy, public affairs and health provider education initiatives.

Jamie Dowd, North American healthcare lead at Weber, said Taylor will help "clients and our teams navigate rising challenges."

## **ICR PUTS TOPPS BACK IN WALL STREET GAME**

ICR Inc. is handling Topps trading card company's return to Wall Street as it agrees to merge with Mudrick Capital Acquisition via a SPAC deal valued at \$1.3B.

The investment firm of former Walt Disney Co. chief Michael Eisner bought Topps, which launched in Brooklyn 82 years ago in 1938, in 2007.



Topps has license deals with Major League Baseball, Major League Soccer, World Wrestling Entertainment, Disney and Formula 1, as well as digital gift card relationships with Uber, Hulu, Netflix, Nike, DoorDash, Airbnb, Instacart and Deliveroo.

Topps enjoyed record sales of \$567M in 2020, up 23 percent from 2019.

"The strong emotional connection between the Topps brand and consumers of all ages is truly foundational," said Eisner in a statement.

ICR has Tom Filandro, Brendon Frey and Keil Decker handling investor and media inquiries for Topps.

## **NEWS OF FIRMS**

**Omnicom** is launching an initiative geared toward raising the media profile of Asian Americans. The "3 in 5" effort is based on the fact that three out of five Asian Americans say that they are rarely, if ever, represented in ad content, according to a Morning Consult survey. To combat that, Omnicom is encouraging creatives to develop and submit completed PSAs that speak to this underrepresentation while supporting Asian storytelling. Participants have until April 23 to submit their PSAs through [a dedicated website](#) for an opportunity for it to run in paid media. The winning PSA will be featured on more than 35 national media platforms starting May 1 to kick off AAPI Heritage Month.



**The Public Relations Global Network** enters into an affinity relationship with **News Direct**, an automated platform that provides news and content distribution for PR, IR, corporate communications and marketing professionals. PRGN member agencies will now have access to News Direct global distribution network.

**5W Public Relations** is opening a corporate office in Miami. 5WPR CEO Ronn Torossian plans to spend much of April and May in the city recruiting staff, meeting existing and prospective clients, and finalizing the new office space, which will be announced by the end of April. "As an entrepreneur, with an impending New York City tax hike on the horizon, this expansion is the right move to keep clients and employees satisfied," said Torossian.

**GCI Health** launches The Content Collaborative, an offering that brings the company's digital, design, editorial and creative teams together under one umbrella. GCI says that the new offering aims to break down traditional silos that stand in the way of creating and delivering health content based on lived experiences. GCI global head of digital David Chadwick has been promoted to chief content officer and will oversee the offering. "The Content Collaborative enables our specialists to curate a deeper, more resonant experience for our audiences and greater impact for our clients," said global CEO Kristin Cahill.

**Vested**, a global financial communications firm, has put together *The ABCs of Finance*, a children's book aimed at helping parents begin conversations about money with their kids. The release coincided with the start of Financial Literacy Month 2021 (April). With COVID-19 having taken an economic toll on families nationwide, Vested says that children are paying closer attention to issues related to money, though they often find that subjects like family finance, parental income, investments and debt are off-limits to them.



**The VIA Agency**, a Portland, ME based advertising and marketing firm, is renaming itself as VIA. The renaming is part of an overall rebrand and new creative identity for the company. The firm's new visual identity, developed under chief creative officer Bobby Hershfield, will include a new logo, colors, typeface and a completely redesigned website.

## HOW TO HANDLE A RECALL

At some point, every company that produces consumer or commercial products will face questions or a crisis related to the effectiveness or safety of what they sell. Product recalls are quite common, with thousands occurring due to mandates from state and federal regulators.



**John Brandt, Mark Paustenbach**

If not handled properly, they have the ability to hurt brand reputation and sales, impact unrelated products and benefit competitors.

Here are five things to remember before, during and after an incident.

### 1) Before: Preventative maintenance

A crisis response plan should answer the following questions.

- *What could go wrong?* Perform risk analyses and vulnerability audits for products or services that are well known.
- *What do we say?* Draft background points and holding statements that can be modified.
- *How do we say it?* Identify the best spokespeople for public comments, whether through a written statement, interacting with reporters, or appearing on radio or TV.

Make clear to non-communications employees how, where and when they should talk about a crisis. Having a system in place to interact with team members will facilitate information sharing and lessen the likelihood that employees will go outside the organization to discuss the event or get additional information.

### 2) Before: Communications channel audit

Every organization should determine which channels will be used to communicate and which will be kept clean. When the crisis hits, staff should be able to use the agreed upon channels—social media, press release or company blog—to place recall information and holding statements.

Organizations should have a plan to monitor these channels at all hours. Virality does not just work from 9 to 5.

In addition to communications channels, it is important to identify the best spokespeople for the company, depending on the threat level. If it is significant enough, a public statement from the CEO or a senior executive might be needed.

### 3) During: Determine posture

Is it best to be out there publicly to control the narrative and provide facts in a timely manner or keep statements to a minimum and wait for the moment to pass? This will be determined by many factors, including, but not limited to, the following: how widespread is the recall, what is causing the recall, how common are recalls in this category, and how essential is the affected product to overall brand health and reputation.

### 4) During: Regulator relationships

All of these decisions may depend on forces outside of your normal control as a business. This is doubly true for specific legal considerations, as well as the roles of state and federal regulators, non-governmental organizations, or industry stakeholders.

Coordinate your communications efforts with counsel to ensure that public statements do not negatively impact legal matters.

### 5) After: Evaluation, education and renewed preparation

Following the recall, it is important to take stock of how the situation was handled. Your leadership team will need to have an honest discussion about what went well, what didn't, crisis

duration, coverage and any sentiment/market share impacts.

These steps may not prevent all crises, but advance planning and a careful analysis of previous experiences will allow public affairs teams to take immediate action.

*John Brandt is a vice president and Mark Paustenbach is a senior vice president at ROKK Solutions, a Washington, DC-based, bipartisan public affairs firm.*

## PR SALARIES FLAT, BILLING RATES UP

Salaries for PR professionals nationwide were essentially flat last year in light of the economic damage wrought by the COVID-19 pandemic, according to the latest edition of an annual compensation report by PR executive search firm Spring Associates.

The report found that PR pros—across a range of agency titles from account executive through executive vice president—earned an overall average of \$111,600 last year compared to \$111,400 the year prior, representing an almost-non-existent gain of 0.8 percent.

Corporate marketing communications professionals, on the other hand, registered annual average earnings of \$142,600 compared to 2019's \$141,300, revealing an increase of 2.6 percent.

While salaries were essentially flat for PR professionals last year, the report discovered that hourly billing rates at those PR firms went up at the same time, increasing, on average, by 4.8 percent.

Spring Associates President Dennis Spring told *O'Dwyer's* that the uptick in hourly rates was "probably due to pandemic-caused losses."

Finally, when it comes to annual bonuses, the Spring Associates report found that nationally, bonuses represented an average 9.1 percent of base salaries for PR agency staff while for corporate communications pros they were much higher, representing an average 19.9 percent of base salaries.

Spring Associates' latest "PR Salary & Bonus Report," now in its 25th year, was compiled using a proprietary database of more than 21,000 credentialed corporate marketing communications executives and PR agency professionals. The complete report can be purchased [here](#).

## ABERNATHY MACGREGOR SNAGS SVB'S REID

Abernathy MacGregor has hired Sard Verbinnen & Co.'s Matt Reid as managing director and head of its Los Angeles office.

He was managing director and co-head of SVC's LA outpost, advising technology, life sciences and educational institutions on M&A activity, crises, regulatory matters, litigation and activist defenses.

Before joining SVC in 2013, Reid led external affairs at BSA | The Software Alliance, focusing on PA and global advocacy in the areas of intellectual property, privacy, cybersecurity and cloud computing.

Earlier, he established Waggenger Edstrom's PA unit and counseled the Portland Trailblazers, Microsoft, Bill & Melinda Gates Foundation, Texas Instruments and Mercy Corps.

Ian Campbell launched AbMac's LA office 23 years ago. He will continue as vice chairman of the firm and mentor Reid as he settles into his post.

AbMac is part of France's Havas Group's AMO network.



**Matt Reid**

## **PACE CENTER NEEDS PR FIRM**

The Pace Center for Girls, which provides counseling, case management and mental health services to young women in need, is gathering proposals for a marketing PR program.



Founded in Jacksonville in 1985, Pace has “changed the life trajectory of more than 40,000 girls” in Florida and Georgia, according to its RFP.

Pace is launching a strategic plan that will build on its “history of advocacy and impact to mitigate and disrupt inequities for girls and young women.”

It is looking for a partner to “increase awareness and understanding of Pace’s life-changing work, advocacy and impact for girls and communities and, as a result, drive revenue and greater visibility of the organization across the country.”

Pace envisions issuing a two-year contract with two one-year renewal years, starting no later than July 1.

The campaign is dependent upon funding from Florida’s legislature and will be contracted through the Sunshine State’s Dept. of Juvenile Justice.

Proposals are due April 19.

Responses may be emailed to [Paul.Tappe@pacecenter.org](mailto:Paul.Tappe@pacecenter.org) and sent to: Pace Center for Girls; 6745 Philips Industrial Boulevard; Jacksonville, FL 32256; ATTN: Paul Tappe [Download RFP \(PDF\)](#).

## **FINN PARTNERS ACQUIRES MINTTWIST**

Finn Partners has acquired MintTwist, a London-based digital shop that has worked for the BBC, National Health Services and University of East London.

The 25-member firm will be recast as MintTwist, A Finn Partners Company. Co-founders Elliott King and Alexis Pratsides will become managing partners in charge of digital marketing and creative for Finn Partners’ EMEA region.

They will report to Chantal Bowman-Boyles, head of the EMEA sector, and Noah Finn, founding managing partner and global head of digital marketing.

Finn told *O’Dwyer’s* there’s been an increased focus on digital PR and that push is accelerating as clients look to compound the success that it has brought them.

“With the addition of MintTwist, we will be well positioned to continue expanding our digital marketing support for our clients,” he said.

## **BGR WORKS SANCTIONS FRONT FOR XIAOMI**

BGR Government Affairs is providing strategic counsel and advocating on behalf of US sanctions on Beijing Xiaomi Mobile Software Co.

Xiaomi is now China’s No. 1 smartphone company, following the decline of Huawei Technologies, which has struggled due to US sanctions.

Xiaomi has fended off implementation of the sanctions in a US court.

BGR is working as subcontractor to the Washington law firm of Edward MacMahon, Jr.

It has founding partner Ed Rogers, a veteran of the Reagan White House; international & trade practice head Walker Roberts, chief foreign policy advisor to Rep. Henry Hyde who chaired the House international relations committee, and principal Maya Selden, a veteran of the Clinton and Obama administrations, representing the interests of Xiaomi.



## **IN INTERVIEWS, TRAINING AND BREVITY MATTER**

Years back, the Fox News Channel invited me on to talk about my blog, [letterstomykids.org](http://letterstomykids.org) (<http://letterstomykids.org/>). I would have the opportunity to call on parents to commit, as a New Year’s resolution, to writing down personal memories to share with their children.

The interview was going to put to the test whether I practice what I preach when media-training clients. Would I follow my own advice?

The answer was yes. For starters, I prepared myself. I decided on my key messages. I anticipated the questions likely to be asked. I jotted down notes about the story I wished to get across. Then I boiled it all down, and then boiled it down some more, as if trying to reduce a fine sauce to its essence.

Throughout the process, I reminded myself of the very pointers I often give to clients. *You’re an expert; that’s why they’re interviewing you. Talk as if to just one person. Take a deep breath before you go on. Above all, be exactly who you are, nothing more, nothing less.*

I came away from my experience on national television with a few key lessons under my belt. Prepare just enough; stop before you overdo it. A broadcast interview should appear spontaneous. You also have less time to say what you want to say in a live TV interview than you think you do. I had more than four minutes, and believe me, it went by in a blink.

I have only one regret. I should have smiled a little more. If the topic at hand is suitable, it’s advisable to smile. After all, I went before the cameras mainly to talk about my kids.

About a year later, I learned the importance of brevity again. I was to be a guest on “The CBS Early Show.”

At 6 a.m. on a Saturday, we rehearsed the segment in the CBS studio, with me doing an intro. Afterwards, the producer told me, “You went a minute and 15 seconds. That’s *much* too long, babe. You need to cut it in half. Thirty seconds, tops.”

For the next two hours, as I prepared to go before the cameras and blinding studio lights to say my piece in front of about two million viewers, my attitude was somewhere between absolute confidence and petrified panic.

OK. Now you already no doubt appreciate the value of brevity in communications. You appreciate the importance of speaking fluently in the language known as sound bite. You recognize that, as studies have shown, the less you say, the more likely your words will be remembered.

Maybe you’re even familiar with the observation about brevity, my favorite of all time, from the versatile French genius Blaise Pascal. Roughly translated: “My letter is too long only because I lacked the time to make it shorter.”

And that’s the key right there. Brevity is the result of the strictest discipline. You can achieve that brevity, on behalf of yourself or your organization, only if and when you know, with absolute certainty, exactly what you should say.

Need I say more?

*Bob Brody is a public relations consultant, editorial specialist and former SVP at Weber Shandwick, Ogilvy and Rubenstein Associates. A widely published essayist, he is the author of the memoir “Playing Catch with Strangers: A Family Guy (Reluctantly) Comes of Age.”*



**Bob Brody**

## **CHAPEL HILL, NC CALLS FOR MARKETING**

The town of Chapel Hill, North Carolina is seeking proposals from agencies that can help promote, maintain, and enhance the city's downtown area.



The Research Triangle town, part of the Raleigh-Durham statistical area, is looking for an agency with government services experience that can promote the city's downtown municipal service tax district area as the social, cultural, and spiritual center of Chapel Hill.

Scope of the work includes serving as an economic development leader for the downtown community; attracting people downtown; establishing public and private partnerships; communicating the accomplishments of the downtown community; and serving as a spokesperson for the downtown community.

The final pricing of the contract is to be determined, but Chapel Hill expects there will be about \$220,000 available for the work, which remains subject to budget approval.

Proposals are due by 12:00 p.m. (EST) on April 19 and should be delivered to: Town of Chapel Hill; Purchasing Division – Attention Zakia Alam; 405 Martin Luther King Jr. Boulevard; Chapel Hill, North Carolina 27514

All submissions should be in sealed envelopes marked "Proposal—Downtown MSD Services."

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

## **SARD VERBINNEN TURNS OVER NEW LEAF**

Sard Verbinnen & Co. represents Leaf Group, creator of online consumer brands, as it gets acquired by Graham Holdings Co., which was Washington Post Co., in an all-cash \$323M deal.



Santa Monica-based Leaf chalked up \$212M in fiscal 2020 revenues and an \$8.8M loss from brands including Saatchi Art (gallery), Hunker (property tours, home decor), Society6 (wall art),

Livestrong & Well+Good (healthy living) and Cuteness (viral animal videos, celebrity pets).

Timothy O'Shaughnessy, CEO of Graham, said his company looks for "businesses that can prosper under our ownership and Leaf Group's collection of marketplace and media brands make for a growing company that can do just that."

Sard Verbinnen's John Christiansen and Nate Johnson represent Leaf Group.

## **QATAR TAPS RUBIN TURNBULL IN FLORIDA**

Qatar has hired Miami-based Rubin Turnbull & Assocs. to handle government relations, public affairs and communications in the Sunshine State.

The goal is to promote commercial, philanthropic, academic, cultural and other exchanges to advance the mutual interests of Florida and the Arab State.

The contract, which went into effect March 31, runs for six months and is worth \$35K a month.

Bill Rubin and Heather Turnbull are influential Florida lobbyists with close ties to the Republican party and governor Ron DeSantis.

The firm, which has offices in Tallahassee, Fort Lauderdale and Washington, reports to Qatar's ambassador to the US, Sheikh Meshal bin Hamad Al Thani.

## **VACCINE HESITANCY DRIVEN BY LACK OF INFO**

Americans who are most resistant to receiving a COVID-19 vaccine cite a lack of critical information about the vaccines' safety and potential side effects, [according to a study](#) conducted by Philadelphia-based healthcare marketing agency LevLane and marketing research company MarketVision.

The study discovered a surprising number of Americans remain resistant to being vaccinated: More than a quarter of all participants (28 percent) said they're hesitant to receive a COVID-19 vaccine, citing concerns surrounding medical privacy, levels of confusion or unfavorable reviews of the U.S. vaccine rollout.

Among those frustrated by the recent U.S. rollout of COVID-19 vaccines, 48 percent blame the Federal Government, 43 percent blame their State Government and 42 percent blame President Trump.

The study found that women, members of the Black community and members of the Gen Z generation are among those least likely to get a COVID-19 vaccine. Nearly half of the women surveyed (48 percent) said they wouldn't take a vaccine if one were offered today, compared to 30 percent of men who said they'd also refuse a vaccine. A similar number (40 percent) of African Americans said they'd turn down the vaccine if offered. Only 37 percent of Gen Z say they'd accept a COVID-19 vaccine.

Virtually every senior polled (100 percent) said they want to see more information regarding potential side effects, as did 71 percent of the Gen X members (ages 41-56) and 64 percent of female respondents.

More than half (58 percent) of Baby Boomers and 50 percent of seniors said they'd like to know more about the differences between current COVID-19 vaccine options.

In total, more than a third of all respondents (39 percent) said they want to know more about how much immunity they'll really get from a COVID-19 vaccine.

LevLane and MarketVision's "Vaccine Resistance Survey" polled more than 400 U.S. adults in February.



## **BLACK EXECUTIVE CMO ALLIANCE DEBUTS**

The Black Executive CMO Alliance has been launched by a group of black marketing executives from 26 consumer and business-to-business brands including Netflix, BCW, Amazon and GroupM.

In addition to providing a forum for collaboration and networking, BECA will work to create opportunity, access and change through mentorship.

The founding members of the organization say that it will address inequities in the industry while also developing concrete actions to prepare, support and cultivate Black marketing talent. Those actions will include mentorship programs, career-pathing and identifying skill opportunities.

"Many of our founding members, like me, have worked incredibly hard throughout their careers to achieve positions of leadership and quickly realized that 'few others look like them' and have experienced the discontentment of being the 'lonely only' at the top," said BECA founder Jerri DeVard.

To find out more about BECA, visit [www.blackexec.com](http://www.blackexec.com).



**Jerri DeVard**

## COMMENTARY



**Major League Baseball has moved its 2021 All-Star Game from Atlanta to Denver to protest Georgia's decision to adopt measures that may suppress voter turnout.**

Atlanta-based Coca-Cola, Delta Air Lines and Home Depot are in the spotlight after Georgia's decision. They are pressured to speak out against the injustice.

Corporate America, though, has a history of backing efforts to suppress votes, according to a report by Public Citizen.

Released April 5, the report found that US companies donated \$50M since 2015 to support state lawmakers pushing voter suppression bills. Trade groups kicked in another \$36M.

AT&T tops Public Citizen's list of top contributors from 2015 to 2020. Ma Bell phoned in \$810,915 to lawmakers.

Rounding out the Top Ten are: Altria/Philip Morris (\$678,700), Comcast Corp./NBC Universal (\$439,700), UnitedHealth Group (\$411,200), Walmart (\$376,617), State Farm (\$315,370), Pfizer (\$308,085), BNSF Railway (\$300,085) and Farmers Insurance (\$293,000).

Coca-Cola gave \$133,700 during the five-year period.

Public Citizen found that 81 percent of Fortune 100 companies gave \$7.7M to lawmakers supporting voter suppression from 2015 to 2020.

The "Corporate Sponsors of Voter Suppression" report may cause companies beyond Georgia a lot of PR grief.

**JetBlue flies into PR turbulence...** The airline has flown away from its pledge—made in the aftermath of the Capitol Hill riot—not to donate to the 147 Congressional Republicans who refused to certify the election of president Joe Biden.

*Bloomberg Government* reported that JetBlue's PAC donated \$1,000 to Staten Island/Brooklyn Congresswoman Nicole Malliotakis, a charter member of the Sedition Caucus.

The carrier says while it temporarily halted donations to "understand how PAC contributors wanted to move forward in the current political climate," it found that they have a range of beliefs concerning current issues.

Malliotakis tweeted the day after the Capitol Hill riot that she voted against certification "not to overturn an election but to highlight the need for a proper hearing into unconstitutional rule changes, irregularities and alleged fraud."

That's nothing but a smokescreen.

Former attorney general Bill Barr, the Dept. of Homeland Security, and courts throughout the land found there was no fraud in the 2020 election.

JetBlue should turn a blind eye to Malliotakis and the rest of the Sedition Caucus.

**JPMorgan Chase chief Jamie Dimon's annual letter to shareholders is a must-read, like Berkshire-Hathaway CEO Warren Buffett's missive to his stockholders.**

In this year's gem, Dimon talks about the importance of JPMorgan Chase acting as a responsible community citizen, just like the local bakery.

While the "Main Street" baker sweeps the sidewalk outside her storefront and donates surplus food at the end of

the day to homeless shelters, JPMorgan Chase lends to and supports local businesses, helps neighbors with banking and donates to local charities, according to Dimon.

"We take great pride in being a responsible citizen at the local level—just like the local bakery," wrote Dimon, who may be kneading rather than lending dough in his next life.

He took aim at media hype and people's willingness to be weaponized. "When politics and media meet, we are whipsawed by false arguments of fanatics, the certitude of ideologues and cycles of intolerance," wrote the sage of Wall Street.

**China Loves Procter & Gamble.** The consumer products giant helped develop a technique being tested in China to give companies a way to beat Apple's new privacy tools, according to the *Wall Street Journal*.

The Apple software would let iPhone users choose whether their activity would be tracked across websites and apps.

That's bad news for the digital advertising world and the Chinese government, which wants to monitor the social media activity of its people.

P&G is working with the state-backed China Advertising Assn. on the privacy-busting technology called device fingerprinting. It says the goal is to "deliver useful content consumers want in a way that prioritizes data privacy, transparency and consent."

The blessing of the Chinese government is an added bonus. China is P&G's No. 2 market.

**Former President Trump really doesn't like the National Pastime** because it takes up too much TV time, not because Anthony Fauci got to throw out the first pitch at the Washington Nationals opening game last year.

He told Newsmax's Heather Childers on April 6:

*"I'm just not very interested in baseball for the last number of years. I think it's not appropriate. You know, you look at, you want to find a game, it's on every channel yet you can't find anything.*

*It's the weirdest thing. It used to be a nice, easy thing to follow. And you know what I mean by that. It was on one network and it was nice and good and beautiful.*

*Today, you don't even know what the hell you're watching. I would say boycott baseball. Why not?"*

**Edelman gets powerful placement.** The National Intelligence Council's Global Trends 2040 report issued April 8 gives extensive play to the 2020 Edelman Trust Barometer in a section called "Rising Pessimism, Wavering Trust."

The report covers the Barometer's finding that a majority of respondents in 15 of 28 countries polled are pessimistic that they and their families will be better off in five years, an average increase of five percent from the previous year.

It also noted past Barometers, showing the gap in trust in institutions between the informed public and the mass public has increased during the past decade.

The quadrennial trends report analyzes how current social, economic and political changes could impact the world 20 years from now.

—Kevin McCauley