



Kevin McCauley
Editor-in-Chief

O'Dwyer's

The Inside News of **Public Relations**
& **Marketing Communications** odwyerpr.com

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

April 17, 2023 Vol. 56 No. 16

GAVI VAX ALLIANCE SEEKS PR CONSULTANT

Gavi, the Vaccine Alliance, which works to save children's lives by increasing access to immunization in poor countries, is requesting quotations from public relations agencies.

Gavi is looking for an agency that can provide public relations and media relations services on a retainer basis for the purpose of boosting the organization's visibility and media engagement in the United States and Canada.



Scope of the work includes: Providing news alerts on critical stories around topics related to Gavi's work; pitching interviews and op-eds to media on major announcements or when Gavi senior leadership is traveling to the U.S. or Canada; maintaining regular contact and building relationships with major print and broadcast news outlets and making recommendations, providing creative ideas and identifying opportunities for media engagement; drafting briefs and written media responses; and providing crisis communications counsel when necessary.

Terms of the contract calls for the work to cover the second half of 2023 and the first half of 2024.

Responses are due by 23:59 (Central European Time) on April 21 and should be emailed to: procurement@gavi.org.

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

APCO ADDS APPLE ALUM BROWN

[APCO Worldwide](#) has added Kelly Mullens Brown as a senior director for corporate brand strategy.

Brown joins the firm from Apple, where she was global lead for content strategy and planning. In that role, she developed global editorial programs for events, seasonal initiatives and new products/features.



Kelly Mullens Brown

Before Apple, Brown was president at Ryan Seacrest Enterprises, overseeing corporate strategy, operations, alliances and philanthropy for the TV/radio host and producer.

She also was managing director for strategic communications at 42West, executive VP at Sitrick And Company and VP at FleishmanHillard.

Courtney Crowder, managing director of APCO South, said Brown has been "deeply involved establishing strategic direction in response to the most complex, high-profile issues facing global clients throughout her career."

EDELMAN PITCHES FINTECH FOR HONG KONG

Invest Hong Kong has hired Edelman to promote the city as an ideal fintech hub for companies located both overseas and on the mainland of the People's Republic of China.

The PR firm does not have a formal contract but provided a quote of \$180K for a 12-month push for Invest Hong Kong.

That government-controlled entity confirmed the acceptance of Edelman's quote on March 30.

Edelman's publicity effort kicked off April 1 and will run through Hong Kong FinTech Week, which is staged from Oct. 30 to Nov. 3.

The firm's duties include media relations/monitoring, marketing services, and drafting of press releases, bylined articles and promotional materials.

Ka Wa Sabrina Lam, Yue Kei Wong and Adrianna Lau Wei Ching in Edelman's Hong Kong office handle the Invest Hong Kong work.



OGILVY TAKES ON NO.1 COAL COMPANY

Ogilvy Government Relations has signed on with St. Louis-based Peabody Energy, which is America's top coal producer.

The WPP unit will handle legislative and federal activities related to energy activity and the coal industry, including carbon material technology.

Ogilvy's team includes Moses Mercado, who was a top aide to Congressman Dick Gephardt (D-MO); Con Lass, chief of staff to the director of the Bureau of Land Management; and Chris Giblin, chief of staff to Congressman John Carter (R-TX).

Peabody, which is committed to zero greenhouse emissions by 2050, believes coal is a transitory and reliable power source as the world moves to renewable energy sources to fight climate change.

The company earned \$1.3B on \$5B in 2022 revenues.

Peabody was in the news on March 29 for a fire that broke out at its Shoal Creek Mine, 35 miles west of Birmingham, AL.

The company is working with the Mine Safety and Health Administration on a reentry plan. It says gas monitoring of exhaust air is showing acceptable air quality and atmospheric conditions within the mine.

Shoal Creek Mine employs 419 people. All have been accounted for. The underground mine generated about 800K tons of coal last year for steelmaking.



BLACK CONSUMERS TRUST ‘CHOSEN CIRCLES’

Black Americans are disproportionately affected by the health disparities prevalent in society today, and that shapes how receptive they are to the healthcare information that marketers and communicators present to them, according to a new report from M Booth Health and Sprout Insight, a women- and minority-owned strategic consulting and market research firm.

“[Chosen Circles: How Black Americans Navigate Health Decision Making](#)” looks at the strategies Black healthcare consumers employ to make sure they get the care they need.

More than a third of respondents said they do not feel represented in health information, do not feel that health organizations care about people with their background and don’t always trust the health information they receive.

That lack of trust, the report says, is leading to increased rates of illness. More than one in five survey respondents said they have gotten sick in the last 12 to 18 months because they did not have access to necessary health information.

Black consumers are dealing with this unequal healthcare landscape by taking matters into their own hands. One of the main ways that plays itself out is through the formation of “chosen circles”—groups of trusted people and sources consumers go to for advice and support when making health decisions.

For 36 percent of the respondents, healthcare providers are not in their chosen circles. While 53 percent say pharmaceutical companies are an important source of health information, only 13 percent say they have actually learned about health from a pharmaceutical company website.

A majority of respondents (57 percent) said that curating multiple sources of health information makes them feel more confident about their decision making.

More than six in 10 of the survey respondents (61 percent) said they have created such personal networks, which are seen across several demographics, with 68 percent of Black mothers, 62 percent of Black men, 60 percent of Black women and 59 percent of Black Gen Z’ers having formed them.

TRAILRUNNER PICKS PAC-12’S ZANINOVICH

Trailrunner International has recruited Jamie Zaninovich, deputy commissioner & COO of the Pac-12, as managing director to boost its sports business.



Jamie Zaninovich

During his eight-year stint at the Pac-12, Zaninovich handled its China initiative; created the Pac-12/SWAC legacy series and Pac-12 coast-to-coast challenge for men’s and women’s basketball; and developed the Pac-12 team green sustainability platform.

He previously served as commissioner of the West Coast Conference and held top sports posts at Princeton and Stanford University.

“Jamie spent his entire career in sports, and brings vast experience, exemplary leadership skills and deep relationships that will benefit our current and future clients,” said Jim Hughes, CEO of TrailRunner.

ACCOUNTS IN TRANSIT

FINN Partners is selected to provide a full-service, consumer communications program in Europe for global video games publisher **2K**. The agency’s efforts will be led by its consumer team in London, working in collaboration with its US team. FINN will also work with 2K’s global comms team in the U.S. and Europe, helping the company develop launch activations that are culturally relevant to European territories. FINN Partners consumer team on the West Coast has worked with 2K on their North America remit for five years, launching more than 20 key titles to market.

Beach House is named agency of record for **Repure**, a line of hair care and body care products, and **Rituals Cosmetics**, which offers body care products, home fragrances, natural skin care and home wear. The agency will handle public relations + influencer marketing efforts for both clients in the US. Repure’s products, which exclude over 1,600 chemicals, are available at retail outlets including Target, Walmart and Whole Foods.



Strategic Investor Relations is retained by **Green Leaf Innovations**, which produces and distributes handmade premium cigars, to craft and implement a comprehensive investor relations and corporate communications strategy to build greater investor awareness for the company. SIR will be responsible for refining Green Leaf’s overall company messaging and corporate positioning and increasing the company’s visibility and engagement with the broader investment community.

TURNER books **Eurail** in the US. TURNER has been tasked with media, influencer, travel advisor and tour operator relations helping to drive engagement, distribution and growth for Eurail in the US market. Eurail’s network of partners and range of pass options allow travelers from non-European countries to explore up to 33 countries and over 30,000 destinations with one (mobile-accessible) pass.



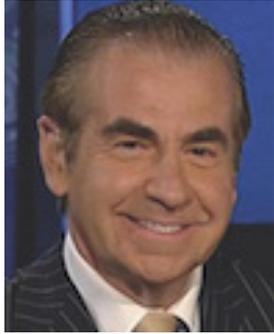
Marino picks up **Community Preservation Corporation**, a nonprofit affordable housing and community revitalization finance company. Marino is working with executives across CPC to formulate an in-depth communications program that targets key stakeholders including clients, developers, investors, the media, and the general public. Founded in 1974, CPC is the only nonprofit mortgage lender in the country and specializes in affordable housing investment and community revitalization, utilizing strategic relationships with government agencies, local community groups, banks, and other lenders to create customizable loan opportunities that facilitate homes for those in need.

Colangelo & Partners is selected as PR agency of record for **Sorel**, a hibiscus liqueur inspired by the ancestral Afro-Caribbean beverage. The program is designed to increase brand awareness across consumers and industry professionals and drive sales. Colangelo & Partners will also support the development of organized partnerships and events. Sorel was perfected as the first and only shelf-stable sorrel liqueur in 2012 by company founder Jackie Summers.

REGAINING MEDIA TRUST, ONE AR-15 AT A TIME

What's America's biggest problem? Inequality? Inflation? Immigration? Crime? Trump? Marjorie Taylor Greene? Odell Beckham, Jr.? Stephen A. Smith? No. The answer is guns.

Specifically: Military-caliber assault weapons designed for war, like semi-automatic AR-15s and fully automatic AR-57s,



Frazer Seitel

which have been the weapon of choice for mass murderers. The majority of Americans agree there's no earthly reason why such weapons should be available for purchase by ordinary citizens. That's why most other civilized nations outlaw them.

Last August, the House voted to approve a new ban on assault weapons. But Senate Republicans remain fearful of challenging the Revolutionary War-era Second Amendment and, therefore, remain too cowardly to do the right thing.

No wonder, the latest Gallup poll says only seven percent of Americans have "a lot of confidence" in the U.S. Congress.

At the same time, Gallup also reports that Americans rank the national news media nearly as lowly as they do Congress. More than half of Americans believe most national news organizations, as my colleague Jon Gingerich wrote recently, "deliberately mislead, misinform or work to persuade the public."

This is bad news not only for reporters and editors and bloggers but for public relations professionals who work through the media to persuade people to support their positions, endorse their candidates or buy their products.

How can the media begin to win back public trust? Here's an idea: Go after vulnerable Republican senators on an issue on which most Americans agree: banning assault weapons.

Marco Rubio

Rubio's long-term goal is to become President, and there's no question that when Republicans once again gain the White House, he will be among the first elevated to Cabinet status.

On gun control, Sen. Rubio has been characteristically opaque, hemming and hawing his way around the issue to avoid controversy. Most disturbing, he refused to take a stand on assault weapons in 2018, when a 19-year-old nutcase murdered 17 people and injured 17 others at Parkland's Marjory Stoneman Douglas High School in his home state.

Today, with Floridians not nearly as gun-lovingly right-wing as neighboring states like South Carolina and Alabama, a concerted media effort to dislodge him from his assault weapons waffling seems well worth the effort.

Rick Scott

Unlike his Florida colleague, Sen. Scott isn't particularly likable. He himself unabashedly admits, "I'm seeking to become the least popular man in Washington." He's succeeding.

Scott is up for reelection in 2024, and he's not trending well. But he's counting on his "independence"—his criticism of not only Democrats but his own party's leaders—to win the day with Florida's largely libertarian voters.

Five years ago, just three weeks after the Parkland massacre, then-Gov. Scott defied the gun lobby to sign into law a sweeping set of gun regulations.

The media should lean on the Senator to restore that precedent in today's climate of rampant mass shootings.

Shelley Moore Capito

The relatively-silent Republican Senator from West Vir-

ginia seems content to let her on-again/off-again Democrat colleague Joe Manchin lap up most of the publicity.

But Sen. Capito did support last year's bipartisan Safer Communities Act in the Senate, which dealt with school safety, mental health and background checks.

West Virginia ranks fifth among states in terms of gun ownership, and its state laws are weak in terms of red flag warnings, campus carry and gun safety in general. Nonetheless, West Virginians are inarguably more rational about the lunacy of possessing assault weapons than their brethren in gun-worshipping states like Montana, Wyoming and Texas.

So, turning the media spotlight on a shrinking mountain violet like Capito makes sense.

Todd Young

Young was surprisingly willing to risk his \$3 million NRA donation by voting "with Capito and 14 other Republican senators in favor of last year's Senate gun control bill. Moreover, Young champions bipartisanship and says his successful reelection campaign last year "showed the value of non-partisan achievement and principled conservatism."

In a Republican-leaning state where commentary from editorial writers and politicians has been building for stricter gun laws, media pressure on Sen. Young to distinguish himself from the risk-averse Braun might be just what he needs to renounce assault weapons on the national stage.

Mitt Romney

Finally, there's the well-known former Presidential candidate from the gun-loving state of Utah.

In recent years, the 76-year-old Romney has become the elder statesman "voice of reason" in a Trump-dominated party that seems to be headed, inexorably, over a cliff—despite being on the right side of many issues.

Were Sen. Romney to do "the right thing" by renouncing assault weapons, he might just be able to help rescue Republicans from another catastrophic electoral defeat in 2024.

Fraser P. Seitel has been a communications consultant, author and teacher for 40 years. He's the author of the Pearson text "The Practice of Public Relations," now in its 14th edition, and co-author of "Rethinking Reputation" and "Idea Wise." He may be reached directly at yusake@aol.com.

LEVICK FOUNDER RICHARD LEVICK DIES AT 65

LEVICK CEO Richard S. Levick passed away April 11, due to cancer, his firm today announced. He was 65.

He founded the firm in 1998, and it was a shaping force on the practice of crisis and litigation communications and reputation management. The firm has handled the media on such matters as the 2000 Florida election recount, the Catholic Church during its sex-abuse scandals, and prisoner detentions at Guantanamo.

In a statement, the firm's leadership team noted that Levick's impact on the world of communications will be felt for years to come:

"We have lost a great man, an inspiring mentor, a pioneering leader, and a true friend to many of us in this business. We will miss Richard deeply, but his legacy will live on through the work that we do."

The firm plans to host a celebration of his life with details to be announced.



Richard S. Levick

KARV PUSHES NEOM'S 'OPTIMAL LIVABILITY'

[Karv Communications](#) is working with Richard Attias and Assocs. event management company on strategic communications and media relations support for Saudi Arabia's \$500B Neom city-of-the-future project.



NEOM

It is providing messaging to position Neom as offering "optimal livability and entrepreneurship in harmony with nature."

Karv's one-year contract is with Richard Attias and Associates Saudi for Organization of Exhibitions Co. The pact kicked off on March 1 and is worth \$980K.

Karv president Andrew Frank heads the Neom team that includes senior VP Kevin Nolan, content specialist Tehya Frank, and associates Will Sommer and Hannah Hunter.

PACIFIC SURFLINER NEEDS PR ENGINEER

The Los Angeles-San Diego-San Luis Obispo Rail Corridor Agency wants a digital marketing firm to promote visibility and recover ridership that the Pacific Surfliner brand lost during the COVID-19 pandemic.



The Pacific Surfliner views its social media channels (Facebook, Instagram, TikTok, Twitter, YouTube, LinkedIn, and a blog) as vital assets to its marketing program.

LOSSAN wants a firm to drive website traffic; increase ticket bookings among current and potential customers; connect/engage those who have indicated an interest in train travel; and enhance the perception of the Pacific Surfliner service.

LOSSAN has budgeted \$200K for the one-year social marketing campaign.

Proposals are due April 27. Mail them to: Orange County Transportation Authority; Contracts Administration and Materials Management (CAMP); PO Box 14184; Orange, CA 92863-1584; Attention: Gina Torres, Contract Administrator [Read the RFP \(PDF\)](#).

MORAN GLOBAL STRATEGIES REPS QATAR

Moran Global Strategies has agreed to provide government relations and advocacy services to Qatar's DC embassy.

The firm is headed by former Congressman Jim Moran, who stepped down in 2014 after serving 12 terms in office.



Jim Moran

The Democrat was a member of the Foreign Affairs, Appropriations, Banking, Government Reform and Oversight committees.

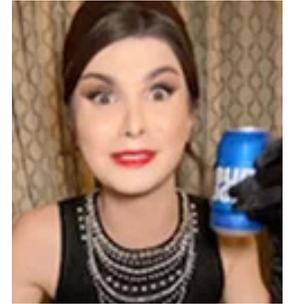
MGS has a one-year pact with Qatar that went into effect on April 1.

It receives a monthly fee of \$80K, of which \$35K will be sub-contracted to the Holland & Knight law firm to retain the services of former Congressmen Tom Davis (R-VA) and Tom Reynolds (R-NY).

ANHEUSER-BUSCH'S MARKETING RETREAT

It started innocuously enough. Kid Rock did his typical Midwestern badass redneck act by blowing up some 12-packs of Bud Lite with his trusty semi-automatic rifle to protest trans influencer Dylan Mulvaney's debut promotion of the brand on Instagram.

Now, the controversy is bubbling over like an overheated beer vat, with A-B back on its heels and changing its advertising to show a solo Clydesdale galloping through flat fields past planted rows of soybeans or whatever and probably wondering where the hell he is, while farmers raise the American flag and Budweiser proclaims its "Heartland" standing. One half expects to see the brewing giant change Bud's corporate name to Heartland Brewing.



Dylan Mulvaney

What to do? First, stop running away from the problem. Fire or re-assign the marketing exec who made the colossal blunder, the way Coca-Cola exiled Sergio Zyman after New Coke flopped.

Next, repackage Bud Light with pictures of mean-looking dogs on the cans to show Bud means business. And no more women in the commercials, unless they are scantily clad as in beer commercials of old, or accompanying a manly man beer drinker to a rock or country concert.

Get the Clydesdales back on the road. Sponsor chili cookoffs and beef jerky eating contests. And bring the bars on board. New signage, clocks with mean dog faces on them, napkins, koozies—the whole catalog of beer promotional paraphernalia.

When all that is accomplished, A-B will likely be accused by its detractors of "neck washing" rather than "pink washing," but isn't that the point?

Bill Huey is president of Strategic Communications and the author of "Advertising's Double Helix: A Proposed New Process Model" (Journal of Advertising Research, May/June 1999).

EQUITY, WALBROOK WORK SPECTRAL MD SPAC

The Equity Group and Walbrook PR are handling Spectral MD as the AI company focused on predictive medical diagnostics merges with Rosecliff Acquisition Corp. in a SPAC deal valued at \$170M.

Dallas-based Spectral MD plans to use the proceeds of the SPAC to pursue commercial opportunities in the US and UK for its burn and diabetic foot ulcer indications.

It also sees significant US government business for its DeepView wound diagnostic platform for mass casualty events.

Spectral MD has already received \$125M in contracts from various federal agencies for DeepView.

As part of the transaction, Spectral MD will delist its shares from the London Stock Exchange and trade on the NASDAQ. The merged company will be renamed Spectral AI.

Equity's Devin Sullivan handles the US investment community; Walbrook PR's Paul McManus, Alice Wooding and Louis Ashe-Jepson provide IR and media services in the UK.



GOVERNMENT FAILS AT MESSAGING

Public trust in the U.S. government has been declining for several years. And the professionals who provide communications counsel for the government think the government itself is partially to blame, according to a national government and public affairs study on trust in government communications conducted by [The Graduate School of Political Management](#) at the George Washington University College of Professional Studies.



The study found that more than a third (35 percent) of the practitioners think the government is ineffective when it comes to public messaging, while nearly two-thirds (65 percent) characterized the government's communications capabilities as sufficient. Of all the respondents surveyed, 40 percent think the public distrusts the government's messaging, while 59 percent believe the public trusts the information the government provides them.

What's causing this perceived lack of trust in government messaging? A majority cited external factors: namely, the rise in fake news and disinformation, as well as a prevailing view that the government's objectives are politically motivated.

But the GW study suggests that the government's current internal processes—which include needless bureaucracy, general disorganization, a history of withholding information and poor social media capabilities—have exacerbated its poor messaging performance.

More than a quarter (26 percent) of all communicators polled also said they think the government is too slow to share information, 23 percent believe the government's approach is outdated and 19 percent said the government lacks the resources to effectively communicate. An additional 14 percent believe the government has lied or provided inaccurate information in the past.

So, what steps can the U.S. government take to narrow the trust gap and improve outreach with its messaging? Practitioners suggested that government communications can be improved by ditching the monolithic approach, empowering communicators by bolstering education and training programs and examining their own internal processes so it can weed out disorganization, inefficiency and bureaucracy.

More than half (55 percent) of respondents suggested the government should refine its communications strategies and tactics to more effectively reach different groups. 51 percent said the government should either devote more resources and training for current staff or share information with the public quickly and more regularly. Only 13 percent suggested improving the government's social media usage and presence.

According to the study, communications pros believe written communications (71 percent) and interpersonal communications (57 percent) are the two most important skill sets for communicators to possess. Only six percent think a deep knowledge of politics is the most important skill set for government communications.

GW's "Government Communications and Public Affairs Study" surveyed more than 200 communications professionals employed by the Federal, state and local government or government-affiliated private-sector organizations in November and December.

ON THE MOVE

The American Egg Board names former Padilla SVP **Edward Hoffman** as VP, marketing and communications. Hoffman joins AEB from The Varick Group, a consultancy he founded that provides strategic communications for a range of emerging brands, global corporations and organizations actively working to improve the food system. He has also served as an executive VP at Porter Novelli. In his new post, Hoffman will oversee development and implementation of a strategic integrated marketing program for the U.S. egg industry.

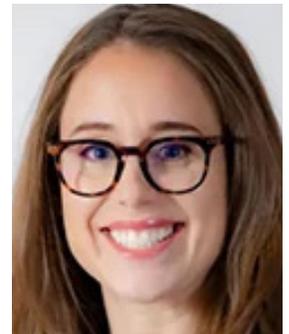


Edward Hoffman

Cornerstone Government Affairs lures **Fred Clark** back to the firm as a senior consultant on its federal government relations team. Clark was most recently chief counsel to the Senate Committee on Agriculture, Nutrition & Forestry under chairman Pat Roberts (R-KS) and ranking member Sen. John Boozman (R-AR). As general counsel and managing partner at Cornerstone from 2003-2013, Clark represented commodity, food, finance and international entities.

Riskified, an eCommerce risk intelligence provider, names **Jeff Otto** as CMO. Otto comes to the company from fintech company Marqueta, where he served as VP, head of marketing. He previously held several leadership positions in Salesforce's industries division and was also a VP in Morgan Stanley's technology and data division. In his new post, Otto is responsible for implementing a global integrated marketing strategy to amplify Riskified's brand, strengthen its category leadership and accelerate demand for its products.

Signal Group hires **Madeleine Russak**, who was previously director of communications for Sen. Mazie Hirono (D-HI), as a VP. Russak has also served as communications director for former Rep. Cindy Axne (D-IA) and deputy comms director for the U.S. Senate Committee on Health, Education, Labor and Pensions.



Madeleine Russak

Hogarth Worldwide, WPP's creative content production company, names **Natasha Cholerton-Brown** as CEO of the Americas. Cholerton-Brown was most recently COO of revenue at Insider Inc. Before that, she worked at Bloomberg LP in London, Hong Kong and New York in leadership roles across news, visual media, sales and business operations. In her new post, she will be responsible for driving growth and market penetration across the Americas.

Build-A-Bear Workshop, which operates nearly 500 interactive locations, names **Julia Fitzgerald** as CMO. Fitzgerald most recently held the CMO spot at the American Lung Association. She has also served as VP of marketing at Thermo and CMO at The AZEK Company and Sylvan Learning. At Build-A-Bear, Fitzgerald will lead the company's focus on brand communications, integrated marketing, public relations and creative services, while integrating its cause marketing efforts in conjunction with the Build-A-Bear Foundation, the company's 501(c)3 organization.

COMMENTARY



**Justin Jones,
Justin Pearson**

Who is having a worse PR month? Is it Tennessee's statehouse for expelling two Black members for protesting the lack of action on gun control laws following the shooting of three kids and three adults at a Nashville Christian school?

Or is it Ernst & Young for killing its highly publicized plan to split the auditing and consulting arms due to a revolt by senior executive heads of its

US unit? E&Y spent more than \$100M on the split-up and now has a big fat PR egg on its face.

Unveiling Plan B on April 12, E&Y will now launch a \$500M cost-savings plan in the US. Is that an act of revenge on the unit that accounts for 40 percent of its \$45B revenues?

Justin Jones and Justin Pearson are now heading back to the Tennessee statehouse after they were reinstated by local governments in Nashville and Memphis. They are triumphant national figures who received a call from President Biden and a visit from VP Kamala Harris.

E&Y is now entering "a real period of nastiness," a US partner told the *Wall Street Journal*.

The Tennessee lawmakers, who ousted Jones and Pearson, at least have a chance to redeem themselves.

Who said you can't teach an old dog new tricks?...

America's oldest president ever plans to step up the wooing of social media influencers to reach young voters during his re-election campaign.

Team Biden is even considering opening a White House briefing room for influencers and positioning it as an equivalent of the press briefing room used by the traditional media.

It added the "assistant to the president" title to digital strategy director Rob Flaherty. That puts Flaherty on equal footing with White House communications director Ben LaBolt and press secretary Karine Jean-Pierre.

Donald Trump's former communications advisor Kellyanne Conway praised the "smart strategy" being devised to boost the 80-year-old Biden among the young.

Biden trounced Donald Trump by a 26-point margin among voters age 18-to-29 during the 2020 election.

There is a great potential to widen that gap in 2024 as young voters are turned off by the Republican positions on abortion access, gun control, LGBTQ+ issues, same-sex marriage, voting rights and climate change.

Republican Congresswoman Nancy Mace warned her colleagues that the GOP risks of going down the rabbit holes of extremism.

Her warning follows a poll from the University of Wisconsin's School of Journalism and Mass Communications of Trump supporters that found 60 percent of them agreed on using force to take back the government. Nearly half (46 percent) agreed that it is okay to take the law into their own hands.

Mace's warning is way too late.

Risky times for Big Business... Concerns about policy risks such as changes in taxes, regulations and enforcement have jumped 27 percent over the past decade among S&P 500 companies, according to a poll from the US Chamber of Commerce.

The study analyzed how many times the S&P group made reference to public policy risks in the 10-K filings with the Securities and Exchange Commission.

The CoC charted a 27 percent in the number of policy risk mentions over the past decade.

"Law," "regulation," "trade," and "environment" produced the most references.

"Data privacy," "immigration issues," "labor" and "intellectual property" showed the biggest increase in mentions.

Besides the Securities and Exchange Commission and the Internal Revenue Services, the Justice Department, Environmental Agency and the Federal Trade Commission are the federal agencies that registered the most mentions.

Suzanne Clark, US CoC president said: "Washington's polarization, gridlock, regulatory overreach and inability to act smartly and strategically for our future are making it harder for businesses to do their jobs and move this country forward."

The study found "single-party control of Congress and the White House at the beginning of each administration have allowed both parties to pursue a maximalist and partisan legislative agenda [e.g. Obamacare, 2017 tax reforms and the Inflation Reduction Act]."

These periods are quickly followed by divided government where much time is spent relitigating the partisan laws that were previously enacted.

"Executive actions" rather than legislative actions also result in policy risks.

When president Trump took over, he overturned about 200 regulatory actions made by president Obama in the environmental policy, labor and immigration. President Biden, in turn, reversed Trump's initiatives in immigration, environmental and energy policies.

Hats off to Nikki Haley for her aggressive PR positioning. In a campaign fundraising pitch, Haley takes a swipe at those being touted would-be candidates who have not yet taken the plunge.

She chided the undeclared Florida governor Ron DeSantis for making misstep after misstep on his national book tour, "confirming what many observers have long suspected, he's not ready for prime time."

Haley even took on Trump who was in a New York courtroom, while she was on the US-Mexico border offering her plan to stop illegal immigration.

She rapped Trump's lack of vision for America. "It's increasingly clear that Trump's candidacy is more consumed by the grievances of the past and the promise of more drama in the future, rather than a forward-looking vision for the American people."

She also wants the self-described stable genius to take a mental competency test.

—Kevin McCauley