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CA NEEDS PR FOR CONSUMER PROTECTION

California plans to hire a PR firm to handle a \$750K communications campaign to educate the public about the Dept. of Financial Protection and Innovation's new consumer protection and industry regulation authority.



DFPI also has assumed authority over previously unregulated segments such as debt collectors, credit reporting and debt relief agencies.

It wants a firm to bolster public awareness of the department, inform the public about its expanded oversight and educate Californians about their rights and how to

file complaints and report problems.

DFPI is especially interested in outreach to "vulnerable populations." which are defined as students, immigrants, military personnel and senior citizens.

It may require messaging in Russian, Chinese, Tagalog, Vietnamese, Spanish and Hmong.

The PR campaign will begin June 25 and run through June 24, 2022. DFPI has funding of \$250K with the balance of \$500K dependent on funding in the FY 2021-2022 budget.

Proposals are due April 22. Send the original, four hard copies and an electronic file on a USB memory stick to: RFP 20-SA032; Business Operation Office; Department of Financial Protection and Innovation; 2101 Arena Blvd.; Sacramento, CA 95834.

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

GOLDMAN'S SIEWERT EXITS FOR WARBURG

Jake Siewert, who guided Goldman Sachs' reputational recovery in the aftermath of the global financial meltdown, is joining Warburg Pincus.



Jake Siewert

The *New York Times* credits Siewert for erasing Goldman's reputation as a great vampire squid by "demystifying the firm, putting its executives more in the public eye and repairing relationships with policymakers and the media."

He also pushed the investment bank into podcasting and social media, a rarity on Wall Street.

Siewert joined Goldman from the Treasury Dept., where he was a counselor to Secretary Tim Geithner, now president of Warburg.

Earlier, he was White House press secretary during an eight-year run in the Clinton administration and was executive VP at Alcoa.

NEXT 15 POSTS 8% GROWTH

Next Fifteen Communications reported an eight percent boost to \$442M in revenues for the year ended Jan. 31 and a \$1.8M pre-tax loss.

Next 15 attributed its "upbeat" performance due to limited exposure in COVID-19 ravaged sectors such as leisure, travel, retail, hospitality, sports marketing, live events and traditional media buying.

Overall, Next 15 recorded organic declines of four percent in Q1, eight percent in Q2, three percent in Q3 and two percent in Q4.

The firm says it is off "to a strong start in the new financial year as its trading performance is ahead of management's expectations."

SITRICK SHOOTS FOR COLLEGE HOOPS EQUITY

Sitrick And Company is working for the Women's Basketball Coaches Association as it works to address the gender inequities in college basketball.

The group on April 2 launched OurFair-Shot.com as an online clearinghouse to highlight inequities in women's and men's college basketball and spotlight WBCA's push to level the playing field.



Danielle Donehew, executive director of WBCA, wants supporters to contact Members of Congress and leaders at the NCAA to advocate for gender equity.

Sitrick And Company's Mike Sitrick, Sallie Hofmeister, Matthew Fern and Angela Pruitt handle the WBCA.

TROWER STEPS DOWN AT ESTEE LAUDER

Alexandra Trower, executive VP-global communications at Estée Lauder Cos., is stepping down July 1 after 13 years at the cosmetics giant.

ELC credits her with the launch of a refreshed corporate brand that helped bolster its global reputation.

She championed citizenship & sustainability, DEI efforts and served as the first executive co-sponsor of wELCome, LGBTQA employee resource.

Trower previously held financial comms posts (senior VP-media relations at Bank of America, managing director at JPMorgan Asset Management and VP-corporate communications at Ivesco).

Her successor will be named at a later date.



Alexandra Trower

DC WANTS CHARTER SCHOOL PR

Washington wants to book a firm to handle marketing communications for its My School DC application and lottery program for public charter schools.



The PR push will be for the 2022-2023 school year.

DC wants to promote the lottery through media outreach and grassroots strategies aimed at families, businesses and nonprofits.

The desired partner “must have experience planning, managing and executing local ‘call to action’ advertising and grassroots campaigns in DC that focus on reaching language minority families (specifically speaking Spanish, Amharic, French, Chinese and Vietnamese) that are living in at-risk wards” of the city.

Proposals are due April 29 at DC’s e-sourcing site, <https://ocp.dc.gov>.

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

APCO ‘GREENS’ ABU DHABI’S OIL CO.

APCO Worldwide has agreed to supply strategic communications and media relations services to the Abu Dhabi National Oil Company. The firm will work with the United Arab Emirate’s climate envoy in interactions with the US on climate change.



Inked ahead of the White House’s summit on climate change (April 22 & 23), APCO’s contract runs through June.

The UAE’s Sheikh Khalifa bin Zayed Al Nahyan is among the 40 world leaders that president Joe Biden invited to take part in the summit that will be live streamed to the public.

ADNOC has established a goal to cut greenhouse gas emissions 25 percent, and increase carbon capture, utilization and storage capacity 500 percent by 2030.

APCO founder/executive chairman Margery Kraus heads APCO’s ADNOC team, which includes her chief of staff, Prateek Allapur, and consultant Suzanne Smalley.

APCO has also signed on to provide The George Floyd Memorial Foundation with critical services to help the foundation create programs advancing equity and justice. The foundation will focus on long-term results and engage officials at the state and federal levels, Kraus said.

STANBERRY NABS NAB POST

Charlyn Stanberry, chief of staff to Brooklyn Democratic Congresswoman Yvette Clarke, has joined the National Association of Broadcasters as VP-government relations.



Charlyn Stanberry

She also served as legislative director and counsel to Clarke, who formed the Multicultural Media Caucus to promote diversity & inclusion in the media, telecom, and high-tech sectors.

Stanberry also did a stint as VP-external affairs at Net Communications and was regional voter protection director in Florida for the 2016 Hillary for America presidential campaign.

At NAB, she reports to Shawn Donilon, executive VP-government relations.

ON THE MOVE

Marina Maher Communications promotes **Samira Thabet** to managing director, healthcare client experience. Thabet has been with MMC since 2014, most recently serving as deputy director, health & well-being. Before coming to MMC, she was senior vice president, healthcare at Havas PR US, and has also worked at Weber Shandwick and Chandler Chicco Agency. In her new post, she will continue to lead MMC’s health & well-being practice while expanding her role to focus on healthcare client excellence to champion healthcare capabilities, new offerings and best practices.



Samira Thabet

LLYC named **Carmen Gardier** and **Alejandro Dominguez** global digital department heads. Gardier, the senior digital director for LLYC in Peru, will oversee the Americas region, including the U.S. Dominguez, senior digital director in Spain, will be responsible for Europe. Their joint leadership will be based on boosting innovation in company offerings, supporting local teams to help them achieve their business plans, promoting joint marketing actions, continuing to stimulate the exchange of best business practices and case studies, and adapting go-to-market strategies to each country’s local needs.

Marino hired **Nick Derasmo** as senior vice president. He will partner with senior vp Elizabeth Latino to co-lead and grow the agency’s real estate practice. Derasmo was most recently vice president, communications manager, commercial banking at JPMorgan Chase. He was previously director of communications at both RXR Realty and Skanska, and spent more than six years as head of communications for the tri-state region at Cushman & Wakefield.

Brands Within Reach, the U.S. distributor of Volvic and Evian waters, appoints **Reginald Sanders** as head of sales & marketing / North America. Sanders was most recently vice president sales & marketing at Johanna Foods. “Reggie’s experience makes him ideal for bringing our brands the growth they deserve,” said BWR chief executive officer Olaf Zachert.

Weber Shandwick ups **Tom Beckman** to global chief creative officer. Beckman has been global head of creative at the agency since 2014. In his new role, he will continue to set and elevate the standards for Weber Shandwick’s creative work, as well as working to grow the agency’s community of creative talent. He will also lead its Global Creative Council, a working group of creative leaders across the organization, and oversee creative across the firm’s agencies.



Tom Beckman

Actual Agency promotes **Kate Corcoran Adorno** to executive vice president. Adorno has been at Actual since 2018, previously serving as senior vice president. Before joining Actual, she was a senior vice president at Access. In her new position, Adorno is charged with leading client engagements, agency teams and business growth. “Kate is known for her strategic thinking, collaborative approach, and a unique ability to make a client’s narrative come alive,” said Actual Agency founder and CEO Michael Young.

IOS 14 UPDATE TO IMPACT DIGITAL MARKETING

There is a major shift toward privacy rolling out across digital platforms, first with Google announcing that it's doing away with tracking cookies in 2022, and now with an impending update to Apple's iOS 14. While this push to privacy is a net good, it will create many disruptions (as well as some opportunities) for marketers in the near future.



Andrew Zimmer

Here is a quick rundown of what the update will do: Apple will prompt people to select if they would like to opt out of personalized ads or not whenever they visit a site. If they opt out, Facebook's suite of tools could become less effective in targeting and optimizing for that person. This will cause a major disruption in the ability of Facebook's ad tools to build large-scale, interest-based audiences and lookalike audiences, as well as optimize for ads based on

actions, such as a purchase or subscription to your email list.

There are some specific things we know about how this will change Facebook marketing and what we can do to prepare.

What We Know:

We can no longer track more than eight actions on your website at any given time. Brands will have to rank their event triggers by priority.

Campaign results will be heavily impacted. Analytics will now populate inconsistently over a 72-hour window, therefore eliminating the ability to track actions in real-time.

You will be able to create two separate ad accounts with two separate sets of coding—one to target iOS users and one to target Android users, for example.

The key opportunity here is for businesses to look at their digital priorities and ensure that their coding, marketing, monitoring and reporting are driving their organizational goals.

How Your Digital Marketing Might Be Impacted

Funnels: You will need to rank your priority actions, and because the new way that Facebook will track actions only allows them to report the last priority action that took place, you will need to revisit the way you're tracking and reporting your customer journeys.

Retargeting: Similar to the funnel impact, your retargeting and audience development strategy will need to be reexamined. While this creates a new hurdle of smaller qualified audiences for brand loyalty and development campaigns, the bright side is that, with pure e-commerce funnel campaigns, you no longer have to exclude people who have not completed the purchase funnel.

Lookalikes: Lookalike audiences based on actions are going to become less effective. The best counterbalance here is to double down on first-party community development and additional strategies, such as email campaigns.

Takeaways: While this will no doubt be a rocky road for Facebook and Instagram marketers for the next few months, there will be a new normal. We see this change as an opportunity to help streamline your existing processes and revisit what your goals and priorities are for your existing campaigns and marketing overall.

How You Can Prepare

Check [Facebook's resources](#) for preparing, briefly summarized below:

- Verify [your website's domain](#)
- Configure eight preferred web conversion events per

domain using the Aggregated Event Measurement tool

- Update all your Facebook ad and developer tools
- Familiarize yourself with new delivery statuses that could show up in your ad account
- Adjust your reporting to account for the likely possibility that a lag of up to three days could occur

What to focus on next?

There are three things you should focus on to at least keep you ahead of the competition.

- Remain nimble. Don't create internal structures, strategies and processes that can't withstand change.
- Create channels for first-party data, such as email or events. Generally, focus your marketing on building connections and relationships with your audience.
- Refocus your brand and your brand's story. Tell it to people in creative ways through owned and earned content, such as videos, traditional PR, photography, blogs and design.

Andrew Zimmer is vice president of digital strategy at Marino.

PRSA STARTS 'IN BETWEEN JOBS' PROGRAM

PRSA has launched its In Between Jobs program for communications professionals who have been affected by the past year's economic challenges. The program's offerings include a 50 percent discount off the organization's regular \$260 membership rate, a waived reinstatement fee for returning members and a free year-long membership in PRSA's Independent Practitioner's Alliance for those who may be considering starting or continuing an independent practice, or are looking for freelance work.

"Through this new program, we hope to partner with, and make it easier for, those seeking their next opportunity to take advantage of the professional development, networking and skills-building resources available through a PRSA membership," said PRSA chief executive officer Linda Thomas Brooks. For additional information about the new program, [click here](#).

MIDDLEBURG, VA POSTS SOCIAL MEDIA RFP

Middleburg, Virginia, is seeking proposals from agencies that can create and execute a comprehensive strategy focused on utilizing social media platforms for marketing, visitor outreach and public education.

Scope of the work includes: developing a social media strategy that promotes the Middleburg community; increasing the town's digital presence, reach and impact; co-managing Middleburg's existing Facebook, Twitter, Instagram and YouTube pages and posting content on those channels; providing paid performance metrics on such campaigns; monitoring work; and recommending paid media strategies on social platforms.

Middleburg wants an agency that can develop a campaign strategy lasting no less than 24 months.

Proposals are due by 4:00 p.m. (EST) on Friday, April 30. They can be delivered in person or via courier (UPS, FedEx, etc.) to: Danny Davis; Town of Middleburg; 10 West Marshall St.; P.O. Box 187; Middleburg, VA 20117

Bidding agencies should mail/deliver one original version of their proposals and should additionally submit an electronic version of their proposals to ddavis@middleburgva.gov.

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



TRUST IN MEDIA ON THE UPSWING

Despite the ongoing challenges facing today's media world, journalists feel that public trust in the media has improved in the last year, a trend that many believe will continue going forward, [according to findings in the latest State of the News Media report issued by Chicago-based PR software giant Cision.](#)



Cision's annual report, which surveyed members of the press around the world to uncover the emerging trends and top challenges facing the media industry today, found that more than half (53 percent) of journalists polled said they feel the public lost trust in the media over the last year.

As bad as that might sound, it's a marked improvement from journalists' views on public trust the previous year—down from the 59 percent of journalists who said they believe the public has lost trust in the media in Cision's 2020—and shows steady improvement from previous Cision reports (63 percent in 2019, 71 percent in 2018 and 91 percent in 2017).

In the U.S., where a contentious relationship between the White House and several media outlets were aired publicly over the last four years, 36 percent of journalists said they now think the Biden administration will help usher in a greater public trust in the media going forward, though 47 percent believe that trust in the press won't change significantly.

When it comes to what types of stories journalists are looking for this year, COVID continues to shape the news, as nearly half of reporters surveyed (46 percent) said they're still seeking out new angles for COVID-19 coverage. But 37 percent said "feel good" stories regarding how companies and communities are helping others are a big part of their editorial strategy for 2021, a third (33 percent) said they're on the lookout for stories focused on diversity, inclusion and equality and 32 percent said they're looking for stories on how companies and communities are getting back to normal. Nearly a third (31 percent) said they're looking for stories on new technologies that are helping businesses and consumers and 29 percent said they're interested in more research-based, thought leadership content covering topical issues.

As in previous years, the journalists surveyed said they were overworked and strapped for resources while facing increased pressure to do more, with 47 percent saying they currently cover five or more beats and 33 percent now file 10 or more stories per week. In addition, more than one in four journo (28 percent) said they currently receive more than 100 PR pitches per week, the majority of which end up in the virtual trash due to irrelevance.

Most journalists (78 percent) said press releases remain the kind of content they want to see most from brands and PR pro, while 68 percent are looking for original research such as trends and market data. Nearly half (45 percent) want invitations to events, 43 percent want initial ideas for story development and 34 percent want invitations to meet spokespeople (either virtually or in-person). Bottoming out the list were offers of comment on current news (26 percent), data-driven predictive insights on a story's potential performance (17 percent) and guest blog posts or byline articles (16 percent).

Cision's "2021 Global State of the Media Report" surveyed 2,750 journalists and media professionals in 15 countries between February 1 and March 1, 2021. Respondents were sourced from Cision's Media Database as well as from PR Newswire for Journalists database.

MEDIA MANEUVERS

CBS is consolidating its news operations into one unit and has tabbed Neeraj Khemlani and Wendy McMahon to serve as presidents and co-heads of the newly formed division. The unified division will bring together CBS News, streaming news service CBSN, 10 CBSN Local platforms, cbsnews.com and 28 CBS-owned stations in 17 major U.S. markets. McMahon and Khemlani assume their new roles early next month, and will partner on managing all aspects of the division. Susan Zirinsky will continue as president of CBS News until the new leadership has started and will assist with the transition. She is in talks with CBS about taking a role at a new CBS News Content Studio to be launched later this year.

ABC signed up longtime CBS News producer and executive Kim Godwin to run its news operations. Godwin will be the first black woman to lead a broadcast news division. At CBS, Godwin was executive vice president of the news division. She succeeds James Goldston, who stepped down as president of ABC News earlier this year. Godwin joins ABC as it faces allegations of poor communication and a lack of diversity.



Kim Godwin

Reuters named Alessandra Galloni editor-in-chief, the first female leader in the company's 170-year history. Galloni, who has been global managing editor at Reuters since 2015, succeeds Stephen Adler, who is retiring. Reuters also announced plans to put up a pay wall on Reuters.com, with access costing \$34.99 per month, after a free preview period, during which users will have to register after reading five stories. The company has not said when the fee will kick in. The price is in line with the \$38.99 per month fee charged by the *Wall Street Journal* and the \$34.99 tab for monthly access to Bloomberg. An article on Reuters.com says that the move is part of a move to attract a professional audience looking for "a deeper lever of coverage and data on industry verticals that include legal, sustainable business, healthcare and autos."

Vox Media acquires Cafe Studios, the podcast-focused publisher co-founded by former U.S. Attorney for the Southern District of New York Preet Bharara. Cafe Studios is Vox Media's fourth recent merger or acquisition. It has picked up production studio Epic and commenting platform Coral, as well as merging with the publisher of *New York* magazine. Bharara and Tamara Sepper, who serves as the executive producer and head of content, will join Vox Media along with a team of podcast hosts, producers and product developers. Cafe will operate as a division of the Vox Media Podcast Network, continuing to produce its active slate of shows, with new shows in development this year.



Bonnier Corp., which publishes magazines including *Working Mother*, *Yachting* and *Sailing World*, launches Seramount, a diversity, equity and inclusion platform. The platform, which currently provides DE&I services to more than 400 corporate brands, is the result of the merger of Working Mother Media, Diversity Best Practices, Culture@Work and the Working Mother Research Institute. It is led by Subha V. Barry, who was previously president of Working Mother Media and has also served as global head of diversity at Merrill Lynch.

FGH REPS MELINDA GATES' SOCIAL PROJECT

Finsbury Glover Hering has picked up Pivotal Ventures, the investment and incubation company launched by Melinda Gates to advance social progress in the US.



The WPP unit will focus on issues related to caregiving, paid family and medical leave.

Kirkland, WA-based Pivotal last month announced ten finalists in its "Equity Can't Wait Challenge," a competition designed to expand the power and influence of women in the US by 2030.

The Challenge, which received more than 550 proposals, this summer will award \$10M each to the three top projects and distribute \$10M among the other seven finalists.

Pivotal, Charles and Lynn Schusterman Family Philanthropies and MacKenzie Scott, novelist and former wife of Amazon's Jeff Bezos, fund the Challenge.

FGH has Carolyn Gluck, who was senior policy advisor to Sen. Harry Reid; Kerry O'Brien, legislative director for Congressman Bill Keating; Lindsay Plack, legislative correspondent for Rep. Joe Knollenberg; and Mina Moore, senior policy advisor to Rep. Adam Smith, representing Pivotal.

SVC, BLUESHIRT GRAB BIGGEST SPAC DEAL

Sard Verbinnen & Co. and Blueshirt Group are handling Grab, Singapore-based "superapp," which is going public via the largest-ever SPAC deal.

Grab is combining with Silicon Valley's Altimeter Growth Group in a transaction valued at \$40B. Its stock will trade on the NASDAQ.



Launched in 2012 as Southeast Asia's version of Uber, the Grab superapp has access to more than 9M drivers, merchants and agents handling food/package delivery, mobile payments and financial services in more than 425 cities in eight countries.

"It gives us immense pride to represent Southeast Asia in the global public markets," Grab CEO Anthony Tan said in a statement.

Sard Verbinnen & Co. handles US media inquiries about the deal, while Next Fifteen Communications Group's Blueshirt unit deals with the investment community.

OGILVY WORKS TO CAPTURE, STORE CO₂

Ogilvy has signed on to represent Gulf Coast Sequestration, which wants to build and run the nation's premier site to capture CO₂ and store it underground.

Located in Lake Charles, LA, the site is close to one of the nation's busiest industrial corridors featuring some of America's largest refineries and manufacturing facilities.

The acreage is home to a working cattle ranch and GCS pledges that it will co-exist in an environmentally friendly fashion with the area's farmland and wetlands.

The company has begun the process of securing an EPA permit and is studying what other government approvals are necessary to develop, construct and operate the sequestration operation.

Ogilvy has principals Gordon Taylor, Chris Giblin and Conrad Lass working the GCS business.

WPP owns Ogilvy.

ACCOUNTS IN TRANSIT

The Brandman Agency will handle May 22 opening of **The St. Regis Bermuda Resort**, the first Marriott International resort in over 20 years. Brandman is also leading national media relations and social influencer strategy for **Grande Lakes Orlando**, a 500-acre luxury resort complex comprised of The Ritz-Carlton, Orlando and JW Marriott Orlando, Grande Lakes, focusing on the newly renovated accommodations and amenities at The Ritz-Carlton.

Global Results Communications adds **IntelePeer** to its client roster. GRC will leverage media and analyst relations to generate coverage of IntelePeer in top-tier news and industry publications in an effort to raise the company's market presence as well as increase awareness of its products and solutions. IntelePeer's platform builds and integrates communications-enabled workflows to improve business processes through automation.



V2 Communications signs up **Comm100**, a global provider of digital customer engagement solutions. Comm100, which has previously worked with V2, brought the agency on to establish and strengthen its relationships with trade media in both the marketing, customer service, and tech industries as well as with key verticals, analysts, and influencers in the U.S. through a multi-pronged PR program driven by thought leadership, product, partner and corporate news, and data campaigns. V2 is also driving Comm100's speaking and award program.

BackBay Communications is named agency of record for **Ocrolus**, an automation platform that analyzes financial documents and digital data with what the company says is over 99 percent accuracy. BackBay will develop and deploy an integrated public relations and thought leadership program to help build brand awareness and enterprise value for Ocrolus among potential financial services clients, investors, and employees. "BackBay stood out because of their in-depth knowledge of the fintech landscape, strong relationships with the media, and in-house content development capabilities through the former financial services journalists they have on staff," said Ocrolus vice president, marketing Tim Dubes.

LDPR has added **Las Alamandas**, a luxury boutique hotel in Mexico and **The Ritz-Carlton Bacara, Santa Barbara**, to its roster of travel and lifestyle clients. LDPR is managing media relations for the recent reopening of Las Alamandas following the hotel's extensive renovation, with a focus on travel, trade, lifestyle, culinary and design. The agency is managing all media relations and press engagements for Ritz-Carlton Bacara, Santa Barbara, with a focus on travel, trade, culinary and lifestyle.

Global Media, a Moore company, is named U.S. agency of record for direct response television for the **International Fund for Animal Welfare**. Global Media will build and manage a U.S. direct response television program to increase support and awareness of IFAW's mission to rescue, rehabilitate and release animals into their natural habitats. The agency's services will help IFAW optimize digital platforms, expand acknowledgment and fulfillment processes and leverage data flow across all IFAW fundraising platforms.



COMMENTARY

The Business Roundtable released a survey of its membership on April 12, showing that 98 percent of its CEOs fear that Joe Biden's proposed hike in the statutory federal tax rate from 21 percent to 28 percent would have a "moderate" or "very" significant adverse effect on their business.

Those are Kim Jong-un-like poll numbers.

C'mon Business Roundtable, the corporate rate was 35 percent before Donald Trump gifted Corporate America with his massive 2017 cut.

Of course, few corporations pay the statutory corporate rate, taking advantage of tax-avoiding deductions, exemptions, offshoring and other schemes.

The Institute of Taxation and Economic Policy released a report on April 2, showing that 55 profitable American companies stiffed Uncle Sam on taxes in 2020.

That list includes Charter Communications, which earned \$3.7B in US pre-tax 2020 profit, FedEx (\$2.1B profit), Salesforce (\$2.6B), Consolidated Edison (\$1.2B), Nike (\$2.9B), Textron (\$278M) and Interpublic Group (\$284M).

Is it too much to ask for these companies to pay their fair share of tax? While the Business Roundtable may beg to differ, Team Biden and the American public think so.



Apple earns first-mover advantage honors on the corporate environmental front as the first major US company to support greater emissions disclosure requirements, a move backed by new Securities and Exchange Commission chairman Gary Gensler.

During his March 2 confirmation hearing, Gensler said he supports climate risk exposure and pledged that the SEC would do an economic analysis and seek public feedback on the issue.

Apple didn't skip a beat. Former EPA administrator Lisa Jackson, who is an Apple VP, posted an April 13 statement by Arvin Ganesan, global energy & environmental policy head, on Twitter to sum up Apple's thinking.

"Climate change is real and its threat is existential. At Apple, we're determined to do our part, demonstrating that bold action is possible, committing to achieve carbon neutrality by 2030 and aiming to be a ripple in the pond that helps create a much larger change."

Ganesan noted that disclosure is an important tool in the fight against climate change because it helps companies to understand their footprint, develop strategies to reduce emissions and ultimately achieve decarbonization.

"Apple, therefore, believes that the SEC should issue rules to require that companies disclose third-party-audited emissions information to the public, covering all scopes of emissions, direct and indirect, and the value chain."

Former VP and climate change warrior Al Gore sits on Apple's board. Kudos to Apple.

Almost nine-in-ten (89 percent) employees expect to work at home at least part of the time following the end of the COVID-19 crisis, according to a survey by Boston Consulting Group and The Network.

The survey of 209K people in 190 countries found that a quarter of them would vote for a completely remote work model, though that figure rises to 35 percent in the US.

The survey found that ten percent of marketing and communications people worked remotely all the time prior to COVID-19 and another 31 percent some of the time.

Those numbers shot up to 32 percent and 40 percent, respectively, during the outbreak.

The study found that workers also want flexibility on time worked. Less than four-in-ten (36 percent) prefer a 9-to-5 job, while 44 percent want a mixed and flexible time. One-in-five want complete timing flexibility with no fixed hours at all.

Vladimir Putin can only dream of the success that Rupert Murdoch's Fox News and the rest of his News Corp. empire has had in dividing America against each other and undermining our faith in political institutions.

That's what former Australian prime minister Malcolm Turnbull, who has known Murdoch for 45 years, told a parliamentary committee that is investigating the over-the-top influence that News Corp. has in Australia, where it controls 60 percent of the print media.

Turnbull blamed Fox News for broadcasting a continued stream of partisan attacks and misinformation, such as Joe Biden "stealing" the presidential election, that set the stage for the Jan. 6 storming of the US Capitol.

Turnbull testified at the inquiry after a petition calling for a probe of Murdoch's media holdings in Australia garnered more than 500K signatures.

Australians have had enough of News Corp.

A group of Democratic pollsters released a "lessons-learned" report on April 13, attempting to explain why they blew the results of the 2020 presidential election, in which they predicted a blow-out for Biden, and Democrats taking control of the Senate as well as widening their lead in the House.

COVID-19 is among their excuses for messing up. "Perhaps voters with more progressive attitudes on COVID-19 were not only more likely to wear masks and stay home, but also more likely to answer poll calls while conservatives were harder to reach."

And related to the COVID-19 hypothesis is the idea that some voters opted out of polls due to a lack of social trust.

"Trump may have helped turn this into a problem for pollsters by attracting distrustful voters and making his most ardent supporters even more distrustful of other people, of the media and perhaps even polling itself. That, in turn, could have made his supporters less likely to answer polls."

Noting that they did much worse in 2020 than in previous years, the report suggests the presence of Trump screwed everything up for them. "We should be careful not to over-correct for an error that may be geared to one man, who will, hopefully, never be on the ballot again."

The pollsters ALG Research, Garin-Hart-Yang Research Group, GBAO Strategies, Global Strategy Group and Normington Petts, should be careful what they wish for.

Trump looks like he's rarin' to go. —Kevin McCauley