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O'Dwyer's

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

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April 3, 2023 Vol. 56 No. 14

CA NEEDS OUTREACH ABOUT HEAT DANGERS

California's Dept. of Industrial Relations is scouting for a firm to handle media outreach for its Heat Illness Prevention and Wildfire Smoke Protection campaign for the 2023-2025 summer heat seasons.



The goal is to provide information to at-risk workers and their employers with information about heat illness prevention at outdoor and indoor job sites and to educate them about their rights and responsibilities under California law.

The Dept. wants to "amplify messages about heat illness and wildfire smoke protection to target audiences across the state in relevant languages and through the most effective methods of communication," according to the RFP.

The outreach will include print, audio, video and digital materials, creative concepts and social marketing.

California has budgeted \$3.8M for the three-year campaign.

Proposals are due April 10 and go to McKenzie Sanchez at msanchez@dir.ca.gov.
[Read the RFP \(PDF\)](#).

FGS ADDS MEDTRONIC, EXXONMOBIL ALUM

Rob Clark, who headed communications at Medtronic and ExxonMobil in a 25-year career, has joined FGS Global as managing director in Chicago.



Rob Clark

At Medtronic, Clark was CCO in charge of internal/external outreach, corporate marketing, and philanthropy. He exited Medtronic for the head of global communications post at ExxonMobil based in Dallas.

Most recently, Clark was SVP, chief marketing & communications officer at Caris Life Sciences.

Andrew Cole, deputy global CEO and North America co-CEO, said Clark has been in the forefront

of helping companies "navigate complex challenges and opportunities ranging from transactions and proxy contests to climate change and environmental initiatives."

Before entering the private sector, the Virginia Military Institute graduate served in the Air Force and Air Force Reserve, where he was a Minuteman II ICBM missile launch crew officer and PA officer.

He rose to the rank of Major.

LLYC ACQUIRES BAM

LLYC is acquiring an 80 percent stake in BAM, a 35-member San Diego shop that serves the technology and venture capital segments, in a deal valued at \$13.2M.

The transaction will double the size of the Madrid-headquartered LLYC to more than 65 staffers in New York, DC, Miami and San Diego.

The deal makes the US the No. 3 market for LLYC with revenues of \$17M. AB InBev, DHL, Siemens and the University of Arizona are among LLYC's US clients.

Spain (\$39M) and Mexico (18M) rank as No. 1 and 2 markets for LLYC, which recorded \$78.7M in 2022 revenues.

BAM CEO Rebecca Bamberger, who founded the firm in 2008, held meetings with more than 65 partners during the past two years before finding LLYC. She will continue to run the firm under its own brand.

LLYC wants to double its size over the next five years via acquisitions of firms in strategic markets.



BRUNSWICK, AUGUST REP UFC, WWE MERGER

Brunswick Group and August Strategic Communications handle merger of Endeavor Group Holdings' Ultimate Fighting Championship brand with Vince McMahon's World Wrestling Entertainment to create a sports/entertainment combined valued at more than \$21B.

Endeavor will own 51 percent of the new company, while WWE shareholders will control 49 percent.

CEO Ari Emanuel will helm the entity with WWE founder Vince McMahon taking the executive chairman spot.

He called the deal "a rare opportunity to create a global live sports and entertainment pure-play built for where the industry is headed."

The UFC and WWE generated \$2.4B in revenues during fiscal 2022 and delivered an annual 10 percent annual growth rate since 2019. As partners, they see opportunities to achieve up to \$100M in annual synergies by leveraging Endeavor's back office and robust infrastructure.

McMahon said the new company will have a collective fanbase of more than 1B and be well positioned to maximize the value of the combined media rights and sponsorships, and pursue other strategic mergers and acquisitions to further bolster its stable of brands.

Brunswick works the media on behalf of Endeavor. August represents the WWE in the deal.



NH SEEKS TOURISM PR PARTNER

New Hampshire wants to hire a PR firm to help promote growth in its \$5.6B tourism sector, which supports about 50K jobs in The Granite State.



The selected firm will serve as the NH Dept. of Business and Economic Affairs' Division of Travel and Tourism Development's PR rep in the US. The earned media program calls for the development of innovative consumer-driven PR campaigns in Boston, New York and other designated marketing areas.

NH plans to issue a two-year contract, beginning July 1 with an option to renew through June 2027.

Proposals are due April 12.

They go to Brittany Littlefield, business & grant administrator, at Brittany.L.Littlefield@livefree.nh.gov with "Domestic Public Relations Services Response" in the subject line.

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

PR CHURN AT BLACKROCK

Brian Beades, head of corporate communications for the Americas at BlackRock, is exploring "new career opportunities," according to report by Insider.



Brian Beades

His departure ends a 24-year run at the world's largest investment advisory with \$8.6T in assets under management.

Felicity Barber, who was communications manager for BlackRock CEO Larry Fink, left the firm early last month. Prior to joining BlackRock, Barber headed CEO communications at the Federal Reserve Bank in New York.

Fink and BlackRock are top targets of Republicans who rail against ESG and sustainability as examples of corporate wokeness.

DENTONS HIRES JAN. 6 COMM. SPOKESMAN

Tim Mulvey, who was communications director for the House Select Committee to Investigate the Jan. 6th Attack on the US Capitol, has joined Dentons Global Advisors in its Washington office.



Tim Mulvey

He oversaw the development and implementation of the Committee's communications strategy, including media and public outreach; digital programming; and production of the hearings and reports.

Mulvey served as Committee spokesperson for on-the-record statements, backgrounds and Q&A sessions for the estimated 150 journalists who covered the investigation. He also was the senior strategic advisor to Committee chairman

Bennie Thompson and vice chair Liz Cheney.

Mulvey was previously CD for the House Committee on Foreign Affairs, and speechwriter for Secretaries of State Hillary Clinton and John Kerry.

NEWS OF FIRMS

[APCO Worldwide](#) acquires London-based financial communications firm **Camarco**. Camarco's team of more than 40 client-facing experts and specialists join the APCO group of companies. APCO plans to leverage its global team to expand Camarco's presence—anchored in London—to other leading financial centers around the world. "Camarco has a proven track record of helping clients—companies in the FTSE 100, FTSE 250, multi-national, European-listed and private companies—navigate complex stakeholder issues, risks and opportunities and execute business strategies that boost valuation," said APCO chief executive officer Brad Staples.



WPP acquires **Obviously**, a technology-led social influencer marketing agency based in New York, with operations in San Francisco and Paris. Obviously's team of nearly 100 people will join the network of WPP agency VMLY&R. The agency offers a full stack of end-to-end services, including marketing strategy, influencer identification, content creation, campaign management, and reporting and analysis, serving clients that include Google, Ford, Ulta Beauty and Amazon.

[Glen Echo Group](#) and [BerlinRosen](#) launch a joint European office in Amsterdam. The new office will offer a range of services that includes strategic communications, media relations, crisis management, public affairs and digital communications. It will be led by Glen Echo Group senior adviser Colin Bortner, along with BerlinRosen senior advisers Caroline Behringer and Michael Rabinowitz-Gold. Following BerlinRosen's acquisition of Derris and its London office, this expansion is intended to strengthen the reach of all three firms throughout Europe.

[Gregory FCA](#) launches [Write Release](#), a free AI press release writing tool, informed by the thousands of press releases the company has written over its 33-year history. Gregory FCA chief executive officer Greg Matusky says that the tool is focused on shifting the balance in the development of generative AI toward PR pros and away from tech companies. "AI can break the grip of these providers, reduce our costs, and usher in a new era of productivity for the industry," he says.

The Diversity Marketing Consortium partners with NYC-based, seed-stage venture firm Company Ventures to support its Boost Founder Fellowship.

The fellowship, which is offered in partnership with the New York City Economic Development Corporation, supports historically underserved tech founders by connecting them with a robust network of investors and advisors as they work to build their venture-scalable businesses and prepare for fundraising. Throughout the 4-month pre-accelerator program, the DMC will serve as Boost's marketing partner, with DMC partner agencies Praytell, [Racepoint Global](#), [SourceCode Communications](#), and Superbolt working to support more than 10 Boost participants.

Carnegie, which provides higher education marketing and enrollment strategy, acquires **CLARUS Corporation**, a community college marketing firm. CLARUS will continue to operate under its own name, and its clients will now have access to Carnegie's services in lead generation, web development and design, Slate optimization, creative, and strategy.



DIGITAL TRANSFORMATION PAYS OFF

Mastering the art of digital transformation can pay big dividends for a business, a new study from [FTI Consulting](#) finds, but successfully executing that digital transformation is harder than it might seem.



“[The Power of Communications: Unlocking Growth Through Digital Transformation](#)” reports that the businesses in FTI’s study who had completed a digital transformation expected to see more than nine percent extra organic growth than their peers who had not completed

such a transformation (27 percent vs. 18 percent).

A digital transformation also appears to have a positive effect on sales, with companies who have finished that process racking up, on average, double the turnover of those who have not done so.

But the survey respondents proved to be surprisingly slow at taking up the digital challenge, with only about three out of 10 (31 percent) saying they had completed a digital transformation. And complicating that challenge is the fact that only 25 percent of respondents felt that their digital transformation was truly successful.

The study uncovers what it says are four critical factors that companies need to be aware of when putting a digital transformation in place.

First, it concludes that effective communications to key stakeholder throughout the entire process is essential to a transformation program’s success. Almost eight out of 10 respondents (78 percent) said that engaging stakeholders during a digital transformation helps them understand unanticipated issues and produce solutions.

Companies also need to ensure that employee feedback plays a key role in any digital transformation. More than four in 10 business (41 percent) who reported successfully completed a transition said that employee feedback was a trigger for implementing the process.

Having a CEO who is prepared and on board is also key. Almost two-thirds of the businesses that reported having a successfully digital transformation said their CEOs were “low risk-takers” (i.e., meticulous planners who focus on long-term rewards).

Finally, the report says that when implement a digital transformation, companies should focus on the ability to use analytics to measure reputational impact, and then adapt when necessary.

“There has never been a more important time for companies to get digital transformation right – and yet so many of the companies we surveyed felt they were failing in their efforts,” said Jon Priestley, a managing director in FTI Consulting’s digital & insights team within the strategic communications segment. “The role of reputation measurement and stakeholder engagement has clearly emerged as the difference between those rising to the challenge of an ever-more digitized world and those businesses that are falling by the wayside.”

FTI surveyed 600 C-suite and senior manager level decision makers at large companies across the UK, France and Germany from January 20-27.

ACCOUNTS IN TRANSIT

[Magrino](#) books **The Venetian Resort Las Vegas to the roster of clients in its international travel division.** The agency will employ a balanced strategy of traditional earned media and cross-functional amplification tactics to boost the property’s share of the traveler market. Comprised of three all-suite towers (The Venetian, The Palazzo, and Venezia), The Venetian Resort Las Vegas provides such amenities as a Canyon Ranch spa + fitness center, a five-acre pool and garden deck, two landmark casinos and retail experiences at Grand Canal Shoppes.



Red Lorry Yellow Lorry picks up **Nomoko**, a Swiss tech startup that digitizes urban landscapes for photorealistic 3D digital twin cities. The agency will implement a media and influencer relations campaign, along with strategic content support, to raise awareness of Nomoko’s mission to digitize the world with drone technology. The integrated program, which will be run out of the agency’s Boston and Austin offices, will amplify news, events, customer and partner stories as well as creating executive thought leadership introducing digital twin technology to urban and city planners, architects, real estate players, landscape designers, industrial firms, and companies operating in the gaming and virtual reality space.

J. Walcher Communications lands **San Diego Comic Convention’s Comic-Con Museum** in the city’s Balboa Park. The agency will provide media relations, social and digital media, and general marketing consultation for the museum, which showcases comics and popular arts through rotating exhibits, programs and special events. JWC is also taking on agency of record duties for the Monarch School and The San Diego Regional Policy & Innovation Center.

Brandon powers PR for **Geneverse Energy**, which makes solar generators for home use. Brandon will manage the company’s brand, media, and creative strategies. The agency has launched a digitally driven strategy, making use of videos ranging from 30-second spots to a 30-minute infomercial. Its media planning and buying strategy for Geneverse will employ advanced demographic and psychographic customer analysis. The company offers energy-storage solutions as well as solar generators designed to help users endure various unexpected circumstances.

Rubenstein Public Relations is selected as agency of record by social justice finance firm **Equivico by the NCRC** and real estate company **The Capital Gold Group**. RPR is handling media relations for both organizations. Equivico by the NCRC (National Community Reinvestment Coalition) is focused on fueling economic growth in underserved businesses and communities. The Capital Gold Group operates in the Delaware, Maryland, Virginia area, employing such technology as 3D virtual tours and drone photography to maximize sales for their clients’ residential portfolios.

Raptor PR, a London-based B2B agency dedicated to the video games industry, signs on as AOR for **Ultra**, a next-generation PC games store, and **SuperScale**, a data and analytics company that powers mobile games growth. Raptor PR is creating data-driven integrated communications campaigns for both companies.

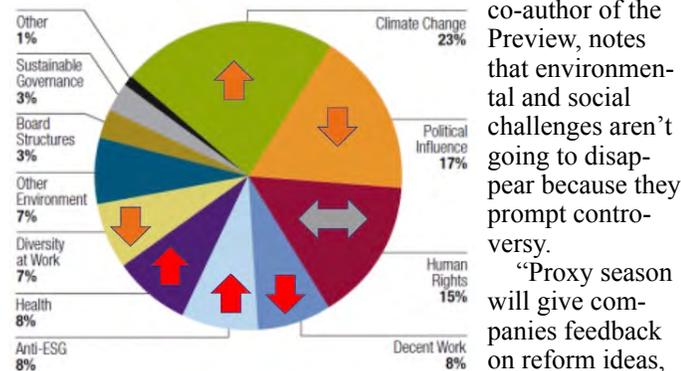


A RECORD NUMBER OF ESG RESOLUTIONS

Shareholders filed a record 535 environmental, social and governance resolutions for the upcoming proxy season, according to a report by As You Sow, Sustainable Investments Institute and Proxy Impact.

The release of the Proxy Preview 2023 comes as president Joe Biden cast his first veto on March 20 to derail a Republican-designed bill to ban the government from considering ESG matters for investment decisions related to retirement plans.

2023 Shareholder Proposals



Heidi Welsh, co-author of the Preview, notes that environmental and social challenges aren't going to disappear because they prompt controversy.

"Proxy season will give companies feedback on reform ideas, but there's no

indication attacks on ESG investment are going to dampen investor appetite for facts and disclosure, which makes capital markets work better," she said.

Climate change, racial justice, fair pay, digital privacy, reproductive and worker rights are the top ESG issues slated for shareholder votes at the upcoming annual meetings.

The Review found that corporate efforts to block ESG proposals at the Securities and Exchange Commission dropped 30 percent from a year ago.

Andrew Behar, CEO of As You Sow, noted that activists are working closely with corporate executives and boards to address material risks for all stakeholders.

ASTRAZENECA VET BUCKLEY TO RATIONAL 360

Richard Buckley, who was VP, global corporate affairs at AstraZeneca, has joined Rational 360 as managing director.



Richard Buckley

Buckley was most recently chief corporate affairs officer at EQRx, a biotech startup, where he built an integrated team to support the company's go-public launch and other key milestones.

At AstraZeneca, his portfolio included global policy and government affairs, external, internal, product and digital communications, patient advocacy, philanthropy, crisis and issues management, and corporate brand management and reputation.

Before that, Buckley served as director of federal government affairs at Eli Lilly & Company, legislative counsel at PhRMA, and an assistant parliamentarian in the United States Senate.

"Rich has a strong reputation for delivering results through integrated and innovative campaigns," said Rational 360 CEO and managing director Patrick Dorton.

ROANOKE, VA SEEKS MARKETING PROPOSALS

The county of Roanoke is requesting proposals from professional marketing firms.

The western Virginia county needs an agency that can devise an economic development marketing plan and associated marketing elements that showcase the benefit of living and doing business in the community.

Proposals are due by 2:00 p.m. (EST) on April 12 and should be sent to: County of Roanoke; Roanoke County Administration Building; Purchasing Division; 5204 Bernard Drive, SW, Suite 300-F; Roanoke, VA 24018-0798

Respondents should include one original and five copies of their proposals in an envelope marked "Economic Development Marketing Plan, RFP No. 2023-081" and the specified opening time and date. Questions should be directed to Dawn M. Rago, drago@roanokecountyva.gov.

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



LOU HAMMOND BOOKS DUBAI

[Lou Hammond Group](#) has picked up Dubai Economy and Tourism as the emirate works to increase the number of visitors from North America.

Chairman/founder Lou Hammond sees tremendous opportunities to showcase one of the world's most innovative cities to a diverse range of audiences.

The number of visitors to Dubai in 2022 almost reached the 16.7M pre-pandemic level.

Dubai wants to be one of the world's top three cities for tourism and business by 2033.

Lou Hammond Group will coordinate its work for Dubai with Reach Global Marketing, which is heading PR in the Canadian market.

Gina Stouffer, president of Lou Hammond Group Charleston, oversees the Dubai business.



JOELE FRANK DEFENDS BLACKBAUD

[Joelle Frank](#) is handling Blackbaud, the Charleston-based \$1.1B marketer of software designed to empower social impact, as it fends off an unsolicited takeover bid from Clearlake Capital Group.

The \$71 per share offer is a 25.9 percent premium over the 30-day average trading price of Blackbaud's stock for the period ended March 24.

Blackbaud's board has determined that the proposal is highly opportunistic and significantly undervalues the company.

Chairman Andrew Leitch called the bid an overt attempt to put Blackbaud in play.

Non-profits and educational institutions use Blackbaud's software for fundraising, grantmaking and financial management.

Joelle Frank, Wilkinson Brimmer Katcher's Jamie Moser and Nick Lamplough represent Blackbaud.

Lambert's Jennifer Hurson is working for Clearlake Capital Group, which is headquartered in Santa Monica.



SAN DIEGO WANTS MEDIA STRATEGY SERVICES

San Diego is requesting proposals from agencies that can provide international media planning and buying services.

San Diego Tourism Authority is looking for an agency that can provide a comprehensive research-based media strategy supporting an advertising campaign targeting Canada and the UK.

Scope of the work includes: providing a media strategy for the international advertising campaign;

delivering a comprehensive media plan and identifying key target audiences and KPIs to measure performance.

Proposals are due by April 7 and can be sent via email (in PDF format) to kvkapich@sandiego.org.

Hard copies (include three) can also be sent to: Kerri Kapich; Chief Operating Officer; San Diego Tourism Authority; 750 B Street, Suite 1500; San Diego, CA 92101.

Questions should be directed to Chief Operating Officer Kerri Kapich, kvkapich@sandiego.org.

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

GOP STRATEGIST DAULBY JOINS OGILVY GR

Jen Daulby, a top Republican strategist, has signed on at Ogilvy Government Relations in DC as a principal.

Most recently, she was at the government tech startup, Indigov, where she was head of government affairs and chief of staff.

Earlier, Daulby was staff director at the House Committee on Administration and CoS to Republican Congressman Rodney Davis of Illinois. She also served as counsel to Ohio Rep. Steve Chabot.

Daulby has corporate experience gained from her posts as director of federal affairs for Land O'Lakes, where she opened its Washington office; and director of government affairs at Monsanto.



Jen Daulby

Chris Giblin, OGR principal, called Daulby a "star talent" who is "a known and valued commodity in Republican circles."

DUKE TABS HOWARD'S TRAMBLE FOR PR POST

Duke University has named Frank Tramble VP-communications, marketing and public affairs, effective July 1. He joins from Howard University, where he was VP-communications and CCO.

At Duke, Tramble takes over for Michael Schoenfeld, who was in charge of communications and government relations.

With Schoenfeld's exit, Duke president Vincent Price promoted Chris Simmons to the position of VP-government relations.

Tramble will be responsible for communications, marketing, branding, media relations, crisis PR and issues management. He also will serve as strategic communications



Frank Tramble

advisor for Price and other university officials.

SUBJECT MATTER BACKS PUERTO RICO PUSH

Subject Matter is making the rounds of DC in support of an economic development program for Puerto Rico.

Hired by Puerto Rico's Senate, Subject Matter is focusing on issues related to taxes, Medicare/Medicaid and the Supplemental Nutrition Assistance Program.

US Senators Chuck Schumer and Kirsten Gillibrand (D-NY), along with Richard Blumenthal (D-CT) on March 22 introduced the Puerto Rican Nutrition Assistance Fairness Act.

That measure would provide island residents the same SNAP benefits as those received by other US citizens.

Congress dropped Puerto Rico from the SNAP in a cost-cutting move during the 1980s. Puerto Ricans are currently eligible for the less-generous Nutrition Assistance Program.



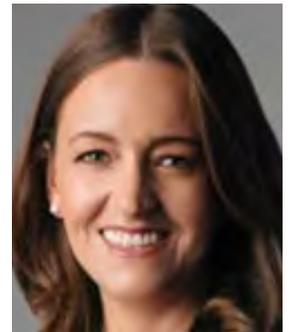
VALLIS TO LEAD COMMUNICATIONS AT JLL

Jones Lang LaSalle, the \$19.4B real estate and investment firm, has hired Laura Vallis as head of communications.

As of April 3, Vallis will handle outreach to the Chicago-based firm's employee, partner and external audiences. She will be based in New York and report to CMO Siddharth Taparia.

Vallis was the first CCO at Manulife. She also served as managing director and global head of corporate communications at Barclays' corporate & investment bank; chief of staff to the president of Dow Jones and in various corporate affairs jobs at AB InBev.

Taparia said Vallis' extensive experience will help JLL shape the narrative for its new "See a Brighter Way" brand promise.



Laura Vallis

ALBERTSONS' BOVIM MOVES TO CHS

Sarah Bovim, who was senior VP-government affairs and public policy at the Albertsons supermarket chain, has joined CHS Inc., the giant agribusiness cooperative, as VP government affairs.

She succeeds Jim Zappa, who is retiring.

Bovim joined Albertsons in 2021 after a 15-year run in Whirlpool's government relations unit.

Albertsons, which operates Safeway, Vons, Jewel, Osco, Shaw's, Albertsons, Acme, Kings, Lucky and Tom Thumb supermarkets, agreed to a \$25B merger with Kroger last October.

That deal faces serious scrutiny by the Federal Trade Commission following concern by antitrust groups and heavy opposition from community groups and labor unions who fear rising food prices and store consolidations in the event the merger goes through.

Prior to joining Whirlpool, Bovim served as a senior trade negotiator at the Office of the US Trade Representative.



Sarah Bovim

COMMENTARY



The AI genie is already out of the bottle. “Should we automate away all the jobs, including the fulfilling ones,” is among the questions posed by more than 1,600 technocrats, academics and researchers [who signed an open letter](#) that calls for a six-month pause in the development of AI systems more

powerful than GPT-4.

Funny, I don’t recall the hue and cry among America’s intelligentsia when automation and corporate raiders backed by Wall Street’s junk bonds hollowed out America’s industrial heartland during the 1980s and early 1990s.

The only difference between then and now is that AI is slated to wipe out white collar jobs, which are held by the friends and families of the open letter signers.

Goldman Sachs estimates that the development of AI systems will trigger “significant disruption” in the labor markets.

It projects that 300M jobs in the EU and US, which is about a quarter of the workforce, could be wiped out.

The investment bank, however, expects AI will trigger a productivity boom that will boost global gross domestic product by seven percent over a 10-year period.

The US just can’t afford to pause the development of AI systems. Why threaten America’s leadership position at a time when strategic rivals like the People’s Republic of China are pushing ahead in AI?

To paraphrase Admiral David Farragut, the hero of Mobile Bay: “Damn the torpedos, full speed ahead on AI.”

Outfoxed by Disney. Florida governor Ron DeSantis took the spotlight when he stripped Walt Disney Co. of the right to manage government services for Disney World in Orlando.

The move was to punish Disney for its opposition to DeSantis’ “don’t say gay” law.

It was a PR win for DeSantis, providing a tough-guy image and making him a warrior against corporate wokeness.

Team Ron, though, is not ready for prime time. It turns out that on Feb. 8 the Reedy Creek Improvement District transferred all its power to Walt Disney Co.

That was the day before DeSantis took over Disney.

On Feb. 27, the Central Florida Tourism Oversight District, which is packed with DeSantis’ cronies, took office and discovered it was virtually powerless.

Trump may have a point. The former president said without his endorsement, DeSantis “would be working in either a pizza parlor place or a law office right now, and he wouldn’t be very happy.”

Ron is not very happy these days. Maybe a slice of pizza would cheer him up.

ESG withers away. More than six-in-ten (63 percent) of Americans want companies to avoid commenting on social or political issues, according to the *Wall Street Journal*.

Their message: Silence is golden. Keeping mum, they hope, will result in increased corporate profits as management avoids

distractions and remains focused on the bottom line.

The WSJ finding fits well with O’Dwyer’s current poll, showing that 56 percent of respondents believe ESG has peaked. [Full disclosure: I’m a big fan of all things ESG.]

That’s bad news for the leading lights of the Trump party who use ESG-bashing as a way to own the libs and divert attention from their inability to move the country forward.

For instance, Trumpist Senators Tom Cotton, Chuck Grassley, Marco Rubio and Marsha Blackburn signed a letter to law firms with this warning.

“Over the coming months and years, Congress will increasingly use its oversight powers to scrutinize the institutionalized antitrust violations being committed in the name of ESG, and refer those violations to the FTC and the Department of Justice.”

Get over it, Senators. America has moved beyond ESG.

Global Strategy Group’s [“Business & Politics 2023”](#) report finds that only eight percent of Americans think Congress should make investigating how US companies spend money on ESG issues a priority.

Grow up, Elon. Twitter workers who have survived owner Elon Musk’s purge of the employee ranks (e.g., 75 percent of the one-time 7,500-member work force have been sacked) are in line for stock grants that value the platform at about \$20B—less than half of the \$44B that Musk paid for the company in 2022.

A *Wall Street Journal* reporter who emailed Twitter a request for comment received a poop emoji in response. That’s pretty childish for even a guy like Musk.

Elon now views Twitter as an “inverse start-up.” He should view the company as a future Harvard Business School case study of how not to run a company.

The Guardian seeks redemption. The Scott Trust, which owns the British newspaper, has apologized for its founder’s links to slavery and allocated \$12.3M to make things right.

Cotton merchant John Taylor and other Manchester businessmen founded the *Manchester Guardian* in 1821.

Taylor had partnerships with textile manufacturing plants that imported raw cotton produced by enslaved people on plantations in the Sea Islands, along the coasts of South Carolina and Georgia. West Indian merchant George Philips, who helped finance the *Manchester Guardian*, co-owned a sugar plantation worked by enslaved people in Jamaica.

The Scott Trust will fund projects in America’s Gullah Geechee region and Jamaica over the next decade to make amends.

The Guardian also announced that it would expand coverage of Black communities in the UK, US, Caribbean, South America and Africa.

The Scott Trust in 2020 commissioned researchers at the University of Nottingham and University of Hull to probe whether its founder and financial backers have any connection to slavery.

It was the right thing to do.

—Kevin McCauley