



Kevin McCauley
Editor-in-Chief

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

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VIRGIN ISLANDS SEEKS GLOBAL MARKETING

The U.S. Virgin Islands is seeking proposals from agencies that can develop a global marketing strategy to increase awareness of the territory.



The Virgin Islands Economic Development Authority is seeking a consultant that can create a “transformative Global Marketing Campaign for the Territory” focused on economic development branding.

Scope of the work includes: developing and securing media coverage with pitched storylines and press releases, producing creative strategies and designs; building messaging that can be used across various channels; developing customized, turn-key strategic marketing plans for local, regional, national, and international markets; creating coordinated marketing campaigns; developing and launching a social media strategy; developing a complete Foreign Direct Investment (FDI) strategy and plan; developing strategies to attract cryptocurrency companies to the territory; media planning and buying; and developing a strategy for key trade shows.

Terms of the contract run for six months, which may be extended at the discretion of the USVIEDA.

Proposals are due by 5 p.m. (AST) on Wednesday, July 28, and should be submitted via email to kwebbe@usvieda.org.

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

BCW LURES ‘FEDE’ GARCIA FROM HUGE

[BCW](#) hires Federico “Fede” Garcia as global chief creative officer, effective Aug. 2.



Federico “Fede” Garcia

Garcia joins BCW from IPG-owned creative agency Huge, where he was global executive creative director. He previously served as group creative director at Translation, where he worked with clients including the NFL, History Channel and HBO. Before that, he was a creative director at Ogilvy Tokyo.

At BCW, Garcia is tasked with driving powerful and provocative creative and expanding the agency’s bench of creative talent worldwide.

“Fede is the perfect choice to drive our earned-plus offer, as he is celebrated for strategic rigor, a global perspective and a track record of game-changing ideas that motivate action,” said BCW global CEO Donna Imperato.

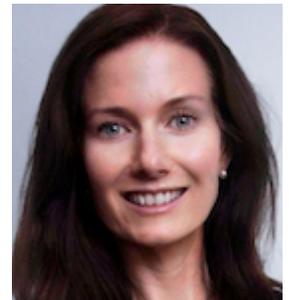
KUHL SUCCEEDS BASHE AS FINN HEALTH HEAD

[Finn Partners](#) has upped Kristie Kuhl to managing partner & global health practice leader, succeeding Gil Bashe, who remains chair of the \$35M unit.

She joined Finn in 2015 as US pharma & New York health head after executive VP stints at Cohn & Wolfe and Makovsky.

“Kristie joined the health practice at its earliest moments and is an amazing voice for our talent, agency values and societal need,” Bashe told O’Dwyer’s.

As chair, Bashe will continue to focus on acquisitions, strategy, client relationships and ally partnerships.



Kristie Kuhl

HAITI’S US AMBASSADOR HIRES LFA

Bocchit Edmond, Haiti’s ambassador to the US, hired LFA Holdings on June 22 to build support for a Congressional visit and handle outreach to the private sector.

Haiti’s president Jovenel Moise was gunned down July 7.

Edmond has rejected calls in Congress to delay the elections scheduled for September.

LFA’s letter of agreement with Edmond calls for the Newark firm to work closely with him “to formulate an effective, tailored strategy and program to achieve your core strategic objectives of mobilizing support for the initiatives.”

LFA also represents Somalia’s ambassador to the US, Ali Sharif Ahmed.

OMNICOM MAKES VAN BERGEN ‘GREEN’ CHIEF

Omnicom has named Karen van Bergen, former Porter Novelli CEO and head of OMC’s PR group, chief environmental sustainability officer, a new post.

Reporting to chief John Wren, van Bergen will oversee climate change initiatives and help set goals and processes to reduce its carbon footprint.

Prior to joining Omnicom, van Bergen spearheaded environmental policy at Outboard Marine Corp. in Europe and created the first “green” unit at McDonald’s Europe.

Van Bergen will keep her job as dean of Omnicom University.



Karen van Bergen

NEVADA WANTS COVID OUTREACH

The Southern Nevada Health District wants proposals for COVID-19 outreach, education and coordination of testing to underserved, higher risk and disproportionately affected populations.

The campaign will connect vaccination providers with recreational centers, places of worship, food banks, pantries, colleges/universities, grocery stores, salons/barber shops, major employers, elder housing facilities and other community institutions to set up temporary or mobile vaccination sites.

The District requires prospective partners to have experience in outreach to members of the Black, Hispanic, Asian-American, Pacific Islander, Native American and rural communities. Faith- and community-based organizations are encouraged to submit bids.

Proposals are due July 27. Send a PDF with the subject "SNHD-21RFP005 COVID-19 Outreach and Education" to procurement@snhd.org.

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

COMCAST TAPS JOHNSON FOR EQUITY PUSH

Comcast has named Broderick Johnson, a veteran of the Clinton and Obama administrations, executive VP for both public policy and digital equity.

He will spearhead the cable/broadcast giant's \$1B ten-year push to close the digital equity gap by providing access to 50M Americans living in underserved communities and regions of the country.



Broderick Johnson

Johnson, who is joining Comcast from Covington & Burling law firm, was assistant to president Clinton for legislative affairs.

He then served as president Obama's liaison to the Cabinet and chair of the White House's "My Brother's Keeper" task force, which identified and tackled the challenges that hamper the success of young boys and men of color.

Johnson succeeds Rebecca Arbogast, who is retiring as public policy EVP.

He will work closely with Mitch Rose, federal government affairs EVP, and report to Tom Reid, chief legal officer and corporate secretary.

SVC WORKS LIMETREE'S BANKRUPTCY

[Sard Verbinnen & Co.](#) handles the bankruptcy of St. Croix-based Limetree Bay Refining, which has run afoul of US environmental regulators.

The US Environmental Protection Agency ordered the temporary shutdown of the US Virgin Islands facility after its gas releases contaminated local drinking water, forced the shutdown of a school and sickened the locals.

Limetree filed for Chapter 11 on July 12, saying the bankruptcy was necessitated in part by the recent temporary suspension of its refining and processing operations "and the indefinite suspension of its plans to restart the refinery due to severe regulatory and financial constraints."

CEO Jeff Rinker said those constraints "left us no choice but to pursue this path, after careful consideration of all alternatives."

Sard Verbinnen's Kelly Kimberly and Brandon Messina represent Limetree.

ACCOUNTS IN TRANSIT

Marketing for Change picks up **Americares** to support its COVID-19 vaccination campaign for staff and volunteers at free and charitable clinics across the country. The Americares COVID-19 vaccine confidence project, funded in part by a cooperative agreement with the U.S. Centers for Disease Control and Prevention, brings together hundreds of clinics, the National Association of Free and Charitable Clinics and state associations to educate health workers about the importance of vaccination.



americares

5W Public Relations lands **Freight Farms**, creator of the "container farm," a vertical hydroponic farm built inside a container. 5W is tasked with executing a digital marketing and media relations campaign that will build awareness surrounding the client and their technology through thought leadership, executive profiling and a digital influencer relations campaign.

Airfoil Group adds **Aristeo Construction** to its client roster. One of the country's largest WBENC-certified general contractors, Aristeo serves manufacturing, energy, industrial, and commercial customers, offering such construction services as general contracting and construction management. Also joining Airfoil's client roster are **Nucleus Research**, a provider of investigative, case-based research and advisory services; IoT worksite platform **Triax**; and **Tweddle Group**, which specializes in product support for technicians, manufacturers and end-users.

SourceCode Communications lands US PR duties for Berlin-based Gorillas, an on-demand grocery delivery company, which the company says is the fastest European startup to reach unicorn status. SourceCode has been engaged to help launch Gorillas in the US and establish the brand as a more convenient and quality grocery delivery option. The agency will lead earned media strategy and execution for Gorillas in the US market, as well as driving thought leadership efforts for Gorillas executives and support influencer relations in key markets.

Global Results Communications adds DeepSig, a provider of AI-powered wireless solutions, to its client roster. GRC is helping to refine the company's messaging and positioning to highlight the value its technology adds to the 5G evolution. The agency will cultivate relationships with industry influencers, reporters and analysts, as well as organizing events and awards to amplify DeepSig's message in the wireless marketplace. "We needed a partner who truly understands the complexity of wireless technology and its impact on business," said DeepSig vice president of business development David Oberholzer.



Rosica Communications is partnering with mission-driven education training and curriculum company kid-grit to refine the company's messaging and positioning, build a comprehensive and integrated marketing communications plan and generate earned media. In addition to generating high-profile publicity in education trade publications and the business press, Rosica will bolster kid-grit's thought leadership presence and help its co-founders increase share of voice for the company's approach to SEL (social and emotional learning).

TRAVEL COMMS AFTER THE PANDEMIC

For fifteen months, we've been in the doldrums, along with the rest of America. Few industries have suffered like ours: our costs, our clients, our offices. As the reboot of the travel and hospitality industry progresses, it's clear our work isn't going to go back to what it was before the pandemic. The worldwide lockdown taught us to be creative, to utilize new strategies, new tactics, new technologies. While we don't know yet if the twenties will be roaring, we do know we're never fully going back to 2019 practices.



Geoffrey Weill

It's not just that *Departures* has departed. We're not going to trash all those new things we learned. Our clients, and we, couldn't have survived without a massively increased presence online, massively enhanced use of social media, without Zoom, without less-releases-more-pitches. And we ain't going back.

The first big change many of us will have to face is that business travel will never be the same. Fifteen months of Zoom has taught every boss in the world that flying 20 people to San Francisco or San Juan or Samoa to sit in a darkened conference room and watch a PowerPoint is just not going to be happening much anymore.

But there's a definite upside. Because leisure travel is going to come roaring back. And it's going to be even bigger than ever. Why? Because everyone who works at a desk in an office can extend their vacation for a few days or a week of working remotely. We've all learned that working remotely has some downsides, but it works. So that one-weeker to Italy can handily be stretched to 10 or 14 days. Most of our clients are too worried about the day-to-day and making up for months of crashed revenue to have worked this out yet. It's our job to tell them. And to reassure them that the upsides of the new normal far outweigh the downsides.

Sure, things won't fully revive until at least 2022. Yet, to paraphrase "Bye Bye Birdie," there's still a lot of reviving to do now. The travel media are eager for new stories, new angles, not merely to run the tired backlog that's piled up since early 2020. The new normal is short and sweet. The 10-page story may not be dead, but it's ailing. Because few have the time or the attention span to read ten pages any more. And with so much now being read online, clients' foot-stamping passion for a "cover" is almost as dated as a Palm Pilot. That's another message we need our clients to understand.

All of us have clients of a certain age—like this writer—who still want the coffee-table magazine trophy, and yes, we'll endeavor to give it to them. But I'll never forget what former National Geographic Editor Carolyn Bennett Patterson, the "Auntie Mame" of travel writers, once told me forty years ago: "Geoffrey, Darlin', nobody reads those articles: they just read the photo captions." And if it was true in 1981, it's even more true now.

Of course, print was beginning to wobble long before COVID. And newspaper travel sections went out with the fidget spinner. But with the exception of the fabulous *Departures*, the best will survive and their burgeoning online presence will help them flourish. And we'll happily work with them all. But it's to social media where we communications specialists are going to have to direct more of our energies. No longer is it good enough for a hotel owner's

nephew to handle their Instagram. We have to step in and have them realize that social media is intrinsic to their overall PR strategy.

Most of our clients have been writhing in agony for close to 18 months, and as the world gradually returns to normal, they may be too busy gearing up their operations and sales to think about PR. So, we're going to have to be more proactive than ever. We must underscore what we need to do for them to supercharge their return to business-as-usual. We have to push them.

The elephant in the room is fees. Many of us are going to have to do all this pushing and shoving and creating while we're still earning a reduced fee. Because there isn't an agency that works in the travel and hospitality sphere that hasn't had to make compromises on fees during the pandemic. (And don't believe those who claim they haven't.) And it's a problem. Once again, we are going to have tread lightly—but firmly. Because many clients have grown accustomed to us working our behinds off for that lower fee. So, we have to aim to get back to 2019 rates by late fall.

In September 2020, midway through the worst of the lockdown, this writer crossed the Atlantic. I wanted to demonstrate to our clients that we're still around and that Americans are aching to get back on planes. And, yeah, I wanted to see for myself if Europe still existed and if travel—despite the masks and curfews and tests and nose-swabbing—was still not only possible, but pleasurable. And it is.

A week ago, I flew from Newark to Milan on a "COVID-free" flight. If ever PR firms or their clients doubted America's eagerness to travel again, they should've been with me on that Dreamliner, which didn't have an empty seat.

It's been hell, but we've survived. We've learned it's never going to be 2019 again. It's going to be 2021 and 2022. And we all have to be sure to put all that learning to good use.

Geoffrey Weill is President of New York-based Geoffrey Weill Associates.

NEWS OF FIRMS

FLM Harvest, a marketing, communications and consulting agency focused on food and agriculture, rebrands as **Curious Plot**. The 90-person agency says that the new brand is the result of a year-long discovery, strategic alignment, brand naming and identity process. Its ownership, leadership, team members, clients and services remain unchanged. Those services include public relations, creative and content, social/digital, media and management consulting. "Curious Plot signals our own evolution and continued growth in our dedicated space," said Curious Plot president and CEO Laurie Fleck.



Curious Plot

Indicate Media, a public relations and digital marketing agency that partners with global B2B technology, asset management, venture capital and growth equity firms, launches a content marketing division. The division, led by technology and science journalist Jeremy Hsu, offers services including content strategy, thought leadership development, content creation and editing, and social media execution. "Having executed countless B2B tech and financial PR campaigns over the past decade, we saw an immediate need for companies to amplify their storytelling across multiple channels," said Todd Barrish, founder and president.

HAWAII SHOPS FOR VOTER EDUCATION PR

Hawaii seeks a firm to run a voter education program aimed at accomplishing its mission of providing secure, accessible and convenient election services.

In 2019, Hawaii became a vote-by-mail state.

The desired firm will develop, brand and manage an integrated program that includes PR, marketing, advertising and media buying.

The selected firm will handle in-person and virtual events and outreach to targeted audiences (senior citizens, high school students, people with disabilities, military members and homeless individuals).

Hawaii has budgeted \$200K for the effort, which will run through 2022.

It may extend the term of the pact for up to six additional 24-month periods.

Responses are due July 30. The proposal, which must be marked “Original,” and a USB-drive copy go to: Ms. Aulii Tenn; RFP-22-001-SW; 802 Lehua Avenue; Pearl City, Hawaii 96782

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

COLOR OF CHANGE RECRUITS RABEN GROUP

The Raben Group is representing Color of Change and its effort to “build real power for Black communities.”



Oakland-based CoC says it’s the No. 1 online racial justice organization, with more than 7M members.

Raben Group is handling DC outreach regarding legislation about student loan forgiveness, small business loans, technology and racial justice.

Its three-member CoC team includes Elliot Williams, who was assistant attorney general for legislative affairs during the Obama administration; Timothy Lynch, ex-senior Democratic counsel at the House Oversight & Government Reform Committee; and Rachel Motley, who interned for Ohio’s Democratic Senator Sherrod Brown.

Robert Raben, former counsel to Massachusetts Congressman Barney Frank, launched his shop in 2002 to drive public policy in a humane and sensible direction and to bring diversity and equity to the boardrooms, think tanks and corporations of America.

DEVRIES VET RUCHEFSKY SHIFTS TO H+K

Doug Ruchefsky has moved to Hill+Knowlton Strategies to head its retail + leisure group that is housed within the consumer markets practice.

The 12-year PR veteran was VP at DeVries Global and did stints at Lou Hammond & Assocs. and The Rosen Group.

He has worked on PR, reputation management and media programs for clients such as IHOP, S. Pellegrino, Zippo, Tourism Authority of Thailand and The St. Regis Deer Valley.

Ruchefsky reports to Laura Morgan, executive VP & US consumer markets head.

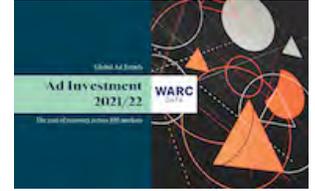
She joined H+K in September 2019 from DeVries, where she was executive

Doug Ruchefsky
VP for global strategic alliances.



AD MARKET READIES FOR REBOUND

After seeing one of the worst years on record for advertising in pandemic 2020, the global ad market is poised to experience a double-digit recovery this year before witnessing a record-breaking ad spends in 2022, [according to new projections](#) released by marketing research firm WARC.



According to WARC’s latest “Global Ad Trends” report, the global advertising market is set to rebound 12.6 percent over the course of the year, hitting \$665 billion by the end of 2021 before reaching a projected \$700 billion for the first time in 2022.

Global ad investment was particularly strong in Q2, where it rose by nearly a quarter (23.6 percent) to \$158 billion—an uptick of \$30 billion from 2020’s second quarter—which followed the 12.5 percent gains the ad market saw during the first three months of the year.

Driving much of this growth, unsurprisingly, was online ad spending, which saw year-over-year gains of 31.2 percent rise in Q2. But the star performer was eCommerce, which was up 60 percent during this time. Offline media—particularly linear TV—also fared well, up 12 percent.

The WARC report claims that ad budgets continue to move online in the future, with digital media comprising more than 60 percent of ad spends in 2022, a 10 percent increase from pre-pandemic 2019.

Traditional media, meanwhile, is expected to grow 8.8 percent this year but will slow to a growth of 3.1 percent in 2022.

Specific product categories expected to see the greatest global advertising investment next year include transport and tourism, telecoms and utilities, media and publishing, financial services, business and industrial and technology and electronics.

WARC’s report drew on data aggregated from 100 markets worldwide and collaborated with Nielsen to measure net advertising investment data across 17 product categories.

ARCHER TAKES DIVERSITY POST AT GOLIN

Golin appoints Natasha O’Dell Archer as senior vice president of diversity, equity and inclusion, a newly created role.

She most recently led Archer aDroit, a DE&I consultancy where she developed an all-agency training for corporations that focused on allyship and making space for change through small group, large group and interactive sessions. She has also served a producer on the “New Maury Povich Show” and the “Montel Williams Show.”

At Golin, Archer will manage global DE&I communications, lead strategic programming and oversee employee training and development to ensure that Golin’s commitment to inclusion is successfully integrated into the culture and all business practices.

“Natasha is the perfect senior advisor to operationalize the agency’s inclusion efforts and help elevate what we do for our people and our clients,” said Golin global head of human resources Tiffiny Bolden.



Natasha O’Dell Archer

PROVIDENCE, RI SEEKS FIRM FOR TECH PUSH

Rhode Island is looking for a “forward-thinking PR and communications firm” to handle outreach for the [I-195 Redevelopment District](#).”



Established in 2011, the District is responsible for the sale, marketing and oversight of land made available in downtown Providence as a result of the relocation of Interstate 195.

The land parcels may be used for commercial, institutional and residential development. The Ocean State prefers to redevelop the land to spur the “knowledge-based economy” by attracting industries such as life sciences, media technologies, research development, hospitality, and software design.

The selected firm will manage press relations, stakeholder (neighborhood groups, businesses, general public, governmental entities) outreach and website management for the district’s governing commission.

Responses are due July 26.

Send an electronic (PDF) version and three printed copies to: I-195 Redevelopment District; Attn: Public Relations Services RFP; 315 Iron Horse Way, Suite 101; Providence, RI 02908

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

THAYER RETURNS TO GSG

Amanda Thayer has returned to Global Strategy Group as VP-communications and public affairs following a four-year stint at NARAL Pro-Choice America.



Amanda Thayer

NARAL, a client of GSG, advocates for access to abortions, birth control, paid parental leave, as well as non-discrimination against pregnant women.

As NARAL’s senior deputy director of national & political communications, Thayer played a key role in the group’s fierce opposition to Donald Trump’s Supreme Court nominees Neil Gorsuch, Brett Kavanaugh and Amy Coney Barrett, for the threat they pose to reproductive freedom.

She also led communications strategy for NARAL’s record-setting expenditure during the 2020 election.

Thayer joined NARAL from GSG, where she was manager for communications and public affairs.

Earlier, she did a four-year stint at The Moffett Group, the firm of former Democratic Connecticut Congressman Toby Moffett.

JONESWORKS BOOKS WHEELS UP’S SPAC

JONESWORKS is handling Wheels Up Experience Inc.’s flight to become a publicly traded company via a SPAC deal ironed out with Aspirational Consumer Lifestyle Corp.

Wheels Up says it’s the first private aviation company to be listed on the New York Stock Exchange.

Kenny Dichter, CEO, called the Big Board listing a “special milestone” as the company furthers its mission “to create a dynamic platform to democratize private aviation, making it possible for significantly more people to experience private flying.”

Wheels Up posted a 68 percent rise in first-quarter revenues to \$261.7M. It shaved its net loss 27.4 percent to \$32.2M.

FINN ACQUIRES BAROKAS COMMUNICATIONS

[Finn Partners](#) has acquired Barokas Communications, a technology firm that handles clients in the enterprise, B2B and consumer tech spaces.

The deal bolsters Finn’s tech fees to over \$30M and increases its number of tech pros to about 200.

CEO Peter Finn said the addition of Barokas “expands our expertise with earlier stage companies, which has always been a high growth, high opportunity sector.”

Howie Barokas, founder of the firm, and Karli Barokas, CEO, will become managing partners at Finn and part of its tech leadership team.

The deal also expands Finn’s footprint to Seattle and Denver.

“We’ve long wanted to be in the high-growth markets of Seattle and Denver,” said Finn. “It was just a matter of finding the right partner.”



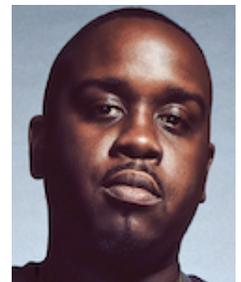
Howie and Karli Barokas

ON THE MOVE

[Finsbury Glover Hering](#) hires **Karla Thieman** as a partner in the government relations division of the firm’s Washington, DC office. Thieman comes to FGH from the Russell Group, where she advised a variety of clients on strategy and policy. She worked at the U.S. Department of Agriculture during the Obama administration, serving as chief of staff to both agriculture secretary Tom Vilsack and deputy secretary Krysta Harden. At FGH, she will be part of the agency’s food and agriculture team. “Her deep experience in policy and politics adds to the existing strength of our growing food and agriculture team,” said FGH partner and global head of food Grant Leslie.

[Prosek Partners](#) brings on **Daniel Allocca** as a managing director. Allocca was previously global head of brand and digital for TIAA, Nuveen and TIAA Bank. Before that, he served as head of digital transformation and strategic initiatives at investment management firm PIMCO. In his new post, Allocca will work with Prosek clients on strategic branding, content and digital marketing. “Daniel’s combination of deep financial acumen and top-notch marketing, brand and digital experience will help us continue to grow our very unique offering,” said Prosek founder and managing partner Jennifer Prosek.

[Epic Records](#) promotes **Richard Foster** to vice president, marketing. Foster has been with the label since 2019, most recently serving as senior director of marketing. Before joining Epic, he was digital marketing director at Warner Music Group. In his new position, Foster will be responsible for all digital marketing initiatives including podcasts, website design and data analysis. “Rich’s limitless creativity and understanding of both the artist and fan perspective were an immediate standout when he joined the company,” said Epic executive VP and head of marketing Dave Bell.



Richard Foster

COMMENTARY



“Have you no shame,” worked on Republicans during the McCarthy hearings of the 1950s, but Joe Biden’s rhetorical question falls on the deaf ears of today’s GOP, which is hellbent on making it more difficult for millions of Americans to vote.

“We’re going to face another test in 2022,” Biden said July 13 in the under-statement of the year. “A new wave of unprecedented voter suppression and raw and sustained election subversion. We have to prepare now.”

Biden’s solution is to educate and register new voters, which is the equivalent of playing softball compared to the hardball tactics of Republicans.

The Brennan Center for Justice in New York counts about 400 bills introduced in 48 states to make it harder for Americans to fulfill their Constitutional duty to vote. Twenty-eight of them passed in 17 states to restrict voter access.

Unless Biden rallies Democrats to kill the filibuster to pave the way for a federal voting law, 2022 will show a further erosion of American democracy that began with the Capitol Hill insurrection of Jan. 6.

Biden better step up to the plate.

From Russia with love... How often does the Kremlin leak secret documents to the western media about what went on at a Russian national security meeting? Nada....

That is why I have my doubts about [the blockbuster story in *The Guardian*](#) about Russia’s plan to use “all possible force” to make Donald Trump president.

There is just something fishy about the story.

Russia president Vladimir Putin personally authorized the plan, according to the British paper.

The Guardian claims there was a psychological assessment of Trump. It profiled Trump as an “impulsive, mentally unstable and unbalanced individual who suffers from an inferiority complex.”

But the Guardian story is too perfect. It makes me a bit queasy with a feeling that Putin is still wreaking havoc in the US by concocting a tale of a secret meeting of Kremlin spies to take over the White House.

Trump heeds Rudy’s sage advice... The media have had great fun with news that Donald Trump’s now-former lawyer Rudy Giuliani was bombed on Election Night, according to the forthcoming book, “I Alone Can Fix it: Donald J. Trump’s Catastrophic Final Year.”

As the results came in and showed that Trump’s early lead over Joe Biden was vanishing, an inebriated Rudy told campaign managers in the White House to declare victory.

Campaign manager Bill Stepien, chief of staff Mark Meadows, and senior advisor Jason Miller thought Rudy’s recommendation was incoherent and irresponsible.

Obviously, Trump disagreed. He took Rudy’s sage advice to heart and then took it a step further.

He declared victory in state after state based on the Big Lie

that the elections were stolen. Trump out-Rudied Rudy.

Though Giuliani is suspended from practicing law in New York, he may have a new career as campaign manager for his son Andrew’s run for Governor of the Empire State.

International Olympic Committee president Thomas Bach obviously is not a fan of legendary bank robber Willie Sutton, who told a reporter that he robs banks “because that’s where the money is.”

Bach has warned Olympians set to compete at the upcoming Tokyo Games against staging political protests or issuing “divisive” statements. “The podium and the medal ceremonies are not made for a political or other demonstration,” he told the *Financial Times*.

Bach is dead wrong. The podium and medal ceremonies are the perfect place to express one’s political point of view in front of the global media spotlight.

One of the most iconic images of the 20th century is the raised black-glove-fisted Black Power salute of sprinters Tommie Smith and John Carlos during the playing of the Star-Spangled Banner at the 1968 Mexico City Summer Olympics at the medal podium.

That silent protest of African Americans Smith and Carlos, gold, and bronze medal winners, respectively, in the 200-meter track event, captured the world’s attention and highlighted the struggle for racial equality in the US.

Bach is naïve to think he can muzzle Olympians in 2021. He may be in for a few surprises at the podium in Tokyo.

Let’s hope that the MDC Partners’ special meeting to consider the takeover by Mark Penn’s Stagwell Media gets adjourned repeatedly.

Monitoring the verbal slugfest between Stagwell and Indaba Capital, which opposes the terms of the deal, has been very, very entertaining.

Indaba issued a press release on July 12 that spells out why it opposes the updated terms of the transaction, or as Derek Schrier, managing partner, put it:

“We are not going to acquiesce to Mr. Penn’s desire to ram through self-serving deal terms.” Touche! Schrier went to say that Penn is treating the process like a game of political poker.

Indaba hopes Penn “comes to understand that he cannot rely on bombastic negotiating threats and non-negotiated, immaterial bumps that lack shareholder support.”

And in the opposing corner, Stagwell Media partner Jay Leveton answered the bell in a July 14 release.

“Indaba has, in our opinion, become divorced from any reality in its more shrill shriller attempts to extract more value in the combination of MDC and Stagwell’s operating business.” Bravo!

Leveton said Indaba’s plan “appears to be growing verbal threats, personal attacks and issuing releases with false and misleading statements.”

The special shareholders meeting was set for June 22 and has been adjourned until July 26. My fingers are crossed for another adjournment to stretch out the action through the dog and slow-news days of August.

—Kevin McCauley