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HUNTSWORTH CORNERS CORMIS

UK-based Huntsworth has acquired Cormis, healthcare strategic communications & medical staff training shop. The deal marks Huntsworth's first acquisition since it went private under the ownership of Clayton, Dubilier & Rice investment firm.



Founded in 2011, Cormis staffers focus on capability building programs in leadership, coaching, strategic planning, cross-functional teamwork and communications.

It will join Huntsworth's 400-member The Creative Engagement Group that focuses on event marketing; digital, immersive and film; scientific engagement and training; digital learning consulting and employee engagement consulting.

Cormis UK (Surrey) partners Ian Close, Ila Garner-Patel and Dan Masquelier, and US (Philadelphia) partners Bob Dufour and Sue Lohr, will join TCEG leadership team.

SPROULE DRIVES AWAY FROM FIAT CHRYSLER

Simon Sproule has left his position as chief communications officer at Fiat Chrysler Automobiles after just four months on the job. His last day will be June 12.

Head of corporate communications Shawn Morgan is assuming the role on an ad interim basis.

Sproule came to the company in February from Aston Martin, where he had been chief marketing officer and vice president since 2014.

He previously served as vice president marketing and communications at Tesla Motors and CVP global marketing communications at Nissan.

LOTT, BREAUX ARRIVE AT CROSSROADS

Former Mississippi Senator Trent Lott, who was fired from Squire Patton Boggs on June 8 after it got wind of his plans to leave the lobbying firm, has arrived at Crossroads Strategies with his colleague and ex-Louisiana Senator John Breaux. They sold Breaux Lott Leadership Group to SPB in 2010.



Trent Lott

Lott, 79, and Breaux, 76, said they look forward to new challenges at CRS, where they will work beside their sons, Chet, and John Jr. The younger men were staffers at BLLG.

"Senators Lott and Breaux joining our firm ensures our clients best-of-class counsel across multiple disciplines of regulatory and legislative public policy," said Stewart Hall, CRS chairman.

BRANDS NEED TO FIGHT RACISM

Americans say brands have a moral obligation to address systemic racism, according to an Edelman Trust Barometer flash poll released following the murder of George Floyd. The poll of 2,000 was conducted from June 5-7.

Sixty percent of respondents believe brands must speak out against racial injustice and plan to either buy or boycott them based on their response to the Black Lives Matter protest.

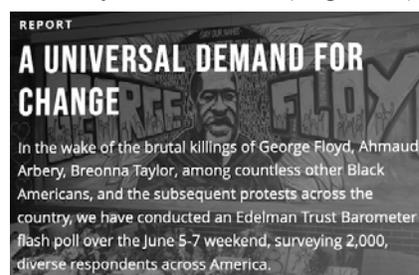
Young adults (18 to 34) are more proactive in their response, with 78 percent demanding brands take a stand vs. 48 percent of people over 55.

Respondents say moral obligation (56 percent) is the No. 1 reason for brand action, followed by "owe it to employees" at 52 percent.

"Brands are now assumed to have more power than their corporate parents, as they are more flexible and responsive to consumer input," said Richard Edelman in releasing the poll results.

Seventy percent of people of color want brands to use marketing dollars to advocate for racial equality. Those promises must be backed by action or brands risk being viewed as exploitative (63 percent).

Nearly four out of ten (37 percent) of respondents have



tried to convince others to start or stop using a brand based on its racial inequality stand.

Friends and family are the most influential sources of information in shaping views on

racism, especially for women (45 percent) and Black and Latinx respondents. Older respondents (55+) turn to mainstream media while younger adults look to social media.

Edelman said "brands can no longer dodge America's original sin and third rail: systemic racism and inequality."

He noted that brands connect in a different way than corporations and CEOs because they inspire, motivate and offer hope.

"The relationship of trust between brand and consumer now depends on tangible actions destined to change the course of history," said Edelman.



Richard Edelman

CENTRAL IL ISSUES CENSUS MARKETING RFP

Central Illinois' Tri-County Regional Planning Commission is accepting proposals from firms that can develop and implement a marketing campaign to raise public awareness of efforts to obtain an accurate count for the 2020 census.

Scope of services includes supporting the design of a media marketing campaign as well as the development of key messages; recommendations for an overall strategic communications approach; developing strategies to deliver focused messages to undercounted groups; creation of a media marketing campaign; and use of community partners to deliver messages to stakeholders/clients. TCRPC has allocated \$175,000 for the work, which includes media buying.

Proposals are due by 4:00 p.m. (CST) Friday, June 19, and should be emailed to mbruner@tricountyrpc.org with the subject line: "North Central Illinois 2020 Census Phase II Marketing Campaign."

Hard copies may also be mailed to the following address: Michael Bruner, Planner II; Tri-County Regional Planning Commission; 456 Fulton Street, Suite 401; Peoria, IL 61602

Questions should be directed to Michael Bruner, mbruner@tricountyrpc.org, by 4:00 p.m., June 16.

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

MIDDLETON MOVES TO MERCURY

Clay Middleton, who worked in the Obama administration and served as a top aide to House majority whip James Clyburn (D-SC), has joined Mercury as senior VP.

The Iraq combat veteran held Department of Energy posts during the Obama presidency including congressional affairs liaison for the National Nuclear Security Administration and special advisor to the Department of Energy's Office of Congressional, Intergovernmental and External Affairs, and Office of Economic Impact and Diversity. He also was associate director for the White House Office of Faith-Based and Neighborhood Partnerships at the Corporation for National and Community Service.



Clay Middleton

Most recently Middleton advised Cory Booker's presidential campaign.

Omnicom owns Mercury.

AIR CHARTER SERVICE LANDS AT FINN

Finn Partners has landed the Air Charter Service business to position the aircraft broker for the post-COVID-19 era when many travelers may opt for private jet service as an alternative to commercial flights.

Debbie Flynn, interim head of Finn Partners' global travel practice, expects travelers to be more health-conscious and eager to avoid lines and crowds at airports. The COVID-19 survival strategy of major carriers—reducing the number of flights and destinations served—also will boost ACS.

Finn Partners will handle strategic communication in the US and UK for ASC and work to solidify its reputation among international media as a leading provider of jet service.

ACS, with revenues in the \$700M range and 25 global offices, charters more than 23K flights every year.

Finn Partners' Carly Reed (London) and Helen Ames (New York) co-lead the ACS account.

ACCOUNTS IN TRANSIT

Affect has been chosen to lead public relations in North America for **Visual Lease**, which helps companies manage, analyze and report on such leased assets as real estate, equipment and vehicles. As agency of record, Affect will set and execute a PR strategy for Visual Lease that will include media relations, content development and thought leadership, as well as a speaking program, to help drive greater industry awareness of Visual Lease's lease accounting and lease administration software. In addition, it will partner with the company to build its reputation as a leading technology firm, attracting and retaining employees and strengthening ties with the local community.



Now You Global Communications has been selected to lead global PR activities for Elementor, a website building platform. NYGC will provide strategic counsel, PR and integrated marketing services for the company. Elementor, which has a YouTube channel and active communities of professional website builders on six continents, is a code-free, open-source platform used by such professionals as web developers, designers and marketers in 152 markets.

The Consultancy PR is now representing **Cultiver**, a luxury home décor brand that was founded in Australia in 2012 and made its US debut in 2015. The Consultancy will be working to support Cultiver by bringing awareness to the company in the US market, with a focus on public relations, thought leadership, new product launches and influencer/designer engagement. Cultiver produces a curated collection of bedding, dining, living and loungewear products.

5W Public Relations has been named PR agency of record for celebrity-based alcohol delivery app **GrapeStars**. 5W will support the launch of the platform, on which celebrities can promote their wine and spirits brands directly to fans. Available on iOS and Android devices, GrapeStars lets users make a profile, after which they can browse wine and spirits brands from such celebrities as Jon Bon Jovi, Sarah Jessica Parker, Ryan Reynolds, Drake, Janelle Monae, Conor McGregor, Lenny Kravitz, Sting, John Legend and 50 Cent.

V2 Communications has added **NAVEX Global**, which provides integrated risk and compliance solutions, to its client roster. V2 will work to build NAVEX's profile in target markets, with a focus on highlighting the strategic value of integrated risk and compliance in an increasingly regulated world. Based in Portland, OR, NAVEX Global offers a suite of SaaS solutions that are used by thousands of businesses worldwide, including more than 80 percent of the *Fortune* 500.



The Quell Group has been retained by **Geometric Solutions**, **HORIBA Automotive Test Systems** and **Peninsula Plastics**. For Geometric Solutions, Quell will provide digital lead-generation programs, create and implement digital campaigns, and assist in the development of a series of live webinars. HORIBA Automotive Test Systems is working with Quell on marketing communications to elevate brand awareness for the company's suite of EV and heavy-duty development and testing capabilities. Peninsula Plastics has enlisted the agency to elevate brand awareness and celebrate the company's 40th anniversary.

OPENING DOORS

“In the universe there are things that are known, and things that are unknown, and in between them there are doors.”

—William Blake

My father has always observed, “If you are perceptive, you can see doors opening.” And in adversity, if we pay attention and have an open mind it’s often the case we can recognize where the opportunities lie.



John Berard

Indeed, we have clients who are paying attention and paying it forward. Vital Capital, for instance, is a pioneering impact investor focused on companies in sub-Saharan Africa. The firm, rather than sit on its hands amid the uncertainty, recently announced a new debt

facility that provides loans to promising businesses to help them get through the coronavirus pandemic while continuing to offer essential services.

Our asset management clients are searching for value in the market and counseling clients on asset allocation and taking a long-term view of their investments. Our fintech clients are pursuing opportunities in digital payments, upgrading core banking systems, making trading more accessible to retail investors, and providing access to data and analytics offering insights into consumer behaviors, investment trends or business processes.

During these periods of dislocation in which so many compromised communities are unduly affected, our impact investing clients also are driving awareness around the potential for sustainable investments to combat climate change, improve governance and help reverse social inequality. Importantly, our impact clients are also emphasizing that there need not be a sacrifice in financial returns when making ESG investments.

To be sure, we’ve had to find ways to succeed in difficult environments before. In the Global Financial Crisis of 2008 and the ensuing Great Recession, reforms to the banking system led to significant opportunities. As banks spun-off their private equity businesses into independent companies, BackBay helped these firms create new brands. These initiatives led to long-term engagements with those firms and imparted considerable experience as we fine-tuned our process and continue to apply and iterate it regularly with new clients seeking to augment their market positioning.

Likewise, when financial services companies began to adopt social media tools, we quickly got up to speed on the best ways to leverage the medium. And as social media strategies evolve, we continue to offer clients strategic counsel.

As the media outlets consolidated and journalists became overwhelmed, social media and other electronic communications enabled “owned” media to proliferate. At BackBay, we recognized that to take full advantage of these new platforms, our clients needed compelling content. We hired journalists who were knowledgeable about financial services, adept at research, and could recognize and write interesting articles for the executives at the companies we represent.

So, what doors are opening during this crisis? Thus far, the disruption caused by the pandemic has underscored the need for an integrated communications program that leverages the full array of earned and owned media. Digital tools have been essential to help facilitate the kinds of connections that had previously been made at conferences and in-person meetings.

The crisis has also highlighted the importance of BackBay being a strategic and tactical extension of our clients’ teams.

The crisis has also underscored the importance of specialization and being part of a particular ecosystem, where participants know each other and can serve as references and referral sources. For BackBay, those specializations are private equity and venture capital, impact investing, asset management, and fintech.

Historically, we’ve done better in new business pitches and long-term engagements when the prospective client values substance over flash. Ironically, we’re finding that it has been easier to have a substantial initial conversation and get to know prospects and clients better over Zoom than across a large conference room table. The conversations and dialogue between teams seems less orchestrated and more genuine.

The pandemic is truly a tragedy and it will take a long time for life to return to normal. But people are using their ingenuity and dedication to get through this liminal period and create some order amidst the chaos. Between now and then, there are doors. Which door will you open?

Bill Haynes is founder and CEO of BackBay Communications.

BIG EASY PARK NEEDS BRAND, WEB HELP

New Orleans City Park, the 1,300-acre outdoor public park located in central New Orleans, has issued two Requests for Proposals for agencies that can assist with website redesign and branding work.

Scope of the work includes redesigning the current site into a modern, more digestible layout with improved discoverability of content; redesign of the site for mobile visitors; creation of a calendar of events; photo, video and animation editing; and enhanced website search functionality.

Bidding agencies should mail seven hard copies of their proposals in a sealed envelope addressed as follows:

RFP #10006-32 / Website; Attn: Cathy Hoffmann, Manager of Purchasing and Contract Services; New Orleans City Park Improvement Association; 1 Palm Drive; New Orleans, LA 70124

New Orleans City Park is also looking for an agency that can evaluate and update City Park’s branding, including its logo and messaging.

Scope of that work includes redesigning the City Park logo; devising a new or modified tagline; creation of brand identity template files; and recommendations for brand roll-out.



Bidding agencies should mail seven hard copies of their proposals in a sealed envelope addressed as follows:

RFP #10006-33 / Branding; Attn: Cathy Hoffmann, Manager of Purchasing and Contract Services; New Orleans City Park Improvement Association; 1 Palm Drive; New Orleans, LA 70124

Proposals for both RFPs are due no later than 2:00 p.m. (CST) on Friday, June 19.

[Download New Orleans City Park website design RFP \(PDF\).](#)

[Download New Orleans City Park branding RFP \(PDF\).](#)

Questions concerning either RFP should be directed to purchasing and contract services manager Cathy Hoffmann, choffmann@nocp.org.

CONGRESS AIMS AT FACEBOOK TARGETING

Congressional Democrats sent a letter to Facebook CEO Mark Zuckerberg on June 12 to express concern with the platform's practices on hate-speech and political disinformation.

They also expressed solidarity with Facebook workers who staged a June 1 walkout due to the company's failure to balance free speech with public safety.

Organized by Missouri Congressman Emanuel Cleaver, the letter focuses on Facebook's micro-targeting capabilities that "enables political operatives to strategically segment voters and deliver focused advertisements that promote inconsistent or misleading messages" that spread without opportunities for critique, correction or counterargument.

"Micro-targeting on Facebook enables political advertisers to direct different messages to narrow subsets of users in order to reinforce and amplify partisan, group, and identity conflicts," said Cleaver and 17 co-signers of the letter.

Citing research from Stanford University, the Democrats charge Facebook for increasing "both the extremism and the variability of ideological positioning of candidates."

Those political messages are "more easily identifiable as partisan and more clearly ideological than those they include in TV spots."

The representatives want Zuckerberg to tell them by July 12 what changes are under consideration regarding Facebook's policy on hate-speech and political ads.

CBS' HARLOW MOVES TO SUBJECT MATTER

Bryce Harlow, a 13-year veteran of CBS Corp, will join Washington's Subject Matter on July 13.

At CBS, he led federal advocacy on issues of copyright, video privacy, tax policy and Internet-related regulations.



Bryce Harlow

Previously, Harlow was director of government relations at the National Assn. of Broadcasters and staffer at the Federal Trade Commission. He has close ties to the Republican party, working for the last five GOP Conventions.

Steve Elmendorf, partner and co-founder, said Harlow "has been shaping the formation and execution of legislative policy for decades" and is a key addition to Subject Matter's government relations team.

JOELE FRANK DELIVERS GRUBHUB MERGER

Joele Frank, Wilkinson Brimmer Katcher works for Grubhub as it merges with Netherlands-based Just Eat Takeaway to create the world's biggest online food delivery service outside China. The all-stock deal values Grubhub, which spurned overtures from Uber Technologies, at \$7.3B.

The merger creates a company with leadership positions in the four most profitable food delivery markets (US, UK, Netherlands and Germany) and a greater ability to leverage investments in technology, marketing and restaurant services.

Matt Maloney, Grubhub CEO/founder, will join Just Eat's management board and lead North American operations.

The merger is expected to be completed during the first quarter of 2021

Joele Frank, Wilkinson Brimmer Katcher's Eric Briemann and Kelly Sullivan handle Grubhub, while Just Eat uses Teneo's Katherine Kim.

PROTESTS EDGE OUT COVID-19 COVERAGE

Media coverage of the nationwide protests in response to the murder of George Floyd at the hands of Minneapolis police has dominated news coverage in recent weeks. So much so, in fact, it now threatens to unseat the COVID-19 outbreak as the most followed media item.

According to analysis by the Pew Research Center, 42 percent of Americans claim they're following the George Floyd protests fairly closely, the same percentage of those who said the same about the COVID-19 outbreak in late April. An additional 42 percent said they're watching the demonstrations "very closely," compared to 46 percent who said the same about the coronavirus pandemic.

Pew's analysis found that most Americans hold positive views of the news media's handling of the protests, with more than half (57 percent) saying news organizations have done a "good" or "excellent" job.

On the other hand, President Trump's public handling of the protests received low marks. Six-in-ten of those surveyed (60 percent) believe Trump's messaging in response to the protests has been wrong.

Partisanship and race emerged as clear variables in influencing respondents' evaluations of the media and President Trump's handling of the protests. Among respondents identifying as white Democrats, for example, 76 percent believe the media has been doing a good or excellent job covering the protests. Most respondents identifying as white Republicans think the media have been covering the protests only fairly or poorly (60 percent).

Nearly three quarters of black Americans (72 percent) say the media's coverage of the George Floyd protests has been good or excellent.

Pew surveyed nearly 10,100 U.S. adults from June 4-10. Findings were compiled as part of the nonpartisan think tank's Election News Pathways project, an ongoing initiative that examines how Americans are getting their news in the months leading up to the 2020 election.

BWR CO-FOUNDER NANCI RYDER DIES AT 67

Nanci Ryder, who co-founded BWR Public Relations with Paul Baker and Larry Winokur, died of ALS on June 11.

Over the course of her career, she has represented such entertainment industry figures as Renée Zellweger, Reese Witherspoon, Leonardo DiCaprio and Jennifer Lopez.

Ryder started up Nanci Ryder Public Relations in 1984. BWR was formed in 1987. When it was sold to Ogilvy Public Relations Worldwide in 1999, the firm reported annual billings of \$8 million.

Earlier this year, BWR's parent company Burson Cohn & Wolfe, folded the agency into its entertainment division.

After Ryder was diagnosed with ALS in 2014, she rallied supporters (known as Team Nanci) in the search for a cure. In 2018, Ryder received the ALS Hero Award from the ALS Association.

In lieu of flowers, multiple outlets report that donations can be made in Ryder's memory to teamnanci.org, which supports the ALS Association Golden West Chapter.



Nanci Ryder

ZOOM ZAPS TIANANMEN SQUARE SESSION

Zoom Video Communications, which soared in popularity during the COVID-19 pandemic lockdown, disabled the accounts of Chinese dissidents in the US after they used the videoconferencing service to commemorate the 1989 student massacre at Tiananmen Square.

The session was organized and hosted in the US but included people dialing in from China, according to the *Financial Times*. The FT noted that the shutdown would increase fears about Zoom's security and how it responds to censorship requests. Zoom said as a global company it must comply with various laws in the countries where it operates.

It regrets that a "few recent meetings with participants both inside and outside of China were negatively impacted and important conversations were disrupted," according to its statement.

The US accounts have been reactivated.

The company's first-quarter revenues soared 169 percent to \$328M as the COVID-19 crisis drove demand for distributed, face-to-face interactions and collaboration using Zoom's video conferencing.

WPP TAPS EX-APPLE RETAIL CEO FOR BOARD

Angela Ahrendts, who built Apple's global retail network and helmed Burberry, will join the board of WPP on July 1.

During a five-year stint as senior VP-retail at Apple, Ahrendts was in charge of more than 500 stores in 25 countries and spearheaded the Apple Today free educational and creative classes.

She joined Apple after more than 30 years in fashion and retail, serving as CEO at Burberry, executive VP at Liz Claiborne and president of Donna Karan International.

Ahrendts was a member of the UK prime minister's business advisory council from 2010 to 2015.

"Angela's reputation as a leader of creative and technology-driven businesses is second to none," said WPP chairman Roberto Quarta.



Angela Ahrendts

GASTHALTER REPS BOW STREET

Gasthalter & Co. guided Bow Street as the investment firm notched a proxy fight win at Mack-Cali Realty Corp, New York Stock Exchange-listed real estate investment trust.

Mack-Cali on June 11 announced an agreement with Bow Street, calling for a reconstituted board of directors. That revamped board will include eight nominees from Bow Street and from one Mack-Cali. The postponed annual meeting, which was slated for June 10, will now be held on July 1.

Bow Street's win follows up on its success at the 2019 annual meeting at which four of its nominees were elected to Mack-Cali's board.

Headquartered in Jersey City, Mack-Cali develops waterfront and transit-oriented markets facilities throughout the northeast, including Harborside, a master-planned destination across the Hudson River from Manhattan.

Jonathan Gasthalter, managing partner; Amanda Klein, senior VP; Grace Cartwright, associate; and Marina Rubio, junior associate, handled the Bow Street effort.

Joele Frank, Wilkinson Brimmer Katcher's Viveca Tress and Lucas Pers represented Mack-Cali.

ON THE MOVE

The **LAGRANT Foundation** has added General Motors communications executive **Craig Buchholz** to its board of directors. Buchholz will replace Tony Cervone, whom he is also succeeding as GM's VP of global communications. He will serve on the foundation's talent acquisition committee, working to connect companies with job candidates from racial and ethnic minority groups. Before coming to GM, he was chief communications officer at Procter & Gamble. Founded in 1998, the LAGRANT Foundation has provided \$2.7 million and 643 scholarships to increase the number of ethnic minorities in the advertising, marketing and PR professions.



Craig Buchholz

Peaks Strategies, a financial & corporate specialist PR consultancy, has brought on **Armel Leslie** as partner. Leslie comes to Peaks from Sloane & Company, where he was a senior VP. He previously served as a senior director at Peppercomm, and was a partner with Peaks founder Tom Walek at Walek & Associates. "Armel has unparalleled experience and domain knowledge across the capital markets and financial services landscape and has a proven track-record fostering long-term client relationships," said Walek.

Rebuild Group has hired **Mark Canavan** as executive creative director. Canavan comes to Rebuild Group from McCann Detroit, where he was executive vice president and executive creative director. He has also led advertising and brand building programs for health care, financial and automotive clients at agencies including Ross Roy and Young & Rubicam.

MEDIA MANEUVERS

McClatchy has announced that it is closing seven newsrooms across its network of newspapers. Poynter reports that employees in McClatchy newsrooms in Miami; Charlotte; Washington, D.C.; Columbia, SC; and Modesto, Merced and San Luis Obispo, CA will be expected to continue to work from home until sometime in 2021. The company says it plans to look for new offices next year, but that those newsrooms could be much smaller if its news outlets are successful at publishing remotely.

Condé Nast Entertainment has fired Matt Duckor, the head of programming for its style and lifestyle division, following charges of racial bias. The problems at the company seem to extend all the way to the top, as evidenced by an apology from *Vogue* editor-in-chief and Condé Nast artistic director Anna Wintour for such "mistakes" as not "finding ways to give space to black editors, writers, photographers, designers" and publishing "hurtful and intolerant" images.

Hearst Magazines has named Samira Nasr editor-in-chief of the U.S. edition of *Harper's BAZAAR*. Nasr, the first black editor-in-chief in the history of the 153-year-old publication, was most recently executive fashion director at Vanity Fair. She was previously fashion director at *ELLE*. In her new post, she will oversee content strategy and development across the brand's print and digital platforms.



Samira Nasr

COMMENTARY

The tens of thousands of Americans who are protesting across the country to “defund the police” are handing a gift to president Trump and his allies.



They are wrong to use the word “defund,” a loaded term lacking all nuance, at the core of their message. Defund is a word that can be easily used against the demonstrators.

Dictionary.com defines defund as “withdrawing financial support from or depleting financial resources of.”

Though some of the more radical protesters support abolishing police departments, most Americans view that as a frightening proposition.

Patrisse Cullors, co-founder of Black Lives Matter, told WBUR that defunding law enforcement is more than just taking money from the police. It’s about reinvesting those dollars into Black communities.

She said:

“We’re asking for a reinvestment in how we understand what’s needed in our communities. Why is law enforcement the first responders for a mental health crisis? Why are they the first responders for domestic violence issues? Why are they the first responders for homelessness? And so those are the first places we can look into. Let alone, let’s talk about law enforcement’s ability to surveil the community and how much money they’re given in surveillance dollars every single year.”

Let’s get rid of defund. America isn’t going to get rid of police departments any time soon.

Protesters should use recreate, right size, reorganize, re-imagine, re-invent, rebalance, restructure, re-purpose, re-engineer or redesign the police.

These terms stimulate further discussion. They lead to the obvious question: What is the plan?

As the economy reopens, Corporate America should use the time to decide how it plans to “reset” business to meet the demands of workers and stakeholders in the aftermath of the COVID-19 pandemic.

More than four in five Americans say the pandemic has exposed structural problems in US society and believe the nation stands at a critical crossroads, according to a survey by a Just Capital and Harris Poll Report.

The poll found dramatic shifts in the beliefs of Americans, especially in the areas of inequality and racial injustice.

For instance, three out of four respondents support a minimum wage that covers basic needs, with 31 percent supporting it more now than before the crisis.

Ninety percent of respondents expect companies in the post-pandemic era to focus on doing right by workers, customers, communities and the environment.

Just Capital believes the pandemic triggered a more evolved capitalism, a realization that the economy has not been working for the majority of Americans.

That puts pressure on businesses to take the lead in fixing what’s broken in America and finding a better way of living.

Comcast is taking a corporate leadership role in combatting racism as CEO Brian Roberts June 8 launched a \$100M program to fight injustice and inequality against any race, ethnicity, gender identity, sexual orientation or ability.

The sum will be split between \$75M in cash and \$25M in media and spent during the next three years, according to a letter that Roberts posted on the Comcast site,

“While we recognize we don’t have all the answers, we agree it’s time that we start putting our words into real, sustainable action,” he wrote.

Roberts will coordinate the effort with Craig Robinson, executive VP & chief diversity officer at Comcast’s NBCUniversal unit. He named the National Urban League, Equal Justice Initiative, National Association for the Advancement of Colored People, the National Action Network and the Community Justice Action Fund as social justice groups likely to receive funding from Comcast. The company also will invest in small businesses launched by Black, Latinx and female entrepreneurs.

There will be mandatory anti-racism and anti-bias training for employees.

On the media front, Roberts promised to highlight “Black voices and Black stories” and to educate viewers on “diverse and inclusive cultures, perspectives and experiences.”

NBC News will host a series of town halls, similar to its ‘Can You Hear Us Now’ special that aired earlier, while Comcast’s X1, Flex, Peacock and Sky platforms will promote and amplify multicultural content.

Roberts pledged that Comcast would play an integral role in driving lasting reform and help create a more equitable, just and inclusive society.

Let’s hope other corporations play follow the leader.

A picture is sometimes worth more than a 1,000 words.

The White House Correspondents Assn. has awarded its 2020 excellence in presidential news coverage by visual journalists award to Doug Mills of the *New York Times* for his “Pelosi Clap” photo.

The picture of House Speaker Nancy Pelosi and president Trump at the State of the Union captures the tensions between two of the most powerful politicians in America.

The WHCA judges said:

“The Speaker of the House lets the nation know exactly what she thinks of Trump as she claps with outstretched arms, tilting her head with a smirk across her face. The image brilliantly displays the tension, the personal animus and the power clash among branches of government that tells the story of this time and of this presidency.”

The early favorite for the 2021 best picture award: Trump holding up the bible in front of St John’s Church after police/military cleared a path for his celebratory walk to distract Americans from his personal embarrassment about going deep into the bunker as people demonstrated their First Amendment rights outside the White House.

—Kevin McCauley