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O'Dwyer's

The Inside News of PR & Marketing Communications



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March 22, 2021 Vol. 54 No. 12

VIRGINIA BEACH SEEKS MARKETING SERVICES

Virginia Beach, Virginia is accepting proposals from agencies that can provide public relations and marketing services for the city's Department of Economic Development.

Scope of the work includes creating integrated PR programs that support and maintain brand development, messaging and interactive strategies; advertising services; conducting digital marketing activities across social media outlets; and measurement.



Terms of the contract run for a year, with an option for four additional one-year terms. The anticipated annual budget for marketing activities is \$500,000.

Proposals, due by 3 p.m. (EST) on, March 30, should be completed online by accessing the vendor self-service portal [here](#). Bidding agencies must register with the city's supplier portal, the [Oracle Financials Cloud](#).

Proposals can also be delivered to: City of Virginia Beach, Purchasing Division; Darla Smith, Contracting Agent; Purchasing; 2388 Liberty Way; Virginia Beach, VA 23456

Agencies delivering hard copies must submit one copy marked "original" and an electronic version on a flash drive. Envelopes should be labeled with the RFP number (RFP COVB-21-100219) as well as the date (3/30/21) and time (3:00 p.m.) of closing and the bidding agency's name and address.

Questions should be directed to contracting agent Darla Smith, DASmith@vbgov.com or 757/385-4062.

[Download the RFP and supporting documents \(PDF\)](#).

EDELMAN WORKS OUT AT YMCA

Edelman has won the YMCA account after a competitive pitch, handling strategic communications and thought leadership for the 175-year-old nonprofit organization.



The independent shop will amplify the impact that the YMCA has on the 10,000 communities that it serves.

The YMCA has been front and center during the COVID-19 pandemic,

providing childcare to essential workers, feeding hard-pressed families, sheltering evicted people facing homelessness, communicating with seniors struggling with isolation and providing information about and access to vaccines.

Edelman will "help us elevate the role the Y plays in empowering young people, improving health and well-being, and inspiring action in and across communities," said Valerie Barker Waller, SVP and chief marketing and communications officer for YMCA USA.

GINSBERG WITHDRAWS FROM SOFTBANK

Gary Ginsberg, who served in the Clinton White House and counseled Rupert Murdoch as executive VP-marketing & corporate affairs at News Corp, left his post as global head of communications at Japan's Softbank conglomerate in December, according to a report in Bloomberg.



Gary Ginsberg

He joined Softbank in New York on November 1, 2018, from Time Warner, where he was executive VP-communications & marketing.

Sarah Lubman, former Brunswick Group partner and *Wall Street Journal* reporter, is serving as Softbank's acting communications head.

FINN PARTNERS BOOKS CHINA'S TRIP.COM

Finn Partners has picked up global PR duties for Shanghai-based Trip.com Group, an online travel services provider.

The independent firm's Hong Kong-headquartered Catch On unit, will spearhead the push. Finn teams in New York and London will backstop that effort.

The firm is to leverage Trip.com's extensive database to help rebuild the businesses of destinations and organizations walloped by the COVID-19 pandemic. It will also highlight Trip.com's commitment to sustainable tourism.

Debbie Flynn, head of Finn's global travel practice, said her team will provide Trip.com "round the clock service as we drive the corporate conversation about this recovery."

NORTHROP GRUMMAN'S PAYNTER TO BAE

Tim Paynter, who was VP-communications at Northrop Grumman, is now VP-external communications at BAE Systems electronics/defense contractor.

After a ten-year stint as chief journalist for the US Navy, Paynter joined Northrop Grumman in 2005 and exited in 2008 for a senior manager-corporate communications post at EAD North America, which is now Airbus Group.



Tim Paynter

He rejoined Northrop in 2012 as director of communications and was upped to VP in 2017, to succeed the retiring Randy Belote.

Caitlin Hayden, a former Edelman executive VP, is BAE's senior VP-communications.

ALASKA ISSUES COVID-19 EDUCATION RFP

Alaska's Department of Health and Social Services plans to hire a firm to handle a \$400K push to assist its ongoing effort to educate people about mitigating COVID-19 to protect the health of Alaskans and visitors to The Last Frontier.



It wants a firm to work with the public information team in directing public opinion and conducting research to help strengthen and develop targeted messaging to various audiences.

The desired PR partner is required to have at least two years of experience in the last five years creating messaging for Alaskans, living in urban and rural parts of the state.

It will begin work on May 1.

Responses are due April 1. DHSS prefers to receive responses via email at hss.procurement.proposal@alaska.gov.

Hard copies may be mailed to: Department of Health and Social Services; Division of Finance and Management Services; Attention: Kellie Julian, Procurement Officer; RFP Number: 210000066; RFP Title: COVID-19 Media Production & Placement Services; PO Box 110650; Juneau, AK 99811-0650

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

SITRICK WORKS CHAPTER 11 FOR GRIDDY

Sitrick And Company is handling the Chapter 11 filing of Houston's Griddy Energy.

The wholesale electricity provider drew national media attention during the Texas cold snap last month after it sent sky-high bills to its customers.

Griddy claims it did not profit from the winter storm. It blames the Electricity Reliability Council of Texas for destroying its business and causing financial harm to its 29K customers.

The bankruptcy reorganization will release former Griddy customers from unpaid electricity bills. Texas attorney general Ken Paxton says \$29M in electricity bills will be forgiven.

Sitrick has Seth Lubove and Anita-Marie Laurie work the Griddy account.

HAITI HIRES PATINO TO BOOST US TIES

Haiti has signed Patino & Assocs. to a \$37K monthly retainer pact for advocacy and strategic communications services to improve its relationship with the US.

The Coral Gables-based firm will gather information from Haitian officials or private sector representatives to attain intelligence that will help the country better target its outreach efforts.



It will also cultivate interest in Haitian issues among public policy organizations and members of Congress. The one-year contract began

March 1 and automatically renews for another 12 months. Patino reports to Haiti's US ambassador, Bocchit Edmond.

Ralph Patino, who handles the Haitian outreach with James Brewster co-founded the Futuro Fund that raised \$36M for the Democratic National Committee in 2012 and went on to help launch the Latino Victory Project, a bi-partisan effort that supports Hispanic candidates for national office throughout the US. He has also promoted US ties with Cuba.

ON THE MOVE

H&S, a 100 percent woman-owned agency, promotes **Veronica Rodriguez** to chief brand officer. Rodriguez was previously senior vice president, digital and brand engagement at the firm. Before joining H&S, she oversaw multicultural marketing at Edelman and digital strategy at Marina Maher Communications. In her new position, Rodriguez will focus on brand strategy, integration and modernizing diversity, equity, and inclusion.



Veronica Rodriguez

KemperLesnik brings on **John Knebel** as VP of sales in its sports sponsorship space. Knebel spent more than a decade in sponsorship sales with the MLB and NHL, serving franchises such as the Washington Nationals, Los Angeles Dodgers and Arizona Coyotes. At KemperLesnik, he will work to generate event activations and sponsorship business for the agency's portfolio of sports marketing and events properties.

Connected Cannabis taps **Craig Lyon** as VP, head of marketing, a newly created position. Lyon comes to Connected Cannabis from Nike, where he most recently served as senior brand director, leading initiatives in the central U.S. and Canadian marketplace. His previous roles at Nike were centered around the company's global basketball marketing initiatives. At Connected, Lyon will be tasked with raising the profile of the company as a premium cannabis provider.

Nickerson has hired **Allison Rosen** to lead its PR and communications team in New York. Rosen most recently was director, PR and community engagement for The Marlene Meyerson JCC Manhattan, a cultural hub based on New York's Upper West Side. She was previously director of communications for New Jersey Realtors. As associate director, PR and communications at Nickerson, Rosen will handle communications efforts for Nickerson clients New York, New Jersey and Philadelphia markets, as well as chairing the diversity, equity & inclusion committee.

Baker Public Relations names **Kristin Wenger** senior account director of the agency's Pittsburgh office. For the last 20 years, Kristin was employed by VisitPITTSBURGH, most recently serving as marketing and communications director. At Baker, Wenger will be responsible for growing and overseeing a diverse portfolio of clients in such sectors as healthcare, food and beverage, nonprofit and hospitality. She will develop and manage client strategy and execute all tactics including media relations, influencer marketing, event management and social media.



Kristin Wenger

Fair, a multilingual financial services platform, appoints **Toni Harrison** chief marketing officer, as the company prepares to launch. Harrison was the founder of Etched Communication, which was the public relations and crisis management practice for Chicago-based marketing and advertising agency Ten35. She was previously a vice president at Burrell Communications and is on the board of directors for PRSA Houston.

PANDEMIC PLATES

The global pandemic has changed all aspects of normal living and ushered in an era where health and wellness are paramount decision drivers for the foreseeable future, especially when it comes to food and beverage choices. The ninth annual Pollock Communications and Today's Dietitian "What's Trending in Nutrition" survey, with 1,165 registered dietitian nutritionists responding, provides an in-depth look at what dietitians are hearing from consumers about how their diets have changed due to COVID-19.



Louise Pollock

The top findings for 2021 reveal a focus on foods that support immunity, are affordable and provide comfort, as well as a major shift in snacking habits. Changes to the [top 10 superfoods](#) list also indicate a move toward foods that are plant-forward and support health.

As consumers search for diets that promote well-being and longevity, intermittent fasting surpasses the ketogenic diet as the top diet trend dietitians predict for 2021, and RDNs forecast consumers will be on the hunt for natural, clean labels and ingredients like cannabidiol (CBD), collagen and hemp.

What does all this mean for food and beverage manufacturers and marketers? Here are three key takeaways to consider when developing communications strategies:

Consumer mindsets have changed

With heightened concern for health and wellness, and the reality of widespread financial hardship caused by the pandemic, consumers are rethinking every purchase. Decisions have been impacted by fears of illness and economic uncertainty, among other drivers. A year full of staying home and cooking more has also influenced consumers to reevaluate their food and nutrition choices. It's imperative that food companies monitor this constantly evolving shift in the consumer mindset.

According to our survey, because of the pandemic, 78 percent of RDNs believe that consumer eating habits are shifting away from the traditional three meals a day to more frequent snacking. In addition, with anxiety about health, wellness and the challenging economy looming in consumers' minds, RDNs predict the top purchase drivers of 2021 will be foods and beverages that: support immunity, are affordable and value-based and promote comfort and emotional well-being.

Be a valuable source of information

Consumers are turning more and more to digital platforms like Instagram, Facebook and blogs for nutrition information. According to our survey of RDNs, the top three sources consumers trust for nutrition information are: medical doctors, RDNs and people with similar experiences and success stories.

This provides an immense opportunity for the food and beverage industry to use social platforms and credible targeted influencers, like RDNs and other expert health care professionals, to help consumers navigate their shifting needs.

Keep the greater good in mind

With a greater emphasis on helping each other, consumers are more likely to purchase from food and beverage companies and brands that are giving back. According to Global-WebIndex, 38 percent of global consumers said brands that helped people during the outbreak will influence which ones they buy from after the pandemic.

There are many ways to give back, so be thoughtful and

creative, keeping your brand authenticity and target audience in mind, like these brands:

- Moon Cheese is encouraging consumers to nominate individuals helping on the front lines in need of some fuel and a smile. The brand is sending free samples of the healthy cheese snack as a gift of gratitude to nominated essential workers, as well as to food banks and many hospitals through a partnership with Founder's Give.

- Anheuser-Busch scrapped its 2021 Budweiser Super Bowl ad in favor of supporting the Ad Council and COVID Collaborative's vaccine awareness initiative, donating money to go toward the organizations' future ad campaigns.

- Danone is donating \$1.5 million to organizations making a local impact on food access in communities across the country. The company has set up a plan to help farmers and supplier partners as well.

Successful shifts in marketing campaigns will depend heavily on the authenticity of the effort. Brands must remain true to who they are and what they represent to their valued customers. Also, marketers must continue to monitor current news and events. Being sensitive to consumer concerns is paramount in building and keeping trust and loyalty.

Louise Pollock is the President and Founder of Pollock Communications in New York City.

BGR REPS KOREA'S CHEILJEDANG CORP.

BGR Government Affairs is helping Korea's CheilJedang Corp. on regulatory and legislative issues concerning its push into the US. Established in 1953, CJ Corp. operates in the food & food service, biotechnology, entertainment & media and retail & logistics categories.

Its mission is to globalize Korean cuisine and spread the country's culture across the world. CJ America, which established its US beachhead in Los Angeles in 1978.

CJ produced the Academy Award-winning movie, "Parasite," which won four Oscars in 2020. It was the first Korean film to win an Oscar and the first non-English language movie to earn the best-picture honor.

BGR's CJ America team includes Chay English, Jonathan Mantz, Brent Del Monte, Erksine Wells and Joseph Lai.



DELAWARE CO SEEKS PR FOR HEALTH DEPT.

Delaware County, which borders Philadelphia, is looking for a PR firm to provide strategic communications, advocacy and PR support as it moves to establish its own health department in January.

The selected partner will play a key role in crafting the message and creating and executing a multi-channel communications plan targeted at residents, elected officials, community groups, media, influencers, business, healthcare providers and leaders in the Pennsylvania Dept. of Health.

COVID-19 has somewhat reduced support for the public health department as "resentment emerged regarding the closures of schools and businesses."

Delaware County says its vaccination program could either bolster or hinder public support for the health department.

Responses to the RFP are due March 26.

They go to: Donna Burdett; Director of Purchasing; County of Delaware; 201 W. Front Street; Media, PA 19063

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

WARNERMEDIA'S COCOZZA TO CHARTWELL

Keith Coccozza, who was executive VP marketing & communications at WarnerMedia, has signed on as senior advisor at Chartwell Strategy Group.



Keith Coccozza

The 19-year veteran of Time Warner exited WarnerMedia in August as part of new CEO Jason Kilar's plan to restructure the AT&T unit.

Coccozza, who runs Inwood Consulting, also worked in the New York City mayor's office as legislative affairs director and was public information officer for Governor Mario Cuomo.

Chartwell also recruited Democratic politico Brandon Brown, who was southern states director for Tim Ryan's 2020 presidential run, and South Carolina deputy political director for Joe Biden's 2007/2008 campaign, for senior advisor duty.

"Keith and Brandon bring a proven track record of helping organizations navigate complex public affairs and corporate communications challenges," said Matt Epperly, Chartwell co-founder.

GLADSTONE PLACE PILOTS SUN COUNTRY IPO

[Gladstone Place Partners](#) handled the robust IPO of Sun Country Airlines, a market debut that bodes well for the COVID-19-impacted travel industry.

The *Financial Times* noted that SCA shares closed at \$36.38 on the March 17 first day of trading, which was up 51.5 percent from the initial offering price.

SCA, which has been flying for more than 35 years, is enjoying bookings equal to the pre-pandemic level.

"We're feeling really good about where we are and investors share that enthusiasm," CEO Jude Bricker told the *Financial Times*.

The Minneapolis-based carrier serves more than 50 destinations in North America, Central America and the Caribbean.

Gladstone Place's Christina Stenson and Felipe Ucros work the SCA business.

PENCE AIDE RETURNS TO CORNERSTONE

Chris Hodgson, who was VP Mike Pence's director of legislative affairs, has returned to Cornerstone Government Affairs as part of its federal government affairs team.

He promoted Trump administration priorities including the federal tax cut, NAFTA revamp, creation of the US space force and the COVID-19 relief measure.

Hodgson handled media inquiries about the White House coronavirus task force. Pence took over the task force chairman job in February 2019 from Health and Human Services secretary Alex Azar, who held the post for a month.



Chris Hodgson

Before working for Pence, Hodgson was deputy floor director to then-majority whip Steve Scalise (R-LA). He was at Cornerstone from 2010 to 2013.

"Chris understands our model and approach and is well-known to our team and many of our clients," said

Geoff Gonella, Cornerstone president. "He will be an immediate asset to a broad and diverse set of clients."

LGBTQ CONSUMERS COME BACK OUT FIRST

Corporate responses to the COVID-19 pandemic will be seen as a turning point in our culture and economy. Like other turning points, proactive companies need to acknowledge the challenges of adapting traditional approaches to consumer outreach, identifying niche consumer segments that will rebound quickly, sustain brand relevancy, maintain loyalty and increase sales.

One consumer segment will come out first, literally, and stronger than ever: the \$1 trillion LGBTQ consumer engine. How do I know? This community has done this before. For more than 25 years, I have been a participant in the resiliency and economic power of this audience as it has rebounded from social and societal uncertainties and events. Having this history of previously being hit hard, coupled with their undisputed buying power, LGBTQ consumers are the bellwether for marketers.

Each time the LGBTQ consumer has been the first to come out. The first to return to brick and mortar business, the first to return to social settings and the first to embrace marketing messages tailored to their lexicon and purchasing habits. Consider the sheer size of the market. Recent surveys show that nearly 20 percent of Millennials aged 25-34 identify as LGBTQ, a seismic increase in this coveted age demographic.

LGBTQ consumers are highly enthusiastic, early-adopting influencers, who represent a disproportionate control over a brand's bottom line. Over 92 percent of LGBTQ consumers ages 18-34 respond that they seek recommendations from a trusted source ([business2community.com](#)). Therefore, a company's choice of relatable influencers becomes key to opening doors of opportunities.

While the strong LGBTQ socioeconomic data is important, so too are qualitative considerations. Research shows that "positive image reinforcement" leads to positive purchasing decisions. Fully 78 percent of these consumers affirmatively state that they would actively support products and services that market to them directly.

As companies strive to embrace diversity and inclusion, the importance of recognizing racial and ethnic injustices, xenophobia and homophobia becomes critical. Companies that come out to LGBTQ consumers in an approach devoid of stereotype can break through generic messaging.

The number of companies and brands embracing these ideals grows daily. Savvy companies are putting limited marketing dollars into targeted, effective spends. Budweiser, Walgreens, IBM and Microsoft—to name a few—have launched campaigns representing the "world around us." Last month, Geico launched a print campaign featuring an affectionate portrayal of a male couple, with a slice-of-life cooking storyboard.

Navigating the current marketplace wrought by COVID-19 is difficult. But, planning for what comes next is essential. Post-pandemic, the LGBTQ consumer segment will be the one to watch for economic growth and recovery.

My experience has shown this consumer's resiliency through challenges, adversity and upheaval. This community has been here before and will be the first to come out again.

Andrew Isen is the founder and president of WinMarkconcepts.com, a Washington DC-based agency that has been marketing to the LGBTQ community for over 25 years.



Andrew Isen

SOCIAL MEDIA DRIVE LEGISLATION

A report from Marathon Strategies, along with cultural consultancy BLK+Cross, looks at how much social media drive legislative action when it comes to social justice reforms.



“Say Their Names” measures the number of online conversations about police reform in each of the 50 states and Washington, D.C. It then compares that number with the volume of reform measures proposed, enacted or sought in each state. The study also accounted

for whether or not a state’s legislature was in session.

For the most part, the report finds that a higher level of online conversations about the issue can be tied to how energetically a state’s politicians address it.

Of the states with legislatures in session, Minnesota, where the killing of George Floyd took place, saw the most online conversations about social justice by a wide margin—with over 10 million recorded. The state’s legislature also produced the most bills and measures (51) focused on police reform.

“This report illustrates the power of digital amplification to enact change at all levels of government,” said Marathon CEO and founder Phil Singer.

ANAHEIM SCOUTS FOR REDISTRICTING PR

Anaheim, which is home to Disneyland, wants a PR firm to develop a strategic outreach and communications plan to generate community awareness and involvement in the redistricting process that kicks off in June.



Anaheim wants a firm with at least five years of experience of working with city-specific public information campaigns.

The selected firm will handle media relations, stakeholder outreach, multilingual outreach material development, public meetings/workshop participation of stakeholders, and tracking of results, according to the RFP.

The PR contract will run for a year and include an option for another.

Proposals are due April 2 and must be sent electronically to the Planetbids portal.

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

CRENSHAW HANDLES DOUBLEVERIFY'S IPO

[Crenshaw Communications](#) handles DoubleVerify, the ad tech firm that filed an S-1 registration statement ahead of its planned \$100M initial public offering.



DoubleVerify fashions itself as a leading software platform for digital media measurement and analytics, tasked with the “mission to increase the effectiveness and transparency of the digital advertising ecosystem.”

It provides metrics to help preserve the fair value exchange in the digital advertising marketplace.

The S-1 pegs DoubleVerify’s addressable market as \$13B in 2020 and estimates that it will grow to \$20B in 2025.

DoubleVerify chalked up a 34 percent rise in 2020 revenues to \$244M. Net income slipped 12.4 percent to \$20.4M.

Crenshaw’s Chris Harihar handles DoubleVerify.

MEDIA MANEUVERS

Condé Nast parts ways with Alexi McCammond, who was hired as editor of *Teen Vogue* on March 5. Her departure follows complaints from readers, the publication’s employees and two major advertisers (Burt’s Bees and Ulta Beauty) over a series of racist and homophobic tweets that she had posted more than a decade ago. McCammond, who covered the Biden campaign for Axios and served as a contributor to MSNBC and NBC, had apologized for the tweets in 2019.



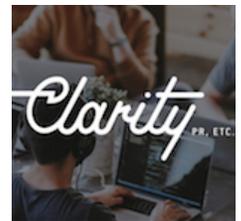
Alexi McCammond

The Boston Globe opinion staff, along with the Boston University Center for Antiracist Research, is bringing *The Emancipator*, a pre-Civil War abolitionist newspaper, back to life as a new media platform. A biweekly newsletter called *Unbound*, named after one of the first issues of an early abolitionist newspaper, will also be published. Set to launch later this year, the platform will be free, with sponsorship from yet-to-be-named philanthropic sources. The *Globe* is currently conducting a search for two co-editors-in-chief.

The **National Football League** has signed long-term agreements with Amazon, CBS, ESPN/ABC, Fox and NBC. Fox, CBS and NBC are each set to pay \$2 billion annually. ESPN will see the price of its Monday Night Football package jump from \$2 billion to \$2.7 billion, and Amazon will fork over about \$1 billion for its right to exclusively stream Thursday night games. According to NFL.com, 24 of the top 25, and 77 of the top 100 most-watched programs on television over the past five years have been NFL games.

NEWS OF FIRMS

Clarity launches global partner agency network, Clarity Connections. Soft-launched in Q4 2020, Clarity Connections has signed on 30 independent agencies worldwide as members, and has commenced several joint campaigns. Clients are able to access the network’s services through either an always-on model with a hub-and-spoke approach or on an as-needed basis. Clarity says that the launch of the network expands its global reach, with partners on the ground across continental Europe, APAC, the Middle East and Latin America.



Greenbrier, a consulting firm with offices in Denver, San Francisco and Washington, D.C., has just published the first issue of *Greenbrier* magazine. “The magazine dives into the biggest scandals of our time and offers our team’s expert insights, perspectives, and best practices on all things crisis communications and management,” said managing editor Georgina Beven. The agency plans to distribute the magazine on an annual basis.

Silverline Communications, which specializes in cleantech and climate communications, is partnering with the Clean Energy Leadership Institute on fellowship programs operating in Washington, D.C.; San Francisco; New York City and Chicago. The fellowships are focused on developing diverse talent. “To tell the story of this transformational industry, we need to create and nurture the next generation of storytellers,” said Silverline founder and CEO Laura Taylor.

COMMENTARY



John Wren

John Wren and the Omnicom executive team are collecting employee feedback for input on the return to the workplace, in some fashion or form, following widespread distribution of the COVID-19 vaccine.

“We are thrilled at the possibility of being back together again in our offices, connecting in the safest way possible,” he wrote in a March 11 internal memo.

While Wren is eager to get the gang back together again, a survey from the

Partnership for New York City found that less than half (45 percent) of Manhattan employees expect to return to their offices by September. Fifty-six percent of employees expect to work remotely at least part of the time. Currently, only ten percent of Manhattan office workers are back.

The Partnership’s survey found that large employers are bringing people back at a slower pace than smaller companies.

A fifth of workers at companies with fewer than 500 employees have returned to work, but only eight percent are back on the job at companies with more than 1,000 workers.

Wren promised staffers there “will be lasting behavioral changes in the way we work, with our teams remaining more flexible, nimble and collaborative.”

He vowed that nobody would be forced to go back to the office unless he or she is comfortable in doing so.

Wren should take a trip to the Sunshine State. The folks at Omnicom’s Zimmerman Agency in Fort Lauderdale allege that management is forcing them to return to the office.

The reason: management blames the loss of the Party City and La-Z-Boy accounts on remote work.

While there is no explicit mandate to get back to work, Zimmerman staffers told Insider that management highly recommends that they do so.

Warren Buffett knows best. That is Berkshire Hathaway’s rationale for rejecting a shareholder proposal for an annual report on how the company manages physical and transitional climate-related risks and opportunities.

BH claims it has been anticipating and responding to major changes in its business since Buffett became its controlling shareholder in 1965 and its CEO in 1970.

In recommending a vote against the proposal, BH said: “Since many of Berkshire’s subsidiaries are already making sound climate-related decisions, and more importantly because the board believes that the shareholder proposal is inconsistent with Berkshire’s culture, the board recommends that our shareholders vote against the shareholder proposal.”

There’s more than a whiff of condescendence there.

The board also patted itself on the back for running the Burlington Northern Santa Fe railroad.

“At BNSF, rail is already the most carbon-efficient land transport mode, and shippers who use rail instead of trucks cut their carbon emissions by up to two-thirds,” said BH.

Buffett owns 32 percent of BH, which will hold its virtual annual meeting on May 1.

US Chamber of Commerce CEO Suzanne Clark is living in an alternate reality when it comes to defending the Senate’s filibuster.

“Only in Washington could getting 60 out of 100 people to agree feel like an insurmountable obstacle,” Clark said in sticking up for the filibuster.

That’s sad but true. It is an insurmountable obstacle, which is why the filibuster must go.

The Biden administration could not get one Republican to vote for the \$1.9T American Rescue Plan, which is supported by 70 percent of US adults, according to Pew Research.

He tried “bipartisan” outreach to a group of “moderate” GOP Senators, but they countered with a COVID-19 and economic rescue plan that offered a pittance of what is needed to get the country back on track.

If every GOPer failed to support the popular American Rescue Plan, what chance is there that Republicans are going to work hand-in-hand with Team Biden on other matters?

The country deserves better.

Does America really need a stack of books rehashing the national nightmare that was the Trump presidency? Hasn’t the nation relished the calm and lower blood pressure since the glorious de-platforming of the former tweeter-in-chief?

Politico reports Team Trump is tracking three dozen books on The Donald in which “he will be the star.” Of course.

Trump is cooperating with authors in a play to burnish the image of a presidency that ranks among the worst in history.

The Siena College Research Institute survey of historians and presidential scholars ranked Trump among the five lousiest American presidents.

Only Andrew Johnson and James Buchanan fared worse than the former real estate developer, who edged out Warren Harding and Franklin Pierce in Sienna’s survey of the bottom of the presidential barrel.

Trump earned his ranking for being the only president who was impeached twice. He ranked dead last in the categories of integrity, intelligence and overall ability.

NAACP sacks Fox Corp. The civil rights organization wants the NFL, where 70 percent of the players are Black, to reconsider its relationship with Fox Corp. due to its “incendiary coverage of racial justice.”

Fox News “network personalities routinely attack Black Lives Matter and downplay the existence of systemic racism and police brutality,” Derrick Johnson, NAACP CEO, said in a statement released March 18.

The NAACP leader believes the NFL’s high subscriber fees subsidize Fox News’ programming and wants a meeting with the league’s leadership to “discuss the unscrupulous tactics employed by Fox to underwrite hate speech and the un-American attacks on those that stand for racial equity and justice.”

Any such meeting will follow the new eleven-year partnership that Fox Corp. signed with the NFL shortly after the NAACP’s statement.

Money talks for Fox and the NFL. —Kevin McCauley