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Editor-in-Chief

# O'Dwyer's

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## IOWA PUBLIC HEALTH DEPT. SEEKS PARTNERS

Iowa's Department of Public Health plans to hire firms to handle various statewide marketing and strategic communications campaigns for the period from July 1 through June 2028.



Historically, the Department has awarded an average \$3.7M for each of the 22 annual communications campaigns.

In fiscal 2021, it upped spending to \$6M for public health prevention, outreach and treatment efforts. That outlay included one-time

COVID-19 communications spending.

Other 2021 campaigns dealt with prediabetes, Smoke-Free Air Act, oral health, marijuana & methamphetamine use, female alcohol abuse, suicide prevention, strategic prevention framework for prescription drugs and state opioid response.

Iowa wants communications that strive for "cultural humility," which it describes as tailoring messaging in the context of underlying values, perceptions and beliefs.

The Department will initially award one-year contracts with renewable options for five additional one-year periods.

Responses are due May 17 at [www.iowagrants.gov](http://www.iowagrants.gov).

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

## JEAN-PIERRE TAKES OVER AS WH PRESS SEC

Karine Jean-Pierre will succeed Jen Psaki as White House press secretary on May 13 to become the first Black and openly gay person to hold that position.

President Joe Biden also announced that SKDK partner and founding member Anita Dunn is rejoining his team to plot strategy and guide messaging ahead of the midterm elections.



**Karine Jean-Pierre**

Jean-Pierre, who is principal deputy press secretary, is a long-term Biden advisor. She had communications and political roles during the campaign and while he was vice president.

Before joining Biden's presidential campaign, she was chief public affairs officer for MoveOn.org and a NBC/MSNBC analyst.

Dunn was senior advisor to Biden and Kamala Harris during the presidential campaign, then joined Team Biden to work on the transition. She returned to SKDK earlier this year.

## RUDER FINN ACQUIRES COMUNICAD

[Ruder Finn](#) has acquired Comunicad LLC, an Arlington, VA-based multicultural shop that has served clients such as Ford, Verizon, Telemundo, American Airlines, Freddie Mac, PepsiCo, AARP and Molson Coors.



Comunicad has run programs throughout the US, Latin America and Europe and has targeted Mexican, Cuban, Peruvian, Honduran and Puerto Rican nationalities.

CEO Kathy Bloomgarden said the addition of Comunicad will help RF clients gain a great understanding of the culture of the fast growing Hispanic market.

Gloria Rodriguez, who founded Comunicad in 1985, said RF's backing will help her firm remain at the forefront of Hispanic communications, grassroots outreach and community empowerment.

"We look forward to expanding the implementation of DE&I strategies in a growing and dynamic market, at a time when, as Latinos, we are embracing our multiracial roots and leveraging our economic power to amplify our significant cultural contributions," said Rodriguez.

## FDA ALUM TAKES PHILIP MORRIS INT'L POST

Keagan Lenihan, who served as chief of staff and associate commissioner for external affairs & strategic initiatives at the Food and Drug Administration, is now at Philip Morris International.



**Keagan Lenihan**

She is VP of government affairs & public policy and head of the Washington office of the cigarette company.

At the FDA from March 2018 to January 2021, Lenihan oversaw daily management of the agency and helped promote its efforts to tackle opioid abuse and pursue tobacco regulation with an emphasis on discouraging young people from smoking.

Prior to the FDA, she was senior counselor to the Secretary of Dept. of Health and Human Services and was special assistant to President Donald Trump, working on staffing issues.

Lenihan joins PMI from Altoida, which she joined in April 2021.

PMI shipped 148.2B cigarettes during the first-quarter, up 2 percent from last year. That growth came despite a 7.3 percent drop to 18.5B units sold in Eastern Europe due to the shutdown of sales to Russia.

## **NAVIGATORS WORK DC FOR UKRAINE POLS**

Navigators Global, a top Republican shop, has signed on to help members of Ukraine's parliament make their case in Washington.



**NAVIGATORS**

The job is to educate the Biden administration and Congress about the country's needs in the wake of Russia's invasion.

The firm promises a robust public affairs program on behalf of the Ukrainian parliament's national security, defense and intelligence committee.

Phil Anderson, Navigators president and founding principal, is part of the Ukrainian team. He was an aide to former VP Dan Quayle and Republican National Committee head Lee Atwater.

He is joined by Ryan Berger (policy director for the National Republican Senatorial Committee), Christopher Cox (legislative affairs aide for presidents Donald Trump and George W. Bush) and Doug Distaso (a 25-year Air Force veteran who leads Navigator's security, defense and space practice).

## **AIG'S BASI TO EDELMAN'S TOP PEOPLE POST**

Soni Basi, who was global head of talent at insurance giant AIG, joins Edelman as global chief people officer.



**Soni Basi**

She succeeds Marie-Claire Barker, who left in December for a slot at WPP's GroupM unit.

Reporting to Edelman president/COO Matthew Harrington, Basi will handle recruitment, retention and talent development duties.

At AIG, which has about 40,000 employees, she was in charge of a more than 100-member team, focused on talent acquisition, management and learning & development.

Earlier, Basi was VP-global talent at Allergan Pharmaceuticals and VP-global learning & talent development at Estee Lauder Cos.

Harrington said Edelman will benefit from Basi's expertise as it transitions to a hybrid work culture, invests in its culture and tries to deliver on changing employee expectations.

## **DEMONSTRATE ACQUIRES DDW**

Demonstrate, a minority-owned marketing communications shop in San Francisco, has acquired DDW, a branding and design outfit.



CEO Joey Hodges called the DDW deal a strategic acquisition that will accelerate his firm's long-term vision of full-service brand building.

DDW has worked for Amazon, Energizer Unilever, Clorox, Nestle, Sprint and Starbucks.

Demonstrate has offices in New York, Miami and Austin that provide clients with strategic brand communications, planning, creative strategy, content production and influencer/social campaigns.

DDW and Demonstrate are part of the portfolio of 19York investment firm.

## **ACCOUNTS IN TRANSIT**

**Champion** grabs **MOOYAH Burgers, Fries & Shakes** fast-casual restaurant chain. The agency will work to generate consumer-facing media coverage for MOOYAH at the local and national levels, as well as assisting with local store marketing and new restaurant opening support. The chain is opening over 20 new restaurants this year. "I have worked with Champion in the past, so I know they're the right partners to help MOOYAH stand out," said MOOYAH president Doug Willmarth.



**Idea Hall** wins corporate branding, marketing and communications services for **Goodwill of Orange County**. Idea Hall will work directly with the nonprofit's leadership team to conduct marketplace analyses, support overarching brand messaging needs and develop an integrated corporate communications plan aimed at garnering public support for Goodwill's mission and furthering awareness of their brand, community impact and commitment to career development. "What really piqued our interest in Idea Hall was their emphasis on meaningful, purpose-driven strategy," said Goodwill of Orange County president and CEO Nicole Suydam.

**Nickerson** picks up **E4H Environments for Health Architecture**, an architecture firm solely dedicated to healthcare and health sciences across the United States. Nickerson will support PR and communications initiatives for the company nationwide, promoting its projects in the health sciences, design, and life sciences industries across all media verticals and platforms. E4H's projects include Mount Sinai Emergency Department, Baylor Scott & White Heart Hospital, and Atrium Health Levine Cancer Institute.



**Buffalo Agency** lands golf PR duties for **Omni Hotels & Resorts**. Buffalo will work to develop new branding and positioning for the chain's collection of 25 golf courses spread across 11 resorts. The agency will then create an integrated communications program focused on using earned and owned media channels to elevate awareness of the new Omni golf brand with key national, regional and local audiences. "Buffalo's strategic, data-focused approach impressed us, and will be critical to ensuring that the brand's golf offering is properly aligned with Omni Hotels & Resorts' market positioning as a creator of genuine and authentic guest experiences," said Omni Hotels & Resorts president Kurt Alexander.

**TAG Collective** picks up **GeoSolar Technologies**, a Colorado-based climate technology company. The agency will lead GeoSolar's campaigns in public relations, digital marketing, social media, influencer marketing, video development, brand consulting and its offering page. GST says that it believes it can help the mitigate the average home production of eight tons of CO2 annually through upgrading how people heat, cool, cook, and power their homes and vehicles.

Chicago-based **3rd Coast PR** adds **Warmies**, a line of fully heatable aromatherapy stuffed animals and wellness items, to its client roster. The agency will work with Warmies to further elevate brand awareness through traditional and strategic media outreach. 3rd Coast's work will focus on B2C parenting and lifestyle media.

## **TIMES CHANGE. SO SHOULD YOUR CULTURE**

Many agencies and corporations operate in alignment with a culture laid out by the founder. Today, a broader perspective is required. The founder's vision is an important—perhaps even vital—guidepost, but people within the firm also need to feel enfranchised in what your culture says and means.



**Peter V. Stanton**

Having recently gone through a process of culture reassessment and refinement, here are a few recommendations for agency leaders to consider as they initiate their own culture update.

### **Invite the conversation**

Professionals enter a firm and discover the company's culture memorialized on the website, in onboarding materials and perhaps even on wall signs. The impression is that the words are almost sacred and certainly unalterable. Leaders can stimulate considerable enthusiasm and engagement simply by inviting their teams to a conversation about the culture. Asking questions such as "Does this have meaning for you?" "Is it relevant to today?" "What are we missing?" can open a dialogue that can be enormously enlightening for leadership, but also empowering for the team.

The culture conversation doesn't need to be premised on the idea that what currently exists will be discarded. In fact, the discussion can affirm the existing culture and enable a clearer discussion of its meaning and daily implications. But we must recognize that society has changed, certainly over the 30 or more years since our firm was founded. Even over the last five years. For us, what seemed compelling at our origins proved not specifically transferable to today. If your people feel your culture doesn't speak for them, they are likely to opt-out and pursue other opportunities. Similarly, those who wish to know your culture before accepting a job offer may feel their views are out of alignment with the company's. Relevance is resonance. Invite the conversation.

### **Enable peer-to-peer dialogue**

It's hard to confront the boss, especially if the boss happens also to be the founder who wrote the culture statement in the first place. A dialogue among peers can be far easier. Small working groups enable colleagues to share perspectives, discuss the meaning of the company's culture statement and consider its real-world implications and possible interpretations.

Most cultural expressions delineate a sequence of values that are core to the company's ethos and operations. In our process, we gave several small working groups one of these values to consider. The remit was not to throw it out and start again necessarily but to raise questions, think about its importance and share ideas for change. Each team was also asked for their interpretation of what each value meant in terms of our daily behaviors. Thus, when a group looked at our value of "Clients First," they defined their interpretation of how this guides our thinking, our approach to client service and our responsibilities to exceed expectations, bring forward new ideas and always act in our clients' best interests.

But within the "safe space" of the small group and without the boss looking over their shoulder, the group was also able to bring forward a genuine concern: Does this value mean the people of the firm are less important? This proved to be an

ah-ha moment for the boss but prompted a deeper discussion of how to broaden the value so it would not appear dismissive of those who are asked to live it every day.

### **Demonstrate openness to change**

There can be an impulse to keep things the way they've always been. That kind of rigidity can make individuals feel their ideas and perspectives are not valued. At the outset of the process, be clear about your openness to change. Welcome new ideas but be equally clear that it's not enough to simply say "I don't like it." Any such sentiment must be coupled with a rationale and a recommendation.

Our teams understood and accepted that challenge. They explained their perspective on "Clients First" and thought collaboratively about how we might redefine the value without jettisoning the principle. When the small groups came together for an all-hands presentation of their work and thinking, each also brought forward options for change. Not every option was generally applauded, but every option was heard, discussed and openly considered by the entire team. The word "no" was never articulated. Instead, the word "why" was the more positive pathway to acceptance of any change. Our new expression of this value is "Relationships First." That expression has far deeper meaning than its predecessor.

All PR firms challenge their people every day to apply their intellect on behalf of clients. That same approach was modeled here as people came prepared to explain not argue, influence not irritate. In the end, everyone had the opportunity to weigh in and the boss had the opportunity to demonstrate acceptance of the probability that change would result.

### **Make it meaningful**

As a new expression of culture emerges from this kind of process, so does a consensus that it needs to be understood and applied in very practical ways. Each of our small working groups not only brought forward a specific value concept but also defined their ideas for how we would "live" each value.

This dimension is often lost in favor of an up-to-date way of describing what a company believes and stands for. Companies can, for example, express their respect for individuality, but how is that demonstrated on a daily basis? Does the famous Dilbert cartoon about casual days going too far become the norm? Are people free to work in whatever way they choose? There must be clarity about the way each of the company's values is demonstrated through our collective actions. This "substance behind the statement" is almost of greater importance than the words themselves.

### **Share ownership**

When the process is complete, the outcome is the shared work product of all participants. Culture is no longer the founder's alone. Willingness to share ownership across the team and recognize this new expression as a common belief is vital to its ultimate integrity and durability.

Memorializing the cultural expression on the company website, in orientation materials and even in new business presentations is the most effective means for everyone to feel they helped to create something meaningful and lasting.

Throughout our process, people of various ages, cultural backgrounds and professional experiences put the founder's creation under the microscope and ultimately brought it into the 21st century. A deliberative and thoughtful process will help ensure success in this vitally important consideration.

*Peter V. Stanton is CEO and Founder of [Stanton Communications, Inc.](http://StantonCommunications.com)*

## **SALT LAKE CITY NEEDS PR FOR AQUEDUCT**

The Salt Lake City Water District wants to tap a firm to communicate and engage with decision makers, key stakeholders and members of the public regarding replacement of its 42-mile aqueduct system that was placed into service in 1951.



The communications partner “will effectively inform and respond to the impacted public throughout the project” via social media, emails, websites, outreach materials and open houses, according to the RFP.

It will increase understanding of the project’s relevance to audience’s self-interest and to the health and safety of the environment.

The engagement services are divided into three phases: preliminary design (June 20, 2022); detailed design & bidding (October 2023); and construction (January 2024).

Deadline for responses to the RFP is May 18. They go to the Utah supplier portal at SCiQuest.

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

## **KOCH’S DZIOK JOINS NARRATIVE STRATEGIES**

Dave Dziok has joined Narrative Strategies as managing director after a six-year run at Koch Industries.

As director of communications at Koch, he handled reputation management, advocacy, business and public affairs issues.



**Dave Dziok**

Earlier, Dziok served in Edelman’s Washington office as VP-public affairs and worked as communications for Congresswoman Michele Bachmann (R-MN).

Ken Spain, Narrative’s founding partner, said Dziok will help clients with “invaluable insights on how to build effective strategies to enhance

their reputations, executive their strategic communications goals, and win on the issues that matter most.”

Koch is America’s second largest privately held company after Cargill.

## **ACCELERATION PARTNERS ACQUIRES GROVIA**

Partner marketing agency Acceleration Partners has acquired Grovia, a Seattle-based partner recruitment platform.

Terms of the acquisition were not publicly disclosed.

Grovia’s search engine helps brands discover and recruit affiliates, influencers and partners.

Grovia will maintain its branding in light of the acquisition, and will be called Grovia by Acceleration Partners.

Acceleration Partners’ CEO Matt Wool told *O’Dwyer’s* that his agency would benefit from integrating Grovia’s technology into AP’s suite of partnership marketing services.

“The pandemic has sparked a new era of e-commerce, SaaS growth, and digital content creation,” Wool said. “The explosive growth in these sectors requires a technology-enabled solution.”

Boston-based Acceleration Partners, which was founded in 2007, counts GoToMeeting, LinkedIn, Noom and Redbubble as clients.



## **GRUMMAN’S COSENTINO TO WESTINGHOUSE**

Westinghouse Electric has named Margaret Cosentino executive VP for corporate affairs.

She’s in charge of communications, public policy, government relations, brand reputation and ESG issues.

Most recently, Cosentino handled public policy at Northrop Grumman including trade, tax, environmental and workforce matters.

Earlier, she was VP-global government affairs & defense at Arconic, the \$13B automotive, aerospace and engineered products company that was spun off by Alcoa.

Patrick Fragman, CEO of Westinghouse, called Cosentino “an insightful leader with an impressive track record.”

Founded in 1886, Westinghouse is involved in the electronics, lighting and power systems businesses.



**Margaret Cosentino**

## **ST. MARY’S COLLEGE RECRUITS PR FIRM**

St. Mary’s College of Maryland is looking to hire a firm to create an integrated marketing plan to build brand awareness and publicize events to increase enrollment.

The *Washington Post* called St. Mary’s “a place to get an Ivy League education at a public school price.”

St. Mary’s will enter a multi-year contract with a firm possessing a solid track record in higher education.

The PR partner also will develop a recruitment strategy that will “include aggressive promotion in defined territories; success measures; web, print and digital development and delivery; creative assets; tracking and follow-up of all campaigns; logistics management; and a communications audit to best identify search strategy communique.”

Responses are due May 18. They go to: St. Mary’s College of Maryland; 18952 E. Fisher Road; St. Mary’s City, MD 20686-3001; Attn. Procurement Division  
[Read the RFP \(PDF\).](#)



## **INVARIANT BOLSTERS DEFENSE CAPABILITIES**

Invariant has added Monica Matoush, who spent more than 20 years as a public affairs officer for the US Air Force, Pentagon and House Armed Services Committee, to its team.

Most recently, she was senior advisor to the Undersecretary of Defense for Personnel and Readiness, dealing with national security matters and initiatives supporting service members and their families.

Earlier, Matoush did a three-year stint as communications director at the House Armed Services Committee. During the Obama Administration, Matoush was senior protocol advisor and military assistant to the Secretary of Defense Chuck Hagel.

Invariant founder/CEO Heather Podesta said Matoush’s strategic counsel will help clients “navigate the defense news cycle and articulate a clear point of view that will resonate with key audiences.”



**Monica Matoush**

## CAPE COD SEEKS PR FOR CHILDREN'S COVE

Barnstable County, which is the regional government of Cape Cod, wants a firm handle marketing communications for Children's Cove, the child abuse intervention program.



One in four girls and one in six boys will be sexually assaulted before their 18th birthday, according to the RFP. Ninety percent of victims knew and trusted their perpetrators.

CC provides compassionate, comprehensive and free services to survivors of child abuse via a network of community partnerships and educational outreach. Its staff facilitates "an under-one-roof collaboration of social and legal agencies to protect, treat and provide counseling for child abuse victims and their families, and it assists its partners in the investigation of abusers," according to the RFP.

Barnstable's marketing partner will execute earned media strategies and develop overall communications tactics; create advertising; and manage social media.

Firms with five to seven years of experience in working with victim service agencies are preferred.

Proposals are due May 16 at <https://barnstablecounty.bonfirehub.com>.

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

## BGR HANDLES FAST-GROWING GUYANA

BGR Government Affairs has inked a \$35K monthly retainer pact to provide strategic counsel and US outreach to Guyana, the world's fastest growing economy.

The International Monetary Fund forecasts the economy of the former British colony in South America will grow 47 percent this year. That follows a 20 percent growth in 2021.

Until ExxonMobil discovered oil off its in 2015, Guyana had ranked among the poorest of South American countries. Hess and China's CNOOC are ExxonMobil partners.

Guyana president Irfaan Ali told the *Financial Times* that his country is trying to avoid the "oil curse" by investing in healthcare, education and transportation to develop a sustainable economy.

BGR's one-year contract kicked off April 6.

Lester Munson, who was deputy assistant administrator for the US Agency for International Development during the Bush administration, is working on Guyana business.

## MERCURY'S CRITTENDEN JOINS LEVINSON

Mike Crittenden has joined The Levinson Group, strategic communications and issues management shop in Washington, as a senior managing director following a seven-year stint at Mercury Public Affairs.

Previously, he spent more than ten years as a reporter at the *Wall Street Journal* and *Congressional Quarterly*, covering financial markets, banking, politics, international economics and the US government.



**Mike Crittenden**

Molly Levinson, founder/CEO of TLG, said Crittenden's "proven experience navigating consequential business and communications matters will be game-changing for our clients around the world."

## ON THE MOVE

**Walgreens** hires former Calvin Klein global CMO **Linh Peters** as its marketing chief. Before joining Calvin Klein, Peters was vice president of loyalty, partnerships and licensed stores product and marketing at Starbucks. In her new post, she will oversee the vision, strategic direction and performance of Walgreens marketing activities, including marketing collaboration, brand design, brand positioning and marketing plan execution, as the chain expands into the healthcare business.



**Linh Peters**

**Blink Charging Co.**, which produces electric vehicle charging equipment, hires **Vitalie Stelea** as vice president of investor relations. Stelea joins the company from Ford, where he was associate director, investor relations. He previously held positions at American Axle and Manufacturing, Compuware Corporation and PricewaterhouseCoopers. At Blink, Stelea will be responsible for leading investor relations strategy and communications.

**CyberArk**, which provides identity security services, appoints **Simon Mouyal** as chief marketing officer. Mouyal was most recently CMO at athenahealth, which specialized in network-enabled software and services for medical groups and health systems. He has also served as CMO at Medidata Solutions and vice president, global marketing at Rackspace. In his new post, Mouyal will be responsible for overseeing global marketing strategy and execution. "Simon joins CyberArk as an experienced, innovative marketing leader," said CyberArk founder, chairman and CEO Udi Mokady.

Nike's **Jordan Brand** hires Aflac chief brand and marketing officer **Shannon Watkins** as global CMO. At Aflac, Watkins helped develop the company's partnership with ESPN's "College GameDay." Before joining Aflac in 2018, she held several senior marketing positions at the Coca-Cola Company, PepsiAmericas and ConAgra. "We need innovative leadership, someone who can lead us into the future by pushing creativity, championing diversity, and bringing our purpose to life," Jordan Brand president Craig Williams told Sportico. "Shannon's experience across multiple industries and business sectors will do just that."



**Shannon Watkins**

**NP Digital** brings on Brittany Richter as COO. Richter most recently served as chief of business strategy and transformation at Dentsu Media. She was previously chief solutions officer at iProspect, which is part of Dentsu. In her new position, Richter will lead operations for NP Digital across all facets of product and service offerings, as well as employee management.

**George P. Johnson** promotes **Jorge Narvaez-Arango** to SVP head of creative, EMEA. He was previously VP, executive creative director in GPJ's New York and San Francisco offices. As SVP, Narvaez-Arango will be tasked with setting the agency's creative vision and delivery. "Jorge has long been a creative visionary on some of the world's most high-profile brand events and we look forward to his leadership of what is already an impressive and seasoned design team," said GPJ chief executive officer Chris Meyer.

## COMMENTARY



**Martin Sorrell**

**S4 Capital chairman Martin Sorrell** finally issued his firm's 2021 earnings on May 6, more than a month after PwC refused to sign off on the original release because it was unable to complete the audit.

Sorrell called the delay "unacceptable and embarrassing" and due to control weaknesses, staff turnover and lack of detailed documentation.

He promised "upskilling" S4 Capital's finance team and noted that a number of senior hires have already taken place this year.

There's a "full debrief planned to ensure all suggestions from PwC are captured" and in place before the first-quarter results are announced at the end of May.

If Sorrell, 77, really wants to avenge his ouster from WPP by making a run at his old firm, he's got to get S4 Capital controls in order. The holdup of the financials clearly shows that S4 Capital has a way to go before it can run with the Big Dogs.

The flap also overshadowed news that S4 Capital doubled its revenues to \$844M last year but suffered a \$51.7M operating loss vs. a year ago with \$9.8M profit.

**Russia and its oligarchs** can no longer benefit from the UK's "world class" PR firms, according to Foreign Secretary Liz Truss, who announced a ban of services exports to Russia on May 4.

"Our professional services exports are extraordinarily valuable to many countries, which is exactly why we're locking Russia out," said Kwasi Kwarteng, Business Secretary.

London, of course, has been laundering the reputation of Russians and unsavory characters from places like Saudi Arabia and China for years.

And London's PR firms will be ready to position Putin's successor as the best friend the West has ever had.

Truss will put a big "Back in Business" sign on the London PR laundromat.

**Shell CEO Ben van Beurden** hit back at critics who characterize the company's \$9B first-quarter net income as a "war profit."

Perhaps that does sound a tad mercenary.

How about we take a cue from Vladimir Putin and call the energy giant's obscene earnings a "special military operation" profit?

Van Beurden wants people to believe that Q1's profit tripling was due to "the performance of Shell, which strengthened in the run-up and also during the pandemic."

Shall we then call the \$9B net a "COVID-19 dividend?"

Shell's PR team will be hard-pressed to push back on demands for a windfall profits tax. The embarrassment of riches spilled out in Shell's Q1 financial statement works against it.

**Corporate America may not be as "woke"** as right-wingers claim that it is.

That's evident by the deafening silence of Big Business to

news that Supreme Court associate justice Sam Alito wants to strip half the nation of the right to control their own bodies because abortion is not mentioned in the Constitution.

To be fair to Big Business, Alito's document is just a draft that may wind up in the shredding machine.

That paragon of all things ESG, The Business Roundtable, is among the mum. BR may be holding its tongue on *Roe v. Wade*, hoping the Supreme Court does the right thing in June.

Corporate America and the rest of us assumed the abortion issue was settled in 1973 when *Roe v. Wade* became law.

Richard Edelman told the *Financial Times*: "If you think business people want to get involved with abortion, you need your head examined."

He's right but the leaked Alito document has created a new ballgame. Business now has no choice but to make a decision on the hot button issue of abortion, according to Edelman.

PR teams better have their talking points in place well before the Supreme Court's blockbuster ruling in June

**Weber Shandwick wants to be known** as the "in-culture communications agency." The goal of the Interpublic unit is to help clients create brave ideas that connect with people and shape culture.

The firm promises a proprietary analytics method to drive impact and a cultural intelligence engine driven by its 250 in-house "culture creators."

Working with members of the Weber Shandwick Collective (e.g., United Minds management consultancy, Resolute digital arm, KRC Research), the firm promises an "earned-first point-of-view backed by a broad range of expertise built for the convergence of media, policy, society and technology."

Weber Shandwick describes the in-culture communications push as a "new articulation of the agency's mission, it's something we've done for many years."

**Congresswoman Marjorie Taylor Greene needs to bone up** on her New Testament before attacking US Catholic bishops as "satanic" and "destroying our nation" through their support of immigrants from South America.

In an April 27 tweet, she said bishops are using taxpayer money to advocate for the illegal invasion across our borders.

The social teaching of the US Catholic Church, an immigrant church, says support for migrants is heeding Christ's call to "welcome the stranger among us."

It seems to me the bishops are doing their job in supporting desperate people trying to enter this country.

Greene says she stopped going to Mass after becoming a mother because she couldn't trust the Church's leadership from protecting her kids from pedophiles. Her attack on the bishops is nothing more than a PR smokescreen.

A year ago, she introduced the Protect America First Act to halt all immigration for four years, fund and build a wall across the southern border, expedite the deportation of undocumented people and kill the Deferred Action for Childhood Arrivals (Dreamers) program.

WWJD: He'd opt for the bishops over Greene.

—Kevin McCauley