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FGH SAILS INTO THE HARBOUR GROUP

Finsbury Glover Hering has acquired The Harbour Group, long-time PR firm for the United Arab Emirates.



Joel Johnson, head of FGH's Washington office, founded THG with Richard Marcus in 2001 before leaving to join Glover Park Group in 2006.

He called THG one of the "nation's preeminent advisory practices supporting foreign governments and businesses."

Two veteran managing directors helm THG.

Richard Mintz joined the firm in 2006 after 18 years at Burson-Marsteller and a year at Brunswick Group. Matthew Triaca has 15 years of service and is an alum of DCI Group, B-M United Airlines and Edelman. Mintz directs and manages the UAE account, while Triaca oversees day-to-day activities.

For the UAE, THG supports its DC embassy's public diplomacy and communications program to sustain and enhance public awareness and understanding of the Arab state among US policymakers and opinion leaders.

The latest contract, which went into effect Jan. 1 and runs through 2023, calls for THG to invoice the UAE up to \$5.5M per year for professional fees, expenses, legal, compliances costs and third-party payments.

THG is to be folded into FGH, which is part of WPP.

FORMER FINSBURY PREZ LABATON JOINS NBCU

Former Finsbury president and partner Stephen Labaton has joined NBCUniversal News Group as executive vice president of communications.



Stephen Labaton

Labaton comes to NBCUniversal from Booz Allen Hamilton, where he was EVP, corporate affairs, leading a team focused on all external and internal engagement by the firm.

At Finsbury, he led the worldwide crisis practice.

Before coming to Finsbury, Labaton covered regulatory, legal, political, technology and economic issues for the *New York Times*.

In his new post, he succeeds Mark Kornblau, who left NBCUniversal this summer for the global head of communications post at Softbank.

Labaton "brings a considerable amount of experience in media relations, crisis management and brand-building," said NBCUniversal News Group chairman Cesar Conde.

CALIF. FILM COMMISSION PRODUCES PR RFP

The California Film Commission seeks a firm to assist in all communications and media relations, stakeholder engagement, social media, and marketing programs goals, with a focus on raising awareness of the California Film and Television Tax Credit program.



Additional work requested includes elevating awareness of the CFC's production services; generating earned media opportunities; creating news releases; assisting with social media activities and providing recommendations to boost awareness of the CFC's website; and researching, identifying and recommending speaking opportunities.

The CFC anticipates awarding a two-year contract.

Bids are due by 5 p.m. (PST) on October 15 and should be emailed to the Contracts/Procurement Manager within the Governor's Office of Business and Economic Development, GO-Biz.BSU@gobiz.ca.gov.

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

BGR SPEAKS FOR US BIZ IN CHINA

BGR Government Affairs represents the American Chamber of Commerce in South China as economic and political tensions between the two countries escalate.

In a 2021 white paper on the business environment in China, Chamber president Harley Seyedin noted the two countries have been locked in a bitter trade dispute since the beginning of the Trump presidency.

The short-term prospect for an upswing in US and China ties is not good as president Biden has no immediate plans to lift the Trump tariffs and plans to pressure China to adhere to agreed-to trade pacts.

BGR provides strategic counsel on trade and other bilateral issues for AmCham.

5W PUBLIC RELATIONS PICKS UP H&H BAGELS

[5W Public Relations](#) is named agency of record for H&H Bagels. 5WPR will lead strategic media relations in the consumer and franchise space for the company.

The agency will build upon H&H Bagels' legacy in New York, while supporting company announcements including regional and nationwide expansion.

"We are excited to celebrate our 50-year anniversary in 2022 and expect this partnership to kickstart our next 50 years as a truly great, iconic New York City brand," said H&H Bagels CEO Jay Rushin.



SACRAMENTO NEEDS CANNABIS PROGRAM PR

Sacramento seeks a PR firm to develop a multi-media campaign to generate awareness of its Cannabis Opportunity Reinvestment and Equity program, which aims to reduce the barriers of entry into the cannabis business for people affected by the disproportionate enforcement of pot-related crimes, according to the RFP.



Participants receive access to cannabis-business development resources, training, mentoring, financial assistance and support services.

Though CORE is well-known in the cannabis industry, it has low recognition in the general population. Sacramento's desired PR firm "will address that knowledge gap through the strategic creation of branded collateral and owned, paid, and earned media that promote the program, its participants and by extension their products and businesses."

The one-year budget is set at \$150K. Sacramento retains the option to review for an additional two years at \$150K per annum. Proposals are due Oct. 18. They go to: <http://www.planetbids.com/portal/portal.cfm?companyID=15300>.

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

CONGRESS HITS PR'S AID TO 'KLEPTOCRATS'

Concerned that PR firms may be playing a role in covering up the money laundering activities of dictators, criminals, terrorists and 'kleptocrats,' New Jersey Democratic Congressman Tom Malinowski has written a bill designed to stop the enablers of international corruption.

The Establishing New Authorities for Business Laundering and Enabling Risk to Security (Enablers) Act calls for stronger due diligence of US-based middlemen.

It would expand the scope of the Bank Secrecy Act, which requires banks to report suspicious transactions, to cover "a person engaged in the business of public relations, marketing, communications or other similar services in such a manner as to provide another person anonymity or deniability."

The bill also requires lawyers, investment advisors, art/antique/collectibles/luxury auto dealers, real estate professionals, accountants, museums and auction houses to put anti-money laundering safeguards in place.

"If we make banks report dirty money, but allow law, real estate and accounting firms to look the other way, that creates a loophole that crooks and kleptocrats can sail a yacht through," said Malinowski on Oct 6 in introducing the Enablers Act.

POLLARD TAKES CONFERENCE BOARD POST

Ivan Pollard, most recently chief marketing officer at General Mills, has joined The Conference Board as head of its marketing & communications center.

Prior to GM, he was VP-global connections and subsequently senior VP-strategic marketing at Coca-Cola.



Ivan Pollard

Pollard has 25 years of agency experience at shops such as DDB Needham, Wieden & Kennedy and Naked Communications, which bills itself as the No. 1 connections planning company.

Steve Odland, CEO of The Conference Board, said Pollard's extensive experience with the world's leading brands "makes him uniquely suited to lead our marketing & communications center."

ACCOUNTS IN TRANSIT

Altus Marketing, a **Moore** company, is selected as direct mail marketing agency of record for **Thompson Child & Family Focus**. Altus Marketing will work together with Thompson to steer their direct response fundraising program and maximize donor growth through strategic insights with creative innovation backed by data and analytics. Founded in 1886 as an orphanage, Thompson has since grown into a nonprofit organization operating across North Carolina, providing evidence-based early childhood, family stability and mental health services for children and families in need. "With the support of Altus Marketing, we look forward to building a sophisticated approach to sharing our mission with like-minded donors," said Thompson president Will Jones.



Imagine PR has been appointed as the North American public relations representative for **The Singular Hotels**, a portfolio of two luxury properties in Santiago and Patagonia, Chile. The agency will provide integrated public relations, digital marketing and brand partnerships, among other services. Specific areas include strategic communications counsel, travel recovery services, media relations, event planning and execution, social media content and strategy, and influencer connections. The company will also lead media familiarization trips and tours.

Red Lorry Yellow Lorry lands North America PR duties for **Celo Foundation**, an open source blockchain ecosystem focused on making decentralized financial systems and tools accessible to anyone with a smartphone. The agency will lead media and influencer relations for Celo's environmental, social and governance initiatives as well as the company's builder community, while also supporting marketing and organic social media efforts. "The lories understand many of the nuances of crypto and have a strong history of landing impactful client coverage and developing compelling digital media stories," said Celo partner, marketing and communications Crystal Braswell.



Xhibition is selected as agency of record for **VIP Traveler**, a digital travel company that pairs AI-driven recommendations with expert service. The agency will oversee the launch of several new features for the platform, including Travel Finds, a personalization technology that helps tailor trips to a customer's interests and travel predispositions. VIP Traveler founders Joshua Borenstein and Mark Hoenig started beta testing the feature in January.

Strategic Heights Media is named public relations agency of record for **Aaliyah Williams**, a Peabody Award-nominated producer and founder of television and film production company **Just A Rebel**, which focuses on contemporary stories that center and celebrate black women. The agency will manage overall publicity efforts and media strategy for Williams and Just A Rebel. The production company's first-look deal with CBS Television Studios has been renewed for a second year with several projects in development. SHM has provided media strategy to such brands as BET Networks, WE tv, IFC, TV One, ASCAP, ASPIRE, REVOLT, smartwater, Essence and 20th Century Fox.

HEALTHCARE COMMS CAN SPARK CHANGE

Equitable access to healthcare. Climate change. The need for innovation. The cost of innovation. Urgent. Complex. Debated.



Emma Lynn

All of the above.

As health communicators, we can all admit that these phrases were components of any recent statement we've drafted. And it's logical, as the healthcare industry faces new challenges and compounding issues brought on by the global pandemic and global warming.

Yet, we can also admit that while these statements of support and commitment are important, it's time to

move beyond just saying it.

For the skeptics who think "easier said than done," we know it can be done because it has already been. The pandemic was a catalyst for many firsts—vaccines, medical breakthroughs, deliveries of care, private and public collaborations—with no single entity able to claim this success. In all of these examples, there were multiple stakeholders pulling in the same direction to make things happen.

As expectations increase for global institutions to prepare for and prevent future health crises, we must use the lessons of the "pandemic mindset" to pave the way for the next innovations. This needs to play out in a number of ways:

Increased collaboration and trust

During the pandemic, we witnessed how institutions came together in new ways with astonishing results. Governments, health systems and public health bodies were working with businesses on a daily basis to solve a shared, existential threat. Trust and transparency were essential to those partnerships.

The health industry can lead by continuing these partnerships, with transparency on both accomplishments and hurdles, to keep building on the public trust needed for success. Mobilizing action with those who share your interests is the key to progress.

No organization can solve these problems alone. We need to galvanize the often-siloed efforts of healthcare organizations to be more disruptive and to deliver true impact.

Tipping the balance to prevention

Governments and health systems across the world are in constant search for ways to "fix" the growing list of issues related to healthcare costs versus population and environmental demands. We continue to plug the holes, making time-bound target commitments on specific health issues, rather than taking a more holistic view of the lifelong health journey.

Healthcare has long been a bastion of innovation and challenging the status quo, and this mindset must be applied broadly to the protection of health. There are incredible emerging data capabilities, digital tools and technological advances that put together could transform population health, improve the reach and accessibility of health information, support healthier lifestyles, improve patient outcomes, reduce burden and costs to health systems and overall help people live healthier more productive lives.

Yet communities must trust these tools in order to adopt them, and in order for them to succeed.

Embracing new responsibilities

Edelman's 2021 Trust Barometer highlighted "business" as the most trusted institution for the first time ever. Business leaders have a once-in-a-generation opportunity to be

catalysts for change. This isn't just an opportunity, but an expectation; globally, 86 percent said they expect CEOs to speak out on societal matters.

Healthcare has an advantage here. Nobody has more experience in delivering life-changing innovation and enacting transformation than the people who have spent years and millions or billions of dollars researching and developing solutions to our problems. Healthcare leaders must apply this mindset to the bigger issues of societal and community health needs.

This is a critical and historic moment for bold systemic action, fueled by an urgency to create a healthy world for the next generation. Governments, health systems, businesses all need to be courageous enough to re-create a landscape that more fundamentally and strategically solves the many social and economic challenges of our time.

During the height of the pandemic, we didn't have time to question, debate or work in silos. In the face of mounting health threats, we still don't have time to spare. We must move forward together, with trust in each other to do what's right and what's needed.

FACEBOOK POSES 'URGENT THREAT' TO U.S.

The U.S. government acted against tobacco companies when they covered up the harm caused and forced automakers to install seat belts, yet it allows Facebook to operate without any degree of control even from its own oversight panel, whistleblower Frances Haugen said at a hearing of Senate Commerce, Science and Transportation Committee.

Facebook chooses what information billions of people see, shaping their perception, with even non-users becoming radicalized due to what is featured on the platform.

"A company with control over our deepest thoughts, feelings and behaviors needs real oversight," said Haugen, [according to her prepared statement](#).

Haugen said independent scientists were able to debunk Big Tobacco's PR claim that filtered cigarettes were safer only because independent researchers confirmed the cancer link.

But because of Facebook's closed design, we must trust its pitch that it does not harm children, stoke division and weaken democracies around the world.

That inability to probe the actual systems of Facebook would be like the Department of Transportation regulating cars by watching them drive down the highway. "Imagine if no regulator could ride in a car, pump up its wheels, crash test a car, or even know that seat belts could exist," said Haugen.

Facebook's regulators, who are denied access to the company's data on product safety, can see some of the problems — but they are kept blind to what is causing them and thus cannot craft specific solutions.

"How is the public supposed to assess if Facebook is resolving conflicts of interest in a way that is aligned with the public good if it has no visibility and no context into how Facebook really operates?" she said.

If Facebook is operating in the dark, it is accountable to no one. And it will continue to make choices that go against the common good, according to Haugen. She said Facebook wants people to believe they must surrender a measure of their privacy for the joy of connecting with loved ones online.

"I am here to tell you today that's not true. Those problems are solvable. A safer, more enjoyable social media is possible," concluded Haugen.



STRIPE THEORY REPS JORDAN'S KING

Stripe Theory has signed on to provide consulting services to the Royal Hashemite Court regarding potential defamation suits concerning articles about Jordan's King Abdullah II.

The 59-year-old monarch was among movers and shakers featured in the "Pandora Papers" project that was conducted by the International Consortium of Investigative Journalists.



King Abdullah II

It alleged that the King secretly owned luxury homes in the UK and US worth more than \$100M.

Craig Kronenberger, who was managing director of Edelman Intelligence, launched Stripe Theory data-based PR, crisis and reputation management firm in 2015. Acceleration Community of Companies, the firm of former PMK-BNC CEO Michael Nyman, acquired the Atlanta-based Stripe Theory in 2020.

Stripe Theory is working for the Jordanians as a subcontractor to DLA Piper, which bills at a \$1,335-an-hour rate. Mary Gately, who co-head of DLA's Washington litigation group, oversees the work for Jordan.

PHILLY SEEKS PR FOR 911 TRIAGE PUSH

Philadelphia is looking for a firm to handle communications services and community engagement for its 911 Triage and Responder Strategy, which aims to keep people suffering from mental health issues, substance abuse and housing insecurity out of the criminal justice system and get them into community social services.

The goal "is to reduce racial and ethnic disparities across the criminal justice system," according to the RFP.

The desired firm will create the overall community engagement plan; conduct public education activities, develop talking points for Philadelphia government officials, handle social meeting and interact with individuals with "lived experiences" with emergency calls for help.

The budget for the three-to-five-month program is capped at \$150K.

Proposals are due Oct. 15 at the eContract Philly portal.

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

DELUCA BOOKS TRIP TO FINN PARTNERS

Steve DeLuca, a travel veteran who served as president of KWT Global's HL Group unit, has joined [Finn Partners](#) as senior partner, business development & marketing.

In that newly created position, DeLuca will work to expand the firms' reputation and client base in the travel & consumer lifestyle categories.



Steve DeLuca

Before joining HL, DeLuca did a ten-year stint as senior VP & publisher of *Departures*, the upscale magazine for American Express' platinum card and centurion members.

At *Departures*, DeLuca partnered with travel suppliers such as Silversea Cruises, Peninsula Hotels, Taj Hotels and Resorts. Earlier, he held posts at *Travel & Leisure* and *Conde Nast Traveler*.

DeLuca reports to Debbie Flynn, Finn's global travel practice leader, and Kyle Farnham, who heads the global consumer group.

'THE FRAMEWORK'

There's a new buzzword in Washington: "framework. "As in, "we don't have talks; we have a framework for talks."

Senator Charles Schumer announced a "framework" for human infrastructure (another buzzword) tax-hike talks—which means it is still on the table, though about as likely to happen as my becoming a Russian astronaut aboard the International Space Station by Christmas.

Trotting out this new buzzword is another way of saying, "We got nothing. But this allows us to screw around for at least a couple of years, until after the midterm elections."

Of course, Washington runs on buzzwords, acronyms, and code words that only select members of the tribe are in on, but the nation is all the poorer for it. It was once said of Treasury Secretary Tim Geithner that he got the Treasury job because he was only one who could remember what all the acronyms such as "TARP" stood for during the massive government bailouts in 2008-2009.

But in this age of transparency (another buzzword), buzzwords only contribute to the noise. It probably can't be put to an end at the lower ranks of government, but there should exist a mandarin class of government officials who filter out buzzwords and penalize offending agencies with harsh sanctions, such as no more government cars or trips on government aircraft. Hit 'em where it hurts and they will stop.

There should also be a kind of Devil's Dictionary of government-speak, ridiculing the ludicrous lengths that technocrats, venal politicians, flacks, political consultants, hacks and hangers-on will go in order to sound smart.

Heck, I might publish one myself. I'll let you know when I have a framework for it.

Bill Huey is president of Strategic Communications and the author of Carbon Man (Kindle, 2010).



Bill Huey

MEDIA MANEUVERS

Meredith, which acquired Time Inc. in 2018, has now been acquired itself. Barry Diller's IAC has reached an agreement to purchase Meredith in a roughly \$2.7 billion all-cash deal. Upon completion of the deal (which is expected by the end of the year), Meredith will combine with Dotdash, IAC's digital publishing division, to form a new company that will be known as Dotdash Meredith. Dotdash executives told investors that combining the companies' portfolios will make Dotdash Meredith one of the country's 10 largest digital media outlets.

Peacock, NBCUniversal's streaming channel, names Kelly Campbell president. Campbell's departure from Hulu, where she also served as president, was announced on Oct. 4. Before coming to Hulu as chief marketing officer in 2017, Campbell was with Google for 12 years, holding a variety of senior marketing posts. At Peacock, she will be responsible for its streaming business, live and original content.

Fox Weather, a new free, ad-supported streaming service from Fox News Media, is launching on Oct. 25. Sharri Berg, who was previously COO, news & operations for Fox Television Stations, is serving as Fox Weather's president. Fox Corp. CEO Lachlan Murdoch says the company is investing \$200 million-\$300 million into its streaming efforts this year.

TEXAS ROADWAY NEEDS PR

Harris County is seeking a firm to handle a multicultural branding, marketing and strategic communications push to advance the interests of its toll road authority.

The 132-mile Texas roadway consists of the Hardy Toll road, Sam Houston Tollway, Westpark Tollway, Fort Bend Parkway, Tomball Tollway and Katy Managed Lanes.

Tolls are paid automatically via an EZ Tag transponder.

The desired firm will promote the mission of the Harris County Toll Road Authority “to responsibly operate and maintain a safe, reliable, sustainable and evolving mobility system that meets the diverse connectivity needs” of all people, according to the RFP.

Outreach will span a variety of channels, including paid media, web content, collateral materials, direct marketing, social media and media relations.

HCTRA plans to award a one-year contract. It is considering four one-year renewable periods.

Proposals are due Nov. 1 at the Bonfire portal.

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

DEMOCRATIC POLITICO YOST GOLD JOINS MWW

Shari Yost Gold, a long-time advisor to VP Kamala Harris, has joined [MikeWorldWide](#) as senior advisor. She’s been running Yost Gold Consulting in Washington since 2003,

crafting visibility and influence campaigns for political campaigns, companies, nonprofits and public figures.

Yost Gold has advised the Democratic Governors Assn., ex-Senate Majority Leader Tom Daschle, Agriculture Secretary Tom Vilsack, Google, Hearst, Cosmopolitan, Louis Vuitton, and Bloomberg Philanthropies.

Yost Gold will partner with MWW founder Michael Kempner to meet the increasing demand for crisis and

communications support at the intersection of business and government, as well as work with the firm’s client teams.

[MWW ranks No. 10 on O’Dwyer’s roster of independent firms](#), with 2020 fees of \$38.9M.



Shari Yost Gold

SLOANE WORKS OUTERBRIDGE VS. COMTECH

[Sloane & Co.](#) handles Outerbridge Capital Management as the New York investment firm wages a proxy fight against Comtech Telecommunications due to the wireless company’s “uninspiring results.”

In an Oct. 6 letter to Comtech’s board, Outerbridge faults it for failing to engage in a dialog to “resolve concerns around underperformance strategy, lack of relevant expertise on the independent board, financial reporting and poor governance.”

Comtech announced Oct. 4 that COO Michael Porcelain would succeed CEO Fred Kornberg at the end of the year.

Comtech disagrees with Outerbridge’s assessment of its business and is “disappointed” with its comments.

It has “recently taken a number of important steps demonstrating our commitment to ongoing refreshment and sound governance,” according to its response to Outerbridge.

Sloane has Dan Zacchei and Joe Germani working for Outerbridge. Kekst CNC’s Nicholas Capuano represents Comtech.

Stagwell owns Sloane & Co. Publicis Groupe is parent of Kekst & Co.

ON THE MOVE

Hill+Knowlton Strategies global business manager and US marketing lead **Natasha Henderson** has flown the coop. In an email to [odwyerpr.com](#),

she wrote: “My time at H+K has come to an end, but the memories will be cherished forever.” Henderson led the global PR pitch process and collaborated with teams to conduct industry trends research, media analysis, audience mapping develop insights for pitch responses, according to her LinkedIn bio. She joined H+K from London’s DOCTORnow in 2018. Megan Jackson, who was Henderson’s marketing partner, is currently on leave. WPP owns H+K.



Natasha Henderson

ESPN hires **Cecile Cross-Plummer** as VP, corporate communications. Cross-Plummer comes to ESPN from HBO, where she most recently served as VP, media relations, a role that was expanded two years ago to include oversight of HBO Sports communication efforts. At ESPN, she will lead the communications department’s efforts promoting the sports and pop culture website The Undeclared. She will also work to enhance outreach to multicultural audiences as part of ESPN’s audience expansion initiative.

Bospar hires **Kimberly Barnes** as senior vice president. Barnes joins Bospar from PR and marketing consultancy Bradford Jean, which she launched in 2019, working with companies in the technology, industrial and energy sectors. She previously spent more than 10 years with Antenna Group, where she led the clean technology practice as well as internal communications initiatives, rising to SVP. Media campaigns that she spearheaded have resulted in coverage from the Associated Press, Bloomberg News/TV, CNBC, Fast Company, *Forbes*, *Fortune*, MarketWatch, Motley Fool, Reuters, the *New York Times* and the *Wall Street Journal*.



Kimberly Barnes

Huge, IPG’s global experience agency hires Abdul Wahid Ovaice as global executive creative director for its Google account. Ovaice comes to the agency from health technology company Oura, where he served as executive creative director, overseeing all brand creative from digital, brand systems, packaging, and advertising, to in-app brand experiences. Before that, he was executive creative director at Facebook.

Kodiak, a food business focused on healthier eating and active living, appoints **Cory Bayers** to the newly created role of chief marketing officer, effective Nov. 1. Bayers comes to the company from Patagonia, where he was head of global marketing. He has also served as head of global brand creative at Lululemon Athletica and global marketing manager at Helly Hansen.

Arena Stage at the Mead Center for American Theater in Washington, DC appoints **Shonali Burke** as chief marketing officer. Burke has run her own firm, Shonali Burke Consulting, since 2008, where she worked with such organizations as Cirque de Soleil, Oxfam America and the United Nations Foundation. She previously served as a vice president at MSLGROUP and vice president, media and communications at the ASPCA.

COMMENTARY

Batten down the PR hatches... More than eight in ten (83 percent) executives at large companies across the G20 countries say their firm is either under investigation or expects to be during the next 12 months, according to FTI Consulting's Resilience Barometer.

"A new era of unforgiving public scrutiny, outdated business models and the repercussions of the pandemic are some of the diverse—yet interlinked—risks that are driving C-suite concerns today," according to the RB.

While executives worry about the emergence of a new strain of vaccine-resistant COVID-19, the greater worry is about the longer-term socio-economic issues exposed by the pandemic.



"COVID-19 has exposed and exacerbated economic and social fault lines—employee wellbeing, talent shortages, treatment of customers, financial crime and cybersecurity all have risen up the corporate agenda, and businesses are responding to protect value and build resilience as they look towards future growth," said Caroline Das-Monfrai, senior managing director & global resilience lead at FTI.

The RB also gauged the impact of the "great resignation" of employees re-assessing their careers due to the impact.

Thirty percent of companies experienced a shortage of talent during the past year, while 68 percent cited an upswing in mental health issues since the start of the pandemic.

Ma Bell loves OAN. The communications giant helped create and bankroll the One America News Network, the right-wing cable TV operation that spreads conspiracy theories about the "stolen" presidential election and the COVID-19 pandemic, according to a blockbuster report in Reuters.

AT&T has poured tens of millions of dollars into OAN, launched in 2013 to outflank Fox News on the right, according to court records. An OAN accountant testified in 2020 that 90 percent of OAN's revenues came from AT&T-owned TV platforms, including its DirecTV satellite broadcasters.

Without the DirecTV deal, OAN's value "would be zero," according to the accountant.

AT&T spokesperson told Reuters the company does not "dictate or control programming on channels we carry."

Reuters reports that Trump plugged OAN to his now-former 88M Twitter followers at least 120 times during his final two months in office.

He's hoping OAN will still be around in 2024.

CEO Mark Zuckerberg needs to rid Facebook of the sinister and ominous-sounding department names and employee titles.

Whistleblower Frances Haugen started working at the social media platform as product manager for civic misinformation.

Haugen then went on to the "counter-espionage" unit. Give us a break, Mark. You set Facebook up for failure.

Zuckerberg should follow the lead of George Orwell and rename its various business units after the ministries of Oceania in the novel 1984.

Rather than civic misinformation, Zuckerberg should re-vamp Facebook units as the Department of Truth, Department of Peace, Department of Love and Department of Plenty.

Those names would throw federal regulators for a loop.

Of all the indignities suffered by the former president, this one must hurt the most as *Forbes* booted the leader of the MAGA pack off its list of America's 400 richest people.

According to *Forbes*, Trump is worth \$2.5B. That resulted in a plunge from the No. 339 slot a year ago, leading to his eviction from the magazine's roster of the super-rich.

Forbes points out that had the president complied with ethics laws that cover other executive branch officials, he would have made the 400 List cut in 2021.

At a press conference nine days before taking office, Trump noted that the president is exempt from the conflict-of-interest statute.

"I could actually run my business and run the government at the same time," he boasted. "I don't like the way that looks, but I would be able to do that if I wanted to."

Forbes notes that had Trump sold his assets and invested the funds in an index fund tracking the S&P 500, he would be worth \$4.5B today and sitting pretty on the 400 List.

Trump, though, decided to run his business and government at the same time.

He paid with a financial shortfall and the country is still paying for it in the form of more than 700K COVID-19 deaths.

Inquiring minds want to know why Cambodia is paying Qorvis Communications a whopping \$70K a month for PR services. Or at least, Radio Free Asia wants to know.

RFA picked up the *O'Dwyer's* story of Sept. 22 that Qorvis, a unit of Publicis Groupe, landed a contract to "provide strategic communications and media relations services in support of increasing public awareness along with travel and tourism" for Cambodia.

The move, according to RFA, is an "attempt by the increasingly autocratic government of prime minister Hun Sen to try to salvage Cambodia's tarnished reputation over human rights violations and crackdowns on the country's political opposition, independent media and NGOs."

An opposition leader told RFA that Cambodia should clean up its act rather than spend money for PR.

Qorvis has deep experience working with companies with shady human rights records. It has earned (and still earns) millions from Saudi Arabia, which hired the firm in the days following the 9/11 terror attacks.

—Kevin McCauley