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Editor-in-Chief

# O'Dwyer's

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## **MMGY MAKES MOVE ON WAGSTAFF MEDIA**

MMGY Global acquires Wagstaff Media & Marketing, which specializes in the travel, culinary and hospitality lifestyle sectors.



Global

WAGSTAFF  
MEDIA & MARKETING

The firm will now be known as MMGY Wagstaff. Mary Wagstaff, who founded the firm more than 20 years ago, will become partner and managing director for the MMGY Wagstaff brand. “We have long been aware of Mary Wagstaff’s brilliance and the great team she has built,” Katie Briscoe, incoming MMGY CEO, told O’Dwyer’s. “The forming of MMGY Wagstaff offers us the scale of talent, geography and expertise while also presenting new opportunities in luxury lifestyle, culinary and spirits.”

MMGY Wagstaff and MMGY Global’s existing North American PR, social and experiential brand, [MMGY NJE](#), will continue to operate separately. Both will work with MMGY Global’s European PR brand, MMGY Grifco, to connect clients to international markets.

With the addition of Wagstaff’s San Francisco and Chicago locations, MMGY Global will now have over 500 employees and operate in 13 markets globally: Austin, Chicago, Denver, Detroit, Fort Myers, Kansas City, Miami, London, Los Angeles, New York City, San Francisco, Vancouver and Washington. Wagstaff Media & Marketing is the tenth acquisition by MMGY Global since private equity firm Peninsula Capital Partners made a significant equity investment in the company in February 2016.

## **STARK QUITS UNH FOR BRODEUR PARTNERS**

Mica Stark, chief communications officer at the University of New Hampshire, has joined Brodeur Partners to bolster the



**Mica Stark**

Boston-based firm’s higher education offering.

At UNH, Stark led a 35-member team doing media relations, executive communications, branding, advocacy, crisis PR, social media and governmental outreach.

He also served as the school’s associate VP-communications and public affairs.

Andrea Coville, Brodeur CEO and UNH alumnae, said Stark “has a unique ability to synthesize complex issues and communicate them to a variety of audiences in ways that resonate.”

## **NARRAGANSETT POLICE DEPT. SEEKS PR**

Narragansett is looking for quotes to provide PR services to the police department of the seaside Rhode Island vacation spot.

The NPD says its mission is to enforce the law with a commitment to the core values of honesty, integrity, dignity and excellence.

It strives “to be known as true partners and stakeholders in our desire to make Narragansett a vibrant town supporting families, culture, tourism, academics, and the arts and our environment,” according to NPD’s mission statement.

The city’s RFQ calls for up to four pieces of written content (public safety advisories, educational materials) per month, 24/7 telephone consultations, media relations, social media management and crisis services.

It plans to issue a two-year contract.

Responses are due Oct. 20. Quotes go to Narragansett’s purchasing manager Susan Gallagher at [sgallagher@narragansettri.gov](mailto:sgallagher@narragansettri.gov).

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



## **NUZZI CHECKS IN AT CVS HEALTH**

Gary Nuzzi, who was senior VP and PA practice lead at Adfero, has joined CVS Health as VP-PA at the Woonsocket, RI-based pharmacy chain and health benefits provider.

His role is to tell the CVS Health story to policymakers and influencers.

Nuzzi spent a decade at Adfero, joining the DC-headquartered shop as director of interactive services.

Prior to Adfero, he worked at Burson-Marsteller and was an online communications specialist at The Brookings Institution.

CVS Health CEO Karen Lynch reported an 11 percent jump in first-half revenues to \$158M. Net income rose by five percent to \$5.3M.

The company completed the \$70B acquisition of Aetna Inc. in November 2018. It is one of the largest deals in the healthcare sector.



**Gary Nuzzi**

## MEXICO TARGETS CUT IN GUN FLOW FROM US

Mexico is working with the DC-based Global Action on Gun Violence to push for “impactful gun violence prevention strategies” in the US. The primary focus is to curb the flow of American-made guns to Mexico.



Mexico has the world’s fifth-largest number of unregistered guns in civilian hands, according to a September report from the Arms Control Association.

Gun violence is endemic in Mexico and impacts its agricultural, tourism, transportation and investment sectors.

The US Bureau of Alcohol, Tobacco and Firearms reports that 70 percent of firearms seized at Mexico crime scenes came from the US.

GAGV is to handle outreach to federal, state, and/or local government officials, participate in forums, and publish reports, fact sheets, and other public-facing communications regarding gun violence prevention.

A federal court in Boston last month threw out Mexico’s \$10B suit against American gunmakers that charged them with reckless business practices that enabled the flow of guns to Mexico, leading to thousands of deaths.

Mexico has promised to appeal the decision.

## JF, BRUNSWICK WORK SUPERMARKET DEAL

[Joel Frank](#) and Brunswick Group are working Kroger’s \$24.6B acquisition of Albertsons to create a supermarket chain that spans the US.

The combined entity will have about 5,000 stores and 700K employees.



Kroger’s family of companies includes Ralph’s, Fred Meyer, Food 4 Less, Kroger, Pay-Less Super Markets, King Scoopers, Dillons, City Market, Pick ‘n Save and Fry’s. Albertsons’ brands include Safeway, Vons, Jewel Osco, Shaw’s, Acme, Albertsons,

Kings, Lucky and Tom Thumb.

The deal joins two “purpose-driven organizations to deliver superior value to customers, associates, communities and shareholders,” said Kroger CEO Rodney McMullen.

Joel Frank, Wilkinson Brimmer Katcher’s Steve Frankel, Mahmoud Siddig, Tim Lynch and Lucas Pers handle Kroger.

Brunswick Group’s Jayne Rosefield, Matt Dowe and Dave Carlson represent Albertsons.

## PURPLE STRATEGIES’ GIORDANO TO INVARIANT

Natalie Giordano, a five-year veteran of Purple Strategies, has moved to Heather Podesta’s Invariant as director of external communications.



**Natalie Giordano**

Podesta noted that Invariant launched its strategic communications and PA practice three years ago, and Giordano will help increase the visibility of its new offerings.

Giordano also did stints at Hill+Knowlton Strategies and Weber Shandwick’s Powell Tate unit.

She has managed corporate reputation and PA programs for clients in the financial services, healthcare, manufacturing and consumer packaged goods sectors.

## NEWS OF FIRMS

**Dentons Global Advisors** sets up shop in Bogotá, Colombia in addition to expanding its Washington, DC office’s offering focused on Latin America and the Caribbean. Johanna Peters, who was a campaign manager and senior political strategist for Colombian presidential candidate Sergio Fajardo during his 2018 and 2022 campaigns, joins the firm to lead the Bogotá office, which will serve as Dentons’ first LAC hub, building on the work of Dentons Global Advisors-Albright Stonebridge Group’s commercial diplomacy team. Muni Jensen, previously a senior advisor at Dentons Global Advisors ASG, will expand her responsibilities around the agency’s work in the LAC region, leveraging her expertise in trade, investment and international arbitration.

**Choreo**, a registered investment advisor firm, is partnering with San Diego-based advisor marketing platform **FMG** to launch Canvas, a multi-channel digital marketing and communications platform. Canvas will be geared toward enabling Choreo’s network of financial advisors to plan and execute personalized and authentic marketing campaigns. Users will be able to access a library of pre-approved communications materials for seamless, scalable and targeted marketing campaigns.



**APO Group** is celebrating its 15th anniversary by offering one year of free, unlimited press release distribution to 15 African Non-Governmental Organizations nominated by African journalists. The 15 winners will also receive a press release masterclass, delivered by APO Group founder and chairman Nicolas Pompigne-Mognard. Nominated NGOs must be wholly African-owned, registered in Africa, and operating exclusively in Africa.

**Prosek Partners** launches a crypto and web3 communications and marketing offering. The offering will work with companies across the entire ecosystem— from crypto-native layer 1s and decentralized finance protocols to crypto-adjacent companies and traditional finance firms making bets on and in the space.

It will be led by Joe Scannell, managing director, head of crypto & web3, who has worked with clients in the space that include The Algorand Foundation, Crypto Bahamas, NAX Group, Oak HC/FT, SkyBridge Capital and the New York Stock Exchange. “Our financial services DNA uniquely positions us to help our clients navigate this disruption, communicate with investors and customers, and bridge the gap between TradFi and DeFi,” said Prosek Partners founder and managing partner Jennifer Prosek.



**Buffalo Groupe** acquires **Sports Marketing Surveys USA**. Sports Marketing Surveys USA and its ActionWatch subsidiary will join forces with Longitudes Group, which became a part of Buffalo in January 2021, to offer clients research, analysis and insights into the purchase journey and behaviors of consumers in such outdoor sports as golf, tennis, running, surfing and skateboarding.

**Yes&** creates a branded content studio. As part of the effort, the agency has acquired EFX Media, a Washington, D.C.-area provider of video and motion graphics and Big Picture, Inc., a Chantilly, VA creative media production company.

## **THE NEXT GENERATION OF WELLNESS**

The most sought-after generation of consumers and the centerpiece of so many marketing efforts is officially no longer the “it” generation. Move over Millennials, because



**Lisa Wolleon**

there’s a new kid in town: the savvy, social generation who values individuality that we all know as Gen Z.

Gen Z is a generation like no other. Despite having some members still in grade school, Gen Z already commands an impressive \$143 billion in purchasing power. Wielding significant sway over family purchases, their indirect influence is even larger. More than 93 percent of parents say their kids affect household spend, this mom

of two included. And when it comes to what defines this generation, their habits and preferences can be mystifying for brands. Diversity is their norm. They’re our first digital natives. They’re pragmatic and financially minded. They’re driven by purpose. And when it comes to their approach to wellness, although wellness-conscious, their habits and preferences are different from those of previous generations.

The health and wellness industry once dominated by KOLs in white coats educating on the clinical science and benefits of a brand was necessary to gain credibility and consumer trust. Then we witnessed the natural era usher in, as brands looked to offer up more of a holistic view of wellness. And now we see the game-changing once again, as those white coats have taken their education in the form of entertainment to TikTok and other social platforms to reach the Gen Z consumer.

Let’s start with their approach to wellness and what wellness means to them. Gen Z doesn’t limit wellness to physical health; mental and social well-being get equal airtime. They’ve been dubbed the “anxiety generation” and for them, it’s okay to say they’re not okay. They integrate health and wellness into their day-to-day life but, as digital natives, will heavily vet the brands they select into their routines.

So, what does this mean for brands who are either seeking to capture the hearts and minds of these zoomers or keep them engaged as so many brands fight for their attention? Grab your green smoothie and let’s jump in on how brands can effectively and authentically reach the beloved Gen Z consumer.

### **Lean into their peer-oriented nature**

According to a Pew Research survey, 95 percent of Gen Z have access to a smartphone and specifically in the wellness sector, 71 percent of this generation discovers new health and wellness opportunities on social media. The message is clear. If you’re not where they are, you’re missing this consumer. But, be there authentically and with peers they trust.

### **Be mindful of their mindfulness**

Gen Z finds it essential to have resources available to cope with rising stress levels, and brands that can show support to them are more likely to be a part of their consideration. Offering up products, services and partnerships to help them along their mindfulness journey will demonstrate just how well you understand their needs.

### **Get ready with ‘them’**

Wellness is woven into the everyday lives of this generation. They have their morning routine that’s been posted on TikTok, know how much and how well they slept, did a workout on a digital platform and maybe even scheduled an

online therapy appointment. They are a generation that is proactively working on their journey and demonstrating where you fit along the way is the missing puzzle piece.

### **So what, now what?**

Gen Z is an incredibly savvy generation of consumers who bring a new level of expectation for the brands they buy. They reward brands that speak their language but leave the rest behind. Don’t be the brand that’s left in the dust!

*Lisa Wolleon is Executive Vice President, Food, Nutrition and Consumer Health, at [Coyne PR](#).*

## **SOUTH KOREA ENLISTS QORVIS**

South Korea has hired Qorvis to handle PR, strategic communications and media management services.

The Publicis Groupe unit has a five-month contract valued at \$175K.

Qorvis CEO Michael Petruzzello and senior VP Brad Klapper are among the six-member Korea team.

The firm reports to Chang Woo Lee, first secretary at Korea’s DC embassy.

South Korea scrambled jets on Oct. 13 after North Korean warplanes flew close to the demilitarized zone between the countries.

The regime of Kim Jong Un, which is celebrating its tenth anniversary, launched a ballistic missile into the Sea of Japan on Oct. 14. It has launched more than 40 missiles this year.

Kim has declared that North Korea’s nuclear forces are fully prepared for “actual war.”



## **MEDIA MANEUVERS**

**Gannett** is setting a wave of cost-cutting measures in motion. The company says the mix of “temporary and permanent actions” will include requiring that employees take five days of unpaid leave in December, offering voluntary buy-outs, suspending 401(k) contribution matches and freezing all but essential hires. Gannett’s stock price has slid 70 percent for the year and the company has more than \$1B in debt from its 2019 merger with Gatehouse Media.

**Newsweek** is bringing over Gannett chief revenue officer Kevin Gentzel to serve as the publication’s global chief commercial and growth officer. At Gannett, Gentzel led all advertising and marketing solutions revenue in North America. At Newsweek, he will oversee the entire commercial business side of the operation, including direct sales and programmatic advertising programs, consumer and B2B events, the development of innovative digital marketing solutions, and other key revenue streams.

**Netflix** is launching “Basic with Ads,” an ad-supported tier that will run \$6.99 a month, on Nov. 3. The new tier will start out in 12 countries, including the US, UK and Canada, with plans to expand the program over time. Priced \$1 a month less than Disney+ and Hulu with commercials, and \$3 less than HBO Max with ads, Basic with Ads is set to run four to five minutes of commercials per hour with spots of 15 to 30 seconds in length. One other difference: while Netflix premium tier streams at 1080p resolution, viewers with ads will be downgraded to 720p resolution. According to the *Wall Street Journal*, Netflix will also collect the date of birth and gender of ad-tier subscribers.



## GOV'T OF ALBANY SEEKS RECRUITMENT PR

The government of the City of Albany faces a severe staff shortage and is in need of a strategic communications partner to launch a recruitment campaign to lure new workers.



The “Join Albany” push is to feature a dynamic new brand that will attract new people to New York State’s capital, retain residents and promote the city as “an employer of choice, a place to live, work and play,” according to the RFP.

The Dept of Administrative Services also wants to highlight the diversity of positions and career tracks available.

Albany plans to issue a one-year contract that goes into effect on or about Nov. 22.

It will retain the option to renew the pact for two additional one-year periods.

Proposals are due Oct. 21.

They go to: Raisi Mobebe; Assistant Corporation Counsel; City Hall, Room 106; 24 Eagle Street; Albany, NY 12207.

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

## FGS GLOBAL MANAGES THOMA BRAVO DEAL

[FGS Global](#) represents private equity firm Thoma Bravo as it agrees to buy ForgeRock digital identity platform for \$2.3B. The all-cash \$23.25 per share offer is a 53 percent premium over ForgeRock’s Oct. 10 closing stock price.

Chip Virnig, Thoma Bravo partner, said identity-centric cybersecurity solutions are critical enablers for businesses to transform their operations and ForgeRock has the tools that “combine both the advanced security and customer usability needed in the market.”

ForgeRock posted \$48M in revenues and a \$22M loss for the June 30-ended quarter.

CEO Fran Rosch blamed the lackluster performance on an “uncertain macro environment [which] has presented us with challenges such as longer deal cycles and FX headwinds.”

FGS Global has Liz Micci and Nicky Bryan represents Thoma Bravo, which has \$122B in assets under management.

## MANSCAPED TEAMS WITH BALL STATE

Men’s grooming company Manscaped launches a sports partnership with Ball State University, a Muncie, Indiana school that competes in NCAA’s Division I as part of the Mid-American Conference.



A press release from Manscaped, touting the “genius partnership,” notes that “Ball State Cardinals fans will enjoy being exposed to this brand, the products and the impact MANSCAPED makes in support of men’s health.”

Known for such products as its The Lawn Mower groin and body trimmer, the company said that the brand partnership encompasses all the “high-performing sports” within the university’s athletics program, including football, basketball and baseball, adding what it calls “added mojo for athletes and students alike” through such strategies as in-venue signage, television-visible signage and social and digital integration.

## ACCOUNTS IN TRANSIT

[Geoffrey Weill Associates](#) is named agency of record for the **Tourism Council of Bhutan** and **Sheen Falls Lodge**. The agency will be covering all PR activities for both clients, including media outreach, press releases, media visits and events. On September 23, Bhutan reopened its borders to tourists after more than two years. As part of the drive to welcome back tourists, the country is launching a new brand identity and has increased the Sustainable Development Fee paid by visitors to support the country’s social, environmental and cultural development. The 77-room Sheen Falls Lodge is set on a 300-acre estate in southwestern Ireland.



[Trevelino/Keller](#) signs on to represent Conductix-Wampfler, a manufacturer of mobile electrification and data transfer systems for industrial machinery. The agency will work with the company to implement thought leadership and awareness strategies aimed at Conductix-Wampfler’s key audiences. “As we ramp up our efforts in intralogistics, robotics, EV, and data-over-power spaces, we know our partnership with Trevelino/Keller will be critical in positioning us strongly in the North American market,” said Conductix-Wampfler director of product management and marketing Andrew Dierks.

[LDPR](#) signs on to represent **The Inn at Little Washington**, a 23-room Relais & Chateaux property located in the foothills of Virginia’s Blue Ridge Mountains. The agency will be handling a media relations program for the property, including press release development, creative pitch strategy, broadcast, leadership profiles and a curated media visit program. The only three-star Michelin restaurant in the Washington DC metro area, The Inn at Little Washington expanded in November 2021 with the all-day café, Patty O’s Café and Bakery.

[Padilla](#) is picked for a digital marketing program for **Moleaer**, developer of a patented water-based nanobubble technology which allows business and agricultural producers to use water more efficiently. Through a strategic paid media and social program, Padilla will initially help grow Moleaer’s position as an agriculture industry innovator. The agency will devise programs to build brand awareness and drive demand within the agriculture community, with follow-on expansion into other sectors including wastewater treatment, oil and gas, food preparation and aquaculture.

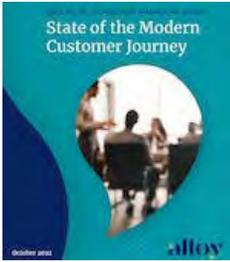
[CIIC PR](#) is selected to lead the communications strategy for **The Muse New York** as the former Kimpton property transitions back to its independent roots. For trade-related outlets, CIIC is promoting the news that the 200-room hotel is now part of Crescent Hotels & Resorts’ Latitudes: Lifestyles by Crescent collection, and is working to position Crescent as a leader in hospitality management. For consumer-related outlets, CIIC will be spotlighting what sets The Muse New York apart from a storytelling perspective, such as its location near Times Square and 24-hour state-of-the-art fitness center.



[Hill+Knowlton Strategies](#) is named PR agency of record by **Glanbia Performance Nutrition**, a nutrition company with a portfolio of brands including Optimum Nutrition, SlimFast, think!, Isopure and Amazing Grass. H+K will serve as strategic communications partner for the brands as well as handling GPN’s corporate thought leadership in the U.S. market.

## TECH COS. STEP UP CUSTOMER ENGAGEMENT

Tech companies are shifting their communications increasingly toward customer engagement and loyalty, according to a new study from Alloy.



The [Alloy Technology Marketing Report](#) surveyed more than 115 B2B tech professionals in sales and marketing positions in July and August of this year and found that addressing the full customer lifecycle was a top priority.

Close to three-quarters (73 percent) of survey respondents said they have accelerated their revenue goals from existing customers over the past year, and that number hits 86 percent for FinTechs and 94 percent for HealthIT companies.

On the other side, more than four in 10 (41 percent) said that they were reducing their emphasis on net new sales.

This change may be at least partly due to changes in buyer behavior. One of those changes: B2B buyers are more willing to make large purchases online than they were in the past. In addition, the overall digital transformation of the market has made it necessary for tech brands to reposition themselves and enter new markets in order to stay competitive.

Those shifting boundaries have in effect reshaped the customer experience for many buyers in the tech sector, raising the importance of maintaining existing relationships and bolstering customer retention.

When it comes to what department is ultimately responsible for growing customer revenue, sales still comes out on top, cited by nearly half (49 percent) of respondents. But the power of customer success (21 percent) and customer experience (10 percent) is considerable, together accounting for almost a third of responses.

Ultimately, survey respondents agreed that the real key to revenue growth is collaboration. Nearly 70 percent said that their organization would be more successful if sales, RevOps, marketing, CX and customer success were more closely aligned. For vendors selling IT solutions, that number rises to 95 percent.

## CARNEGIE CENTER'S FARRAR TO RUN FTC'S PA

Douglas Farrar, who was VP-communications and strategy at the Carnegie Center for International Peace, has joined the Federal Trade Commission as PA director.

Farrar, who hosted Carnegie's "The World Unpacked" podcast, also was assistant director of communications at the Aspen Institute. He has Capitol Hill experience gained from working in the offices of Democratic Congresswomen Carolyn Maloney (NY) and Lucille Roybal-Allard (CA).

The FTC was working to revamp its regulations concerning celebrity endorsements, but that effort was put on hold with the outbreak of the COVID-19 pandemic.



**Douglas Farrar**

Those guidelines covering "influencers" date from 2009.

The Securities and Exchange Commission's move to fine Kim Kardashian for promoting a crypto asset security on Instagram without disclosing that she received a \$250K payment for the plug could spur the FTC to revive its push to tighten rules regarding influencers.

## ON THE MOVE

**SOSi**, a technology and services contractor to the U.S. government, names **Jennifer Diamond Haber** VP president for communications. Diamond Haber has served as a producer at both ABC and CBS News and as a VP at MSLGROUP. She was most recently senior vice president, brand & communications at PM Hotel Group. In her new post, she serves as SOSi's senior communications executive responsible for leading corporate and executive communications, as well as media and government relations, community engagement, brand management and integrated marketing.

**Brunswick Group** promotes **Roberta Lippi** to head of its São Paulo office, effective immediately. Lippi has been with Brunswick since 2013, most recently serving as a partner. She previously worked as a reporter for several Brazilian business publications and coordinated the corporate communications department at Brasilprev Seguros e Previdência, a pension management company. "Roberta has developed an extensive network and deep knowledge of the South American market," said Brunswick Group CEO Neal Wolin.



**Roberta Lippi**

**Hims & Hers Health**, a digital platform that offers access to treatments for conditions including those related to sexual health, hair loss, dermatology, mental health and primary care, hires **Brian O'Shaughnessy** as its first chief communications officer. O'Shaughnessy has served as head of global communications at Skype and led global corporate communications and public affairs at Google. He most recently served as head of communications at AI-powered creator platform Triller.

**Elevate Government Affairs** hires **David Marten**, who was most recently legislative director for Senate Commerce Chair Maria Cantwell (D-WA), as an executive vice president in its Seattle office, giving the firm a presence in the Pacific Northwest. Marten will split his time between Seattle and Washington, DC. Before working for Cantwell, Marten served as deputy director of Washington governor Jay Inslee's D.C. office. "David brings a unique skill set to Elevate," said Elevate Government Affairs co-founder Sam Whitehorn.



**David Marten**

**Haynes and Boone**, an international corporate law firm, hires **Jackie Sarlo** as CMO. Sarlo joins the firm from Snell & Wilmer, where she was CMO and director of client relations. At Snell & Wilmer, she worked for more than a decade with David Boden, who joined Haynes and Boone earlier this year as COO. Prior to Snell & Wilmer, Sarlo was the marketing director at Holme Roberts & Owen.

**Amplitude**, a digital analytics platform used by such companies as Chick-fil-A, NBCUniversal, PayPal and Under Armour, names former Dropbox CMO **Tifenn Dano Kwan** CMO. Dano Kwan most recently served as CMO at data intelligence platform Colibra. She also held marketing leadership roles at software company SAP. In her new post, Dano Kwan will lead Amplitude's marketing strategy and oversee its corporate marketing, product marketing, and revenue marketing teams.

# COMMENTARY



**John Roberts**

**The Court of Public Opinion** doesn't have a very high regard for the US Supreme Court, as 53 percent of Americans disapprove of how it is doing its job, according to the Annenberg Public Policy Center.

Less than four-in-ten (39 percent) of the respondents approve of the Court's performance.

The survey found that 58 percent of respondents disapproved of the Court's June 24 ruling in *Dobbs v. Jackson*

*Women's Health Organization* that overturned *Roe v. Wade*.

Only 46 percent of Americans have a great deal/fair amount of trust in the Court, down from 68 percent in 2019.

Speaking at a conference last month, Chief Justice John Roberts sounded a tad defensive.

"You don't want public opinion to be the guide of what the appropriate decision is... But simply because people disagree with an opinion is not a basis for criticizing the legitimacy of the Court," he said.

But the public does want the Court to respect and decide cases based on long-standing precedent such as the 1973 *Roe v. Wade* decision.

It doesn't take a rocket scientist to figure out why the Supreme Court's image is in the dumps.

The question for Roberts: Have you lost control of the Court?

The Supreme Court on Oct. 13 earned a modicum of respect by rejecting an "emergency request" for Donald Trump to intervene in his fight over the classified documents seized by the FBI at his Mar-a-Lago camp.

Imagine the uproar had the Court caved to the guy who installed three of its justices.

**Zuck loves Elon...** You can bet Meta/Facebook chief Mark Zuckerberg is praying that Elon Musk pulls off his \$44B shotgun marriage with Twitter. A judge set Oct. 28 as the deadline to close the deal.

With Musk at the helm at Twitter, Zuckerberg will no longer be the No. 1 target of Congressional reformers eager to reel in the power of Big Tech.

Musk's foolish outreach to Kanye West (aka Ye) after his anti-Semitic spiel sets the stage for more social media shenanigans.

But Musk's cozy relationships with Russia and China loom as the biggest reasons for Congress to clip his Twitter wings.

Musk reportedly disabled Ukrainian access to his Starlink satellites while they were in Crimea, since he feared Vladimir Putin would go nuclear if he lost control of the peninsula.

He told Eurasia Group head Ian Bremmer that he met with Putin to discuss his own peace plan to end the Russian invasion. That plan featured Ukraine accepting Russia's illegal annexation of Crimea, which is something that president Volodymyr Zelinsky will never do.

In an interview with the *Financial Times*, Musk said China should take over Taiwan and govern it as it does Hong Kong.

China's ambassador to the US tweeted his thanks to Musk

for his idea of creating a special administrative zone for Taiwan. China is Tesla's No. 2 market.

Congress may also want to dust off the 1799 Logan Act, which bans unauthorized private citizens from negotiating with foreign governments having a dispute with the US.

**Sign of our violent times.** There is a big upswing in demand for children's books that deal with violence and trauma in the wake of high-profile school shootings.

NFD BookScan reports that the sales of books for young readers about dealing with trauma have doubled since 2012.

After the massacre at Uvalde's Robb Elementary School, the book "I'm Not Scared...I'm Prepared" was reprinted several times to meet demand.

The book is about a teacher who tells her students what they should do if something dangerous is in their school.

Another book in demand, "A Gun is Not Fun" aims to raise awareness of gun violence, especially in communities of color.

**PR goes back to school.** American University's School of Communications has launched a PR firm to provide students with real-life experience in working with clients on ESG and social corporate responsibility issues.

MikeWorldWide founder/CEO Michael Kempner made the SOC Communication Collaborative for Change possible.

The AU trustee and alumnus donated \$500K to get SOC3 off the ground. His shop is committed to providing in-kind support (media relations, creative design, program guidance) to SOC3.

SOC's first client is DC Central Kitchen's Healthy Corners, which delivers produce and healthy snacks, to corner stores in DC's low-income communities at wholesale prices.

The firm will use video, infographics and social media posts to create storytelling from a Gen Z perspective to increase awareness of and participation in DC Central's program.

**Profile in courage...** Vladimir Kara-Murza, Washington Post contributor and Russian politician, has earned the Council of Europe's 2022 Vaclav Havel Prize for defending human rights in Russia.

He is a leader of the opposition to Vladimir Putin and co-founder of the Russian Anti-War Committee that was formed following the invasion of Ukraine.

Kara-Murza was arrested in April, charged with treason and distributing "fake news" and jailed. He faces years in prison.

His wife, Eurenia, accepted the Havel award on Oct. 10 during the plenary session of the parliamentary assembly of the COE in Strasbourg, France.

She delivered his speech, which focused on Putin's war on truth. He praised the courage of the 19K people detained by police for anti-war protests and the 4K people who have been charged for speaking out against the war.

Kara-Murza looks forward to returning to Strasbourg when a "peaceful, democratic and Putin-free Russia" is readmitted to the COE. "Even today, in the darkest of hours, I firmly believe that time will come."

—Kevin McCauley