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TORONTO TRANSIT WANTS PR PARTNERS

The Toronto Transit Commission, which runs the third largest public transit system in North America, is gathering qualifications from firms that are interested in handling PR and community relations campaigns on an as-needed basis.



TTC's subways, buses and specialized paratransit vehicles serve more than 4.5M people in the Greater Toronto area.

The Commission envisions the need for strategic communications, media relations, issues management, public affairs, internal PR, video production, social media, website design/support and stakeholder outreach projects.

Selected partners will work under the guidance of TTC's corporate affairs department.

Responses are due Sept. 20 at the [Bonfire portal](#).

Click here to read the [Request for Supplier Qualifications \(PDF\)](#).

MACY'S TABS A&F'S QUINTILIANO TO LEAD IR

Macy's has recruited Pam Quintiliano as head of investor relations, effective September 12.

Quintiliano comes to Macy's from Abercrombie & Fitch, where she most recently served as group vice president of investor relations. She was previously managing director at corporate and investment bank SunTrust Robinson Humphrey.

At Macy's, Quintiliano will be responsible for communicating the company's strategy to all classes of investors, with a goal of building and maintaining strong relationships with the investment community.



Pam Quintiliano

rose to senior VP-IR.

Macy's, which also owns Bloomingdale's, reported flat fiscal revenues of \$5.6B. Net income tumbled 20 percent to \$275M

Its stock trades at \$17. Shares have traded in the \$15.85 to \$37.95 range during the past 52 weeks.

"Pam brings a wealth of experience to this role, with a deep understanding of the retail industry and financial community, including more than two decades as both a sell- and buy-side analyst," said Macy's CFO Adrian Mitchell.

Quintiliano will take over for Mike McGuire, who is retiring after a three-year stint at the retailer and 22 years at CVS Health, where he

FINN PARTNERS ACQUIRES RACHEL KAY PR

[Finn Partners](#) has acquired Rachel Kay Public Relations, a 19-person shop based in San Diego that focuses on the food and beverage category.

Peter Finn considers RFPR "one of the most respected firms specializing in consumer packaged food, beverage and wellness brands."

The acquisition adds RFPR clients such as Country Archer Provisions, Bubbles Ice Cream, Simple Mills, KOE Organic Kombucha, Tofurky, Catalina Crunch and Elmhurst 1925 to Finn Partners' consumer products group and powers it to the \$25M annual fees mark.

Kay, who joins Finn Partners' west coast group as a managing partner, said her focus is to drive growth in the consumable goods space and help clients "navigate the current market volatility in pricing, supply chain and consumer buying habits at retail and direct-to-consumer."

Kyle Farnham heads Finn Partners' global consumer offering.

Finn Partners ranks [No. 6 in O'Dwyer's rankings of independent PR firms](#) with 2021 fees of \$162.2M.

Rick Gould's [Gould+Partners](#) facilitated the Finn Partners/RKPR deal.



Rachel Kay

KETCHUM TECH HEAD SULLIVAN JOINS AXICOM

Lisa Sullivan, managing director of Ketchum's technology practice, has signed on at AxiCom, as Americas president.

During her six-year run at the Omnicom unit, Sullivan drove its "Tech+" strategy and supported clients as they disrupted the financial services, healthcare, transportation, food and retail sectors.

Sullivan was previously senior VP-technology and San Francisco general manager for WE and did a nearly 12-year stint at London's Nelson Bostock Communications.

At AxiCom, she reports to CEO Matt Lackie, who praised Sullivan as "a world-class strategic counselor, innovative thinker and brand builder, as well as a trusted team leader and talent manager."

AxiCom, which is WPP's specialized technology platform, is part of [BCW](#).



Lisa Sullivan

TEENS SAY 'SAFETY' TOPS FREE SPEECH

The issue of “cancel culture,” as well as current debates surrounding how tech companies should address opinions or content that might be considered offensive, have become divisive topics among bipartisan lawmakers, media outlets and consumers in recent years.



According to [a recent survey released by the Pew Research Center](#), it appears that a majority of U.S. teens today value a digital ecosystem where people feel safe and welcome over one where people are able to speak freely.

Pew's survey found that nearly two-thirds (62 percent) of Americans ages 13 to 17 believe that offering a welcoming, safe Internet is more important than providing a forum where people are able to speak their minds. Only slightly more than a third (38 percent) of teens said they prefer an online environment where people are able to say whatever they want.

By contrast, a separate Pew survey of U.S. adults (Americans 18 and older) finds these views to be somewhat more evenly divided. For example, more than half (57 percent) of Americans ages 18 to 29 think it's more important that people have the ability to speak their minds freely online. On the other hand, 58 percent of Americans 65 and older seem to agree with teens' views on the issue, preferring a welcoming, safe Internet over one where people can say whatever comes to mind. Overall, half (50 percent) of U.S. adults value a safe online environment, while 47 percent put an emphasis on providing a forum where freedom of speech is the guiding rule.

However, teens appear to agree with adults on the issue of online speech in some surprising ways. For example, a majority of teens polled (59 percent) said they think too many people take things that are said online too seriously. This is higher than the percentage of U.S. adults (54 percent) who said the same. The age group who most believe that offensive content online is taken too seriously skews young, belonging to Americans between the ages of 18 to 29 (62 percent).

Pew's study was based on data drawn from two separate surveys, one that polled more than 1,300 U.S. teens ages 13 to 17 between April and May 4 and another that polled more than 3,500 U.S. adults in March.

UK FINANCE'S CONWAY JOINS FTI CONSULTING

Matthew Conway, who was director for strategy policy at UK Finance, has joined [FTI Consulting's strategic communications unit](#) in London to support its EMEA financial services push.



Matthew Conway

He had led the UK government's advocacy for the Financial Services and Markets Bill, regulatory reform, sustainability and diversity & inclusion initiatives.

Neil Doyle, who heads FTI strat-comm's EMEA financial services group, said Conway will counsel clients as they wrestle with the significant changes in the UK's financial

sector that are expected under the new government headed by prime minister Liz Truss.

Prior to joining UK Finance, Conway was head of group regulatory policy at Lloyds Banking Group and director of regulatory development at communications regulator Ofcom.

ACCOUNTS IN TRANSIT

TURNER adds **VISIT Milwaukee** to its client roster. The agency will work to bolster the city's ongoing PR efforts and increase visibility of Milwaukee on a national scale, showcasing it as a top destination to visit in the Great Lakes region. TURNER's scope of work will include strategic planning, media relations, special events and press/FAM trips.

“Together with TURNER, we'll develop bold, innovative projects that will show off our destination's best attributes,” said VISIT Milwaukee president and CEO Peggy Williams-Smith.

MZ Group is enlisted to lead a comprehensive strategic investor relations and financial communications program for **AiAdvertising**, a company that leverages artificial intelligence and machine learning to maximize the return on digital ad spend. The agency will work with AiAdvertising management to develop and implement a capital markets strategy designed to increase the company's visibility in the investment community.

i76 Solutions signs on as agency of record for **Philly Pretzel Factory**, a Philadelphia-based company that operates more than 160 franchised locations. The agency will develop and implement a strategic marketing plan focused on growing brand awareness and strengthening product sales across Philly Pretzel Factory's franchise network. It will also assume the day-to-day administration, management and growth of all the company's social channels.

Feintuch Communications signs on as public relations agency of record for residential real estate brokerage and proptech firm **MV Realty**. The Delray Beach, FL-based company, which currently operates in 33 states, offers a proprietary CRM technology and a suite of advanced technology tools to support its agents. Its Homeowner Benefit Program supports long-term relationships between homeowners and agents, giving homeowners a cash incentive of up to \$5,000 to use MV Realty as their listing agent.

MMGY NJF is named US public relations agency of record for **Visit SLO Cal** and **North Carolina's Crystal Coast**. For **Visit SLO CAL**, the agency has been engaged to drive interest and build awareness for the California Central Coast of San Luis Obispo County. **MMGY NJF** will work with North Carolina's Crystal Coast to promote its various communities as one collective destination.

5WPR is selected as PR agency of record for Mongolian cashmere brand **GOBI Cashmere** as the brand expands into the US market. 5W will be responsible for media relations with all US-based publications, influencer relations to amplify the brand on social channels and strategic positioning to highlight the brand.

Kaplow Communications is appointed agency of record for **Lindywell**, a wellness platform offering on-demand workouts, recipes and community support. The agency's scope of work for the client includes a brand relaunch, consumer media public relations, strategic partnerships and special events. Kaplow has also renewed its partnership with consumer genetics and research company **23andMe**, a former client, for whom it will be executing consumer media public relations and thought leadership.



TECH TRANSFORMS PROFESSIONAL SERVICES

This summer, an announcement from luxury car brand BMW was met with the following headlines: “doomed to fail,” “welcome to hell” and “subscription nightmare.”



Keri Toomey

What sparked this visceral backlash? Heated seats costing \$18 per month to unlock. BMW is the latest company to explore the concept of Everything-as-a-Service (or XaaS). While it can generate solid, predictable revenue, many consumers understandably feel that when everything is actually a service, nothing is. Or, put another way, when you suddenly have to pay separately for a feature that was free or included before—in the name of personalization—it’s a pass. It’s giving carry-on bag fee vibes.

While far from a luxury car brand, professional services firms are facing similar business model decisions that have broad marketing implications. Companies whose intellectual property and go-to-market strategy rely on talent that plugs in and out—or walks in and out of the building—every day are dealing with rising costs and a competitive talent market. They’re increasingly looking to shore up and diversify revenue streams through productized offerings that are repeatable and automatable.

Enter Professional Services as a Service. As PSaaS takes shape, professional services firms are inching closer to becoming true technology companies. Here are a few key considerations to ensure marketing evolves alongside the model.

Product vs. perspective

Professional services firms have been going to market by ideas for decades. It makes for some of the most challenging and creative work for marketers and thought leaders, and the best ideas win. Professional services companies are going to need to get smarter and clearer on promoting tangible benefits—dollars and time saved, dollar value added—and not only at the end of the sales process but at the beginning as well.

Think about the buyer experience with a new TV. If you search for a 50-inch TV on Amazon and click on one product to see more, Amazon will show you a list of comparable products and which features they do or don’t have to help inform your decision. Professional services buyers, on the other hand, have to dig through long proposals from different firms to compare cost and benefits information.

Going forward, more of that information will need to be accessible on a site or portal. Transparency and simplicity will be key. It’s one reason professional services firms are hiring more professionals with a product marketing background.

Perspective-driven marketing is far from dead; it just needs to be supplemented with smart product marketing to serve a SaaS model.

Getting closer to the customer

One area of marketing that tech companies tend to do well is getting customer input and feedback in a scientific way. In one typical day, I gave Uber Eats feedback on a customer service response for a missed item, Google learned more about my interests in raku pottery and Peloton noticed me taking my first boxing class. That’s a lot of intel. On the other hand, professional services communications are too often starved for end-customer input.

There’s a clear reason why: It’s easier to engage and get

feedback from an audience of consumers than from an over-scheduled, executive-level decision maker. However, if the future will include more productized offerings, professional services firms are going to have to solve this issue. In a SaaS offering, the feedback loop has to be near constant in order to iterate and ensure ongoing ROI to the customer.

Matrix vs. micro approach

Large-scale, matrixed professional services firms with broad services remind me of what we call a “platform” brand in the tech industry. It’s an elegant way to describe the concept of everything but the kitchen sink—you name it, we do it (or sell it).

Compare this to specialist consulting firms or the equivalent of “point solutions” in the tech industry. It’s like the difference between Target (generalist) vs. Total Wine (specialist).

SaaS offerings can help all categories of professional services firms grow, but it’s critical to stay close to your core mission. Total Wine’s customers might be open to a subscription-based wine selection service but would likely be skeptical about a new subscription-based pet food service, right?

Specialist firms may need to do some early education groundwork to demonstrate their PSaaS offering use cases and value and how they connect to the firm’s overall purpose. Large matrixed firms may need to add in layers of industry customization or bundle SaaS products to deliver the big ticket results their customers have grown to expect.

Whether you’re a large- or small-scale professional services firm, the implications for marketing SaaS offerings are similar: connect the new product to your overarching value proposition, then meet your buyer where they are and educate them as needed.

The goal of productizing professional services is not to usher in the era of “microtransaction hell,” but to offer new value to clients in areas of need. That goal is core to professional services firms’ DNA and soon, PSaaS will be too.

Keri Toomey is a Senior Vice President and Head of the Professional Services practice at [The Bliss Group](#). The Bliss Group’s Professional Services practice [ranks in the top 10 by O’Dwyer’s](#).

JOPLIN OFFERS TOURISM ASSESSMENT WORK

Joplin, a Missouri city of more than 50K, wants to hire a firm to complete a “tourism venue needs assessment” plan to serve as a blueprint to attract more visitors.

The city serves as a regional hub for more than 250K people living in the southwestern corner of Missouri, southeast Kansas, and northeast Oklahoma.

The desired tourism assessment plan will outline “the strengths of the current market, potential for growth, and markets to avoid,” according to the RFP. Priorities, sustainability and funding options should support the assessment findings.

The desired deliverable will include a visual representation of market strengths, weaknesses and potential areas of growth in a simple visual format.

Responses to the RFP are due Sept 22. They go to Patrick Tuttle at ptuttle@joplinmo.org or may be mailed to: Patrick Tuttle; (Attn: Joplin RFP); City of Joplin; 602 S. Main Street; Joplin, MO 64801

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



EX-CONGRESSMAN CROWLEY GETS BULLISH

Former New York Congressman Joe Crowley is representing Bullish US LLC, the technology company that operates the regulated cryptocurrency trading platform Bullish exchange.



Joe Crowley

In his role as senior policy director at Dentons US, the 10-term Congressman handles financial services and cryptocurrency policy matters for Arlington, VA-based company that has about 400 employees.

Bullish is in the process of merging with Far Peak Acquisition Corp., a special purpose acquisition company.

The companies have extended the deadline to complete the deal from July 8 to Dec. 31.

Matthew Cutts, Dentons' head of US policy and government relations; Callie Fuselier, former aide to Democratic Senators John Breaux and Harry Reid; and Pat Kirby, who worked in the Treasury Dept.'s financial crimes enforcement unit focused on cryptocurrencies, also serve on the Bullish team.

MONTANA SEEKS SAVINGS PROGRAM PR

The Montana University System wants to enroll a marketing services partner to increase participation in its "Achieve Montana" qualified tuition program.



The 529 Plan provides college savings vehicles to help families specifically save for higher education expenses and avoid incurring debt in order to send their children to college.

The selected firm will develop a comprehensive marketing plan and conduct public outreach targeted to families at all income levels. It "will secure relationships with targeted media, organizations and/or audiences that can lead to informational seminars or other outreach opportunities."

Montana plans to offer a contract from Jan. 1, 2023 through Dec. 31, 2026.

Responses are due Sept. 15.

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

FULL PICTURE REPS KARDASHIAN PE LAUNCH

Full Picture, a PR/brand management shop with offices in Los Angeles and New York, is handling media for the launch of SKKY Partners, the private equity firm co-founded by Kim Kardashian and Carlyle Group veteran Jay Sammons.



**Kim Kardashian,
Jay Sammons**

SKKY plans to invest in and build large-scale consumer, media, hospitality and luxury businesses.

It will tap into Kardashian's global reach and influencer clout and Sammons' experience gained from heading Carlyle's consumer, media and retail group during a 16-year run there.

Kris Jenner, Kim's mother, is a partner at SKYY. She will help identify investment opportunities and drive strategy, impact and value.

Christy Welder, executive VP-PR at Full Picture, represents SKKY. She also served as VP at HL Group and PR manager for PR/special events at Bergdorf Goodman.

HILL+KNOWLTON STRATEGIES VISITS SWEDEN

Hill+Knowlton Strategies' Stockholm office is promoting Visit Sweden's "Spellbound by Sweden" tourism promotion campaign.

Visit Sweden is charged with making the Nordic country the world's most sustainable and attractive travel destination based on innovation by 2030.



Euromonitor research company for the second year in a row ranked Sweden No. 1 on its sustainability travel index. The country topped Slovakia, Austria, Finland and Estonia.

H&K Stockholm reports to Sweden's Ministry of Enterprise and Innovation, which promotes growth in the country's services and manufacturing sectors.

Becky East, senior VP, and Hillary Beth Goldstein, consumer markets-account executive in the WPP's unit's Washington office, support the Visit Sweden effort.

FTI'S TOLEAFOA BOUNCES TO BRUNSWICK

Zaman Toleafoa, who spent more than 15 years working in FTI Consulting's London and New York offices, has joined Brunswick Group.

He held the senior managing director post in FTI's financial services practice.

Toleafoa has provided reputation management, media relations, and crisis communications services to private equity, investment banking, wealth management and asset management firm clients.

Prior to FTI, he worked as UK PR chief for Axa Investment Managers and PR manager for the Bank of New Zealand in Auckland.

Toleafoa joins Brunswick's global financial institutions group and is based in New York.



Zaman Toleafoa

DELPHOS COMES TO UL RESEARCH INSTITUTES

Kristen Delphos has joined UL Research Institutes, the 128-year-old safety science organization, as VP-corporate communications & PR.

She has more than 18 years of communications experience in the transportation, energy, manufacturing and consumer sectors.

At UL, Delphos will promote its mission to work for a safer world and develop a communications program surrounding the \$1.8B commitment to expand the scale and scope of UL research into emerging safety risks.

Delphos also will forge partnerships with policymakers, regulators, academic organizations and nongovernmental groups.

She joins UL from the VP and head of global marketing post at Dematic, where she developed and implemented an integrated strategy to support brand, marketing and communications for the company's automation solutions.

Delphos also had PR jobs at ABB, GE Industrial Solutions, ADT and UPS.



Kristen Delphos

TOWNSEND RETURNS TO NYC & CO.

Tiffany Townsend, who most recently served as a senior advisor in the U.S Small Business Administration, has rejoined NYC & Company, New York City's official destination marketing organization, as EVP, global communications.



Tiffany Townsend

Townsend worked for NYC & Company from 2007 to 2012 as VP, communications & government affairs.

Before joining the SBA, she was SVP external affairs for the Brooklyn Navy Yard Development Corporation; a special advisor to the speaker of the New York City Council; and a partner

at Vine Communications.

In her new post, Townsend will oversee NYC & Company's domestic and international communications teams as well as corporate communications and crisis communications. She also joins the organization's executive leadership team.

UKRAINIAN FREEDOM FUND WANTS PR HELP

The [Ukrainian Freedom Fund](#), a nonprofit dedicated to promoting a free, independent and democratic Ukraine, is looking for PR support to help it build its network of donors and volunteers.



Originally launched in response to Russia's 2014 aggression in Ukraine and annexation of the Crimea, UFF was reactivated following the Feb. 24 invasion of the country.

Brad Fisher, UFF managing director, said he needs PR help to expand the reach and exposure of the organization's programs: Support Ukraine, Medical Aid for Ukraine, Drones for Defenders, Train and Assist Ukraine and Vehicles for Defense. He said UFF's current efforts revolve around Facebook, Instagram, LinkedIn, e-mail campaigns, word-of-mouth and Google ads.

Interested firms should contact Fisher at brad@ukrfree-domfund.org.

M GROUP HANDLES FTX'S SKYBRIDGE DEAL

M Group Strategic Communications handles FTX Ventures as the cryptocurrency firm takes a 30 percent stake in former Trump counselor Anthony Scaramucci's SkyBridge Capital alternative investment firm.



FTX, which is headed by billionaire Sam Bankman-Fried, and SkyBridge have a history of working together.

It has signed a multi-year sponsorship of SkyBridge's SALT conferences in North America, Asia and the Middle East.

Bankman-Fried will be among the speakers at the upcoming SALT season in New York. He said FTX looks "forward to collaborating closely with SkyBridge on its crypto investment activity and also working alongside them on promising non-crypto-related investments."

Scaramucci did a ten-day stint as Donald Trump's White House communications director but then became a top critic of the former president.

M Group's Jay Morakis handles FTX, while Prosek Partners represents SkyBridge.

ON THE MOVE

[Prosek Partners](#) hires **Jonathan Chavkin**, who was previously speechwriter for the director and deputy director of the Central Intelligence Agency, as SVP in its D.C. office. Before coming to the CIA, Chavkin was a political officer for the State Department in Washington, D.C. and the Arabian Peninsula. He has also served as a freelance speechwriter for the chairman and CEO of the Academy of Television Arts & Sciences. At Prosek, Chavkin will work with senior executives and clients across industries to help them craft speeches, develop narratives and produce thought leadership content.



Jonathan Chavkin

Doug Emhoff, the husband of VP

Kamala Harris, hires **Lisa Acevedo** as communications director. Acevedo was most recently deputy press secretary for the Department of Homeland Security. She has also worked as a director at SKDK, helped lead COVID communications for the Biden-Harris transition team and was deputy national press secretary for Julián Castro during his 2020 presidential campaign bid.

Intentsify, which provides B2B organizations with buyer and account intelligence, names **Jennifer Ross** chief marketing officer. Ross most recently led the B2B marketing executive service at Forrester and SiriusDecisions, a global research and advisory firm. At Intentsify, she will be responsible for building out the marketing team to keep pace with the company's rapid-growth trajectory.

Signal Group hires **Matt Lockwood** as EVP. Lockwood previously served as a managing director at Clyde Group, strategic communications lead for Google Search and a speechwriter for former NYC mayor Mike Bloomberg. Signal has also brought on **Marcus Frias**, former director of communications for Rep. Maxine Waters (D-CA), as a senior manager and **Vincent Sheu**, who served as digital director in the office of Sen. Sherrod Brown (D-OH), as senior manager of digital content.

Ogilvy names **Devika Bulchandani** global chief executive officer. Bulchandani most recently served as global president and CEO of Ogilvy North America. Before joining Ogilvy in 2021, she spent 26 years at McCann in various leadership roles, including president of McCann North America. In her new role, Bulchandani will be responsible for all aspects of the creative network's business across 131 offices in 93 countries and spanning its advertising, public relations, experience, consulting and health units.



Devika Bulchandani

NATIONAL Public Relations brings **Paul Wilson** back to the firm as SVP, organizations and stakeholders and hires **Denis Coupal** as VP, health and life sciences. Wilson was NATIONAL's vice president, marketing from 1988 to 2000 and led the firm's corporate communications group from 2010 to 2018. He was most recently senior vice president, public affairs and communications of the CH Group (Montreal Canadiens, Laval Rocket, Evenko, Spectra Group). Coupal was most recently CAE Healthcare's head of sales for Eastern Canada, focusing on the patient simulation market.

COMMENTARY



Liz Truss

Brits give little love to Liz... More than two-thirds of Britons have little or no confidence that their new prime minister, Liz Truss, can tackle the cost of living crisis that is strangling the UK, [according to a YouGov poll](#).

Members of her own Conservative Party aren't bullish on their leader. A majority (54 percent) of Tories have little confidence in Liz.

Only 14 percent of Brits view Truss as an improvement over her bumbling predecessor, Boris Johnson. Twenty-seven percent of respondents predict Truss will do a worse job than BoJo. More than a third (34 percent) of Conservatives agree.

Through Truss fashions herself after her hero, Margaret Thatcher, the Brits aren't buying it. Forty-five percent of respondents predict Truss' premiership won't measure up to the Iron Lady's time in office.

The poll results show that the British aren't planning to give Truss much of a honeymoon.

She did catch one huge break.

The death of Queen Elizabeth II and the upcoming pageantry surrounding her funeral and the installation of King Charles buy Truss time to get her bearings as the white-hot media spotlight focuses on the royal pomp rather than the sputtering UK economy.

The clock is ticking, Liz.

The Heritage Foundation wields a hatchet at ESG...

The conservative think tank has launched an overwrought attack on the environmental, social and governance sector.

On its website, HF dismisses ESG to support "the Left's 'woke' culture war to redefine gender, promote critical race theory, and cancel conservatives."

HF is aghast that companies are being pushed to support "social justice" issues.

To Heritage, the "E" of ESG stands for things such as climate change disclosures, solar power and "no oil and gas." The "S" covers pro-abortion policies/transgender activism/critical race theory and the "G" includes diversity quotas/compensation ties to ESG goals and social credit scores.

HF says: "Companies that adopt ESG policies risk failing Americans who have invested their savings in the company and hurting Americans by moving our society into dangerous dependence on foreign oil, creating social credit scores and demanding investment decisions based on pro-abortion policies."

On its site, www.esghurts.com, Heritage offers model state legislation to protect people from those villains working to enlist Big Business as allies in the fight against global warming, efforts to promote fairness and equality in the workplace and empowering women with the right to make their own reproductive decisions.

What's sadder than watching an attention-starved senior citizen continuously whine like a spoiled child about a perceived injustice that happened two years ago?

Financial Times columnist Jemima Kelly has the answer: Donald Trump's Truth Social Twitter knock-off.

The headline of her piece brands Truth Social as "[the saddest site on the Internet](#)."

While Truth Social bills itself as a "Big Tent" operation that is open to all views, it's nothing more than a giant megaphone for Trump, who rails about the need to change the results of the 2020 election.

"The Trump you see on Truth Social seems less like a formidable former president energetically planning his comeback, and more like a rather unhappy 76-year-old man, shouting into the wind," wrote Kelly.

How sad!

Shareholder activists strike out. A report from FTI Consulting found that during the 2021 and 2022 proxy contests, activists won at least one board seat far less often than during the previous four years.

From 2017 through 2020, activists won at least one board seat in 57 percent of the votes. That fell to 23 percent since Jan. 1, 2021, according to FTI managing director Kurt Moeller.

The lack of activist success may be due to a strong stock market and COVID-19. Investors granted management some latitude due to the pandemic-related supply chain disruptions and disrupted labor forces.

Corporate managers should not become too complacent. The volatile stock market, high inflations and a possible recession may bode well for activists.

Peloton CEO Barry McCarthy has got to be a fan of the closing crucifixion scene in the "Life of Brian" that features "Always Look on the Bright Side of Life."

In his Aug. 25 shareholder letter dealing with Peloton's \$1.2B fourth-quarter loss, McCarthy wrote:

"The naysayers will look at our Q4 financial performance and see a melting pot of declining revenues, negative gross margin, and deeper operating losses. They will say these threaten the viability of the business."

You could say that again.

But as Eric Idle sang in the 1979 movie.

"When you're chewing on life's gristle

Don't grumble, give a whistle

And this'll help things turn out for the best

And always look on the bright side of life."

Former Spotify CEO McCarthy, who replaced Peloton co-founder John Foley at the helm in February, said the exercise equipment company made significant progress in Q4 driving its comeback and long-term resilience.

The 68-year-old recalled his high school days when he worked on a cargo ship during the summer.

Upon hearing a post-midnight alarm to general quarters, McCarthy bolted to the bridge of the ship.

McCarthy likened Peloton to that cargo ship. The alarm has been sounded and everyone is at their stations. When Peloton responds is the question. He is shooting for fiscal 2023.

Smooth sailing, Barry. Good luck in keeping Peloton afloat in the post-pandemic world.

—Kevin McCauley