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# O'Dwyer's

The Inside News of Public Relations  
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April 10, 2023 Vol. 56 No. 15

## KKR TAKES STAKE IN FGS GLOBAL

Private equity giant KKR is expected to buy a 30 percent stake in FGS Global, a transaction that values the financial PR/crisis communications firm in the \$1.4B range.



It will buy shares from WPP, owner of 57.7 percent of FGS Global, and key executives of the firm, according to a report in the *Financial Times*.

FGS Global is headed by chair Roland Rudd and chief executive Alexander Geiser. KKR is a longtime client of the firm.

FGS has more than 1,200 staffers, of which 200 of them are partners.

The firm had been planning an initial public offering in 2024, but the KKR investment has put that deal on ice.

## SUFFOLK WATER AUTHORITY FLOATS PR RFP

The Suffolk County Water Authority is floating an RFP for public and media outreach to promote its position as one of the largest groundwater providers in the nation.

Launched in 1951, SCWA serves almost 1.2M people living in the suburban NYC county.

SCWA wants a firm to review its current public engagement efforts and develop a comprehensive plan to meet its goals of achieving greater public awareness.



The selected partner will develop messaging, draft press releases, pitch stories, assist with public events and expand the SCWA brand.

It also will determine the most effective use of SCWA's advertising dollars for TV, radio, social media and digital outlets.

SCWA plans to issue a one-year contract with options for three additional one-year periods.

Responses are due April 18. They may be sent electronically to [the BidNet website](http://theBidNetwebsite) or delivered to: Suffolk County Water Authority; Purchasing Department; 3525 Sunrise Highway; Great River, NY 11739

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

## HEALTH PR FIRMS POST 24.8% '22 GROWTH

[Healthcare PR firms registered a robust 24.8 percent jump](#) in 2022 fee income to a combined \$1.7B in 2022 as they counseled clients dealing with the after effects of the COVID-19 pandemic, according to O'Dwyer's rankings.

Seven of the Top Ten firms posted growth, powered by a 103.3 percent surge to \$368M at No. 2 [Evoke Group](#) and a 64.1 percent gain to \$80.1M at No. 4 [Spectrum](#).

The firms ranked seven through 10 posted declines in fee income. [APCO Worldwide](#) decreased 7.7 percent to \$33.9M, [ICR](#) dipped 13.7 percent to \$31.9M, [imre](#) fell 8.5 percent to \$31.2M and [Crosby](#) dropped 11.4 percent to \$25.2M.



## Finn Partners Adds 42 New Clients

[Finn Partners' healthcare unit](#) posted 19.1 percent growth to \$52.6M as the firm added 42 new clients and expanded into new markets via the acquisitions of SPAG (offices in India, Malaysia, Singapore and the Philippines) and Ireland's Hyderus, which reaches into Europe, Africa and South America.

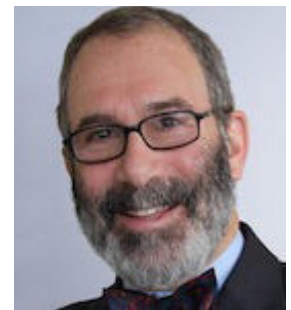
Gil Bashe, global health and purpose chair, said his unit tackled such issues as [the fragmentation of the health ecosystem](#) and its cost in squandered resources and patient care. He believes the firm is well positioned to guide clients successfully through this system-wide maze.

Bashe said Finn Partners staffers worldwide worked closely with Fern Lazar, global health practice lead. "Fern led knowledge-sharing initiatives by leveraging our continued investment in secure cloud-based IT infrastructure," he said.

Working in a hybrid environment, Lazar and colleagues hosted numerous global professional development summits in areas such as clinical trial patient recruitment, investor relations, social media and corporate thought leadership.

The healthcare group launched several pro bono initiatives, including "[The Heartbreak of the Heartland](#)," rural health effort that was acknowledged by the White House Biden Cancer Moonshot.

Bashe said the health unit's emphasis on values, collaboration, innovation and a desire to tackle societal needs will power growth in 2023 and beyond. *(continued on page 4)*



Gil Bashe

## **MASS. BAY TA WANTS MARCOM PARTNER**

The Massachusetts Bay Transportation Authority wants a firm to develop and execute a marketing communications plan to engage customers and stakeholders to as well as supporting MBTA's brand development and initiatives.



The selected partner will provide research and analysis to assess the profile and perception of the MBTA among passengers, foreign language speakers, advocacy groups, businesses, members of the financial community, government agencies

and transportation organizations, according to the RFP. It will recommend the marketing mix and most effective reach and frequency plan for outreach tactics.

MBTA plans to issue a three-year contract with options for two one-year extensions.

Proposals are due April 17. Responses go to [the COM-MBUYs portal](#).  
[Read the RFP.](#)

## **SAUDI INVESTMENT FUND MAKES US PITCH**

The Public Investment Fund of Saudi Arabia slates a PR effort to promote its vision and initiatives in the US.



The Kingdom's \$620B sovereign wealth fund on March 31 registered its wholly owned New York-based USAA International unit with the Justice Dept. for third party outreach.

USAA International will communicate PIF's focus on generating sustainable growth and diversification of Saudi Arabia's economy as part of Crown Prince Mohammed

bin Salman's Vision 2030 program.

It will carry out PR and external communications activities to promote PIF's content, organize meetings and road shows and develop relationships with financial institutions.

Jason Chung is head of office for USAA International. He joined the Saudi outfit in January from Point72, the asset management firm led by New York Mets owner Steve Cohen.

## **ESTÉE LAUDER'S MCNAMARA TO GIRL SCOUTS**

The Girl Scouts of the USA has named Alexandra Traber McNamara chief corporate affairs & communications officer.



**Alexandra Traber  
McNamara**

She joins from Estee Lauder Cos., where she exited as VP-corporate affairs, global communications after a more than seven-year run.

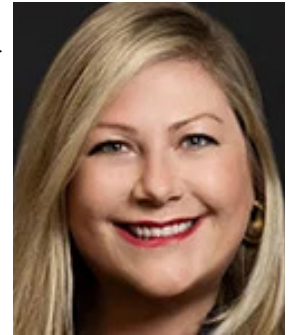
At GSUSA, McNamara is responsible for driving growth and relevance by developing its external/internal communications, media relations and government affairs strategies.

McNamara also worked at Brunswick Group and in the Obama White House as advisor to

the National Security Counsel chief of staff and press assistant to First Lady Michelle Obama.

## **ON THE MOVE**

**DHR Global**, an executive search and leadership consulting company, appoints **Jessica Bayer** as managing partner of its new corporate affairs and communications practice. Bayer comes to DHR from Patino Associates, a communications executive search firm, where she was an executive director. She has also served as a VP at Burson-Marsteller (now BCW) and Publicis Groupe. DHR is launching the corporate affairs and communications practice to help clients recruit and hire talent focused on corporate reputation.



**Jessica Bayer**

**The Columbus Crew**, the city's Major League Soccer franchise, names **Rob McBurnett** as VP of communications. McBurnett comes to the club from the Cleveland Browns, where he most recently served as director of community and corporate communications. In his new role, he will oversee all media relations and logistics, public relations and broadcast operations for the club.

**Homelink**, which provides integrated specialty services to the healthcare and workers' compensation industries, hires **Zach Keller** as VP of marketing. Keller was previously managing director, strategic communications at Two Rivers Marketing, a business-to-business marketing agency. "His strong background in communications and passion for thought leadership align perfectly with our commitment to unparalleled service and value," said Homelink president Matt Waller.

**Syneos Health** ups **Jeanine O'Kane** to president of Syneos Health Communications — a portfolio of agencies spanning advertising, public relations, patient advocacy, medical communications, managed markets, and naming and branding. O'Kane previously led US Public Relations Group for the Syneos Health Communications unit. She has also served as managing director at Bi-sector2 (a Syneos company) and director of the New York healthcare practice at Ogilvy Public Relations.



**Jeanine O'Kane**

**Manulife**, a multinational insurance company and financial services provider headquartered in Toronto, promotes **Anne (McNally) Hammer** to global chief communications officer. Hammer most recently served as Manulife's global head of external communications and chief communications officer of John Hancock, the company's US arm. She was previously global head of public relations at State Street Capital.

**Dreamday**, a marketing and growth consultancy for impact-driven companies, names **Lauren Spoto** chief of staff, a newly created position. Spoto joins the firm from Autumn Communications, where she most recently served as associate VP of operations and HR. She previously worked at TURNER, BPCM and Lou Hammond Group. At Dreamday, Spoto's responsibilities will include working to grow the company's revenue and new business, recruiting top talent, and solidifying its position as a leading performance PR agency.



## **CAPE COD AIRPORT SEEKS PR PILOT**

The Cape Cod Gateway Airport is looking for a partner to handle on-call communications management and community outreach.



Located in the town of Barnstable, the commercial hub of the Cape, CCGA offers service to Boston, Martha's Vineyard and Nantucket.

JetBlue operates seasonally at the CCGA with flights to New York's JFK and LaGuardia airports from May through October.

The RFP calls for a partner to provide proactive media campaigns, outreach to interested groups and government officials, and help to manage high-profile technical and sensitive media inquiries.

The selected firm will handle events, social media marketing, noise abatement outreach and enhance CCGA's image as a solid transportation entity and as a community resource.

CCGA plans to issue a one-year contract with options for two additional one-year periods.

Proposals are due April 26 at [Barnstable's Bonfire hub](#). [Read the RFP \(PDF\)](#).

## **ACTUM ACQUIRES KIRTZMAN STRATEGIES**

Actum, which was launched by Mercury Public Affairs staffers in 2022, has acquired New York-based Kirtzman Strategies.



**KIRTZMAN  
STRATEGIES**

Andrew Kirtzman has been a fixture in the New York media and political scenes.

The former WCBS-TV and *New York Daily News* political reporter, and New York magazine contributor, also advised the NYC Board of Education chancellor during the deBlasio and Bloomberg administrations,

He is the author of two books on Rudy Giuliani—"Rudy Giuliani: Emperor of the City" in 2000, and "Giuliani: The Rise and Tragic Fall of America's Mayor" in 2022.

Michael McKeon, Actum partner and former communications director for New York governor George Pataki, said the Kirtzman Strategies acquisition represents a milestone in the firm's growth and expansion in New York.

The acquired firm provides strategic communications and crisis management services to clients such as the Metropolitan Museum of Art and Montefiore Health.

## **FTI WORKS BOXED'S BANKRUPTCY**

FTI Consulting is handling the Chapter 11 filing of Boxed, the e-commerce wholesaler of bulk pantry items to businesses and households.



It blamed the "challenging business environment" for the reorganization.

Boxed, which went public in a 2021 SPAC deal handled by ICR, posted a \$94M loss on \$131M revenues for the nine-month period ended Sept. 30, 2022.

The company announced in January that it was exploring strategic alternatives. Boxed plans to sell its Spresso software business and wind-down its retail business.

CEO Chieh Huang thanked employees for their work during the past decade and for making "a lasting impact on the e-commerce consumables industry."

Boxed in 2018 rejected a \$500M takeover offer from Kroger.

## **WHERE WILL TRUMP GO POST-CONVICTION?**

As the screws begin to turn and indictments seem ever more likely, Donald Trump could become not just the first president to be incarcerated but also the first president to die in jail



This raises the question of where and how Trump should be jailed. House arrest with an ankle monitor as a reminder would be the easiest option, but that really isn't punishment for a career criminal like Trump. He would still find a way to play golf and to entertain his toadies at Mar a Lago.

Another option is to build a federal prison especially for Trump, then turn it into a presidential library when the 45th president passes on. That would kill two birds with one stone, as there are apparently no plans for a Trump library on the table.

The rolling hills of Bedminster, NJ, would be a good spot for such a dual-purpose structure. The former president could be allowed out to play golf at his club once a week, and his guards could include Secret Service as well as Federal Bureau of Prisons personnel.

Trump could supervise the construction of the library, being accustomed to such things, and put his own touches on the design—sans gold fittings and fixtures. It could house all his presidential papers, excluding those he flushed down White House toilets, and have a special section for his personal collection of classified documents.

Speaking of gold fixtures, The Donald's beloved Boeing 757 (which should be dubbed "Flight Risk" BTW) could be disassembled and moved to New Jersey, possibly serving as a themed restaurant serving Trump's favorite junk food.

Trump may have other ideas about his interment, such as a structure similar to Ataturk's grave, but it shouldn't break the budget or take longer than usual with government projects. It would certainly be more dramatic, with sycophants like Kevin McCarthy or Lindsey Graham coming to throw themselves on the marble, prostrate with grief and longing for the MAGA days.

*Bill Huey is president of Strategic Communications and the author of "Advertising's Double Helix: A Proposed New Process Model" (Journal of Advertising Research, May/June 1999). His article about advertising effects has been cited in books and academic papers around the world.*

## **EX-REP MALONEY'S COS JOINS RASKY**

[Rasky Partners](#) has hired Matt McNally, who was chief of staff to New York Congressman Sean Patrick Maloney, as senior VP in its DC office.

Maloney, who was the first openly gay person elected to Congress in the Empire State, was defeated by Republican Mike Lawler in 2022 in the revamped 17th district.

McNally advised Maloney on the response to COVID and his work on the agriculture, transportation and intelligence committees.

He also ran Maloney's successful effort to chair the Democratic Congressional Campaign Committee.

Prior to working with Maloney, McNally was New York City's top Washington lobbyist.



**Matt McNally**

## 2023 O'DWYER'S HEALTHCARE RANKINGS

(continued from page 1)

### Turning Away Potential Clients at M Booth Health

[M Booth Health](#) enjoyed a 33.9 percent hike in revenues to \$21.9M, though it turned away three quarters of new business opportunities, according to CEO Stacey Bernstein.

That means 82 percent of growth was organic, achieved by expanding the range of services offered in the PA, marketing communications and social impact practices.

Bernstein, who joined the firm in January 2022 after a dozen years at Weber Shandwick, led the year of transformation with new leadership taking the helm.

Peter Matheson Gay joined from DXTRA Health as chief impact officer; Tayla Mahmud signed on as EVP, health equity and multicultural strategy from Havas Health & You; and Chaz Cox joined from Edelman as managing director, marketing communications.

M Booth Health underwent a rebrand in 2022, with a new value proposition of Choose to Challenge—built to help organizations and brands challenge norms, drive results and improve the lives and health of those who need it most, according to Bernstein.

Amid the changes, Bernstein said M Booth Health's culture continued to thrive, as demonstrated by its 95 percent voluntary retention rate among staff.

### The Bliss Group Builds on '22 Momentum

[The Bliss Group's Healthcare Practice](#) posted growth of 58.6 percent to \$6.8M with 68 percent being organic and 32 percent via new clients.

Building on 2022 momentum, The Bliss Group and The Next Practices Group (NPG) launched NPG Health alongside its first firm, Bliss Bio Health (BBH).

The BBH offering is from “atom to access”, including marketing communications programs in early science, R&D research, medical education and advertising, commercialization, health programs and reimbursement. It is led by Gloria Vanderham and Lisa Davidson as CEO and EVP, respectively.

“We have a responsibility to do better and offer unique approaches that promote clarity, collaboration and collective healthcare ecosystem progress,” said Davidson.

In February, NPG Health launched CTRx Pathways following its work with Johns Hopkins School of Medicine to complete enrollment in two Covid-19 clinical trials.

CTRx Pathways is a platform that accelerates and diversifies clinical trial enrollment by combining analytics; paid, earned, shared and owned (PESO) media; and technology.

[The New England Journal of Medicine](#) featured CTRx in which both Michael Roth, chair, NPG Health Group, and Colin Foster, president, The Next Practice, were bylined alongside the Johns Hopkins team—demonstrating the power of in-

sights-driven marketing communications on patient outcomes.

“The presence of healthcare marketing and communications teams who truly understand the science, patient experience and business of health—equally—is paramount to the evolution of the industry,” said Roth.

### Ruder Finn Pushes Boundaries to Drive Change

[Ruder Finn Healthcare grew by 24.4 percent](#) to \$56M in 2022, fueled by organic growth and expanding its roster of innovative biopharma companies and NGOs, including Iveric Bio, Sage Therapeutics, PTC Therapeutics and FNIH, according to Christie Anbar, global lead, healthcare.

“From redefining the pharma launch playbook, designing new ways to leverage strategic partnerships, and inserting brands into the mainstream cultural zeitgeist through influencer activations and new forms of edutainment, Ruder Finn is continuing to push boundaries,” she said.

The firm helped advance awareness and uptake of multiple breakthrough cancer and immunology drugs, as well as supported patients and families navigating the emotional side of living with chronic or life-threatening disease.

It supported numerous biotechs progressing new therapeutic modalities with potential for first-of-its-kind patient benefit in vision and hearing loss, sleep disorders and other unmet needs.

“Our work crosses the full patient and therapeutic journey, from communicating around critical milestones, to digitally targeted clinical trial recruitment, to community-building in discreet patient segments, to high-impact awareness and education campaigns,” said Anbar.



Christie Anbar

### Crosby Records Solid Year in Tough Environment

[Crosby Marketing](#) reported a solid year with very strong client and staff retention in 2022, according to CEO Ray Crosby, though health fee income slipped 11.4 percent to \$25.2M.

He said the No. 10 ranked healthcare firm drove record engagement for the Telehealth.HHS.gov website, strong membership growth for Blue Cross Blue Shield of Vermont, record online fundraising for Shriners Hospitals for Children, and generating more than \$120 million in donated media for DAV (Disabled American Veterans) through a PSA campaign.

“We also continued leading strategic communications for the U.S. Preventive Services Task Force, which puts us on the frontlines of promoting evidence-based preventive care and more equitable health for all,” said Crosby.

He said the firm remains focused on delivering powerful performance marketing solutions in the health care space, and “clients really value our ability to connect the dots between patients, providers, payors, policy makers and advocacy groups.”

Crosby said his firm is off to a “flying start” in 2023 as he projects 20 percent growth for the year.



Stacey Bernstein



Michael Roth



Ray Crosby

# RANKINGS OF FIRMS SPECIALIZING IN HEALTHCARE

Firm	2022 Net Fees	Firm	2022 Net Fees
1. <b>Real Chemistry</b> , San Francisco, CA	\$555,000,000	44. <b>Red Thread PR</b> , Philadelphia, PA	\$1,059,510
2. <b>Evoke</b> , Philadelphia, PA	368,000,000	45. <b>Beehive Strategic Communication</b> , St. Paul, MN	1,030,244
3. <b>Edelman</b> , New York, NY	224,352,000	46. <b>Pierpont Communications</b> , Houston, TX	1,001,535
4. <b>Spectrum</b> , Washington, DC	80,174,000	47. <b>Gregory FCA</b> , Ardmore, PA	999,514
5. <b>Ruder Finn Inc.</b> , New York, NY	56,010,000	48. <b>Bellmont Partners</b> , Minneapolis, MN	983,746
6. <b>Finn Partners</b> , New York, NY	52,600,000	49. <b>G&amp;S Business Communications</b> , New York, NY	945,840
7. <b>APCO Worldwide</b> , Washington, DC	33,900,000	50. <b>L.C. Williams &amp; Associates</b> , Chicago, IL	811,862
8. <b>ICR</b> , New York, NY	33,194,813	51. <b>Merritt Group</b> , McLean, VA	805,978
9. <b>imre, LLC</b> , Baltimore, MD	31,879,000	52. <b>The TASC Group</b> , New York, NY	740,000
10. <b>Crosby</b> , Annapolis, MD	25,213,010	53. <b>IW Group, Inc.</b> , West Hollywood, CA	712,759
11. <b>M Booth Health</b> , New York, NY	21,811,192	54. <b>BLAZE</b> , Santa Monica, CA	634,382
12. <b>JPA Health</b> , Washington, DC	19,965,000	55. <b>Tier One Partners</b> , Boston, MA	564,718
13. <b>Zeno Group</b> , New York, NY	13,133,411	56. <b>Rasky Partners, Inc.</b> , Boston, MA	471,679
14. <b>Coyne PR</b> , Parsippany, NJ	13,017,928	57. <b>PSC (Princeton Strategic Comms.)</b> , Trenton, NJ	444,139
15. <b>MikeWorldWide</b> , New York, NY	12,031,998	58. <b>Marketing Maven PR</b> , Camarillo, CA	443,471
16. <b>Sam Brown Inc.</b> , Wayne, PA	11,428,977	59. <b>Landis Communications</b> , San Francisco, CA	427,000
17. <b>Matter Communications</b> , Boston, MA	10,284,000	60. <b>Ehrhardt Group, The</b> , New Orleans, LA	390,945
18. <b>Padilla</b> , Minneapolis, MN	8,388,077	61. <b>Racepoint Global</b> , Boston, MA	375,000
19. <b>Health+Commerce</b> , Eagle, ID	8,023,637	62. <b>Judge Public Relations</b> , Tampa, FL	369,264
20. <b>Hunter</b> , New York, NY	7,400,000	63. <b>Havas Formula</b> , New York, NY	367,435
21. <b>Bliss Group, The</b> , New York, NY	6,844,663	64. <b>Rosica Communications</b> , Fair Lawn, NJ	361,385
22. <b>PAN Communications</b> , Boston, MA	6,616,441	65. <b>Stanton Communications</b> , Washington, DC	350,000
23. <b>5W Public Relations</b> , New York, NY	6,500,000	66. <b>Franco</b> , Detroit, MI	320,445
24. <b>Kivvit</b> , Chicago, IL	6,450,236	67. <b>Slide Nine Agency</b> , Columbus, OH	301,002
25. <b>LaVoie Health Science</b> , Boston, MA	5,752,399	68. <b>Milk &amp; Honey PR</b> , New York, NY	277,750
26. <b>Moore, Inc.</b> , Tallahassee, FL	5,022,468	69. <b>Standing Partnership</b> , St. Louis, MO	275,405
27. <b>MP&amp;F Strategic Communications</b> , Nashville, TN	4,281,400	70. <b>Superior PR</b> , Chicago, IL	269,856
28. <b>MCS Healthcare PR</b> , Bedminster, NJ	3,722,106	71. <b>Hoyt Organization Inc., The</b> , Torrance, CA	250,000
29. <b>BRG Communications</b> , Alexandria, VA	3,495,531	72. <b>Buchanan Public Relations</b> , Bryn Mawr, PA	226,865
30. <b>Jackson Spalding</b> , Atlanta, GA	2,988,149	73. <b>BizCom Associates</b> , Plano, TX	216,000
31. <b>Fiona Hutton &amp; Associates, Inc.</b> , Los Angeles, CA	2,609,362	74. <b>360PR+</b> , Boston, MA	205,500
32. <b>rbb Communications</b> , Miami, FL	2,488,396	75. <b>BoardroomPR</b> , Fort Lauderdale, FL	200,000
33. <b>Public Communications Inc.</b> , Chicago, IL	2,305,548	76. <b>WordWrite Communications LLC</b> , Pittsburgh, PA	174,500
34. <b>Inkhouse</b> , Waltham, MA	2,154,774	77. <b>Lavidge</b> , Phoenix, AZ	170,062
35. <b>LaunchSquad</b> , San Francisco, CA	1,900,000	78. <b>Greentarget Global LLC</b> , Chicago, IL	139,000
36. <b>Tunheim</b> , Minneapolis, MN	1,800,000	79. <b>Fish Consulting</b> , Fort Lauderdale, FL	111,000
37. <b>Singer Associates PR, Inc.</b> , San Francisco, CA	1,751,926	80. <b>Pugh &amp; Tiller PR, LLC</b> , Annapolis, MD	65,891
38. <b>Trevelino/Keller</b> , Atlanta, GA	1,650,000	81. <b>Wordhampton PR, Inc.</b> , East Hampton, NY	31,500
39. <b>V2 Communications</b> , Boston, MA	1,641,007	82. <b>O'Malley Hansen Communications</b> , Chicago, IL	29,198
40. <b>Bospar</b> , San Francisco, CA	1,251,828	83. <b>TruePoint Communications</b> , Dallas, TX	23,495
41. <b>Communications Strategy Group</b> , Denver, CO	1,237,354	84. <b>Violet PR</b> , Montclair, NJ	12,000
42. <b>French   West   Vaughan</b> , Raleigh, NC	1,177,522	85. <b>SPM Communications</b> , Dallas, TX	6,946
43. <b>Otter PR</b> , St. Petersburg, FL	1,078,977	86. <b>Lawlor Media Group</b> , New York, NY	6,000



# COMMENTARY



**Republican Congresswoman Marjorie Taylor Greene** called NYC a terrible, filthy, crime-riddled place where drug addicts are dying in the streets.

The pride of Milledgeville, GA is bewildered why anyone would want to live in The Big Apple.

**Marjorie Taylor Greene** Here's a suggestion for Marge: the next time you visit Gotham, don't waste your time spewing nonsense, such as comparing Donald Trump's arrest to the sainted Nelson Mandela, who was arrested and spent 27 years in South African jails, or Jesus Christ, who was arrested and crucified.

Why don't you visit some of New York's treasures? Spend some time at the Metropolitan Museum, Museum of Modern Art, Morgan Library, Whitney Museum or New York Public Library's Rose Main Reading Room?

You could catch a basketball game at Madison Square Garden to cheer the revitalized Knicks, or get a preview of this year's National League World Series team by rooting for the Mets at Citi Field.

And before you leave, be sure to check into one of NYC's world class medical facilities for a check-up.

New Yorkers want to make sure that you are healthy enough to drive the Republican clown car for many more years.

**Johnson & Johnson's tarnished credo.** Robert Wood Johnson crafted J&J's corporate credo in 1943, long before the notion of social corporate responsibility.

"We believe our first responsibility is to the patients, doctors and nurses, to mothers and fathers and all others who use our products and services," is how the credo begins.

The credo built a huge amount of goodwill for the company. That helped it deal with the Tylenol tampering crisis of 1982. J&J's handling of the crisis is a standard in PR textbooks.

J&J's credo doesn't look too shiny these days, as the company on April 5 filed a second bankruptcy for LTL Management, the shell company created to house thousands of lawsuits alleging that J&J's Baby Powder causes cancer.

J&J had to up the ante with a settlement of \$8.9B after a judge rejected the first bankruptcy offer of \$2B.

The company is playing the Texas two-step corporate move in which a subsidiary is formed with few assets but all lawsuits and then declares Chapter 11.

The maneuver should be below the standards of a company that boasts of its commitment to the public good.

But the vaunted credo also says that J&J is committed to reducing costs.

That's what J&J seems to be highlighting these days.

**Handling Trump's lies and deceit...** PEN America, the writer's advocacy group, published "[Countering misinformation and disinformation about the indictment of Donald Trump.](#)" just prior to his New York court appearance.

In its tips for journalists and community groups, PEN

America warned "the public is likely to be inundated with conflicting information, some of it reliable, some of it accidental misinformation, and some of deliberate disinformation."

The result: people will suffer from information overload that can cause confusion and make it difficult to figure out what sources to trust.

The handy guide can also be used for Trump's upcoming legal battle in Georgia over his bid to steal the Peach State's presidential election, and in Washington over the former president's top secret document heist.

And God forbid, but it will be an invaluable resource if Trump returns to the White House.

**Elon Musk toys with NPR...** The Twitter boss slapped a "state-affiliated media" label on the public broadcaster's platform even though US government funding accounts for about one percent of its operating budget.

Musk said the labeling was done in the spirit of fair play, "If we label non-US accounts as gov't, we should do the same for the US."

But Twitter defines state affiliated media as "outlets where the state exercises control over editorial content through financial resources, direct or indirect political pressures, and/or control over production and distribution." That doesn't ring true for NPR.

The broadcaster provided Musk with its publicly available financial documents that show 40 percent of its funding comes from corporations and 31 percent from local stations.

Elon now says he may have made a mistake, though the label remains.

As Twitter owner, Musk has the right to manage the platform as he sees fit. As advertisers flee Twitter, it may not be around for much longer.

**Jim Jordan, Ohio's most famous wrestling coach,** believes national advertisers and the media have formed a tag team to pin conservative voices to the mat.

He is zeroing in on the Global Alliance for Responsible Media for allegedly censoring conservative viewpoints.

GARM launched in 2019 to create brand safety standards to ensure advertising does not run on platforms or alongside content that a company may consider questionable.

The House Judiciary Committee chair said GARM may be violating antitrust laws.

He claims the group's "collusive conduct reduces consumer choice and cuts off access to diverse coverage on matters of national interest."

Meanwhile, conservatives pounded the decision by ABC's "Good Morning America" to blur the text-to-donate plug on former President Trump's podium during his speech at Mar-a-Lago on the night that he was arraigned in New York.

ABC did not blur Joe Biden's text-to-donate message on his podium in the 2020 campaign.

"[How blatant do you want your bias to be?](#)," asked District Media Group president Beverly Hallberg during her appearance on Fox & Friends.

—Kevin McCauley