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VISITPITTSBURGH ISSUES \$250K RFP

VisitPittsburgh has budgeted up to \$250K for a firm to create a new tourism brand for Pennsylvania's second-largest city and Allegheny County.



PITTSBURGH

Home to 320K people, Pittsburgh has reclaimed the former steel mills that operated within the city and transitioned them to the 21st Century economy. The city hosts 1,700 cultural events annually and features nine performing arts centers downtown

and a lively sports scene.

Tourism generated \$6.6B in direct spending during pre-pandemic 2019 from 33.9M visitors.

Visit Pittsburgh wants new B2B and B2C-facing tourism branding "that captures and reflects the collective excitement, pride and optimism about our region's achievements, growth and momentum," according to its RFP.

The new brand will serve as a beacon and "ignite curiosity and inspire action—visitation—among those who don't know Pittsburgh or are due for a rediscovery, while serving as a touchpoint of pride for residents, businesses and institutions in our region."

Proposals are due April 15. They go to susan.klein@visit-pittsburgh.com.

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

SEC NEWGATE TAKES STAKE IN GSG

SEC Newgate, the Milan-based shop with 850 staffers in 43 offices in Europe, Asia, Australia and South America, has taken an investment stake in New York-based Global Strategy Group. GSG, a Democratic polling and public affairs shop with more than 150 employees, will serve as SEC Newgate's US flagship.



Fiorenzo Tagliabue, SEC Newgate's group chief executive, said a platform in the world's biggest communications market "will provide increased reach and benefits for our clients."

Jon Silvan, GSG co-founder & CEO, said the partnership with SEC Newgate allows his firm to "tap into a highly respected and rapidly growing international consultancy."

SEC Newgate delisted its shares on the London Stock Exchange last month, citing low trading volume and an inability to raise funds in the capital markets. It went private via financing from Three Hills Capital Partners.

BCW, H+K HELP FIGHT 'DON'T SAY GAY' LAW

BCW, H+K Strategies, VMLY&R, Group M and Kinetic are the WPP shops that donated creative content and advertising space for New York mayor Eric Adams' move to run digital billboards in Florida to denounce its "Don't Say Gay" law.

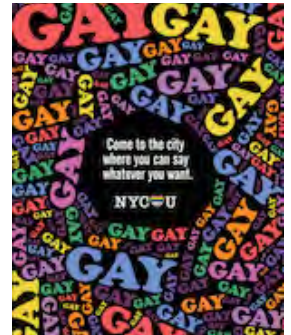
The legislation bans instruction on sexual orientation and gender identity in grades kindergarten through third grade.

The ads, which kicked off April 4 and will run through May 29 in Fort Lauderdale, Jacksonville, Orlando, Tampa and West Palm Beach, are expected to chalk up 5M impressions.

They position NYC as a champion of free speech and a welcoming place for members of the LGBTQ+ community.

Christina Pushaw, a spokesperson for Florida governor Ron DeSantis, dismissed NYC's billboard push.

"Thousands of New Yorkers have moved to Florida since the pandemic began, and I doubt many will leave Florida because they're so upset about the lack of classroom instruction on gender theory and sexuality for children in grades K-3," Pushaw said in a statement.



BIDEN'S COVID-19 PR CHIEF JOINS DISNEY

Kristina Schake has joined Walt Disney Co. as executive VP-global communications as she wrapped up a 10-month stint as the Biden administration's COVID-19 public education campaign director. She took that post after serving as communications specialist for Barack and Michelle Obama's Higher Ground Productions.

Schake also was deputy communications director for Hillary Clinton's 2016 presidential campaign and communications director for First Lady Michelle Obama.

Between political stints, Schake worked as head of global communications at Instagram and chief communications officer at L'Oreal.

Disney chief corporate affairs officer Geoff Morrell said Schake's experience will help him "integrate communications with government relations, public policy and corporate social responsibility into a new corporate affairs team."



Kristina Schake

ACTIVISM CHALLENGES STILL FACE PR PROS

An ongoing climate of political polarization in the U.S. continues to pose major risks for business as well as untold challenges for the PR profession, according to the latest [Global Communications Report](#) conducted by the USC Annenberg Center for Public Relations.



The report found that PR strategists today are now more focused than ever on the practice of communicating with purpose.

An overwhelming majority of the communicators surveyed (93 percent) said they're currently spending more time navigating a growing list of contentious societal topics than ever before. Perhaps, as a result, 73 percent now predict their organization will increase its public engagement in dialogue around one or more controversial issues this year.

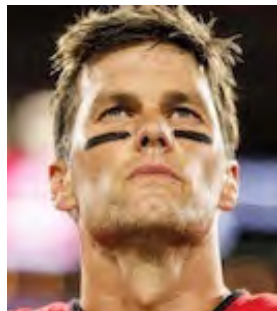
More than three-quarters (77 percent) of respondents see our current climate of polarization as a challenge for both their country as well as their organization's communications goals, 75 percent believe polarization makes it difficult to communicate effectively on important issues and 73 percent think polarization increases the risk of alienating employees. More than a quarter (29 percent) see political instability as a potential risk to their organization's business in the coming year.

When it comes to the top five components communicators believe are most important to an effective purpose-driven campaign, authentic messaging took the top spot, followed by aligning with the values of a brand, providing clear public statements of purpose, making a long-term commitment and being seen as relevant to consumers.

USC Annenberg's 2022 Global Communication Report, "The Future of Corporate Activism," was compiled with data from three online surveys fielded by the USC Annenberg Center for Public Relations.

CONSELLO CATCHES TOM BRADY

Seven-time Super Bowl champion Tom Brady has signed on as partner at Declan Kelly's Consello, which launched in February. The firm's website calls the New England Patriots/Tampa Bay Buccaneers quarterback "a proven leader, whose achievements are attained by mastering the skills of leadership, strategy, performance, and teamwork."



Tom Brady

Brady's business ventures include 199 Productions, multi-platform production company; Autograph, digital collectibles, BRADY apparel; and TB 12, health & wellness brand.

Kelly established Consello following his resignation at Teneo, the global CEO advisory. He co-founded Teneo with Doug Band, president of the Clinton Global Initiative, in 2011. Kelly stepped down from Teneo in 2021 after getting drunk at a fundraiser for Global Citizen and behaving inappropriately.

A video of Kelly caught napping during the 2020 Super Bowl went viral. Brady did not play in the game, which was a contest between the Kansas City Chiefs and San Francisco 49ers.

NEWS OF FIRMS

Prosek Partners launches an investor relations environmental, social and governance advisory services offering in partnership with strategic sustainable finance consultancy **Blue Dot Capital**. Prosek acquired a stake in Blue Dot in 2021. The offering, which targets public and late-stage companies, will be led within Prosek by Alex Jorgensen and Alex Straus. Jorgensen worked with Temasek Management Services, Stewardship Asia Centre, the Singapore Exchange and the Monetary Authority of Singapore to develop the inaugural stewardship code for institutional investors in the market in 2014. Straus was foundational in developing an ESG offering at Real Chemistry prior to joining Prosek in 2021. Blue Dot's work on the offering will be led by director Chris Miller.



BHM Research & Intelligence is expanding the scope of its annual report on Nigeria's public relations and communications sector to cover all of Africa, adding 53 countries. The company says this will be the first report catering exclusively to the PR and communications industry in Africa. The report is being compiled in partnership with organizations including the Public Relations and Communications Association, the Chartered Institute of Public Relations, CIPR International and Africa Communications Week, with other partners to be announced.

George P. Johnson, events company, acquires German-based boutique design and experience design studio The Sane Company. The acquisition is intended to show the strength of GPJ's commitment to the German and European markets while also doubling down on the firm's expansion. The firms have previously worked together on accounts, projects and pitches for clients including Bosch, MINI and Porsche. Founded in 2015, The Sane Company specializes in areas including event and exhibition design, architectural planning, motion design and storytelling.

Wachsmann opens an office in Los Angeles to join its outposts in New York, Dublin and Singapore. The Los Angeles office is led by Ally Norton, who was previously director of communications at SpinLab Communications, leading consumer and corporate communications for such businesses as Pandora, Beatport and Create Music Group. "Wachsmann's opening in Los Angeles is a reflection of its newest frontier: entertainment," said Wachsmann founder and CEO David Wachman.



Hill+Knowlton Strategies launches a commerce practice, which is focused on helping brands succeed in omnichannel retail. The practice, which the firm says is a response to increased client demand, will provide specialist commerce expertise across H+K's London sector teams, consulting across existing clients and new business briefs. It will work with clients across bricks and mortar, eCommerce, apps, B2B, D2C, eRetailers and marketplaces. A key ambition will be to capitalize on technological innovations such as Web 3.0 and the metaverse.

Tusk Strategies has opened a Los Angeles office, which will create and execute strategies in all areas of public affairs, including public policy and advocacy, public relations, digital media, thought leadership ideation and event creation, trade association management, restructuring and M&A support and crisis communications.

SELF-SERVICE PR PUSHES TRANSPARENCY

Traditional PR firms act like something of a black box: they sell access to their media relationships, which can result in press coverage for clients. But how they get these wins and



Stephen Marcinuk

the work that goes on behind the scenes is often a mystery.

While this traditional agency model has stood strong for decades, we're undoubtedly on the cusp of massive changes in the industry. A major shift is taking place regarding how transparent client-agency relationships are, how those relationships are managed and how technology can facilitate the process.

One potentially disruptive entrant in PR tech is the self-serve Software-as-a-Service platforms. These services enable businesses to manage and execute their own PR campaigns with minimal time investment, and could have wide-ranging implications for traditional PR agencies, which now need to demonstrate added value to compete with these new offerings. They will also need to do some serious soul-searching about how much transparency they provide, as well as how well they manage information exchange.

Opening up the black box

SaaS PR platforms could catch many traditional PR firms off guard. The systems provide customers with a raft of data about potential coverage, as well as specific media outlets, even journalists, that users can approach. This data is, of course, useless if a company doesn't know how to understand or implement it, but it's fairly easy for them to learn how.

The SaaS systems provide quantifiable and precise measurements, from deep data analysis to a simple tally of Instagram likes. The systems not only enable better decision-making and relationship building, but they also provide clients with their own PR dashboards, as well as complete oversight of everything they're paying for, something traditional PR firms have classically struggled to provide.

What's more, this SaaS technology is a great match for target customers, who are often digital marketers adept at analyzing data and using this to aid decision-making.

Agencies, on the other hand, are struggling to keep up, often using outdated reporting and measurements like "share of voice." Such metrics provide little actionable insights that can help teams to optimize their campaigns.

Time to rethink PR relationships?

The central paradigm of traditional PR is that clients pay to gain access to the agency's media relationships. As soon as a client leaves an agency, those relationships are lost. These media relationships are a large part of what gives an agency its value in the marketplace. Agencies often build these relationships over years of carefully cultivated interactions.

But SaaS PR platforms are starting to turn this paradigm on its head. With these platforms, businesses can build their own media relationships and—crucially—hold onto them.

As SaaS PR platforms start to take market share and businesses get used to building their own media relationship, can the agency model of keeping a tight grip on their relationships and effectively "leasing" these to clients continue?

The good news for traditional PR agencies is that many clients, especially larger companies, won't want to take the

PR process on themselves and will be happy to continue to pay agencies for their services.

But it's foreseeable that other companies may start expecting PR agencies to open up their black box and be more forthcoming in sharing access to their relationships, lest they switch from an agency to a SaaS PR platform.

Another trend to keep a close eye on is how startups use SaaS PR platforms. The low cost and high scalability offered by these platforms are well suited to the bootstrapped model of your typical pre-revenue startup. If in-house marketers have been successful in winning impactful media coverage using these platforms, will these businesses be incentivized to keep using this model, once they secure significant funding?

Of course, there's an argument to be made for the intangible benefits of human interaction and personalized relationships that the traditional PR model can provide. Just as a growing demand for artisanal crafts and specialty foods continues to transform the marketplace, PR clients may demand a more customized and synergistic experience from their client-agency relationships.

Moving forward

The traditional agency model and client relationship management are clearly at a crossroads, brought about by the advent of the self-serve SaaS PR model, among other tech-enabled innovations. Traditional firms clearly need to decide how they will respond to the challenge, including pulling back the curtain on their black box and responding to the expectations of today's clients.

Stephen Marcinuk is co-founder and head of operations at [Intelligent Relations](#), a PR platform that uses artificial intelligence and GPT-powered text generation to augment and improve a variety of PR functions that have traditionally been done by agency professionals. Its proprietary technology analyses millions of online news articles and automatically generates contextually relevant media pitches on behalf of clients.

BWI SEEKS MULTICULTURAL MARKETING

The Maryland Department of Transportation is looking for a firm to handle multicultural PR and advertising services for Baltimore/Washington International Thurgood Marshall and Martin State Airports.

The desired firm will reach multicultural target markets in a cost-efficient manner with PR and advertising that produces outcomes that are measurable and quantified, according to the RFP.

The goal is to increase awareness of BWI to increase revenues for The Old Line State and provide better travel experiences for passengers.

The Department will not consider pitches from firms with an airport client within 150 miles of BWI Marshall.

Those facilities include Washington Reagan National Airport, Washington Dulles International Airport along with airports in Philadelphia, Wilmington, Harrisburg, Lancaster, Charlottesville-Albemarle, Reading, Trenton and Richmond.

MDOT wants to award a five-year contract.

Responses are due May 9 at: MDOT Maryland Aviation; Administration Office of Procurement & Materials Management; 7001 Aviation Boulevard, 2nd Floor; Glen Burnie, MD 21061

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



WEF'S RUSSO SHIFTS TO CRYPTO COUNCIL

Amanda Russo, head of media content at the World Economic Forum, has joined the Crypto Council for Innovation as director of communications.

Established a year ago, the DC-based group aims to demonstrate the “transformational promise” of crypto and communicate its benefits to policymakers, regulators and the public.



Amanda Russo

Members include Coinbase, Fidelity Digital Assets, Andreesen Horowitz, Ribbit Capital, Gemini and Paradigm. Before joining the WEF in 2017, Russo was senior manager for corporate communications at IHS in London and head of corporate communications at Exclusive Analysis.

At the WEF, Russo handled communications strategies, messaging and pitched projects in areas such as blockchain, cybersecurity, finance and artificial intelligence. The Council also has brought on former Republican Colorado Senator Cory Gardner as chief strategist of political affairs.

BRUNSWICK GROUP HIRES CNN VET BURKE

Terence Burke has joined Brunswick Group as global head of strategic messaging and firm events.

He did a 16-year run at CNN, exiting in 2018 as senior VP-national news.



Terence Burke

Burke also worked overseas, contributing to the Baghdad bureau during the Iraq war, heading Haiti operations in the aftermath of the 2010 earthquake and serving as a global affairs producer at CNN International in London.

Most recently, Burke was senior VP of live content and head of global programming at Fortune Media.

Brunswick CEO Neal Wolin said Burke’s extensive expertise in media, content and events “will be extremely important as we seek to articulate and embed our core strategic priorities across all areas of the firm.”

ARPR NAMES CHOUDHURY CEO

Atlanta-based agency [ARPR](#) announced that it has named Raj Choudhury CEO. Choudhury succeeds agency founder Anna Ruth Williams in the chief executive role. Williams will now serve as ARPR’s chief strategy officer.

Choudhury’s appointment comes after taking an ownership stake in the firm. Financial terms of that transaction were not made public.



Raj Choudhury

Choudhury has co-founded four agencies prior to his arrival at ARPR. His first shop, the digital agency Spunlogic, was founded in 1998. His venture Engauge was later acquired by Publicis Groupe. He also previously served as CEO for social ad tech company BLiNQ Media.

ARPR accounted for nearly \$3.9 million in net fees last year, according to [O’Dwyer’s rankings of PR firms](#).

ACCOUNTS IN TRANSIT

[R&J Strategic Communications](#) picks up New Jersey-based real estate development and financing company **AST**. For AST, R&J will leverage

its full suite of public relations, digital marketing, and social media capabilities to reinforce the company’s corporate rebranding, while bolstering its brand awareness and establishing it and its principals as thought leaders and premier solutions providers. The rebrand is focused on aligning AST’s ground-up development and value-add capabilities with its two subsidiaries—AST Financial and AST Realty.



Barbara Wagner Communications has signed on to work with the **Ukrainian Pavilion** at the 59th International Art Exhibition of the Venice Biennale, which runs from April 23 to Nov. 27. The agency will work to bring attention to the Ukrainian Pavilion both in the United States, as well as worldwide. Its scope of work will include helping to raise funds for Ukrainian artists through the [Ukrainian Emergency Art Fund](#), which provides financial aid or stipends for up to three months for cultural workers.

9th Wonder Agency has been named media agency of record for **American Residential Services/Rescue Rooter**, a provider of air conditioning, heating and plumbing services. The agency will be tasked with securing paid media and offline paid media opportunities to promote brand awareness for ARS. Its services will also include media strategy development, broadcast buying and lead generation for the brand. “The 9th Wonder team understood our brand and business needs, and the agency focuses on the return on investment that will drive profitable business growth in our markets,” said ARS chief sales and marketing officer Mike Midgett.

Purple Orange Digital Communications is selected as PR agency of record for **Solo Stove**, which designs fire pits and camp stoves. Purple Orange, based out of Jackson Hole, WY, will oversee all media communications for the brand, including affiliate media management and search engine visibility. “Purple Orange’s blended approach toward SEO and PR made a lot of sense for us,” said Solo Stove VP of Brand Brittany Ricks.



William Mills Agency is selected to provide public relations services for **Shastic**, a robotic process automation (RPA) platform specialized for financial institutions. The agency will also assist Shastic with a complete rebrand. The company says its platform lets financial institutions fulfill processes faster and eliminate manual workflows with minimal IT involvement and zero training required. “Their track record in fintech public relations speaks for itself and made our decision very easy,” said Shastic founder and CEO Joseariel Gomez.

JC Communications is named PR agency of record for **Elwood Hotel & Suites** in Lexington, KY. The agency’s scope of work will include media relations/media bureau, story pitching, press visits, partnership promotions and influencer marketing. Elwood is an independent boutique hotel by the Deseo Group Family Office which offers a sense of place evident through the decor, food and community focus.

EAST ORANGE, NJ ISSUES REBRANDING RFP

The city of East Orange, New Jersey, is requesting proposals from firms that can develop a new brand identity for the community.



The Essex County city is embarking on a branding initiative and seeks a “creative, energized, collaborative” agency with experience in strategic planning and corporate identity/branding that can create a strong “umbrella” brand—including a new logo and tag-

line—across a variety of departments, programs and services that expresses East Orange’s identity and promotes the city as a great place to live, work, shop and do business.

Scope of the work includes designing a logo, tagline and other products to support the overall brand initiative, implementing a marketing strategy and conducting research.

Proposals are due by 1:00 p.m. (ET) on Wednesday, April 20 and should be mailed to: Racquel C. Ferguson, QPA; City of East Orange; 4 City Hall; Plaza East; Orange, NJ 07018

All bidding agencies should submit one original and three copies of their proposals along with one electronic copy.

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

BIG VALLEY ADDS AXICOM'S HUANG SHIN

Big Valley Marketing has named Katie Huang Shin, who led WPP’s AxiCom technology unit, president of the California-based firm.



Katie Huang Shin

During her 25-year career, Huang Shin served as president of WE Communications’ technology practice, executive VP at Porter Novelli, global deputy managing director at FleishmanHillard’s tech sector and senior VP & deputy GM at Weber Shandwick’s northern California region.

Tim Marklein, Big Valley founder/CEO, said Huang Shin shares his firm’s passion and client leadership, and will help the firm “scale as the go-to partner for fast-growing tech companies.”

ZELENSKY'S EX-PRESS SEC WRITES BOOK

Iuliia Mendel, who served as press secretary for Ukraine president Volodymyr Zelensky from 2019 to 2021, will release a book called “The Fight Of Our Lives” in September, published by Simon & Schuster’s One Signal Publishers.

It will cover the meetings between Zelensky and Putin that Mendel attended, fielding media inquiries about phone calls between Zelensky and Donald Trump that led to his first impeachment and visiting the front lines in Donbas, which Russia invaded in 2014.



Iuliia Mendel

under Russian bombardment.

Mendel worked as a print and TV journalist for 14 years and has contributed to the *New York Times*, *Washington Post*, *Vice* and *Politico Europe*.

ON THE MOVE

Marina Maher Communications promotes **Olga Fleming** to global president of MMC and specialist agency RXMOSAIC, effective immediately.

Fleming joined the firm as president, healthcare & corporate last year. She was previously founder and CEO of WPP boutique shop Goodfuse. In her new post, Fleming is responsible for employee engagement, client business and driving growth across both agencies, reporting to MMC founder and global CEO Marina Maher. “She is both a visionary leader and an accomplished hands-on practitioner with deep experience in healthcare, corporate and consumer,” said Maher.



Olga Fleming

FleishmanHillard UK names **Mike Kelly** director in its international affairs unit. Kelly joins the firm from health-tech scale-up Cera, where he built its public relations and public affairs function across multiple markets. He previously worked in Edelman’s international affairs practice, advising governments, private sector organizations, foundations and NGOs. At FleishmanHillard UK, his responsibilities will include nation branding, humanitarian and philanthropic campaigns, reporting to senior partner and head of international affairs Michael Hartt.

Signal Group promotes **Blake Androff** to managing director and **Madeline Wade** to EVP. Both will remain chairs of Signal Outdoors, which works with clients on issues concerning public lands, conservation, recreation, sustainability and climate change. Androff, who was previously an executive vp at the firm, has provided strategic guidance for the speaker of the house, two cabinet secretaries, and two congressional committees. Wade, who advises clients on climate change, conservation, and sustainability regulations, policy and global trends, moves up from vice president.

West Monroe, digital services firm, hires **Rissa Reddan** as CMO. Reddan joins the company from Equifax, where she served as demand generation leader and senior vp, marketing. She previously held senior marketing posts at PricewaterhouseCoopers and Performance Trust Capital Partners. At West Monroe, Reddan will lead a marketing team executing such functions as corporate marketing, industry marketing and client marketing.

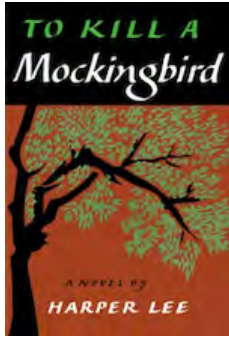
H&R Block brings on **Jill Cress** as chief marketing and experience officer, effective May 2. Cress joins the company from PayPal, where she most recently served as vice president brand marketing, leading the brand strategy and redesign for the PayPal and Venmo brands. Before coming to PayPal, Cress was chief marketing and communications officer at National Geographic Partners and senior vice president, global consumer marketing at MasterCard Worldwide.



Jill Cress

Haven Tower Group names **Katherine Paulson** partner & head of digital marketing strategies. Paulson was most recently chief marketing officer at asset management firm AlphaTrAI. She also served as director of marketing communications at Altegris, and earlier in her career was assistant vice president and director of marketing communications at MetLife.

COMMENTARY



US schools get an “A” for censorship. Nearly 3,000 schools in 26 states banned 1,586 books from July 1 through March, according to PEN America.

The free expression advocacy group [on April 7 released its first detailed, book-by-book and district-by-district list](#) of what books have been pulled from library shelves.

PEN found that 41 percent of the banned books featured protagonists or prominent secondary figures as people of color; 33 percent explored LGBTQ+ themes; 22 percent addressed race and racism and 16 percent are histories or biographies.

Targeted books include Harper Lee’s “To Kill a Mockingbird,” Toni Morrison’s “The Bluest Eye” and Aldous Huxley’s “Brave New World.”

Texas led the censorship pack, followed by Pennsylvania, Florida, Oklahoma, Kansas and Tennessee.

PEN America found that 98 percent of the banned books were dropped without a formal review or transparency.

Russia’s war against Ukraine is likely to last months or even years, Shashank Joshi, defense editor at *The Economist*, said April 8 during a webinar sponsored by the magazine about the situation in Ukraine.

He said that the Ukrainian army has been battling separatists backed by Russia in the country’s Donbas eastern region since 2014. More than 14,000 people have died there.

Rather than the “shock and awe” war waged by the Americans against Iraq, Joshi expects Russia will wage a “grinding war of attrition” in Ukraine.

Joshi did offer a caveat to his endless war in Ukraine vision. He suspects that Putin initially wanted to wrap things up by May 9, which is celebrated as “Victory Day” in Russia for defeating Germany in WWII.

Nobody knows the political objectives of Putin, except the Russian leader himself.

Media watchers used to comment on the split personality of Fox News. It was “fair and balanced” during the day and off-the-wall right-wing lunacy during prime time.

NBC News president Noah Oppenheim is trying to draw the line between his operation and liberal-leaning MSNBC. He told staffers, who are not thrilled over reports that White House press secretary Jen Psaki is heading to MSNBC, that the cable operation is in the “perspective programming” business.

NBC is a hard news business.

MSNBC focuses on commentary and analysis. Psaki will fit right in.

Under the leadership of Rashida Jones, who took over from Phil Griffin in February 2021, the network is evolving into an entertainment channel to give Fox a run for its money.

Amazon’s ham-handed PR was among the reasons why it suffered one of the biggest defeats in recent labor history,

as workers on Staten Island voted to join the newly created Amazon Labor Union, which was the brainchild of 30-year-old fired warehouse worker Chris Smalls.

Amazon spent millions to defeat the ALU and hired the well-connected Democratic Global Strategy Group PA shop to torpedo the union drive.

In a sharp contrast, GoFundMe donations funded Smalls’ grassroots PR campaign of texts, emails and meetings with the more than 8,000 Staten Island workers.

Smalls told National Public Radio on April 6 that he’s been contacted by more than 50 Amazon facilities in the US, Canada, UK, South Africa and India about organizing their workplaces. That should convince Amazon founder “Rocket Man” Jeff Bezos to spend more time dealing with his restless workforce, rather than on his space dreams.

Though Donald Trump watches a heckuva lot of television, he’s been pretty quiet about the images of brutality, carnage, mangled bodies, corpses with hands tied behind their backs and wanton destruction transmitted from Ukraine to screens throughout the world.

The silence of the former president leads one to wonder whether he is angling for his own slot on “Antifake,” a new program on Russia’s most-watched TV network.

On April 5, Antifake featured a panel that dismissed scenes of dead civilians lying on the streets of Bucha, a suburb of Kyiv, as stunts staged by the non-existent Nazis of Ukraine and their allies in the west. Antifake drove home that propaganda point by running “FAKE” across the TV screen.

Since Trump is the guy who popularized the use of “fake news,” he would feel right at home at Antifake.

Real Chemistry keeps on gobbling up acquisitions, though some signs of heartburn have started to appear.

The San Francisco-based healthcare PR firm, which prefers to call itself “a global innovation company committed to making the world a healthier place for all,” announced the acquisition of ConversationHealth on April 5.

ConversationHealth is the 10th acquisition for Real Chemistry since the company unveiled its partnership with New-Mountain Capital in 2019.

The deal comes as Real Chemistry trimmed its workforce by about 50 people due to redundancies and overlap partly due to its aggressive acquisition spree.

CPAC loves Putin-lite. The Conservative Political Action Conference will hold its May meeting in Budapest and feature Hungary’s right-wing nationalist leader Viktor Orban, who just won another term as prime minister, as a keynote.

Fox News commentator Tucker Carlson is a big fan of Orban, a close ally of Putin.

Budapest’s Center for Fundamental Rights invited CPAC to stage its first Continental Europe conference in Hungary.

The Center says “preserving national identity, sovereignty and Christian social traditions” is its mission. Maybe CPAC should invite to Putin to appear alongside his acolyte Orban. Tucker would be thrilled.

—Kevin McCauley