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MS EYES FIRMS FOR HEALTH CAMPAIGNS

Mississippi is accepting qualifications from firms interested in running public health campaigns.

The Magnolia State seeks partners that are “experienced in traditional communications and advertising; digital and social media marketing; publication development; cooperative promotions; consumer fulfillment; PR; international marketing; product development; offering capabilities and expertise in every communication discipline,” according to the RFP.

Selected firms will work under the direction of the communications director at Mississippi’s Dept. of Public Health. Messaging must reach a racially and culturally diverse population. Firms also may assist the Health Dept. in scheduling, planning, publicizing, staffing, and/or hosting events and conferences.

Mississippi intends to sign four-year contracts with its selected firms. The state plans to spend \$16M for public health campaigns during that period.

Responses are due April 19. They go to: Jennifer Dotson, Qualifications Coordinator; Mississippi State Dept. of Health; 570 E. Woodrow Wilson Ave.; Jackson, MS 39216-4538.

GOP VETERAN COOPER JOINS TENEO

Rory Cooper, a veteran Republican operative and policy specialist, has joined Teneo’s Washington office as senior managing director in its strategy & communications practice.

He moves to the global CEO advisory firm from Purple Strategies, where Cooper rose to partner during a 10-year stint.

Earlier, he was communications director for House Majority Leader Eric Cantor and director of communications for The Heritage Foundation. Cooper served in the Bush/Cheney as associate director of intergovernmental affairs, and played a role in the creation of the Dept. of Homeland Security in the aftermath of the 9/11 attacks.

Teneo also added Kevin Seifert, a long-time aide to House Speaker and Republican vice presidential candidate Paul Ryan, as an advisor in DC.

Andrea Calise, who heads Teneo’s US strategy & comms. group, said the duo are strong additions to the firm’s PA offering.



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HEALTH FIRMS POST SLIM 2.6% GROWTH IN '23

The once fast-paced healthcare PR sector slowed to a crawl in 2023 as O’Dwyer’s 83 ranked health firms managed to grow only 2.6 percent to \$1.7B.

They feasted on COVID-19 spending during the previous two years, reporting a 24.8 percent gain in 2022 and a whopping 46.6 percent rise in 2021.

The Top Ten firms in 2023 did a little worse than their lower-ranked counterparts. They reported a paltry 2.1 percent rise to \$1.5B in 2023.

Half the group (Real Chemistry, Ruder Finn, APCO, Imre and Crosby) posted gains while the rest (Inzio Evoke, Edelman, Spectrum, Finn Partners and ICR) either suffered declines or were flat.



APCO Acquires Gagen Macdonald

The Washington-based firm enjoyed a 68.1 percent surge in fee income to \$57M, a financial performance partly powered by the acquisition of Gagen Macdonald and its robust healthcare business.

(continued on page 3)

RATIONAL 360 IRONS OUT SAUDI ARABIA PACT

Rational 360 has ironed out its six-month contract with Saudi Arabia’s Public Investment Fund to position it as a “sophisticated global investment fund.”

It is in line for \$1.2M in fees for strategic communications engagement support, \$240K for digital advertising out-of-pocket costs, and \$60K for travel expenses subject to prior approval of PIF’s head of media affairs.

Rational staffers are to fly economy class for trips three hours or less and business class for longer ones. Accommodations are capped at \$416 per-night. Higher tabs require prior approval by PIF’s media chief.

Rational CEO Patrick Dorton, former special assistant to president Bill Clinton and communications director for the White House National Economic Council, leads the 11-member PIF team.

His goal is to demonstrate how the PIF is creating new sectors and opportunities and driving transformation in Saudi Arabia, while enabling stakeholders to appreciate PIF’s current and future contributions to the global economy.



DJE HOLDINGS UNVEILS RUTH

DJE Holdings, corporate parent of Edelman and Zeno Group, has launched RUTH as a standalone shop with a full-suite of creative, digital, analytics, earned media, corporate reputation and crisis management capabilities.



Rana Komar

The new firm is named after Ruth Edelman, mental health advocate as well as wife and longtime business partner of Dan Edelman.

Based in Chicago, RUTH is headed by Rana Komar. She rejoins Edelman after more than two decades at Weber Shandwick, most recently as North America GM and president of

the central region. She was previously an Edelman VP.

Renée Edelman, Ruth Edelman's daughter, will serve as honorary chairwoman of RUTH, while keeping her role as senior VP position at Edelman.

"RUTH provides a new option and clear path for clients who want to be part of our independent, DJE family-owned holding company," said Richard Edelman. "This is also an opportunity to honor my mother, who is an integral part of the DJE success story."

WEBER LANDS MOROCCO TOURISM

[Weber Shandwick](#) is providing PR and marketing communications services to the Moroccan National Tourist Office in New York.



The work includes handling US events such as the "Taste of Morocco Tourism" sessions slated for Miami Beach (April 15), DC (April 16), and New York (April 18).

Weber Shandwick's contract informs the client that it cannot guarantee the media will either use material that it distributes, or accurately report about it.

It also can't "guarantee specific or overall results or returns from public relations, publicity, research or any other activity performed by the agency."

Weber Shandwick's Morocco team includes Danielle Karachi, Caitlin Musch, Yuna Komiyana, and Elizabeth Rodman.

The firm reports to Siham Fettouhi, executive VP-North America at the tourist office.

KELLANOVA'S COOK DRIVES TO GM

George Cook, who was senior director of state government affairs at Kellanova, has joined General Motors as Midwest regional director of state & local public policy.

Prior to Kellanova, the snacks, international cereal and frozen breakfast foods company spun off from Kellogg Co, Cook was director of legislative affairs for Michigan governor Gretchen Whitmer.



George Cook

Earlier, he did a nine-year stint and exited from Toyota North America as senior manager-general affairs and a three-year run at the Alliance of Automobile Manufacturers.

At GM, Cook reports to VP state and local public policy Kia Floyd.

BARETZ+BRUNELLE HIRES EX-DENTONS US CEO

Mike McNamara, the former US CEO of Dentons, has joined Baretz+Brunelle, which serves the legal economy, as its first CEO.

He will work aside B&B co-founders Spencer Baretz and Cari Brunelle.

McNamara spent about 22 years at Dentons, which includes a five-year stint at the helm. He also served on the global management committee and board of directors.

Baretz called McNamara a transformational leader.

"His presence validates the quality of our work and strategy to date, enhances our insights on day one, and opens new paths," said Baretz.

B+B serves Am Law 100 & 200 law firms, legal boutiques, alternative legal services providers, tech companies, information & analytics operations and private equity firms.



Mike McNamara

APCO PROMOTES SAUDI ARABIA TOURISM

[APCO](#) has signed on to promote this month's visit of Ahmed Al Khateeb, head of Saudi Arabia's Ministry of Tourism, to the US.

The Ministry hosted a ceremony in Riyadh on April 3 to announce that 100M tourists have visited the Kingdom.

That achievement was achieved seven years ahead of the tourism goal set in the Vision 2030 economic transformation program.

Al Khateeb said that the Ministry will now seek to attract 150M tourists by 2030. "We persistently endeavor to position tourism as a pivotal sector in our economy," he said.

APCO's Sharron Silvers, senior director; Kelsey Glover, director; Remi Lederman, associate director; and Jenny Muchnikoff, senior consultant; represent the Saudi business.



DC HOUSING AUTHORITY SHOPS FOR PR

The DC Housing Authority, which is charged with providing affordable housing that is well-maintained and "aesthetically pleasing for those whose circumstances prevent them from competing in the general marketplace," seeks PR support.

DCHA operates 8,300 units with public housing subsidies and 14K private units through its voucher program.

It claims to be "one of the most innovative housing authorities in the nation," and "has embarked on an ambitious program of development and redevelopment," according to the RFP.

The desired partner will forge relationships to gain proactive, positive media placements for DCHA leaders, projects and human interest stories and will manage DCHA's social media presence.

DCHA also needs help in redeveloping its website and publishing newsletters to residents.

It plans to issue a two-year contract.

Responses are due April 19. They go to contractspecialist@dchousing.org with copy to business@dchousing.org.

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



HEALTHCARE RANKINGS *(continued from page 1)*

The deal added to APCO's advisory services with organizational transformation, inclusive workforce and workplace of the future capabilities, according to Evan Kraus, president & managing director, operations.



Evan Kraus

Engagements focused on large corporate structure projects, spin-offs and the restructuring of old and newly formed healthcare entities, inclusive of internal and external communications.

APCO's healthcare practice reported major increases in the health insurance sector and diversification

in services offered to its large global pharmaceutical firms.

The firm helped clients navigate the complex geopolitical, regulatory and policy-related issues shaping the health sector.

Kraus said APCO's capability to integrate government relations, executive positioning, creative storytelling, earned media, while leaning in and leveraging a unique microtargeting approach to paid media, enhances clients' ability to reach health care audiences and drive value to clients' businesses.

"Our One APCO approach continues to position us as the advisors of choice for the most innovative organizations working to improve health and advance health equity," noted Mathew Shearman, co-chair of APCO's global health practice.

Insights, Collaboration Pay Off at Zeno

Zeno Group pounded out an 8.4 percent rise in healthcare revenues to \$14.2M.

That upbeat performance underscores its "commitment to meet the increasing demand for innovative communications solutions and deep audience insights in the health sector," said Kristie Kuhl, health + wellness, global managing director.

Zeno, which operates in North America, Europe and Asia, expanded its reach with wins across the health spectrum including Argenx, one of the world's fastest growing biotechnology companies, American Association for Respiratory Care, and Alcon, the global leader in eyecare.



Kristie Kuhl

The health + wellness unit chalked up significant organic growth with existing clients that engaged Zeno on more types of services and in more geographies.

Kuhl cited Zeno's work for the CDC Foundation's Live to the Beat campaign to reduce heart attack and stroke in Black Americans as a

perfect example of the firm's deep insights and collaboration.

Zeno, which is part of DJE Holdings, had a presence in major industry events in 2023 including the STAT Summit where Kuhl interviewed the CEOs of Harmony Biosciences and Amylyx Pharmaceuticals.

Real Chemistry Reorganizes

Real Chemistry CEO Shankar Narayanan capped a record-setting year (revenues rose 7 percent to \$595M) by rolling out a new organizational structure to enable long-term growth.

The No. 1 healthcare firm realigned its internal teams into capability areas and best-in-class centers of expertise. They

are activation, advertising, analytics & insights, integrated communications, medical, and targeting.

Narayanan expects the move will strengthen Real Chemistry's expertise, drive greater collaboration and allow teams to be more agile to serve clients.

During the past year, the firm accelerated the adoption of AI and emerging technologies across all aspects of its business.

It established a partnership with enterprise Generative AI expert Writer.ai, giving all team members access to the Writer platform tool, which improves work quality and creates new ways to reach patients and healthcare providers with accessible, personalized content at scale.

Earlier this year, Real Chemistry acquired Avant Healthcare, a full-service medical communications company using high science, data-driven strategies, and innovative digital and creative capabilities to develop and facilitate impactful messaging to healthcare providers.

Avant was folded into Real Chemistry's medical group, which has 450 staffers steeped in medical communications/education/affairs and scientific visualization.



Shankar Narayanan

Evoke Evolves into Inizio Evoke

No. 2-ranked Evoke introduced its new brand and platform, Inizio Evoke, during the past year.

The move united its specialty agencies and capabilities under a singular brand with core service areas in marketing, communications, transformation, media and access.

"Inizio Evoke is purpose-built to ensure clients receive the most effective solutions tailored to the dynamic healthcare landscape now and far into the future," said Maryellen Royle, group president, comms.

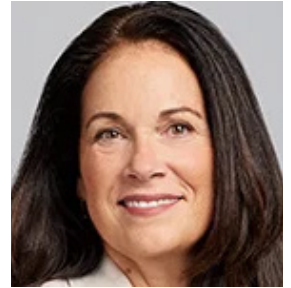
Despite the economic headwinds experienced across the industry in 2023 (Inizio Evoke recorded a 7.6 percent dip in revenues to \$340M), the firm saw great interest and engagement from clients on brand and disease education initiatives, omnichannel efforts, and health equity and corporate initiatives.

Royle said clients continued to seek core comms support and fresh thinking across data and regulatory milestones, clinical trial recruitment, internal communications, social and digital media, and new approaches to thought leadership.

"In public health, we again helped steer our clients through a sea of medical misinformation and 'fake news' to educate and engage the public and healthcare professionals about the importance of immunization," she noted.

Inizio Evoke's data sciences teams helped meet the increased demands for more analysis, insights and intuitive data products.

Looking ahead, Royle said her firm's new and more integrated structure is paying dividends as "clients seeking support in one service area are now more easily connecting our global capabilities across multiple offerings, providing a unique competitive advantage." *(continued on page 4)*



Maryellen Royle

HEALTHCARE RANKINGS *(continued from page 1)*

Finn Navigates Fragmented Health Ecosystem

Finn Partners, which reported flat healthcare revenues of \$52M, worked across the payer, patient community, product innovation, policy and provider sectors.

“In a year that led many other agencies to struggle, Finn was solid and stable—retaining talent and client relationships, investing in professional development through its international Health Academy, and adding new skills and services to its mix,” said Gil Bashe, global health and purpose chair.

Fern Lazar, who leads the global health practice, and Tom Jones, NYHealth Lead, created a powerhouse unit that services the biopharma and medical devices sectors.



Gil Bashe

They launched such services as clinical trial patient recruitment, C-Suite thought leadership services, investor relations, real-time global media monitoring and issues analysis, health-sector data analysis, along with solid pre-launch and launch capabilities.

The health provider services group, led by Nicole Cottrill, senior partner, and Nate West, partner, and serving hospital systems across the US, expanded into extended and long-term care. It works with health institutions like Meharry Medical College in the vanguard of national change.

Finn advanced its position in global health via the hiring of DC-based Richard Hatzfeld, and the 2023 acquisition of Dublin-based Hyderus led by Mark Chataway, managing partner, and Christopher Nial, senior partner.

Hyderus has run campaigns with Finn in the EMEA and Asia regions, and has ties to India-headquartered SPAG/Finn to support multinational biotech and pharmaceutical companies.

Bashe noted that Finn has a substantial operation in Israel. “Our presence in Israel is a bridge to the world’s key sources for health innovation,” he said.

Imre Adds Nine New Logos to Client Roster

Imre, which is headquartered in Baltimore, posted a 12.2 percent rise in healthcare revenues to \$55M.

“We experienced a banner year by creating work that disrupts the norms in healthcare marketing and adding more agency-of-record engagements than in any other year,” said Anna Kotis, president.

The firm invested in senior leadership hires who have deep healthcare marketing expertise, and appointed a Strategic Committee in partnership with its executive board.

Kotis said the 2023 growth came from a mix of new business wins combined with organic growth in healthcare and consumer spaces.



Anna Kotis

“We added nine new logos to our client roster last year—several of which are in highly competitive categories such as oncology, eye care and weight loss,” she said.

She said it will be increasingly challenging for specialized brands to stand out. “There’s an ongoing need to assist clients in delivering authentic, credible content and experiences for greater engagement and impact..”

Ruder Finn Stays Ahead of the Curve of ‘What’s Next’

Ruder Finn recorded a 7.5 percent jump in healthcare revenues to \$60.2M, fueled partly by wins from Sanofi, Seagan, Pfizer and Teva Pharmaceuticals.

The firm launched the AI-powered RF Studio, which ensures that healthcare client programming is seeded in predictive insights and supported by measurable data and analytics.

That programming ranges from KOL and patient influencer mapping to omnichannel disease education campaigns to regulatory communications and policy shaping, according to Christie Anbar, global healthcare lead.

She said RF’s healthcare practice not only invests in new technologies and tools, but also people, to remain ahead of the curve on “what’s next” in emerging, market-shaping trends for our clients and their stakeholders.

The firm added Jennifer O’Neill, executive VP of healthcare growth and integrated marketing, and Alex Taylor, senior VP of media relations, healthcare.

Anbar noted that RF, as an independent shop, attracts independent thinkers who are not afraid to speak up, contribute ideas, problem solve and get things done. “We are passionate collaborators who can also work independently to see things through and deliver for clients,” she said.



Christie Anbar

JPA Health Enjoys 21.5% Growth

JPA Health reported a robust 21.5 percent rise in revenues to \$24.3M as the DC-based firm continued to embed data sciences throughout its operations, bolstered by the acquisition of True North Solutions.

That Cambridge-based consulting firm is known for its expertise in predictive analytics and AI-driven solutions. JPA also expanded its proprietary AI-powered insights engine, Gretel Trails.

The firm secured a multi-year, multi-million-dollar contract with the Substance Abuse and Mental Health Services Administration. CEO Carrie Jones said the contract aims to address the mental health and substance use disorders crisis among America’s youth, reflecting the agency’s growing influence and responsibility in public health.

With the publication of its report, “One World, One Health,” JPA launched its One Health practice, endorsed by global health authorities and aligned with several United Nations’ Sustainable Development Goals. The initiative highlights the urgent need for increased communication and collaboration across human, animal, and environmental health sectors.

JPA strengthened its team by welcoming Tish Van Dyke to oversee its Public Health, One Health and Federal Government practices. With over two decades at Edelman, Van Dyke’s extensive experience significantly enhances the agency’s capabilities in these specialized areas.

Looking forward, Jones said JPA Health is poised to further expand its biopharma clientele and the sophisticated services they seek, ensuring its continued leadership across healthcare communications.



Carrie Jones

EX-CLINTON PRESS SEC ADVISES CLP

Jennifer Hanley, who was press secretary for Senator Hillary Clinton and the Hillary for President campaign, has signed on as a senior advisor at CLP Strategies, business communications shop.



Jennifer Hanley

During Clinton's run for the Democratic presidential nomination in 2008, Hanley helped develop communications strategies; oversaw national media outreach and coverage; and traveled with the candidate to prepare her for media interviews and press conferences.

Post-Clinton, Hanley was managing director responsible for JP Morgan's 120-member communications & marketing team, and global head of communications and corporate engagement at Kohlberg Kravis Roberts.

She currently runs Boston's Ridge Hill Group, advising clients on M&A situations, IPOs, investor relations, capital formation, product launches and crisis communications.

MI COUNTY SEEKS PR FOR CANNABIS LAW

Monroe County plans to hire a firm to run an education, communication, and outreach campaign regarding the Michigan Medical Marijuana Act.

The firm will develop creative and marketing collateral materials, digital/social advertisements, media buying and placement management. The effort is to begin in May and run through July.



There are about 150K people living in Monroe County, which is the Great Lakes State's only county situated on Lake Erie.

The Monroe County Health Department has budgeted \$25K for the effort.

MCHD is seeking a consultant who "would be willing to make a pro bono contribution of time and/or expense to supplement the proposed budget if needed," according to the document.

Proposals, due April 19, go to: Joshua Thomas; Monroe County Finance Department, 2nd Fl; 125 E. Second St.; Monroe, MI 48161 or rpf@monroemi.org.

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

DCI GROUP EXPANDS TO NYC

Washington-based DCI Group has hired *Wall Street Journal* reporter Will Feuer to gain a presence in the New York market.

He covered financial news for the WSJ and also worked as business reporter for the *New York Post* and breaking news at CNBC during the COVID-19 pandemic.



Will Feuer

The move into the Big Apple is a "natural progression of our extensive experience in effectively representing investors, law firms, and clients in the financial services sector," said DCI managing partners Brian McCabe and Justin Peterson.

DCI in November moved into the Florida market by recruiting AT&T veteran Juan Flores in Tallahassee. He did a 12-year run at AT&T, including a stint as VP-global public affairs.

RUDER FINN BOLSTERS CONSUMER OFFERING

[Ruder Finn](#) has recruited Ketchum veterans Corinne Gudovic and Tera Miller to bolster its consumer group, which serves Coca-Cola, Disney, LG and Aveda.

Gudovic becomes consumer head, while Miller takes on creative planning duties.

They worked together at Ketchum, where Gudovic was managing director of client experience in a 17-year run. Miller, a 26-year veteran of the Omnicom unit, served as North America creative director.

At RF, Gudovic and Miller will boost its integrated marketing capabilities, and team with its TechLab and creative studio to develop new offerings to drive consumer engagement and conversion in the fragmented omnichannel environment.

[RF ranks as O'Dwyer's No. 6](#) firm with 2023 fee income of \$175.5M.



**Corinne Gudovic,
Tera Miller**

WF TABS CHASE VET ROSENBERG FOR PA SLOT

Jason Rosenberg, who served as managing director, head of U.S. government relations at JPMorgan Chase, is joining Wells Fargo as head of public affairs, effective April 15.

Rosenberg was most recently head of corporate affairs at Block, a financial tech conglomerate that includes Square, Cash App, Spiral and TIDAL. He has also served as SVP at Glover Park Group and senior economic policy advisor to Sen. Jon Tester (D-MT).



Jason Rosenberg

At Wells Fargo, Rosenberg will have responsibility for the company's corporate communications, corporate marketing, government relations and public policy, philanthropy and community impact, and sustainability groups.

OR SEEKS TO CURB LGBTQIA2S+ ABUSE

The Oregon Dept of Human Services is looking for a firm to conduct a communications campaign to raise awareness of reporting abuse of adults 65+ who identify as LGBTQIA2S+, and to recruit workers to provide support services to homebound Medicaid recipients.

Oregon envisions the awareness campaign to be a mix of public affairs activity and paid advertising.

Messaging will address barriers to reporting abuse. Outreach will promote the resources available to report abuse to protect older adults from harm.

The recruitment effort will target audiences who might consider home healthcare as a career.

Work may cover areas such as eating, dressing, mobility, toileting, cognition, housekeeping, shopping, transportation, and medication management.

Funding for the workforce development push comes from the American Rescue Plan Act.

Proposals are due April 18 at The Beaver State's [e-portal](#). [Read the RFP \(PDF\)](#).



COMMENTARY

Tech is back... Publicis Groupe CEO Arthur Sadoun reported Q1 revenues grew 4.9 percent to \$3.4B, a performance fueled in part by the comeback of the technology sector.



Arthur Sadoun

The parent of MSL and Kekst CNC enjoyed “double-digit” growth in technology revenues, which is a sign of a “clear rebound” for the embattled sector, according to the Frenchman.

Sadoun expects the 1Q results to stack up as the “8th consecutive quarter of delivering the highest growth in the industry, leading to market share gains.”

He claims Publicis has the “ability to capture a disproportionate part of the increasing demand for data-led marketing transformation, boosted by AI.”

Sadoun has put the ad/PR business on notice. He expects his firm to grow twice as fast as the industry average.

Modesty is obviously not a trait that Sadoun has in abundance.

Macy’s throws in the towel. The besieged retailer has agreed to appoint two directors to its board that were nominated by Arkhouse Management Co., its unwanted suitor.

Tony Spring, Macy’s new CEO, welcomed Ric Clark and Rick Markee and praised the “valuable real estate and retail expertise” that they will bring to the board.

Clark was CEO of Brookfield Property Group, and Markee was CEO of Vitamin Shoppe Inc. and vice chairman of Toys “R” Us. They will join the board’s finance committee to evaluate and make recommendations to the full board regarding the acquisition proposal made by Arkhouse and Brigade Capital Management.

Longacre Square Partners handles Arkhouse.

The Profile in Wimpery Award goes to the Ford Presidential Foundation for stiffing American hero and former Wyoming Congresswoman Liz Cheney.

The co-chair of the Congressional panel that investigated the Donald Trump-instigated Jan. 6 assault on the US Capitol had been nominated to receive the Foundation’s highest award, the Gerard R. Ford Medal of Distinguished Public Service.

The Foundation snubbed Cheney because it worries that her award would run afoul of laws governing non-profits.

Gleaves Whitney, executive director of the Foundation, said when the award was discussed Cheney was mulling a run for the presidency.

“The executive committee concluded that giving the Ford medal to Liz in the 2024 election cycle might be construed as a political statement and thus expose the Foundation to the legal risk of losing its nonprofit status with the Internal Revenue Service,” he said as an April 10 statement.

Whitney conceded that Cheney meets all of the criteria that the medal signifies—courage, integrity, and passion to serve the American people.

He said the Foundation might consider awarding Cheney

the medal in a future year.

That depends on Joe Biden winning re-election.

The gutless wonders at the Foundation would never award Cheney the medal in the event that her arch-enemy Donald Trump becomes president.

They fear that the Mango Mussolini would order the Internal Revenue Service to make life miserable for the Foundation, if it honored his arch-enemy.

Cheney’s dad, Dick, was Ford’s chief of staff. Whitney noted that the Ford family has been close to the Cheney family for five decades.

Jerry and Betty Ford’s kids (Michael, Jack, Steven and Susan) should pressure the Foundation to do the right thing and honor the woman who stood up for America’s democracy.

JPMorgan Chase CEO Jamie Dimon has deposed Berkshire Hathaway chief Warren Buffett as the king of “letter to the shareholders” writers.

While the letter from the “Oracle of Omaha” focuses on Wall Street and the economy, the New Yorker takes aim at the pressing political, cultural and economic matters of the day.

His recent gem deals with Ukraine, political dysfunction, interest rates, misinformation, AI, governmental regulation, rising China, diversity & inclusion, climate change, industrialization, taxes, immigration, decision-making, trade, respect for others, inflation, and national security.

One of my favorite parts of Dimon’s letter simply urges Americans to stop screaming at each other.

“We can start by trying to understand other people’s and other voters’ points of views, even around deeply emotional topics. We can stop insulting whole classes of voters. We can stop name calling. We can stop blame-shifting and scapegoating.

“Politicians can cease insulting, baiting and belittling each other, which diminishes them and the voter. It has also become too acceptable for some politicians to say one thing in private and deliver a completely different message in public.”

Dimon believes ending US support for Ukraine goes against everything that this nation is supposed to stand for.

“When our allies and other democracies were under serious assault, great American leaders have inspired the American people — through words and actions — to stand up to help and defend them,” he wrote. “Staying on the sidelines during battles of autocracy and democracy, between dictatorship and freedom, is simply not an option for America today.”

Where are those great American leaders? Not only does America have timid politicians staying on the sidelines, it has Republicans spouting Russian misinformation.

Ukraine’s struggle is our struggle, according to Dimon. The fall of Ukraine would splinter Pax Americana and would be a disaster for the whole world.

“It is imperative that our national leaders explain to the American people what is at stake and make a powerful case — with energy, consistency and clarity — for our strong enduring commitment to Ukraine’s survival for as long as it takes (and it could take years),” wrote Dimon.

We need a guy like Jamie in House leadership to make the case for Ukraine.

—Kevin McCauley