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THE SHIPYARD ACQUIRES FAHLGREN MORTINE

Fahlgren Mortine, [No. 19 in O'Dwyer's rankings of PR Firms](#) with 2023 fee income of \$39.2M, is being acquired by its Columbus, OH neighbor, The Shipyard, a fast-growing ad agency. The shop has worked for Smucker's, Bob Evans Restaurants, Kroger, Ohio Lottery, Avery Dennison, Visit Myrtle Beach and Cardinal Health.



SHIPYARD
ENGINEERING BRAND LOVE

"[Fahlgren Mortine](#) is recognized as a leader in the industry," Rick Milenthal, Shipyard founder/CEO, said. "We are aligned with shared values, combined resources and a galvanizing mission of 'Engineering Brand Love'."

The Shipyard will maintain the FM brand with CEO Neil Mortine and president Marty McDonald in charge. Christine Turner will continue as president of TURNER, the travel, tourism and lifestyle shop that FM acquired in 2014.

The combined company will have nearly 400 staffers with expertise in tourism and economic development, financial services, consumer products, energy, retail, building products, logistics, technology and healthcare.

The Shipyard, which was cited by Adweek as one of the fastest growing agencies in 2023, has offices in Newport Beach, Sacramento and San Diego.

Eastport Holdings acquired FM in 2018.

BCW'S GUITERMAN RETURNS TO EDELMAN

Aaron Guiterman will rejoin [Edelman's](#) government and PA unit as head of US public affairs on April 29.

Most recently, he served as BCW's executive VP & market leader for its Washington office.



Aaron Guiterman

During his nine-year stint at Edelman, Guiterman was in charge of energy and industrials policy and chief innovation officer in the firm's government & PA practice.

He also headed digital PA, and was group director of strategy and planning at Edelman.

Before joining Edelman, Guiterman worked at DDC Advocacy, Glover Park Group, McCann Erickson and Young & Rubicam.

Matt Harrington, COO of Edelman, said Guiterman's return to EGA deepens its "ability to be the trusted counselor as brands, politics and culture intersect within the beltway and beyond."

OMNICOM POSTS 5.4% Q1 GROWTH

Omnicom CEO John Wren reports Q1 revenues jumped 5.4 percent to \$3.6M, powered by a solid 7.0 percent rise in its advertising & media segment.

The Marina Maher Communications, Portland, Mercury, Porter Novelli, Ketchum, and FleishmanHillard PR unit registered 3.9 percent growth to \$390.3M.

It slipped 1.1 percent on an organic basis.

OMC's operating income rose 38.2 percent to \$478.9M, while net income increased 39.7 percent to \$318.6M.



John Wren

Wren is bullish on 2024 growth, a year that will feature advertising spending for the Paris Olympics and US presidential elections.

He said OMC's "excellent new business performance and, when combined with the new opportunities we are pursuing, give us great confidence in the future."

120/80 GOES WITH GRATES

120/80 GROUP, which includes New York-based digital health consultancy 120/80 MKTG and the newly launched AOx3, names Gary Grates as president, part of an expansion of the company's scope and services.

Grates, a former principal at Real Chemistry, most recently served as president at GConsulting Group. He has also been an EVP at GCI Consulting and established and led the change and employee engagement group at Edelman.

Jen Long, a co-founder of 120/80 MKTG, serves as the unit's managing partner, chief client officer. She previously held leadership positions at Real Chemistry, ICR and Ruder Finn.

Mike Fay will be managing partner, chief client officer at AOx3, the new sister-agency brand to 120/80 MKTG, based in Silicon Valley and New York. Fay, who led corporate communications at Intel, IBM and Sequent, began his career at FleishmanHillard and Burson Marsteller.

"The definition of innovation and innovators in healthcare has changed forever and we are there – recruiting, organizing, investing to tell the story of that transformation," said 120/80 GROUP CEO and founder Rob Cronin.



Gary Grates

WA'S KING COUNTY SEEKS DC ADVOCATE

Washington's King County is looking for a federal government relations shop to help it stay abreast of policies and legislation that could impact its 2.2M people and cities such as Seattle, Bellevue and Redmond.



The hired firm will work with King County Executive Dow Constantine to develop a federal legislative agenda and an action plan to implement the legislative agenda, as well as lobbying the relevant decision-makers to achieve the goals.

The firm will spend about 30 percent of its time on infrastructure, focusing on transportation and wastewater treatment.

The firm will put special emphasis on how King County preserves current funding streams, establishes new funding streams, and successfully competes for major projects.

The County plans to issue a five-year contract with work beginning in September.

Proposals are due April 29. Firms must register at [King County's electronic portal](#).
[Read the RFP \(PDF\)](#).

FH PRO SLATIN MOVES TO HUSCH BLACKWELL

Husch Blackwell Strategies has added FleishmanHillard alum Michael Slatin as a principal in its public affairs group.



Michael Slatin

The 27-year veteran of FH has run PA campaigns in the US, Europe and Asia for Walt Disney Co., AT&T, Emerson, Eastman Kodak, UPS and Caterpillar.

HBS launched its PA offering in January.

Marianna Deal, a 28-year FH veteran, chairs the unit.

Kirsty McDonald, who held communications posts at Cigna, Centene, Peabody Energy and EY, serves as president of the St. Louis-based PA operation.

NAVIGATORS GLOBAL GUIDES JAPAN

Navigators Global has signed a one-year contract to advise Japan's embassy on legislation in Congress and White House policies and actions that could affect the US and Japan relationship.



NAVIGATORS

The pact, which went into effect on April 1, is worth \$12K per month.

Navigators works closely with Takeru Terao, counselor at the Embassy's Congressional Affairs Section.

The White House hosted a state dinner on April 10 for Japanese prime minister Fumio Kishida, who also addressed a joint session of Congress on April 11.

Navigators' founding principals Phil Anderson, who was special assistant to VP Dan Quayle and aide to Republican National Committee chairman Lee Atwater; Christopher Cox, who worked in the Bush II and Trump White House; and Cesar Conda, chief of staff to Senator Marco Rubio, handle the Japan business.

ACCOUNTS IN TRANSIT

Blueprint Creative Group of Miami lands \$4.5M five-year contract to provide Public Affairs Office support to the **U.S. Army Medical Research and Development Command**. The contract is focused on bolstering USAMRDC's mission and objectives and increasing visibility for military medicine. Blueprint will provide a comprehensive suite of communication services, which will include crafting speeches for command leadership, leading communications initiatives, designing graphics and materials, and organizing visits and presentations by command leadership, stakeholders, and congressional members.



CIIC PR signs up **Bishop Design**, an interior design firm based in Dubai and Miami, in the U.S. CIIC's efforts will include a strategic media relations and thought leadership program, while spearheading the enhancement of Bishop Design's social media presence. Founded by Paul Bishop in 2004, Bishop Design expanded to the U.S. in 2021, after having earned a stellar reputation in the Middle East, establishing a studio in Miami's Ironside district.

Magrino adds **Copper Cane Wine & Spirits** to its client roster. The agency will oversee the brand's overall PR strategy and positioning. Launched in 2014 by fifth-generation winemaker Joe Wagner, Copper Cane has released numerous new wines, always taking a hands-on approach to cultivation and marketing. Wagner has been immersed in the industry his entire life, learning the ropes from his father, who co-founded the iconic Caymus Vineyards in 1972.

Tegan Digital, a digital marketing agency, is enlisted to complete a comprehensive website redesign for Business Jet, a private aviation company based out of Dallas Love Field. Tegan will focus on revamping Business Jet's online presence to elevate their brand identity and modernize the digital experience. The redesign will involve streamlining the company's existing websites into one simplified, cohesive platform. Tegan will lead efforts in copywriting and design.

Diffusion PR picks up **The Folio Society**, which publishes illustrated books, as its PR agency of record. Diffusion's campaign will leverage earned media relations and product seeding, as well as supporting key book launches, to raise the profile of the craftsmanship for which the brand is known and its efforts in sustainability towards B-Corp status.

5W Public Relations hauls in connected desk company Beflo. 5WPR will spearhead a strategic media relations campaign aimed at elevating awareness and driving attention to Beflo's flagship product, the Tenon Smart Desk, in the US market. With the Tenon Smart Desk, Beflo aims to position itself as a frontrunner in the standing desk market.

RB Milestone Group lands **oceansix future paths**, a technology and manufacturing company which creates products and builds businesses using plastic waste, to provide investor relations services. RBMG's scope of work includes corporate communications advisory, non-deal roadshow advisory, market intelligence advisory, and business referrals. RBMG has been retained for an initial term of 12 months.



A TOUGH 2023 FOR TECH

Any way you slice it, the tech sector had a tough year. While 78 firms appeared on our 2023 list, for 2024 that number has slid to 63. And if you compare last year's top 63 firms with this year's group, net fees are down 17.5 percent—going from \$858 million to \$708.3 million.



The biggest firms did a bit better than the rest of the pack. The drop there was only 7.7 percent—from \$556.8 million to \$514.1 million.

Highwire Rethinks Its Way to Growth

"It was a challenging year for the tech sector," said Highwire principal Carol Carrubba. "Rising interest rates, inflation and the proliferation of AI caused many tech organizations to rethink communications strategies and resourcing."

Nevertheless, Highwire, which came in at #5 on our tech list, still managed to post 5 percent growth in 2023. Carrubba attributes much of that growth to the agency's move toward "deeply integrating content, social and creative services into our strategic communications programs. We've seen repeatedly that integrated programs deliver more business impact and increased value."

Highwire is looking to spur further growth with the recent acquisition of Candor Content, a content marketing company with expertise across technology and healthcare. Carrubba says that the acquisition will offer clients "expanded capabilities across SEO, lead generation, brand journalism and more." The agency has also hired Margaret Cote as the head of insights and analytics.

AI, she notes, will continue to be the big story in the sector. "It goes without saying that AI is the biggest driving force in tech right now. It's revolutionizing every industry. For example, in healthcare AI is poised to reduce the administrative burden that cripples healthcare providers, improve comprehension of healthcare text, and ultimately, improve patient outcomes."



Carol Carrubba

Carrubba also expects to see "an increase in the need for cybersecurity communications. In late 2023 the SEC enacted the Cyber Disclosure Laws, meaning organizations now have four days to assess and disclose whether they've been impacted by a cybersecurity breach.

The regulation highlights the importance of cybersecurity to a brand's reputation and puts pressure on communications leaders."

She also sees developments in energy and sustainability as central components in the agency's tech business. "We've seen more AI-powered tools employed to automate energy transformation along with the integration of blockchain technology in the energy sector. The rapid growth of renewable energy sources is also front and center."

But Carrubba also stresses that "every industry will be

impacted by this. As every company grapples with customer and data security, we aim to strengthen our guidance on all regulations, leveraging our strong cyber expertise bench to advise on complying with legislation from a communications perspective."

And finally, she cites the agency's investment in its team as a big part of its success. "We redoubled our commitments to innovation, DEI and team empowerment," she notes. "Our culture thrived while we grew, despite the tech industry's economic downturn."

The agency exceeded the Diversity Action Alliance signatory goal of 35 percent agency-wide diversity by 2022 with 44 percent representation of BIPOC staff in Q4 2023.

PAN Maintains Stability

PAN Communications, the #10 firm on our tech list, "adapted effectively, maintaining stability as the market underwent significant corrections," according to president and CEO Philip Nardone.

"Even as the tech sector destabilized, our early adoption and embrace of growing tech like AI made us a magnet for clients pivoting in this direction. Due to legacy brands adopting AI, new AI offerings emerging and an increased focus in ethical AI, we are proud to say more than 50 percent of our clients touch this space," Nardone said.

He says that PAN experienced growth across the public sector, health tech, commerce (supply chain, logistics, ecommerce) and security. "As these industries adapt to the intersection of AI, security and data, we've been well-positioned." In addition, he says that the agency "saw a spike in demand for comprehensive content strategies and thought leadership across our client base."

Later this year, PAN is introducing a new data platform that will further demonstrate how its efforts are making a tangible business impact—an essential tool as the tech economy remains shaky.

Nardone also notes the increasingly pivotal role his agency's staff plays in its success. "We used 2023 to continue to build a foundation that puts employees first," he says, citing its Hyflex+ work model, a permanent policy that gives employees the flexibility to work from anywhere, and its ongoing commitment to DEI.

"We've made excellent strides since 2021, achieving an 18percent increase in BIPOC representation among our staff. As of this year, 20 percent of our team members identify as persons of color, and 30 percent of our 2023 hires were racially and/or ethnically diverse."

As the year progresses, Nardone says he expects for PAN "not only to grow through the organic expansion of our current client base and new accounts but also to explore innovative ways to enhance our offerings, be it through mergers and acquisitions or strategic hires.

"We are well prepared to navigate any fluctuations and capitalize on the opportunities they present, ensuring that PAN continues to lead and innovate no matter the circumstances." *(continued on page 4)*



Philip Nardone

A TOUGH 2023 FOR TECH *(continued from page 3)*

LaunchSquad Moves Into a Strong Position

“2023 was a particularly turbulent year for tech and venture-backed companies, which make up the majority of our client roster,” says LaunchSquad partner Jason Mandell.

“The pullback in investments and the weak IPO and M&A markets led to increased pressure for our clients to grow responsibly, and in many cases resulted in budgets tightening across the marketing and communications functions.”

Mandell says that the agency responded to those rapidly changing budgets by working closely with clients “to realign our scope and services with their new circumstances. In response, we shifted resources into sales and business development, and we were able to add a fantastic cohort of new clients to our roster, especially in the climate and sustainability sector.”



Jason Mandell

She notes that the growth in climate and sustainability work stems in part from “the U.S. government’s vast commitment and investment in climate change solutions, we have significantly grown our climate and sustainability roster and it is currently our largest practice area. This work — from carbon removal, to food waste reduction, to energy and transportation — is extremely fulfilling for our people, and has been part of LaunchSquad’s core values since our founding.”

LaunchSquad has also “implemented significant changes across the company, particularly in sales and business development, operations, and people initiatives. We feel we are in a very strong position today to prosper as the tech, innovation, and venture capital economy inevitably reemerges.”

While Mandell says that AI will “offer exciting new ways to improve the way we work,” LaunchSquad still plans to “invest in helping our people become highly creative and adaptable so they can generate high impact for clients using their own intellect. Comms is still a people-driven profession and will be for quite some time.”

He adds that he is “confident that this year will be stronger in almost every category compared to 2023. This is partially due to the changes we have been implementing, as well as the broader market improvements that are setting us on a growth path again.”

Alloy Rides a Growth Wave

Alloy, our #22 tech firm, had a banner year, says CEO Raj Choudhury. “Thanks to an acquisition and organic growth, we grew 103 percent in 2023—exceeding our initial expectations.”

The agency also had a 92 percent employee retention rate, “which exceeded industry averages.” Choudhury says that meant the firm was “able to redirect HR resources to create value in other areas.”

Nevertheless, he notes that the firm was not immune from tech’s difficulties. “We faced headwinds as the tech sector battled volatility. Some of our clients suffered layoffs that affected our partnerships in various ways.”

Alloy recently announced a significant investment from

Purpose Group, which Choudhury says will be “used to fuel our growth strategy, including our ability to accelerate our M&A strategy,” which includes “broadening and deepening our capabilities by acquiring innovative, right-fit units.”

As far as AI goes, he says Alloy is “already realizing positive benefits from the dawn of this technology. Since implementing new AI-based tools and feature sets in our stack, we’ve made measurable gains—from decreasing content editing rounds to streamlining graphic design workflows to accelerating website development timeframes.”

Choudhury expects this year to show signs of overall improvement as well. “In addition to organic revenue growth, we’re identifying areas of efficiency— from new office space to resource management to AI tools— which we expect to positively impact the bottom line in 2024.”



Raj Choudhury

Hotwire Embraces Change

“Over the last year, the technology industry navigated economic headwinds and geopolitical tensions, while widespread expectations grew around the potential of AI. Our industry is still navigating long-term questions about how marketing and communications leaders will integrate AI into our workflows, tech stack and the partnerships we prioritize,” said Hotwire Global CEO, North America Heather Craft.

“Clients turned to our team for consultation around building or refining AI narratives, engaging with AI media and building relationships with AI influencers, as boards and c-suites quickly reacted to the initial groundswell,” she added.

Craft also cites “increased generational diversity in the global workforce, with varying perspectives and preferences around workstyle, work environment, and what’s valued and expected from an employer.”

Hotwire, the #2 firm on our tech list, accelerated its investment upskilling its team in 2023, as well as developing solutions designed to empower organizations by leveraging advanced analytics, AI, and comprehensive data insights to better identify the most impactful messaging, storylines, reporters, and influencers. Its new data intelligence offerings: MessagingIQ, NewsroomIQ, and IQBrief, have been utilized by brands such as Discord, Avanade and ABB to add greater intelligence to their communications and marketing programs.

While 2023 was a pivotal year for many industries, Craft notes that “we’re in an industry that has long embraced change and never sat idle. We look forward to the year ahead, as the role that marketing and comms plays has never been more critical, and our team is well positioned to help elevate our clients’ brand reputation, deepen the relationships that matter and ultimately drive revenue.”



Heather Craft

IMPACT MANAGEMENT SUPPORTS UKRAINE

Impact Management Group, which is headed by Republican operative Terry Benham, works to build US support for Ukraine.



IMPACT
MANAGEMENT GROUP

He has advised the Republican National Committee, Republican Governor's Assn. and was a southern regional director for Fred Thompson's presidential campaign.

His Little Rock-based firm represents Kyiv Global Outreach, a nonprofit that carries out educational and advocacy activities to preserve Ukraine's democratic values and promote industrial and economic development of the country.

Its four-month contract, which began March 15, is worth \$12,500 per month.

Impact Management's pact is with DCI Group, which inked a \$3.6M one-year agreement with Kyiv Global in February.

OREGON CITY NEEDS DMO ASSISTANCE

Oregon City is looking for proposals to help structure a standalone destination marketing organization.

Located in the metro Portland area, the city of about 40K people is steeped in history.

With the decline of the Pacific Northwest's forestry industry in the 1980s, Oregon City targeted tourism as an area of growth.

Oregon City's Economic Development Dept. wants the selected firm to provide recommendations as to the DMO's role, its responsibilities, and its overall operating structure.

It is not yet seeking specific strategies about how to attract visitors to the city.

Oregon City plans to offer a seven-month contract.

Responses, due April 26, go to: City of Oregon City; Economic Development Dept.; Attn: James Graham; 625 Center Street; Oregon City, Oregon 97045-0304

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

CORNERSTONE ADDS GOP VETERAN PLANNING

Cornerstone Government Affairs has added David Planning, who was floor director for House Majority Whip Tom Emmer, to its federal government lobbying team.

The Minnesota Congressman Emmer jumped into last year's race to succeed Kevin McCarthy as Speaker of the House, but withdrew after receiving an "un-endorsement" from Donald Trump.

Working for one of the narrowest majorities in House history, Planning teamed with Democrats to win passage of key legislation such as the National Defense Authorization act and the Fiscal Responsibility Act.

Besides Emmer, Planning worked for Majority Whip Steve Scalise, Chief Deputy Whip Patrick McHenry and Speaker Paul Ryan. He also did a stint in the Trump White House as special assistant for legislative affairs.



David Planning

ON THE MOVE

Citigroup is bringing on Blackrock global CMO **Alex Craddock** as chief marketing and content officer, a newly created role, effective next month. Before coming on board at Blackrock, Craddock was global CMO, personal systems at HP; head of global brand and product marketing at Visa; and group head of brand and marketing at Xerox. Citi last had a CMO in 2021, when Carla Zakhem-Hassan exited to take the same role at JPMorgan Chase. In a memo announcing the hire, Citi chief client officer David Livingstone wrote that Craddock's new role was created "to oversee Citi's enterprise and business marketing and set the strategy for producing original content and thought leadership."



Alex Craddock

FINN Partners promotes **David Lieberman**, a key member of its purpose and social impact practice, from partner to senior partner, corporate purpose. Before joining FINN in 2013, Lieberman was a publicist at Allied Global Marketing in Washington, DC, and managed publicity and marketing efforts across the Eastern region for entertainment and retail clients including Universal Pictures, Summit Entertainment, Modell's and Walt Disney Home Video.

Borghese, an Italian beauty brand, names **Christina Citrola** VP of sales, marketing, and e-Commerce. Citrola was most recently VP of brand marketing at Stila Cosmetics, leading the relaunch of the company's social media, as well as its go-to-market strategy and consumer engagement. She has also held senior marketing posts at La Mer | the Estée Lauder Companies and Fresh | LVMH Beauty.

Longacre Square Partners appoints **Rebecca Kral** as its first chief operating officer. Kral, a partner at the firm, has served as head of its Dallas office. Before joining Longacre in 2022, she was a director at Brunswick Group and a VP at Edelman and DF King & Co. She will continue to advise clients while taking on the COO role, which will involve overseeing human capital management, marketing and new business, tech and infrastructure, and other special projects. Longacre is also promoting Scott Deveau and Kate Sylvester to partner.

Channel V Media hires **Gabriella Bock** as director of content. Bock joins the communications strategy and PR firm from RETHINK Retail, overseeing the development and growth of the company's earned editorial and paid media departments. In her new post, she will spearhead the expansion of CVM's content marketing practice, as well as leading its website development and social media practices.

Brands2Life, which works with tech clients, appoints **Jack Murphy** as VP in the agency's New York City office. Murphy joins Brands2Life from ICR where he served as VP in the agency's tech group and provided IPO consultation and communications implementation for a variety of successful IPOs, including Dynatrace, Marqueta and Zoom. He will be part of Brands2Life's IPO readiness offering.



Rebecca Kral

COMMENTARY

The National Basketball Association has banned Toronto Raptors player Jontay Porter for violating the league's betting rules.



Jontay Porter

We are shocked that a basketball player took a gamble on making a quick and easy score.

The 24-year-old tipped off a bettor about his shaky health status. The guy then placed an \$80K bet that the Raptors would have a lousy game. Bingo!

In announcing the Porter ban, NBA commissioner Adam Silver

rolled out the dusty old chestnuts about protecting the integrity of the game, and dishing out the most severe punishment to players who break the gaming rules.

He sounded like Judge Kenesaw Mountain Landis, who was appointed the first commissioner of Major League Baseball in the aftermath of the 1919 Black Sox Scandal.

But it's hard to take Silver seriously. Tough-as-nails Landis was hired to clean up baseball.

Silver has invited legalized gambling companies into the NBA family.

The NBA website has an NBABet section that features the odds, betting insights and predictions for each game. That information is golden for a person who wants to place an illegal bet with a bookie who lives down the street.

The NBA is in bed with FanDuel and DraftKings/Sportsbook, its official gaming partners.

It's a pretty safe bet that Porter won't be the last NBA star to wager on a basketball game.

Post-Pandemic Blues... Brutal debates over the origins of COVID-19, pushback against prevention guidelines, the crucifixion of Dr. Anthony Fauci, and the promotion of quack cures (e.g., injecting bleach) explain why people worry about the politicization of medical science as much as another pandemic.

[The 2024 Edelman Trust Barometer Special Report: Trust and Health](#) found that 64 percent of respondents fret about politicization, while 63 percent fear another outbreak.

And technology is not viewed as a boost to healthcare. Sixty-three percent of Americans believe technology will worsen healthcare via compromised privacy, increased costs and unforeseen issues.

The 1994 acquittal of OJ Simpson for the murder of his wife, Nicole, and Ron Goldman set the stage for today's widespread acceptance of conspiratorial thinking, according to a smart essay that ran in [The Economist](#).

The techniques deployed by OJ's defense team were a harbinger of those used by Donald Trump.

According to the Economist: OJ's lawyers urged the jurors, of which three-quarters were Black, "to disregard the facts—Simpson's blood was found at the crime scene, both victims' blood were found in his car and in his house—and back the group they identify with.

"Just as Mr Trump has persuaded his supporters that all the criminal charges against him are cooked up by malign Democrats, so Simpson's lawyers invited the jurors to imagine a nebulous conspiracy perpetrated by an institution they distrusted—the police.

Johnnie Cochran, OJ's lawyer, fanned incendiary, them vs. us rhetoric. Robert Shapiro, Simpson's co-counsel, later admitted that his team not only played the race card but dealt from the lower deck.

The Economist's conclusion: "The lesson from the Simpson trial is that skillful demagogues can win over a big chunk of the public by inflaming divisions and 'flooding the zone with shit' as a Trump advisor put it, it has been well learned."

Press releases that you pray never need to be written...

The Diocese of Brooklyn, as part of its April 16 agreement with New York attorney general Letitia James regarding its mishandling of sexual abuse cases, has promised to issue a press release any time it decides to remove a priest or other clergy member from active ministry due to sexual misconduct.

James' probe found that the Diocese failed to uphold its own standards and procedures for investigating and responding to abuse cases.

There were cases when the Diocese found allegations credible but then failed to disclose the information to the public and to sufficiently monitor the accused priests.

The agreement with James calls for an independent monitor to review the Diocese's management of sexual abuse complaints and allegations for at least the next three years.

The monitor will issue a public report each year to evaluate the Diocese's compliance with the agreement. The report is to be posted on the Diocese website.

Let's hope the Diocese's PR department is savvy enough to publicize the annual findings.

Full transparency must replace the Brooklyn Church's history of secrecy and deceit. That's the only way to move forward from the clerical legacy of depravity and abuse.

Be careful what you wish for... Trump Media & Technology Group is calling its Truth Social platform "yet another one of president Donald J. Trump's iconic American brands." Yikes!

Truth Social joins the roster of brand flops that include Trump University, steaks, ice cubes, airline, magazine, vodka, chocolate, game, home furnishings, menswear, casinos, etc.

The company's stock has tanked more than 60 percent since it went public last month.

Yet CEO Devin Nunes says he's ready for the "next big phase for Truth Social." I must have missed Phase One.

The company is launching a streaming platform that focuses on live TV, including news networks, religious networks and family-friendly content that has been cancelled or is "being suppressed on other platforms and services."

The former California Congressman wants Truth Social to be the permanent home for news and entertainment that can't find a home elsewhere.

There's good reason why content gets scrapped. It is junk, like a diploma from Trump University was. —Kevin McCauley