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O'Dwyer's

The Inside News of Public Relations
& Marketing Communications odwyerpr.com

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August 1, 2022 Vol. 55 No. 31

WASHINGTON WANTS PR TO CUT FOOD WASTE

The State of Washington's Department of Ecology has budgeted up to \$1M for a firm to develop a public education and behavior change campaign designed to reduce food waste and contamination.



DEPARTMENT OF
ECOLOGY

The goal is to cut the amount of wasted food through prevention, rescue and recovery strategies.

The Evergreen State wants to cut the amount of food that goes into its landfills. Food is one of the largest components (13 percent) of Washington's solid waste stream. Wash-

ington is targeting a 50 percent drop in food waste by 2030.

The DOE is looking for culture-centered messaging through social/community-based marketing to raise awareness of the environmental and economic impacts of wasted food.

The selected firm will engage with businesses, non-profits, local government and federal agencies to gain their support and sponsorship of the campaign.

The DoE plans to issue a one-year contract and retain the option to extend the pact for four additional years.

Responses are due Aug. 18. They go to RFP procurement coordinator Jade Monroe at jade.monroe@ecy.wa.gov.

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

BCW SNAGS EDELMAN'S KELLY

BCW tabs TJ Kelly to take on the newly created role of president, western region, BCW North America, effective Sept. 6. Kelly joins the firm from Edelman, where he most recently served as executive vice president in the digital, technology and financial services sectors.



TJ Kelly

He was previously EVP, managing director, global client relationship manager at Edelman's Assembly Media, which serviced the firm's global Microsoft business. At BCW, Kelly will be responsible for business growth, client satisfaction and talent management across its operations in the Western region of the United States.

"TJ Kelly has exceptional leadership skills in building high functioning teams that lead to outstanding business results for clients and, ultimately, for the agency business," said BCW North America president Mary Corcoran.

FTI CONSULTING SHOWS 6% Q2 PR GROWTH

FTI Consulting's strategic communications group reported six percent growth in Q2 revenues to \$71.9M as it enjoyed solid gains in its core businesses and the North American region.

Mark McCall, who heads the stratcomm unit, told *O'Dwyer's* FTI's reputation, crisis, cyber and litigation segments posted upbeat performances.

The PR unit bolstered headcount 13.7 percent to 877 people to help handle the increased workload.

McCall said FTI's flagship offices in New York, Washington, London and Brussels beefed up staffs.

The PR unit's EBITDA slipped 15 percent to \$11.5M due to the higher compensation outlays triggered by the upswing in business.

Overall, FTI posted a 6.1 percent revenue increase to \$755M and an 18.2 percent decline in net income to \$51.4M as revenue growth was offset by higher selling, general and administrative costs, and compensation expenses, due to a 9.4 percent hike in billable headcount.



Mark McCall

TENEO HIRES H+K'S EX-TECHNOLOGY CHIEF

Amanda Groty, who served more than a dozen years at Hill+Knowlton Strategies and exited as vice chair and global technology head, has joined Teneo's London office as a senior managing director.

At H+K, she was also client relationship manager in the EMEA for the key LG Electronics account, global vice chairman-strategy & marketing, and head of the EMEA technology practice.

Groty also did a two-year stint in Japan as Nissan's global corporate communications manager, a year in Switzerland as VP-head of communications for ABB's electrification business and almost a year in Luxembourg as PayPal's senior director & head of EMEA communications.

Nick Clayton, CEO of Teneo UK, said Groty's experience in implementing strategic communications programs internationally at scale, combined with her knowledge of the tech sector, will be a huge benefit for his shop's clients.



Amanda Groty

NIH SEEKS PR TO BOOST BRAIN DONATIONS

The National Institutes of Health's NeuroBioBank, which acquires and stores postmortem brain and nervous system tissues for research into the causes and development of neurological and psychiatric disorders, is seeking a strategic communications firm to increase the number of donor registrations.

"NBB seeks to create a communications and outreach functional unit, which will engage in outreach efforts to the general public, brain and nervous system research and disease advocacy groups, rare disease communities, and minority and underserved health disparity populations," according to its solicitation document.

The selected firm will create a wide range of communications materials from print to digital, including exhibits, presentations and newsletters.

The content is to educate, inspire family conversations, and increase brain donor registrations and referrals.

The firm also will help potential brain donors and their families to navigate the donation process and serve as a liaison between donors, their families and the six brain & tissue repositories.

NBB wants outreach to scientists and targeted audiences, including hospitals, physicians, social workers, religious and community social leaders, and end-of-life professionals.

Responses are due August 5. NBB plans to issue a one-year contract with four additional one-year options.

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

META'S ESG CHIEF MOVES TO BLACKSTONE

Arielle Gross Samuels, global head of environmental, social and governance activity at Mark Zuckerberg's Meta, is joining Blackstone, the world's largest alternative asset manager and commercial real estate owner.

In September, she will take the job as global head of marketing on the corporate affairs team of a company that has \$941B in assets under management.

At Meta, Samuels handled ESG strategy, positioning, social good, equality and sustainability.

She is moving to Blackstone due to its commitment to decarbonization, diversity and governance, according to her LinkedIn post.

Blackstone has set "ambitious goals to generate value across their portfolio—including a 15% aggregate reduction in carbon emissions across all new investments where they control energy usage globally in the first three years of ownership, and 1/3 board diversity targets for new control investments," wrote Samuels. She also called Blackstone a strong backer of female-founded companies.

Blackstone has long been a target of Democratic Senators such as Elizabeth Warren. She has accused Blackstone of financing the destruction of the Amazon rainforest due to its investments in a Brazilian infrastructure company and for contributing to the housing crisis in the US.

Samuels also was Facebook's business lead for global marketing and creative, global program manager for its Creative Shop and manager of product operations.



Arielle Gross Samuels

ACCOUNTS IN TRANSIT

rbb Communications feasts at fast-casual restaurant chain **BurgerFi**. Working as an extension of the BurgerFi team, rbb will lead strategic communications initiatives and provide media relations, influencer programming and crisis communications support. It will also support BurgerFi's aggressive expansion in 2022, promote company announcements and new menu offerings, and secure influencer partnerships and thought leadership opportunities for BurgerFi executives.

LDPR wins strategic social and media relations duties for **One Aldwych**, a hotel in London's Covent Garden. The effort will focus on travel, trade, wellness and lifestyle media. It will also include a comprehensive media visit program, targeting A-list journalists in cities including New York, Chicago and San Francisco, as well as providing content ideation and influencer relations. LDPR is also working on strategic media relations and media visit programs for **Las Alcobas, Mexico City** and **ANI Private Resorts**.

20Two Studio is engaged as agency of record for **Conrad Maldives Rangali Island** and **W New York - Times Square**. 20Two will be providing public relations support at the local, regional and national levels for both clients. Conrad Maldives is home to The Muraka, which is billed as the world's first undersea residence, as well as the Ithaa Undersea Restaurant. It includes the adults-only Rangali Island and Rangali-Finolhu Island, which are geared toward families. The 509-room W New York - Times Square includes The Living Room Bar and Mexican restaurant Dos Caminos.

Coded Agency is named agency of record for **Arlo**, which provides connectivity and security solutions that include HD & 4K security cameras, doorbells and smart lighting. The agency is focusing on influencer and celebrity marketing for the client. Coded is also handling full-scope PR and influencer services for Cheekbone Beauty, an indigenous-owned beauty brand based in Canada.

DiGo (DiMassimo Goldstein) signs on as agency of record for **Go City**, a sightseeing pass business. DiGo will lead creative and communications channels for the brand, working to elevate consumer awareness of Go City as a leader in the travel and tourism space, as well as an expert on what to do in the world's greatest cities. DiGo anticipates an initial launch of the new campaign later this year.

Zapwater Communications picks up Hyatt **Centric Buckhead Atlanta**. The agency's scope of work will include media relations, influencer marketing, brand partnerships and programming. The hotel, which opened in December 2021, is launching a new restaurant concept, and the launch will be Zapwater's first major initiative. The 218-room hotel also includes suites, meeting rooms an indoor-outdoor rooftop bar and lounge with 270-degree views of Atlanta.

The JPR Group lands **WelcomeHome Software**, a customer relationship management platform for senior living operators. The agency will provide strategic communication support to drive awareness for the platform. The WelcomeHome CRM provides sales directors at senior living communities with the technology, business intelligence, and communication tools to attract and convert prospects more efficiently and effectively.



OUR CULTURE TODAY: LIES AND MORE LIES

In 2004, former Sen. Al Franken authored “Lies and the Lying Liars Who Tell Them.” With the voluminous number of lies throughout all segments of society today he could write a book every month if not every week. The US has become a country with a culture of lies and liars.



Rene Henry

Most people expect politicians to lie. And, it is legal. In 1998 the Supreme Court of the State of Washington by a vote of 5-4 reaffirmed a decision it made in 1984 that it was all right for a politician to lie. I believe that the writers of the First Amendment would not consider this freedom of speech. Six members of SCOTUS would probably disagree with me.

The Ethics Resource Center reports that telling lies is a universal problem and is increasing. It says the businesses where people are most likely to not tell the truth are hospitality and food; and arts, entertainment and recreation—both at 34 percent. There are liars today in every segment of our population including judges; lawyers; physicians; educators; executives, coaches and players in sports; and even members of the clergy, law enforcement and news media.

We have a generation of CEOs and presidents responsible for this culture. Even worse is the fact that they are directing employees to lie. There are some twists to this with some using the title of “chairman’s office” or “executive office.” I don’t know where the absurd practice of companies having employees say they work in the office of the president when they physically do not began. It is misleading, unethical, deceitful and a lie. Even worse, few of these programmed employees have any more authority than a file clerk to resolve an issue. These so-called executives have no last names, no titles, use a generic email or phone number and are great at frustrating the customer.

I always get my best customer service from—and have the most respect for—those companies that are honest and where such offices are titled customer care, support or help. This at least expresses the organization’s intent.

Because of the multitude of lies being spread in media and especially on social media, several major newspapers created a position of Fact Checker. The *Washington Post* reported in 2017 that, in just his first 466 days in office, President Donald J. Trump made 3,000 false or misleading claims. The Post added that this did not include the number made by his White House staff. False or misleading statements obviously have been made by other administrations but not in comparable numbers.

The Trump Administration added new words to our vocabulary: “fake news” and “alternative facts.” Former White House communications director Hope Hicks told a Congressional committee that she told “white lies.” She did not explain the difference between a “white lie” and a lie. To me a lie is a lie, period.

The worst liars are those who call truthful facts lies. Recently a 10-year-old rape victim was denied an abortion in Ohio and had to go to Indianapolis for help. An aggressive media and social media campaign called the story of the young girl a hoax and a lie for a week or more until the district attorney in Columbus announced an arrest.

I believe liars lie because we have a generation of people who are so vulnerable that they believe almost anything. We have a generation that stopped reading, and we’ve lost great magazines and scores of local newspapers. Too many people only have the retention of a soundbite and are highly susceptible to believing the lies and propaganda that are so prevalent on social media. And when a lie is repeated and repeated over and over again some people begin to accept it as a fact.

In 1736 The College of William & Mary became the first college to establish an Honor Code. Members of the Honor Court are students elected by their peers to enforce the rules. Anyone guilty of lying, cheating or stealing is expelled.

If more companies, organizations and institutions would establish and enforce an Honor Code, maybe that would lead to an effort to eliminate all misleading and deceptive practices, along with an emphasis on transparency and always telling the truth. How wonderful it would be to see a society that emphasizes ethics, honesty, integrity and truth.

I like to ask, “When you know someone has lied, how do you know if they are ever telling the truth?”

Rene Henry writes on a variety of subjects and is the author of 10 books. He believes that those who do not follow the principles he outlines in his book “Customer Service – the cornerstone of success” will soon need to buy a copy of his book “Communicating In A Crisis.”

KEKST PILOTS JETBLUE’S DEAL FOR SPIRIT

[Kekst CNC](#) advised JetBlue Airways as it agreed to buy Spirit Airlines, ending a bidding war with Frontier Airlines for the discount carrier.

JetBlue will pay \$33.50 per share for Spirit, a price that values the deal in the \$3.8B range.

Spirit and Frontier terminated their merger pact on July 27.

JetBlue says the deal will create the nation’s fifth largest airline with the customer-centric, low-fare alternative to challenge the Big Four (United, American, Delta and Southwest) carriers.

CEO Robin Hayes claims the combination will result in lower fares for passengers, an expanded service network, more opportunities for employees, and an enhanced platform for profitable growth. He expects the deal will receive required regulatory approval by no later than the first half of 2024.

[FGS Global](#) handled Spirit.

PADILLA HIRES CONSUMER PRO WERLE

[Padilla](#) names former [Weber Shandwick](#) EVP and consumer practice lead Chris Werle an SVP and member of the agency’s Corporate Advisory Board. Werle most recently ran his own firm, Werle Consulting, where he worked with college athletic departments and conferences, professional sports franchises and leagues, and consumer products companies. He has also served as senior associate athletic director at the University of Minnesota and VP, global marketing communications at Estee Lauder Corporation.



Chris Werle

“Chris possesses a unique mix of issues management acumen and brand-building expertise, making him a great addition to Padilla’s senior leadership group,” said Padilla president Matt Kucharski.

GENESEE HEALTH SYSTEM SEEKS PR HELP

The Genesee Health System, a public mental healthcare provider based in Flint, MI, wants a firm to run a community education and awareness campaign to enhance its overall reputation and educate the public about its expanded service offerings.

Previously, GHS primarily served the needs of the uninsured and Medicaid-enrolled patients. It now wants outreach to a broad swath of Genesee County residents across all socio-economic groups and highly diverse demographics, according to the RFP.

GHS envisions that the look and feel of the campaign will be in line with efforts used to promote hospitals.

The outreach, which will include TV, radio, digital and billboard ads, is budgeted at \$480K for a 24-month effort. It will start no later than December 1.

Proposals are due August 9 at RFPpreplies@genhs.org. [Read the RFP.](#)

NEI'S TRAUZZI JOINS INVARIANT

Invariant has hired Monica Trauzzi, who led PR for the Nuclear Energy Institute, to expand its energy, climate and sustainability offering.

As NEI's senior director of external communications and climate finance strategy & engagement, Trauzzi helped change the narrative about nuclear power and helped reposition it in the national conversation about global warming.

She also launched "Off the Menu with Monica Trauzzi," a video series of power lunches with climate and energy leaders, which generated more than 2.5M views.

Prior to the NEI, Trauzzi was managing editor and anchor of E&E News, where she moderated more than 2,000 on-camera interviews for its daily online program.

Heather Podesta, Invariant founder/CEO, said Trauzzi "knows how to make every story pack a punch."



Monica Trauzzi

EDELMAN LAUNCHES FINANCIAL PLATFORM

[Edelman](#) has launched Edelman Smithfield as a global financial communications platform under CEO Lex Suvanto.

The firm combines Edelman's financial offerings with the Smithfield UK shop that it acquired in 2015.

Edelman Smithfield will counsel boards of directors and CEOs on high-impact strategic situations, such as mergers/acquisitions, IPOs, bankruptcies, restructurings, litigation, activism, regulatory matters and ESG issues.

It will also hammer out communications strategies for banks, investment houses, hedge funds, fintech companies, insurers and private equity funds.

Edelman Smithfield has teams in 25 cities in 15 countries.

Richard Edelman sees tremendous opportunity ahead and promises to continue to invest in Edelman Smithfield to ensure the team is well-placed to define the next generation of financial communications.



Lex Suvanto

FORTUNE MOST OPEN TO FUNDING PITCHES

Fortune is the most responsive target for PR pros pitching funding news, according to a new study from public relations management platform Propel.

Fortune responded to more than a quarter (25.64 percent) of funding pitches that came its way in the first half of 2022, far outpacing the average response rate of six percent. The *Wall Street Journal* came in at second with a 16.46 percent rate, and Techcrunch took third at 12.12 percent.

On the other hand, there were several platforms (Business Insider, NBC, Coin Telegraph and the *New York Times*) that did not respond to any funding news pitches.

The study also showed that Bloomberg was the platform that received the most pitches for funding news, with the *Wall Street Journal*, Business Insider, TechCrunch and NBC Universal following.

The six percent average for responses to funding pitches considerably tops the overall PR pitch average of 3.33 percent, which represented a 12 percent drop from last year.



MEDIA MANEUVERS

Chris Cuomo, who was fired in December by CNN, is heading back to prime time. NewsNation, which is owned by Nexstar Media Inc., and bills itself as "America's source for unbiased news," is bringing back former NY governor Andrew Cuomo's little brother to host a program set to launch this fall. Chris Cuomo was let go by CNN for counseling his brother as he dealt with the sexual harassment claims that brought his administration down. In Nexstar's announcement of Cuomo's hire, president of networks Sean Compton said that he "will further our efforts to continue to ensure fairness and transparency in our news reporting and talk shows."



Chris Cuomo

Vox Media is laying off 39 employees, according to a company memo obtained by Axios. In the memo, Vox Media CEO Jim Bankoff said that number accounts for "under 2% of the company." Vox is also slowing down hiring and reducing non-essential expenses. The layoffs affect employees in sales, marketing, recruiting and certain editorial teams. The cuts will not affect *New York* magazine, which is owned by Vox. Other Vox properties include Eater, Recode, Thrillist and SB Nation.

The nonprofit news sector is steadily growing. The Institute for Nonprofit News reports that 135 nonprofit news outlets launched between 2017 and 2021, up from 69 between 2012 and 2016. [The 2022 INN Index Report](#) finds that smaller, local news organizations are driving a lot of that growth. While two out of 10 nonprofit news organizations were local in 2017, that percentage rose to four out of 10 by 2021. The Report estimates that by 2024, local outlets will make up the majority of nonprofit news organizations. In addition, two-thirds of nonprofit news organizations reported that their revenue increased from 2017 to 2021, with a median growth rate of 25 percent. Foundations accounted for the majority (53 percent) of the 2021 revenue brought in.

MARRINER STAYS WITH MARYLAND TOURISM

Marriner Marketing Communications has retained its five-year hold on the Maryland Dept. of Commerce's Office of Tourism & Film business after a competitive review.



The Columbia, MD, shop handles strategic planning, creative development, media planning and placement and optimization.

David Melnick, Marriner EVP-brand integration, said his shop is proud of its work for Maryland but knows there is some unfinished business ahead.

Using Marriner's creative firepower and precision targeting techniques, Melnick expects "to motivate visitors with a wide range of interests and appetites to explore all that Maryland has to offer."

Visitors to The Old Line State spent \$11.6B on travel-related expenses during 2020. Tourism supported about 105K jobs and generated state and local taxes of \$1.7B.

Marriner, which Maryland renewed for another five years, represents consumer goods companies such as Perdue Farms, Nestle, Campbell's, Butterball and Post.

FINN LANDS INTERNATIONAL TRAVEL SHOW

[Finn Partners](#) will handle the debut of the International Travel Show sponsored by Travel + Leisure Co., slated for New York's Jacob K. Javits Convention from Oct. 28 to Oct. 30.



The New York Times Co. had sponsored the event for 18 years up to 2020.

Themed "The Future of Travel," the show's opening day is dedicated to travel advisors and media, while the remaining two days of exhibitions, cultural presentations and seminars are for consumers.

Finn Partners will handle media relations for ITS, staff the press center, consult on programming and support sponsors.

Paul Muir, ITS president, said Finn picked up the business because of its deep expertise in the travel and hospitality sector and its robust relationships with the consumer, travel, lifestyle and business media.

Finn Partners ranked [No. 2 on O'Dwyer's roster of travel firms](#) with 2021 fees of \$20.7M.

FGS GLOBAL ADDS ADM'S REED

Anthony Reed, who spent 14 years at Archer Daniels Midland agribusiness giant, has joined [FGS Global](#) in Washington as a partner.

As VP-federal government relations, Reed handled energy, environmental policy, sustainability and biotechnology issues at the \$65B company.



Anthony Reed

Chicago-based ADM fashions itself as a leader in human and animal nutrition that unlocks the power of nature.

Prior to ADM, Reed served in the Environmental Protection Agency during the Bush II administration as deputy associate administrator for Congressional relations.

He also was chief of staff for former Republican Speaker of the House Denny Hastert.

ON THE MOVE

Mason appoints **Michael Field** as executive creative director. Before joining Mason earlier this year, Field was a vice president at Ogilvy Health. He has held positions at Atmosphere BBDO and JWT and worked on accounts including GE, Heineken, Emirates, AT&T Wireless, Acura, RFK Human Rights, Hewlett-Packard, and Stelara. In his new role, Field is responsible for leading creative across all agency accounts and new business efforts. "Michael is a great creative talent," said Mason CEO Charles Mason.

Granicus, a provider of government experience technologies and services, hires **Suzanne Behrens** as chief marketing officer. Behrens was most recently CEO of Kenner Technologies, a company focused on implementing technology solutions for federal, state and local government organizations. She previously spent 16 years at Microsoft, helping to build and manage the company's public sector marketing and inside sales function.



Suzanne Behrens

MSCI, a provider of critical decision support tools and services for the global investment community, names **Cristina Bondolowski** CMO and a member of the company's executive committee. Bondolowski comes to MSCI from HP, where she most recently served as global marketing head, Pan-HP Sustainability Impact. Before joining HP, she was global chief marketing officer, carbonated beverages at The Coca-Cola Company. In her new post, Bondolowski will lead the strategic development and execution of MSCI's global marketing and communications programs.

True Media names **Chris Actis** president of U.S. operations. Actis was most recently president at Kruskopf and Co. in Minneapolis and before that served as Midwest regional president at Initiative, Interpublic's global media group in Chicago. At True Media, Actis will have responsibility for all operations across the agency's offices in Columbia, MO; St. Louis; Kansas City, MO and Minneapolis.

Theorem, a digital marketing solutions provider, hires **Reem Al-Basri** to lead the company's London office as head of digital media strategy. Al-Basri previously held several titles at Publicis Group, including head of social content – MENA, business managing director of media and head of content strategy, development and influencer marketing.

State Street Corporation appoints **Brenda Tsai** as EVP and global CMO. Tsai was most recently chief marketing and communications officer at DXC Technology. She previously served as CMO of Bank of New York Mellon and as a managing director at General Electric. At State Street, Tsai will oversee global brand and marketing strategy and execution, including content, digital marketing, events and media relations.



Brenda Tsai

APCO Worldwide brings on **Tom Harper** as a director in its London office. Harper previously worked as a consultant in areas including technology, finance, environmental and life sciences. At APCO, Harper will provide strategic counsel to clients on crisis, campaigns, politics, international relations and media.

COMMENTARY



America's Worst President Ever says it's time to move on from the outrage over the murder and dismemberment of *Washington Post* contributor Jamal Khashoggi by Saudi hatchetmen.

Donald Trump, who hosted Prince Mohammed's LIV Golf tournament at Trump National Golf Club in Bedminster, NJ, said the controversy over the butchering of Khashoggi "has totally died down." AWPE also gave his blessing to Saudi Arabia sportswashing its image via golf.

"I think LIV has been a great thing for Saudi Arabia for the image of Saudi Arabia," Trump told the *Wall Street Journal*.

He said the publicity generated by LIV Golf is worth billions of dollars. "It's one of the hottest things to have happened in sports, and sports is a big part of life."

Trump can't figure out why the 9/11 families are outraged over a golf tournament staged in Bedminster, which is 50 miles from Ground Zero.

Does he know that 15 out of the 19 9/11 terrorists were from Saudi Arabia? It wouldn't matter one way or the other.

Attorney General Merrick Garland should set aside the Justice Department's probe into the Jan. 6 Capitol Hill riot for a moment and decide whether Trump is required to register as a foreign agent of Saudi Arabia.

He sure sounds like one.

Bad move, Jared. President Trump's egomaniacal son-in-law Jared Kushner has written a memoir modestly called "Breaking History: A White House Memoir," set to be published on August 23. Geez.

But there will be at least one buyer of the mammoth 500-page book and future doorstep.

Congresswoman Carolyn Maloney, who chairs the House Oversight Committee, is sure to crack open the pages of Kushner's tell-all.

She will be looking for insights into his cushy ties with Saudi Arabia and its de facto ruler Crown Prince Mohammed bin Salman.

The *Wall Street Journal*, which reviewed portions of the book, notes that it details how Kushner stood with Prince Mohammed in the aftermath of the murder and dismemberment of *Washington Post* contributor Jamal Khashoggi and how members of the Trump administration were uneasy with the first son-in-law's cozy relationship with the top Saudi.

Maloney is investigating Saudi Arabia's decision to plow a cool \$2B into Kushner's investment company. That investment was made six months after Trump left office. Kaching.

Did Prince Mohammed reward his buddy for whitewashing the Kingdom's human rights abuses in Yemen, murder of Khashoggi and crackdown on political dissent at home?

Inquiring minds want to know. Breaking History may provide grist for probers of Kushner.

Rocky road for S4 Capital's Martin Sorrell. The share price of S4 Capital is down 86 percent to 120P on the London Stock Exchange since September 2021.

Nearly half of that value was lost following S4's July 21 statement warning that it would not meet full-year earnings targets due to "hiring and staff costs that have continued to increase ahead of gross profit/net revenue growth rate."

Significant cost reduction measures have been put into place, including a break on hiring, and discretionary cost controls have been introduced already to better balance growth in revenues and profit, according to the statement.

Sorrell, who is S4's biggest stockholder, expects to release first-half results in September.

Hillary, who? Hunter Biden has topped Hillary Clinton as the right-wing media's No. 1 target. Fox News "reported" 9,000 stories about Joe Biden's son during the past two years, according to the July 17 *Financial Times*. That was about double the mentions earned by the former First Lady.

A search of the *New York Post* shows 626 stories about Hunter during the past year—55 of them ran in the last month.

Hillary chalked up 513 and 43, respectively.

The *Post* ran a July 21 exclusive breathlessly headlined "Hunter Biden's marriage to Melissa Cohen is on the rocks."

The couple is apparently stressed because the Secret Service team "that lives in a much larger mansion next door to them, watches over Hunter like hawks."

Melissa apparently didn't know what she was in for when she married Hunter.

Hillary is just fine about losing her crown to Hunter.

Sad saga comes to an end. Frank Okunak, former COO of Weber Shandwick, pleaded guilty to wire fraud and falsifying records on July 27. The fraud occurred from 2011 to 2020.

He was accused of embezzling more than \$16M from the PR firm and its parent company Interpublic.

The funds were used for his own personal business ventures, tickets for sporting events and charitable donations.

Interpublic fired Okunak once his wrongdoing was discovered. No client funds were embezzled.

Okunak, who is 56, has agreed to forfeit \$10.8M and pay \$16M in restitution. He is scheduled to be sentenced on Dec. 6.

Get rid of the "S" and "G" in environmental, social and governance and you are in business, said *The Economist* on July 21. It believes the ESG term lumps too many dizzying objects together, rendering it meaningless.

The magazine notes that Elon Musk is a "G" nightmare but an "E" champion for popularizing electric cars.

Closing a coal mine deserves praise on the "E" front but brickbats in the "S" category because of the negative impact on workers, communities and suppliers.

The *Economist* recommends focusing entirely on the "E" though it would be recast as "emissions."

The current "E" is too broad because it covers biodiversity, water scarcity and other issues, according to the magazine.

Emissions pose the biggest danger to the planet, particularly from gas-belching industries.

Not a bad idea. The *Economist* gets an "A" for effort.

—Kevin McCauley