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# O'Dwyer's

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## **PENNSYLVANIA DANGLES AN ECODEV RFP**

Pennsylvania is looking for a visionary partner to handle PR, communications and industry outreach to promote it as a top-tier location for business.



It wants to be known as “a premier place to grow a business, a community to call home, and a state to feel proud of—thanks to a strong quality of work and life,” according to the RFP.

The selected firm will position Pennsylvania as an innovative industry leader in cutting edge technology-driven fields such as

AI, robotics, energy and life sciences.

It will create and maintain a positive perception among site selectors and business decision-makers. Earned, paid, owned and shared media tactics are to be part of the outreach effort.

Pennsylvania wants “big” or “out-of-the-box” ideas, including proposals for marquee events and other mechanisms for showcasing the state to its best advantage.

The Commonwealth plans to issue a one-year contract for work beginning Jan. 1. There will be options to renew for four additional one-year periods.

Proposals are due Sept. 26.

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

## **HUNTER NETS ALLBIRDS**

[Hunter](#) nets Allbirds, which produces a line of eco-friendly shoes. The agency will handle media relations, executive thought leadership, strategic counsel on partnerships and experiences and product seeding with celebrities and media.



Influencer specialists will support product launches and collaborations for the company, as well as sustainability initiatives and company-wide creative campaigns.

Sunshine Sachs formerly worked with the brand in the US.

Launched in 2016, Allbirds is now a nearly \$300 million sustainable shoe and clothing brand. The San Francisco-headquartered company has more than 50 retail stores around the world and partnerships with such retailers as Nordstrom, REI and Dick’s Sporting Goods.

## **BCW BUFFS IMAGE OF ABU DHABI’S EPA**

BCW is representing the Environmental Agency of Abu Dhabi, which bills itself as the top environmental regulator in the Middle East.

The WPP unit is to provide PR, communications services, and thought leadership advice to bolster the awareness of the agency and its work.

It will identify appropriate media opportunities, create briefing materials and develop talking points for interactions with the press.

BCW is to receive a fee of about \$165K for its effort under the contract that began Aug. 1 and runs through Jan. 14.

Abu Dhabi is the second largest city in the United Arab Emirates after Dubai, which will host the United Nations’ climate conference from November 30 to December 12.

BCW EVP Shaila Manyam and SVP Katharine Castillo handle the Agency’s account.



## **NYU ENROLLS CVS VET METCALFE**

The NYU School of Professional Studies Division of Programs in Business names former CVS senior VP and chief communications officer Kathryn Metcalfe to the newly created role of visiting professor. Metcalfe has also held leadership roles at Bristol-Myers Squibb, Aetna, Deloitte, Novartis and Pfizer, as well as serving in senior roles at PR firms, including CEO of Cohn & Wolfe’s New York office. Earlier in her career, she was an adjunct professor for the NYU SPS program.

In addition to teaching responsibilities, Metcalfe’s new position will entail helping to review curriculum, build thought leadership, and increase the program’s visibility and ties to business globally. She will also bring industry leaders to the program in a new speaker series.

“Her strong reputation as well as her deep and diverse experience across all disciplines of communications, public relations, government affairs, crisis communications, and marketing will help us ensure we continue to raise the bar academically and provide our students with relevant real-world insights,” said Martin Ihrig, associate dean and clinical professor at the NYU SPS DPB.



**Kathryn Metcalfe**

## GEN Z FLEXES ITS MARKETING MUSCLE

The power of Gen Z is becoming increasingly apparent across the marketing landscape, according to the newly released [2023 Edelman Trust Barometer](#).

Edelman's "Special Report: The Collapse of the Purchase Funnel" looks at how changing attitudes toward trust and loyalty are re-shaping the traditional sales funnel, shifting its



emphasis toward a long-term process of brand engagement and away from the "one and done" idea of a simple, straightforward transaction.

Gen Z consumers, the study finds, are leading the way in bringing about these changes. While the desire for trust is on the rise for consumers across the board, it is the highest for consumers between

the ages of 18 and 26. Almost eight out of 10 study respondents in that age bracket (79 percent) agreed that "it is more important to trust the brands I buy or use today than in the past"—up eight percentage points from June 2021.

That percentage drops to 76 for consumers between 27 and 42, 69 for those between 43 and 58, and 61 for those 69 and over. While the numbers are up for all those groups, the rate of increase still lags considerably behind that of Gen Z.

Gen Z's influence extends beyond trust and transparency-related issues, however. Close to seven out of 10 respondents (68 percent) said that when and where they shop was influenced by "teenagers and college-age people."

The study's results suggest that the growing need for trust grows out of a sense of insecurity as regards the world at large. About three-quarters (73 percent) of respondents said that they seek out brands "that increase my sense of safety and security" as opposed to sparking their sense of adventure.

That preference grows the further you get from the Gen Zers, but it remains relatively high for all ages. A whopping 83 percent of those 59 and over agreed, with 73 percent of those between 43 and 58, 69 percent of those from 27 to 42, and 67 percent of those from 18 to 26 following suit.

It also comes as all consumers are becoming more particular about getting the full story about the brands they buy and follow. More than half (58 percent) say they are now doing more research before they buy, the same number say they have cut down on impulse purchases, and almost seven out of 10 (68 percent) cite being more price-conscious.

It is also has made ongoing relationships between consumers and brands pivotal to the success of those brands. 79 percent of the survey respondents said that they "interact directly with brands, beyond using their products or service."

One of central aspects of the consumer/brand relationship is the stands that brands take on current hot-button issues. While consumers say that taking a stand can often have a highly positive effect on their engagement with a brand (with an issue such as "improving healthcare access" making survey respondents seven times more likely buy a brand), brands would be well advised to proceed with caution. Differences between respondents of varying political persuasion can be pronounced, with a topic such as LGBTQ rights having a very different reaction for Republican and Democratic respondents.

Data for the 2023 Edelman Trust Barometer were gathered from May 1-12, from almost 14,000 respondents from countries including the US, UK, Japan, Brazil, UAE and India.

## ON THE MOVE

**Buzzer** hires **Liz Villafan**, who most recently served as Amazon Alexa PR specialist, as VP of digital entertainment and consumer technology. At Amazon, she oversaw the PR strategy for Alexa's entertainment capabilities, responsible

for raising awareness for both B2B and B2C initiatives. She was previously an account supervisor at Metro PR and Ketchum, where she helped facilitate brand partnerships, coordinated media events, strengthened influencer relationships and managed communications initiatives. At Buzzer, Villafan will oversee media relations and thought leadership campaigns, as well as crisis communications for Buzzer's roster of clients. She will also support campaigns across the Buzzer Collective of agency partners and independent PR consultants.



**Liz Villafan**

**GoTo**, which offers remote management and support and business communication software, appoints **Peter Mahoney** as CMO. In addition to serving as CMO at voice and AI leader Nuance Communications, Mahoney was founder and CEO of Plannuh, a venture-backed software company. At GoTo, he will lead the nearly 200 GoTo marketers, including customer marketing, partner marketing, IT solutions group marketing, unified communications & collaboration marketing, marketing operations, digital marketing, brand & creative, and corporate communications.

**Meyocks** brings on **Beth Davis**, who was previously VP and head of Florida operations at [FINN Partners](#), as public relations lead. Before joining FINN in 2018,

Davis served as director of public relations at MDG and held PR posts at AdFarm and Osborn Barr Paramore. In her new role, Davis will oversee PR strategy for the agency's client roster of food, agriculture, health and mentor brands. "Beth has a proven record of delivering results for clients," said Meyocks president Doug Jeske.



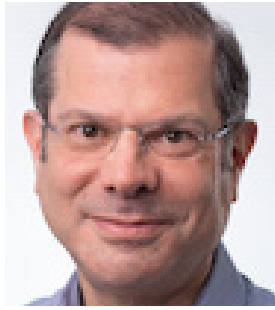
**Beth Davis**

**BCW** promotes **Angelica Silverio** to CFO; **Emily Hallford** to EVP, market leader, California; and **Adam Sechrist** to EVP, head of earned media, BCW North America. Silverio, who has been with the agency since 2001, previously served as regional financial director for North America. Hallford most recently served as EVP, deputy market leader, California. Sechrist was previously executive VP, head of earned media for BCW North America's corporate affairs practice.

**Gantry**, a commercial mortgage banking firm, names **Christine Kim** as CMO, a newly created role at the company. Kim joins Gantry from Bellwether Enterprise Real Estate Capital, where she served as creative director, marketing and corporate communications. In her new role, she will be responsible for overseeing all aspects of Gantry's new and existing client outreach, external communications, advertising and brand identity functions across traditional and digital media platforms and event programming.

## **STOPPING OURSELVES FROM MATTERING LESS**

Oh boy, was I wrong. “Who needs these humanities requirements?” I asked as a college student. I was going to be a scientist and wanted to place my attention on (what I thought was) my ultimate goal.



**Paul Oestreicher**

Sure, I learned to appreciate the genius of Shakespeare and enjoyed the scrum in my political science classes. But I loaded up on the hard, not the social, sciences. I bought the promise that technology had the answers to everything. One couldn't be a whole person without a rock solid background in math, chemistry, physics, biology.

Whole person, huh? I said I was wrong, right? I'm not sure I can say it enough. I've come to hate mutual exclusivity and false equivalencies and yet, there I was. It took me years to figure out (with no small contribution from my wife) that interesting people, valuable people, are a package.

We need to know enough about both the humanities and science to be capable citizens. With the politicization of so many topics—vaccines, evolution, climate change, stem cells—a more roundly educated public is essential.

We need to expect and demand more of our leaders, too. I wonder how many of them read books like David McCullough's *1776* or *John Adams* that chronicled how the founding fathers built a nation on progressive values; Peter Watson's *Ideas*, with two million years worth of language, thought and invention; *Constantine's Sword* by James Carroll on the evolution of faith and systematized prejudice; Stephen Hawking's *A Brief History of Time* to make your head ache when contemplating the enormity of our universe; or *Abe* by David Reynolds to show us how personal evolution and compromise gave rise to one of our greatest presidents.

Social media and cable news echo chambers have made it all too easy to receive what the algorithms are trained to feed us. We suffer from inertia, from a lack of curiosity, from what used to be the common practice of debating the issues (and not the facts). If the facts don't fit the person's worldview or “frame,” as the cognitive linguist George Lakoff termed it, the facts bounce off like bullets shot at Superman's chest. Your opponent deflects all the data, swears on what they believe to be true, while you get blue in the face.

But now comes the latest assault on holistic education. The *New York Times* recently reported that West Virginia's “flagship school will no longer teach world languages or creative writing—a sign, its president says, of the future at many public universities.” It's frightening to think this could be the beginning of a very dangerous spiral.

The questions of how to educate, what to teach, and with what money are not new. But this is different. We're looking at institutional changes that could take years, generations to repair. If we're not careful, if we don't invest in expansive, accessible education, we will be less able to govern, less capable of informed, civil discourse, and less capable of maintaining our competitiveness on the world stage. The hollowing out of education, and the under-budgeting and the reversal of opportunity are as grave a threat as any facing our country.

*Paul Oestreicher, PhD is an expert in strategic communications, marketing and public affairs, and crisis, change and reputation management. Follow him @pauloestreicher.*

## **FTI CONSULTING GOES FOX HUNTING**

Tim Fox, who has more than 30 years of economic advisor and financial markets experience, has joined FTI Consulting's strategic communications unit.

Based in Dubai, Fox has served more than a dozen years as chief economist for the United Arab Emirates banking group Emirates NBD. He also did stints in London and New York at Standard Chartered Bank, Credit Suisse and Barclays Bank.

Fox will help clients deal with the geopolitical, economic and commercial forces shaping the Gulf Cooperation Council nations of Saudi Arabia, UAE, Bahrain, Oman, Kuwait and Qatar.



**Tim Fox**

## **LA COMMUNITY COLLEGE DISTRICT SEEKS PR**

The Los Angeles Community College District, which consists of nine schools, is looking for partners to handle PR and crisis communications services.

LACCD wants to create “a bench of firms to assist the colleges with issue-related and proactive media inquiries,” according to its RFP. Proposers must have a proven track record of success in the higher education environment.

The selected firms will write press releases, media advisories, social media content, news/feature articles, opinions, speeches, messaging, newsletter content and other written communications for external and/or internal audiences at the direction of the district.

LACCD intends to enter into non-exclusive two-year contracts with three one-year options.

It also is looking for communications partners to handle branding, marketing, media buying and ethnic media outreach.

Responses are due Aug. 31. They go to: Los Angeles Community College District; 770 Wilshire Blvd., 6th Floor; Los Angeles, CA 9001; ATTN: Jason Cascio, senior procurement specialist.

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



## **WKC TO REP BAL HARBOUR SHOPS**

Wunderlich Kaplan Communications signs on to represent the Bal Harbour Shops, a shopping and dining destination located across from the Atlantic Ocean on the northern tip of Miami Beach.

The agency will develop and execute campaigns, strategic collaborations and events focused on further elevating the destination's prominence and reinforcing its reputation as an international mecca for luxury shopping and leisure. Retailers operating at the Bal Harbour Shops include Chanel, Gucci, Bottega Veneta and Neiman Marcus.

“With their extensive public relations and marketing expertise, their creative concepts and their innovative storytelling ideas, they will continue to secure the legacy of Bal Harbour Shops as America's most coveted and luxurious location for upscale shopping and dining,” said Carolyn Travis, director of strategic marketing for Whitman Family Development, developer, owner and operator of the Bal Harbour Shops.





## **TENEO PITCHES SAUDI BID TO FIGHT WARMING**

Teneo is providing communications and stakeholder services for Saudi Arabia's Regional Voluntary Carbon Market Co., the kingdom's platform to combat global warming.



Established in October 2022, RVCM is 80 percent-owned by Saudi Arabia's Public Investment Fund. It serves as an auction house in which buyers in the MENA region can bid on carbon credits to bolster the transition to net zero emissions.

RVCM conducted its largest-ever auction (2.2M tons of carbon credits) in Nairobi in June. Sixteen companies including Saudi Aramco, Saudi Arabia Mining Co., Saudi Basic Industries, and Yanbu Cement purchased carbon credits on projects in Kenya, Uganda, Morocco, Egypt, South Africa and Rwanda.

Teneo provides narrative development, tailored messaging, talking points, media relations, and issues management services to RVCM. Its six-month engagement is worth \$650K.

RVCM is part of crown prince Mohammed bin Salman's "Vision 2030" economic transformation plan.

The PIF is driving Saudi Arabia's mission to achieve net zero emissions status by 2060.

## **FGS GLOBAL REPS UK'S ARM AS IT EYES IPO**

**FGS Global** handles Arm Holdings, the British semiconductor design company, that filed for an IPO on Aug. 21.



The filing values Arm at \$64B, which would be the biggest IPO since Rivian electric vehicle maker's \$70B listing two years ago.

Nvidia offered to buy Cambridge-based Arm 18 months ago for \$40B but the Federal Trade Commission sued to thwart the deal. Japan's Softbank Group bought Arm for \$32B in 2016.

Arm reported \$2.7B in revenues and \$524M profit for the fiscal year ended March. China accounts for about 25 percent of the company's revenues.

Arm's designs are used in 99 percent of the world's smartphones, according to the prospectus.

The company's stock will trade on the NASDAQ.

## **NESBIT TAKES DHHS PA POST**

Jeffrey Nesbit, who served as communications director for former vice president Dan Quayle, is named assistant secretary for public affairs at the Department of Health and Human Services.



**Jeffrey Nesbit**

Most recently deputy commissioner for communications at the Social Security Administration, Nesbit previously served as director of legislative and public affairs at the National Science Foundation, as well as associate commissioner for public affairs at the Food and Drug Administration.

"Jeff's experience and expertise as a tested and trusted leader in public affairs will be instrumental in our efforts to communicate our work to enhance health and wellbeing for all," said DHHS secretary Xavier Becerra.

## **ACCOUNTS IN TRANSIT**

**Blueprint Creative Group** signs on to support NASA with the development and launch campaign for its SpaceTech Catalyst Prize Competition, part of the NASA Open Innovation \$175 million IDIQ, an initiative under the America COMPETES authority. The agency will work to amplify NASA's Early Stage Innovations and Partnerships Portfolio (ESIP) outreach efforts to attract a diverse pool of high-quality applicants from different backgrounds to participate in this competition while also creating a pipeline for future NASA funding opportunities.



**Uproar PR** partners with **Swipesum**, a consultancy that combines payments expertise with AI to help merchants reduce payment processing fees and streamline operations. Uproar will leverage its experience with business technology and payments companies to help Swipesum increase awareness of its services nationwide. A key component to Swipesum's consulting services is its AI platform, Staitment, which can review a large amounts of merchant statements in seconds, noting which fees are non-negotiable and which are inflated.

**Rachel Harrison Communications** has been named agency of record for Bar Clara, a new rooftop bar at the Hotel Per La in downtown Los Angeles. RHC will be handling media relations for the client. The bar, which also serves Mediterranean-inspired fare, is named after Claire Giannini, the first woman to serve on the board of the Bank of Italy, which later became Bank of America. (The Hotel Per La takes up what used to be the Bank of Italy building.)

**Matter Communications** picks up **Pluralsight**, a technology workforce development company. Matter will lead a fully integrated PR program designed to communicate Pluralsight's ability to help organizations deliver on their technology business objectives. The scope of work includes media relations, CEO and executive thought leadership content and announcement support. The agency's efforts have already landed coverage for Pluralsight in outlets including TechRepublic, Dark Reading, *Cloud Computing Magazine* and *Security Magazine*.



**Kreps PR & Marketing** signs on to provide PR for **Australis**, an expedition cruise company. Kreps will provide strategic PR services to raise brand awareness of Australis within its key markets in North America, inclusive of media relations, educational tours and strategic alliances. Chilean-based Australis navigates the southernmost Patagonian fjords, four-night, five-day itineraries with routes traveling through Cape Horn and Tierra Del Fuego between September and April.

**InnoVision Marketing Group** lands Sacred Bev Native Wellness, marketer of beverages and proprietary herbal combinations which also aim to increase awareness of Indian Country and communities. InnoVision will spearhead strategic marketing initiatives to elevate Sacred Bev's presence in the market and amplify their mission of giving back to Indian Country and offering Native American knowledge of herbal remedies to the public.

## PPG DIVES INTO IRAQ'S POLITICS

Prime Policy Group has signed the Arab Project Party as a client for election program support ahead of Iraq's Dec. 18 vote.



It will get involved in lobbying, promotion, perception management, distribution of informational materials and arranging meetings for the APP, which represents Iraq's Sunni minority population.

APP says it wants to "correct the course of the democratic process in Iraq by eradicating corruption, establishing the concept of citizenship as a foundation for belonging, and building a new understanding of the relationship between the people and the government."

Prime Policy Group is in line for a \$300K fee for work from July 15 through Dec. 14.

The firm has rolled out the heavy artillery for APP. Founding chairman Charlie Black, vice chairman & ex-New York Congressman Tom Reed and CEO Stefan Bailey are part of the six-member APP team.

Prime Policy Group is part of BCW Group, a WPP company.

## META'S GROVES MOVES TO NESTLE

Meta VP, global clients and categories Brian Groves has moved to Nestlé Health Science, where he will serve as CMO, effective Sept. 11.



**Brian Groves**

At Meta, Groves was responsible for global revenue, strategic partnership growth, and go-to-market strategy for Meta's CPG vertical.

He was previously U.S. CMO for Pfizer Consumer Healthcare and held brand management and leadership roles at Callaway Golf Company and Johnson & Johnson Consumer Healthcare.

In his new post, Groves will work to deliver on the organization's digital media and marketing strategy with a primary focus on accelerating digital capabilities and activation. He will be responsible for leading the Nestlé Health Science Commercial Excellence team and will serve as a member of its U.S. leadership team.

## YARMOUTH TO HELP FUND TOURISM EVENTS

Yarmouth has budgeted \$140K for marketing and production of events to promote the Cape Cod town as a tourist destination and strengthen community character.



The Tourism Revenue Preservation Fund is a reimbursement program to offset the expenditures associated with special events or programs.

Yarmouth encourages sustainable events that position it as a desirable place to live, work and visit.

It prefers programming to occur during the 2024 "shoulder season" (Spring and Fall) and/or school vacation time.

Proposals are due Sept 6. They go to Dawn-Marie Flett, Community Development Office, at [dflett@yarmouth.ma.us](mailto:dflett@yarmouth.ma.us).

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

## NEWS OF FIRMSS

**The Boundless Life Sciences Group**, part of the [Next Practices Group](#), launches Boundless AI, a new agency centered on how AI will reinvent

marketing. Boundless AI is being led by Tim O'Sullivan, who has served as a principal at Capgemini Invent and VP, account director at Real Chemistry's 21GRAMS unit. The new agency will work to build AI-enabled services and solutions, combining the current innovations being carried out by NPG Healthcare's data science, media, analytics and AI modeling teams.



**Winger Marketing** president Karolyn Raphael is named director of public relations for the American Marketing Association Chicago. Raphael previously served as VP of communications for the organization's volunteer board of directors. Raphael will lead AMA Chicago's public relations campaign and Winger Marketing will execute the campaign strategies as an in-kind sponsor. AMA Chicago provides ongoing development opportunities for Chicagoland marketers to expand knowledge, improve skills, and grow careers through access to innovative marketing thought leaders and cutting-edge programming.

**Leach Advisors**, which is headquartered in North Carolina's Research Triangle, expands into New York City and Charlotte. The firm has also introduced a new website that showcases its expanded service offerings to mid-cap companies that require communications expertise on merger & acquisition transactions and go-to-market corporate branding solutions. The New York City office, at 154 West 14th Street, is managed by senior advisor for brand strategy and crisis communication Liz Savery, a veteran of FleishmanHillard and Cohn & Wolfe. The new Charlotte office is managed by senior advisor for corporate affairs Jessica Antle, who has an extensive corporate and agency career history that includes AvidXchange, Mastercard and Waggener Edstrom.

**PROI Worldwide** announces its international management board slate for 2023/2024, led by Jeff Lambert, chair of Michigan-based Lambert Global, who will serve as the organization's global chair. The board also includes: Angela Scaffidi of Australia's Senate/SHJ, who is global chair-elect; Nicola Nel of South Africa's Accenture Song and Rebecca Mayo of Lansons, U.K., who are EMEA region vice-chairs; Ramonna Robinson of GFM/Center Table and Julie Colehour of C+C, Americas region vice-chairs; and APAC region vice-chairs Arwa Husain



(Adfactors, India) and Philippa Honner (Honner Media, Australia). Jeff Altheide will serve as PROI Worldwide global managing director and board secretary/treasurer and Jean Leopold Schuybroek will be director of global development.

**Chava Communications**, a media, events and marketing company, acquires Local Culture, an agency that specializes in digital, social media and experiential marketing, along with four independent media organizations from Cleveland-based company Euclid Media Group: Cleveland Scene, San Antonio Current, Orlando Weekly and Creative Loafing Tampa. Chava was founded by Michael Wagner and Cassandra Yardeni Wagner, who were previously co-chief operating officer and VP of marketing at Euclid.

## COMMENTARY



**Ron DeSantis**

**Support for Florida governor** Ron DeSantis has tanked since he decided to “reboot” his campaign. It seems once potential voters get to know him, they immediately look for alternatives.

Prior to the Aug. 23 debate, DeSantis assumed that as runner-up to Donald Trump in the polls, his debate rivals would make him the focus on their attacks. Instead, they ignored him. That was even worse.

The governor’s tough guy act fell flat. DeSantis vowed that on his first day in office he would dispatch US special forces to Mexico to kill drug traffickers “stone dead.” That is just crazy.

He also tried to avoid a question about whether Mike Pence did the right thing when he certified the 2020 presidential election. “We need to end the weaponization of these agencies.” Moderators Martha MacCallum and Brent Baier told DeSantis he wasn’t answering the question.

Jason Miller, a Trump advisor, neatly summed up DeSantis’ lackluster performance. “I knew president Trump wasn’t going to be there,” he told MSNBC. “I didn’t know Ron DeSantis was going to skip the debate.” Ouch.

**Out to lunch on climate change...** Entrepreneur and presidential wannabe Vivek Ramaswamy declared climate change is a hoax during the debate.

“Unlock American energy, drill, frack, burn coal and embrace nuclear,” he said as he debuted his campaign for Donald Trump’s potential vice president.

Vivek is right in step with the climate-change-denying Republican Party.

Despite America just experiencing the hottest month on record (July), struggling with devastating wildfires and dangerous downpours, only 35 percent of Republicans blame climate change for the hellacious weather.

Six in ten GOPers say the media have “generally exaggerated” the seriousness of global warming.

The United Nations Intergovernmental Panel on Climate Change in 2021 found “unequivocal” links between human activity and global warming.

Ninety percent of Democrats support that science but only 55 percent of Republicans do.

Nut-jobs like Ramaswamy ignore the truth about warming at the nation’s peril.

**New York’s thin-skinned mayor** Eric Adams fled to Israel for a three-day visit to avoid the migrant crisis that plagues the Big Apple.

But he waged a long-distance PR campaign to buff his own image. On Aug. 22, Adams ordered city agencies to mount a social media blitz to praise his handling of the migrant crisis, according to a report on Gothamist.

They were told to post a video showing NYC workers helping people file for asylum.

On Aug. 23 more than 20 agencies posted the video along with a canned statement: “New York City remains a beacon for all who come to our shores. And we will continue to uphold these values and reach out a helping hand to those in need.”

The Israeli press gave positive coverage to Adams’s trip, featuring meetings with prime minister Benjamin Netanyahu, leaders of the pro-democracy movement and high-tech executives. During his campaign for mayor, Adams told of his love of Israel and “a plan to find a plot of land so it can be my retirement place.”

Adams shouldn’t waste any time. He should move up his retirement plans.

**Straight talk at Peloton...** Peloton Interactive CEO Barry McCarthy has promised “radical transparency” at the struggling exercise bike company. And boy, he’s delivered the goods.

Peloton’s stock cratered 20 percent on Aug. 23 after McCarthy warned that the number of paying subscribers dropped by 29K during the fourth quarter ended June, which contributed to a \$241.8M loss.

“The slowdown exceeded our expectations through May and through the first three weeks of June as consumer spending shifted toward travel and experiences,” he wrote in a letter to shareholders.

Pulling no punches, McCarthy said Peloton expects negative cash flow for the next two quarters due to the seasonality of hardware sales, timing of inventory payments and marketing outlays.

There could be “significant upside to our financial performance later this year, or not at all.”

McCarthy stressed that Peloton operates a “seasonal business.”

A “COVID-19 seasonal business” is a better description of Peloton’s business.

The pandemic triggered a surge in demand for Peloton’s bikes. A new variant has triggered an uptick in COVID-19 cases, which could be good news for McCarthy’s company.

**Glimmer of hope for Bud Light.** The boycott is losing steam, according to a report from Deutsche Bank that found the number of former Bud Light drinkers “very unlikely” to buy the beer during the next three to six months declined from 18 percent to 3 percent.

There are reports that even Kid Rock, who famously used cans of Bud Light for target practice, has been spotted drinking the brew.

The most ardent boycotters are consumers over the age of 55, making less than \$25K annually.

Bud Light has unveiled a promotion with the National Football League to win back boycotters. It is running a contest featuring free NFL Sunday ticket subscriptions and gift cards to the NFL store.

That’s a far cry from the alliance that Bud Light had struck up with transgender influencer Dylan Mulvaney.

—Kevin McCauley