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O'Dwyer's

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

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August 8, 2022 Vol. 55 No. 32

WPP POSTS 8.7% 1H GROWTH

WPP chalked up 8.7 percent growth in first-half like-for-like revenues to \$8.2B, driven by part by a resurgence in demand for strategic communications advice from its PR firms, according to CEO Mark Read.



Mark Read

The PR group registered 10.5 percent growth to \$654M from the year-ago period and an 18.7 percent surge from the 2020 period. Operating profit jumped 31.7 percent to \$99.6M.

CEO Mark Read told *O'Dwyer's* the PR growth was across the board at Hill+Knowlton Strategies, [BCW](http://BCW.com),

Ogilvy PR and [FGS Global](http://FGS.com).

"The breadth and depth at our offer, from consumer to corporate PR as well as the growing importance to strategic communications for clients, is reflected in the strong, structural outperformance we've seen over the past three years," he said. "All credit to our people and leaders in our PR firms for this performance."

Read said clients continue to invest in WPP services due to the company's attractive industry exposure in technology and healthcare, its broad global footprint, and the importance of what it does for their businesses.

He projects full-year growth of six to seven percent.

WEBER ALUM PENATI TO MAKE BUZZ FOR BEE

Luca Penati, one-time head of [Weber Shandwick's](http://WeberShandwick.com) western region and leader of Ogilvy's technology group, has joined BEE (BEE Content Design, Inc).

He is BEE's chief marketing and communications officer.

BEE provides no-code design tools that empower users to quickly create content that resonates. Its visual builders are used to design emails, landing pages and one-page sites.



Luca Penati

Though based in San Francisco, BEE's staff is just about 100 percent remote.

"Luca's appointment is another validation of our commitment to take our business to the next level," said BEE CEO Massimo Arrigoni.

Most recently, Penati was running his own consultancy, working with startups and non-profit organizations.

TURNER TAKES ON TOURISM AUSTRALIA

[TURNER](http://TURNER.com) is supporting PR and communication activities in North America for Tourism Australia. The agency will implement and manage Tourism Australia's brand marketing strategy through consumer and trade media, influencer and advocacy relations, social media, issues management, and consumer, stakeholder and media events.

TURNER will oversee its partner agency, Faulhaber Communications, to support the Canadian market. The account will be handled from Turner's New York office, as well as Chicago, Denver and Portland; Faulhaber Communications represents Tourism Australia from Toronto, Vancouver and Montreal.

"TURNER's experience, relationships and integrated ideas serving diverse audiences is exactly what we need to maintain Australia's stature as one of the world's leading tourism destinations," said Tourism Australia vice president of North America Chris Allison.



NORDSTROM'S WULFESTIEG TO BRIGHTSPEED

Amy Wulfestieg, who was senior director of internal communications at Nordstrom, has joined Brightspeed, Charlotte-based broadband services company, as chief communications officer.

She will handle strategy, external/internal PR, change management and engagement activities as Broadband plans to invest \$2B to build a network that will deliver faster internet/WiFi services to rural areas in the Southeast and Midwest.

At Nordstrom, Wulfestieg was responsible for communicating and supporting the retailer's 65,000 employees in the US and Canada.

Earlier, Wulfestieg did a four-year run as executive VP-communications at Alight Solutions, cloud-based provider of business services.

She also spent 18 years at financial services giant Aon Hewitt, exiting as its VP-communications.

Bob Mudge, CEO of Brightspeed, envisions Wulfestieg as an "ambassador for our brand and our organization in fostering a high level of engagement with customers, employees and external stakeholders."



Amy Wulfestieg

BROWNSTEIN REPS KAZAKH ENERGY GIANT

Brownstein Hyatt Farber Schreck has inked a six-month \$660K pact to provide US outreach for Kazakhstan's national oil and gas company.



The firm will educate US policymakers and business leaders about KazMunayGas' strategic energy and mineral production as well as investment opportunities in the Central Asian nation of 19M people that borders Russia.

It also may work with Kazakhstan's Washington embassy on behalf of KMG.

US Secretary of State Anthony Blinken in May praised Kazakh president Kassym-Jomart Tokayev for his political and economic reforms that have promoted prosperity, strengthened security and protected human rights.

Kazakhstan has targeted businesses that have pulled out of Russia in the aftermath of sanctions put into place following the invasion of Ukraine.

More than 40 companies have expressed interest in either relocating production or opening new facilities in Central Asia's richest countries, Almas Aidarov, Kazakh deputy foreign minister, told the Astana Times on July 21.

Honeywell opened its first automation and safety equipment plant in Almaty in July.

Carsberg, TikTok, Australia's Fortescue Metals Group and Brazil's WEB electrical equipment maker shifted operations from Russia to Kazakhstan.

Brownstein's contract runs through the rest of the year and renews automatically for another six-month period unless either party wants to terminate the relationship.

Former California Republican Congressman Ed Royce, who chaired the House Foreign Affairs Committee, and Marc Lampkin, one-time aide to House Speaker John Boehner, work on the Kazakhstan business along with State Dept veterans Samantha Carl-Yoder and Lauren Diekman.

CITI UPS LOWNEY IN PA SHOP REORG

Citi promotes Jennifer Lowney to global head of communications, part of an overall reorganization of the company's global public affairs division.



Jennifer Lowney

Lowney joined Citi in 2014 as head of corporate communications, taking on the title of head of business and corporate communications in 2020. Before coming to the company, she was a partner at Brunswick Group and a vice president at Hill + Knowlton.

In her new post, Lowney adds responsibility for regional communications to her remit. Richard Tesvich in APAC, Jeff French in EMEA and Dan

Diaz in LATAM and their teams all report to her.

Citi executive vice president, global public affairs Edward Skylar calls Lowney "an outstanding communications strategist with excellent media management and messaging skills, across traditional and digital channels."

Her promotion comes as the company moves Citi Realty Services, Resource and Location Strategy and Net Zero Operations under the global public affairs umbrella. Head of change management Chris Hayward will now oversee the GPA unit.

ON THE MOVE

Peregrine Communications Group names **Max Hilton** and **Josh Cole** as co-CEOs. Hilton has been with the firm since 2008, most recently serving as a managing director. He started up Peregrine's New York office in 2015. Cole joined the firm in 2018 as director and head of strategy. He previously was founder and director at Orwell Digital. Hilton and Cole will lead on the day-to-day strategy and operations of the business alongside CFO Graham Golding and Peregrine's board of directors.

BMF appoints **Ally Roos** as account director of its earned/PR practice. Roos comes to BMF from Rachel Harrison Communications, where she led part of the firm's travel division. She has also worked at Bread & Butter and MGA Media Group. Her experience covers the travel & tourism, culinary, spirits, and retail sector, including such clients as Cunard Line/Carnival Corporation, Marriott International and Motto by Hilton.



Ally Roos

Antenna Group, which specializes in cleantech, mobility, real estate and health, promotes **Jake Rozmaryn** to chief growth officer, a newly created position at the firm. Rozmaryn was previously SVP of strategy and business development at the firm. Before that, he was the founder and CEO of Eco Branding, which was acquired by Antenna Group in 2017. In his new role, Rozmaryn will oversee global new business development, service and ecosystem expansion, and strategic growth initiatives for Antenna.

Allison+Partners promotes **Karyn Barr** to president, global operations and **Jordan Fischler** to president, global strategy in its technology group. Barr has headed the agency's San Francisco and D.C. offices and founded its global B2B technology specialty. In her new post, she will drive the day-to-day operation of the technology group. Fischler has overseen the agency's consumer technology work, focusing on PR strategy and implementation for technology brands. In her new role, she will focus on identifying the latest trends in technology and will work with the agency's global board to drive technology initiatives throughout the operation.

Sage Growth Partners, a Baltimore-based healthcare research, strategy and marketing firm, hires **Drew Whalen** as senior vice president, business development. Whalen joins SGP from Pattern Health, where he served as VP, business development. He has also held multiple leadership roles with Philips Healthcare, Eliza Corporation and Sanofi.

PRA Group, Inc., a financial services company, names **Giovanna Genard** vice president of external affairs and marketing leader, a newly created role. Genard comes to the company from Old Dominion University, where she served as assistant vice president for public relations and as assistant vice president for strategic communication and chief marketing officer. At PRA Group, Genard will develop and oversee its global external communication, public relations and brand strategy.



Drew Whalen

FINDING THE POSITIVE IN A NEGATIVE WORLD

I have a six-year-old daughter who routinely amazes me, but there is one particular interaction we shared that I've been mulling over these past few weeks.



Amy Terpeluk

It was just after dusk, and the fireflies were out in force. My daughter joined me at our window, and we gazed into the darkness broken intermittently by the strobing light show put on by hundreds of the tiny insects. Without moving her eyes from the scene in front of us, she said:

“You know mom, the world is a magical place.”

I was moved—almost to tears—by her innocent observation. In a time of tremendous global political strife, climate disasters that threaten the very habitability of our planet, and near-constant social discord, here was my daughter taking in the simple magnificence of nature and expressing her wonder and appreciation for the world around her. It occurred to me that despite her innocence, or perhaps because of it, she was right. The world really is a magical place, but too often we forget it.

I'll carry her words with me as I engage with clients across the nonprofit, government and corporate sectors. Hers is the lens through which we should all approach the work we do. To make an impact, you must believe that you can. I know it's hard to think that way amid the sheer volume of negativity we encounter every day—it's easy to become fatalistic. But as a communications professional, you can't just turn off the news. So how then can we manage the constant bombardment of negativity and believe that there's a better tomorrow around the corner?

It's with this question in mind that I want to highlight a recent conversation I had with [Regina Blye](#), chief program and policy officer at the [Christopher & Dana Reeve Foundation](#). Regina, who hails from Texas, sustained a spinal cord injury when she was just 10 years old after being shot in the neck by a stray bullet during a sleepover with her friends. The bullet that struck her more than 30 years ago has forced Regina to live virtually her entire life with quadriplegia. Nevertheless, Regina determined to make the most of her life and not let disability hinder her in any way—a lesson her parents, especially her mother, who stopped working to care for her, instilled.

How could someone so unfairly robbed at such a young age maintain a positive disposition about society and the broader world around her?

She's channeled her experience into a deep resolve to make things better for others who live with or are impacted by disability, staying laser-focused on inclusivity and effecting positive change.

She told me, “When it comes to inclusivity, I believe completely that people with disabilities are human beings. Sometimes that gets overlooked. People do not know unless they have someone in their life with a disability.”

So how do you turn that passion for activism into real-world change? As an organization, how do you communicate economic, environmental and social impact and create a stronger brand identity built on purpose and trust?

Any nonprofit leader will tell you that it's a constant uphill battle. The odds are invariably stacked against you as you seek to raise your voice in advocacy for those who can't

speak for themselves. Getting the attention of the media, the government, or corporate entities can be daunting and the competition for funding has never been more competitive.

From what we have seen, nonprofit leaders are increasingly inserting their point of view into the pressing issues of the day and proactively spotlighting the impact of their work. They know that one organization getting credit for social advancement has the potential to create a ripple effect of greater funding and resources for the entire field. It takes persistence, fearlessness and an unwavering belief that it's worth fighting for the magic in the world. It takes optimism despite all the negativity that threatens to dispel it.

In the nonprofit and corporate worlds, there is a renewed focus on thought leadership in addition to executive visibility communications—two different but complementary approaches. Executive visibility is focused on being seen and heard through speaking engagements, media coverage and social media engagement. It's important, and any leader can do it, but is there tangible impact on the triple bottom line?

When executives commit to a thought leadership platform, the investment in a consistent breakthrough narrative must be a priority, regardless of how long it might take to gain traction and resonate with stakeholders. It's critical to find a narrative that balances economic results.

As communications professionals, we need to stay focused on solving problems and not creating more of them. We need to be unifying forces in an increasingly fractured world. We must operate with the firm belief that change is possible, even when things look bleak. Especially when things look bleak.

My daughter was right. The world is a magical place. We need to do a better job of recognizing and appreciating it when we see it. And we must fight for it, particularly now, when it seems like we could lose it forever.

Amy Terpeluk, managing partner, FINN Partners, specializes in raising awareness for major public and social causes to reinforce corporate reputations and performance, and shift public thinking. Amy can be reached at amy.terpeluk@finnpartners.com.

FLORIDA COUNTY NEEDS TOURISM PR

Florida's Walton County, is looking for an experienced travel/tourism PR firm that can raise awareness and position it as a premier tourist destination through a media relations campaign that targets key regional and national media markets.

Scope of the work includes developing a strategy that utilizes public relations tactics to secure earned media in appropriate print, broadcast and interactive outlets; regularly pitching regional and national media; media training; and the creation of a comprehensive crisis communication plan for the destination.

Terms of the contract will run from Oct. 1, 2022 to Sept. 30, 2023, with the option to renew for two additional one-year terms.

Proposals, due by 3:30 p.m. (ET) Aug. 18, should be mailed to: Office of Central Purchasing; 176 Montgomery Circle; DeFuniak Springs, Florida 32435

Questions should be directed to Purchasing Manager James Walters, wajames@co.walton.fl.us, by 12:00 p.m. (ET) on Aug. 11.

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



STAGWELL SHOWS 16% Q2 ORGANIC GROWTH

Stagwell CEO Mark Penn reported a 16 percent spurt in Q2 organic net growth as revenues advanced 221 percent to \$672.9M. The firm's digital capabilities accounted for 57 percent of revenues and grew 28 percent organically compared to last year.



Mark Penn

Penn said Stagwell is now recognized as “a serious alternative to legacy incumbents” due to its unique mix of digital and creative expertise.

He is bullish on the second half of 2022 as its Stagwell's “advocacy businesses prepare for a record cycle of US political advertising spend and our year-over-year comparisons ease.”

Stagwell expects full-year organic growth will fall into the 18 percent to 22 percent range.

SKDK, [Sloane & Co.](#), [Allison+Partners](#), KWT Global and [Hunter](#) are Stagwell's PR properties.

FGS DRIVES VALVOLINE/ARAMCO DEAL

[FGS Global](#) represents Valvoline as the Lexington, KY-based company sells its auto lubricants and engine maintenance products business to Saudi Aramco for \$2.7B cash.

The deal will enable Valvoline to “unlock the full, long-term value of our strong but differentiated retail services businesses,” said Valvoline CEO Sam Mitchell.



Saudi Aramco, which is the world's biggest oil company, said the addition of Valvoline's lubricants line fits perfectly with its strategy to develop downstream capabilities.

Following the close of the deal, Valvoline will own the Valvoline brand for all retail services globally except China and certain countries in the Middle East and North Africa.

Saudi Aramco, which is eager to expand its partnerships with car/truck makers, will own the Valvoline brand globally for all products.

Valvoline has signed a long-term agreement with Saudi Aramco to supply its retail chain with lubricants.

FGS Global's Jamie Tully, Devin Broda and Warren Rizzi handle Valvoline.

MARINES RECRUIT LANGWELL AS PR CHIEF

April Langwell has joined the Marine Corps as the first civilian director of its communications directorate at the Pentagon.



April Langwell

She will serve as the Corps' lead PR strategist, responsible for planning and implementing communications/visual information and handling public outreach to foster trust in the service.

Langwell also will direct programs related to Marine Music programs and serve as the Navy's deputy chief of information for Marine Corps' issues.

Prior to the Corps, Langwell did an eight-year public affairs stint at the Federal Bureau of Investigation's San Diego office and a two-year run as PA director for the Navy's southwest region.

Most recently, she was PA chief for the Bureau of Alcohol, Tobacco, Firearms and Explosives.

OXYPETE TAPS GTB FOR NJ RIVER CLEANUP

Occidental Petroleum has hired Trenton's GTB Partners to handle issues related to the clean-up of Jersey's polluted Passaic River, which the EPA declared a Superfund site in 1984.

The energy giant in July sweetened its \$441M offer to clean up nine miles of the river to the Environmental Protection Agency, according to a report by Bloomberg.



The offer called for a “staged process” in which OxyPete would seek to recoup some of its outlays from other polluters of the waterway.

The Passaic River became a dumping ground for chemical companies during the 1940s.

Diamond Alkali, maker of herbicides including Agent Orange used during the Vietnam War, dumped waste into the river during the 1950s and 1960s. OxyPete acquired Diamond Alkali.

GDP founding partners Rich Gannon and Michael Torpey handle OxyPete.

Gannon was a managing director at Winning Strategies and aide to the late Commerce Secretary Ron Brown.

Torpey worked as chief of staff to Jersey governor Christine Todd Whitman.

TENEO INVESTS IN BOARDSPAN

Teneo has made a strategic investment in and formed a partnership with Boardspan, the San Francisco provider of board governance software. Its cloud-based systems are for benchmarking, analytics and education programs to complement search and advisory services.

Boardspan's clients include KKR, Ingersoll Rand, Kellogg Foundation and US Olympic & Paralympic Committee.

Diane McIntyre, CEO of Teneo People Advisory, said board effectiveness is critical to the strategic direction and success of clients. She said the Boardspan partnership will enable Teneo to include assessments, gap analysis and benchmarking in its advisory offering “for a truly end-to-end, cloud-based experience.”

VULCAN ALUM SIGNS WITH SUMMIT STRATEGY

David Donaldson, who was VP-external affairs & corporate communications at Birmingham-based Vulcan Materials Co., has signed on as senior advisor at Summit Strategy Group, the corporate reputation, PA and ESG advisory in Los Altos, CA.



David Donaldson

During his 40-year run at the construction materials company, Donaldson handled crisis management, government relations, community engagement, ESG matters and site development in California, the southeast and mid-Atlantic states.

He is experienced in land use matters, environmental regulatory compliance, sustainability and stakeholder engagement.

Michael Law, Summit CEO & founder, has known and worked with Donaldson for more than 30 years. “His insight and experience across a broad range of issues will be invaluable assets to the Summit team and our client roster,” he said.

SPORTSWASHING ATROCITIES

Professional sports is a cutthroat business. Speaking of cut-throats, Saudi Arabia's brutal dictator Mohammed bin Salman (MBS) has decided to blow up the professional golf world.



Mohammed bin Salman

Have you ever watched a professional golf tournament in Saudi Arabia? I have.

Unlike PGA events here, where throngs marvel at the skills of golf's best players, the few attendees at the kingdom's events are expats, Europeans and Americans, not a flowing white robe in sight, because the average Saudi doesn't give a whit about golf.

They're more into soccer, motor-sports, and public beheadings.

Nevertheless, a number of big-name PGA professionals have succumbed to the barrels of oil money thrown at them by MBS and turned their backs on the PGA tour that made them famous in order to compete on the Saudis' LIV tour.

LIV is the Roman numeral number 54, which is the number of holes the golfers play at each tournament as opposed to the PGA's 72-hole tournaments. On the LIV tour, there is no 36-hole cut. You get paid for showing up and it matters not how poorly you play. The last place player collects \$120,000. At one time on the PGA, that was first place money.

Given the general indifference to golf in Saudi Arabia, why the sudden enthusiasm for international pro golf?

It's "sportswashing," attempting to make the civilized world forget about the kingdom's horrific human rights record, be it the state-sponsored murder of an esteemed Saudi journalist, or its mistreatment of women, or its brutal campaign against Yemen.

And those are just the atrocities we know about. What other abominations MBS and his henchmen have committed is anybody's guess.

Ah, but money talks, and ex-president Trump is listening. He staged an LIV tournament at his Bedminster, N.J. resort despite the objections of many 9-11 families who know 16 of the hijackers were Saudi nationals. Who financed the terrorists remains an open question.

There's a good reason the ex-president holds his rallies in places like Buffalo Breath, Neb. and Palookaville, S.C., but never in the Northeast, where he is about as welcome as toenail fungus.

So it went at the LIV tournament he hosted, where the normally big local crowds that show up for PGA events largely shunned the tourney; \$75 tickets were selling for a buck on StubHub by last Friday.

I have met and worked with many professional athletes. To get to the point where they can compete at an elite level, regardless of the sport, they must be singularly focused on their discipline, which explains why the sports agent business is booming.

Unlike the athlete, the agent's singular focus is money, and at least for some pro golfers, the Saudis made the decision to leave the PGA an easy one. If their buckets of money are dripping blood... well... meh.

All of this makes me wonder what's next. What other professional sports will the Saudi's hijack?

—A Sports PR Veteran

MEDIA MANEUVERS

The New York Times enjoyed a bit of good news on the print front as 2Q ad revenues rose 15.1 percent to \$48.1M. The paper said that the rebound was largely attributable to the beginning of a post-pandemic recovery for the entertainment and luxury sectors. The rise in print revenues comes despite a nearly seven percent dip (to 716,000) in the number of print subscribers. Digital advertising, while still far ahead of print ad revenues (\$69.3M), saw a 2.4 percent slide from the same period last year. However, digital-only subscriptions rose by about 180,000. Overall, the New York Times Company reported an adjusted operating profit of \$76M, down 18 percent from Q2 2021. A large part of the drop in operating losses was due to The Athletic, the sports news site that the paper paid \$550M to acquire in February.

Gannett says it is taking a "significant cost reduction program" following a net loss of \$53.7M in the second quarter. That's a significant drop from the net income of \$15.M the owner of *USA TODAY* and local news operations in 45 states reported in the same period a year earlier. Adjusted earnings before interest, taxes, depreciation and amortization totaled \$50.9M, down 56 percent from the prior-year quarter. "Our weakening consumer demand led to larger-than-expected decline in print subscription revenues, effectively pulling forward expected print revenue losses," Gannett CEO and Chairman Michael Reed said in a release.

Nicholas Kristof, the *New York Times* editor and columnist who resigned last year to run for governor of Oregon, is returning to the paper. Kristof is expected to resume his column in the Times Opinion section this fall, after he finishes a new book. His campaign for Oregon governor was cut short when the Oregon Supreme Court ruled that he did not meet the three-year residency requirement to run for the post.



Nicholas Kristof

ACCOUNTS IN TRANSIT

North 6th Agency has been named public agency of record for **Fetch Rewards**, a consumer rewards app with more than 15 million active users. N6A will be tasked with enhancing awareness of the company's mission across its B2B and B2C businesses. "We needed a public relations agency that could be a strategic partner across our brand and consumer businesses," said Fetch Rewards CEO and co-founder Wes Schroll. "N6A's entrepreneurial spirit and quick pace stood out to us."

Alpha IR Group is selected as investor relations advisor to **PCTEL**, a wireless technology solutions company. Alpha IR will guide PCTEL in its investor relations activities and work to broaden awareness of the company within the financial community. PCTEL's offerings include purpose-built Industrial IoT devices, antenna systems, and test and measurement products. "We expect Alpha IR will provide significant strategic value for PCTEL as we look to leverage their knowledge of the capital markets and strong network across the investment community," said PCTEL chief executive officer David Neumann.



COMMENTARY



White House communications director Kate Bedingfield is obviously a big fan of The Clash, which released “Should I Stay or Should I Go” in 1982.

The indecisive Bedingfield shocked the White House and Washington on July 29 when she reneged on her promise to split.

Her initial decision to exit the CD job gave hope to many that her successor would launch a vigorous campaign to promote Joe Biden’s many accomplishments.

President Joe Biden is on the verge of the House passing the biggest climate and clean energy bill in US history

Under his leadership, Congress passed the \$1.9T American Rescue Plan (Covid-19 relief), a \$1T infrastructure plan, a \$280B semiconductor manufacturing program and a gun control measure.

Biden has put the first Black woman on the Supreme Court, rallied US allies to support and supply Ukraine to counter the Russian invasion and approved the plan to kill the mastermind of 9/11.

Biden has done more in less than two years than his predecessor did in four.

And yet, the president’s messaging isn’t getting through.

Bedingfield, a long-time Biden aide, claims to “have a lot of gas left in the tank.” That may be so but the communications shop needs a new driver.

Biden faces major messaging challenges and decisive PR will be needed. That won’t happen with low-key Kate in charge.

The Administration needs a PR leader who is a fan of the Clash’s “Rock the Casbah.”

It needs somebody like Jon Stewart. The comedian used strong language coupled with righteous indignation against Republicans who rejected the PACT Act, which provides benefits to veterans of Afghanistan and Iraq who suffered health consequences from exposure to burn pits.

The GOP had originally supported the PACT Act but reversed their position in a snit over the deal between Joe Manchin and Chuck Schumer on the Inflation Reduction Act.

“I’m used to their hypocrisy but I’m not used to their cruelty,” said Stewart on July 28 in front of the Capitol.

He said of the vets:

“These people thought they could finally breathe. You think their struggles end because the PACT Act passes? All it means is they don’t have to decide between their cancer drugs and their house. Their struggle continues.”

He shot down the lie from Ted Cruz that the PACT Act was riddled with “pork.”

Stewart tweeted that the PACT Act is a stand-alone bill with no pork. “There is no budget maneuver that then allows Dems to backfill with whatever they want.”

The Senate passed the PACT Act on August 2 by an 86 to 11 margin.

Bedingfield reversed her decision last month to step down from her job.

She should change her mind once again. Stewart would be perfect for the post.

Speak up for democracy before it is too late. Steven Luckert, senior curator at the US Holocaust Memorial Museum, sees parallels between the Nazi messaging of the 1920s and 1930s to that of the Jan. 6 insurrectionists.

Both the Nazis and Capitol Hill rioters aimed their propaganda at disillusioned, frustrated and angry citizens who felt they suffer at the hands of a rigged system.

Both trade in lies and misinformation.

Luckert, who spoke at a webinar co-sponsored by the Museum of PR and the Rand Corp., noted that the Nazis were only one of 30 political parties in Germany in the aftermath of the end of WWI. They used radio, which was high-tech in the 1930s, to expand their reach.

The Jan. 6 insurrectionists represent various small right-wing groups that use social media to build their base.

Luckert said the Nazis rose to power through the branding of Adolf Hitler as a strong leader—though he hadn’t yet held public office—and the powerful swastika imagery.

The Nazis pitched themselves as “outsiders” who were blameless for Germany’s economic malaise.

They marketed themselves as problem-solvers and aimed different pitches to appeal to workers, women and students.

The Nazi party promised to “Make Germany Great Again” by uniting all ethnic Germans into a single movement.

Trump promises to “Make America Great Again” by uniting all his believers against “enemies of the people.”

Luckert said Hitler didn’t play up his “anti-Semitism” until he became chancellor in 1933 and the Nazis became Germany’s sole political party.

Hitler then demonized Jews as greedy outsiders, part of an international conspiracy aiming to destroy Germany.

Luckert said the Nazi rise to power was also enabled by its ability to foster “a culture of indifference.” The attitude was “it’s none of my business” or “let the state take care of it.”

Germans excused the excesses of Hitler by saying things like he created a lot of jobs or ran a good foreign policy.

Trump got multiple free passes when he sat in the White House.

Luckert wants Americans to speak up against the anti-democracy wave that currently threatens this country.

It can happen here.

Zuck gets exposed. Nick Clegg, president of global affairs at Meta, has decided to split his time between the company’s Menlo Park, CA, corporate headquarters and London.

The former deputy prime minister of the UK and leader of the Liberal Democrats, has served as the public face of Facebook, shielding CEO Mark Zuckerberg from the harsh glare of public scrutiny and governmental watchdogs.

Clegg is moving to London for personal reasons. The *Financial Times* reported that he wants to spend time with his elderly parents.

He may also sense a comeback opportunity in aftermath of prime minister Boris Johnson’s resignation.

One thing is for certain: Clegg will find life much sweeter once he has settled in 5,000 miles from Meta’s headquarters.

—Kevin McCauley