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NY POSTS RFP TO STOP DOMESTIC VIOLENCE

The New York State Office for the Prevention of Domestic Violence, the state government agency that creates policy and raises public awareness on the issue of domestic violence, is looking for a public relations firm.



The OPDV, whose work is completed across four main bureaus—Sexual Assault Prevention, Policy, and Programming; Domestic Violence Prevention, Policy, and Programming; External Affairs, and; Law and Public Safety—is seeking a qualified agency that can provide

comprehensive and strategic public relations support to assist the agency with overall communications consultation and campaign development to reach target demographic groups.

Scope of the work includes increasing awareness of all forms of gender-based violence; reaching targeted stakeholder communities (such as LGBTQIA+ and BIPOC populations) in a culturally responsive manner; developing strategic consistent external messaging; assisting in the development of a series of public awareness campaigns that reflect agency priorities, initiatives and key months of awareness.

Terms of the contract call for a one-year commitment, beginning March 28, 2022 and ending March 27, 2023. Budget for the work will be up to \$75,000.

Proposals are due by 4 pm (EST) on March 7 and should be emailed to opdvrfpinfo@opdv.ny.gov.
[Download the RFP \(PDF\)](#).

HILL+KNOWLTON RECRUITS STECKER FOR SVP

Hill+Knowlton Strategies has appointed Judy Stecker as senior vice president, U.S. healthcare media and public affairs lead. Stecker was most recently deputy chief of staff for operations and strategy at the U.S. Department of Health & Human Services.



Judy Stecker

At HHS, Stecker was the lead executive for all COVID-19 and Operation Warp Speed external outreach. She was previously executive director of media relations and strategic marketing at the American Enterprise Institute.

“With her respected experience in both the public and private sectors, she brings a unique level of strategic expertise to our clients,” said H+K

Strategies U.S. head of healthcare Mary Jane Walker.

CNN'S GOLLUST RESIGNS CMO POST

Allison Gollust, chief marketing officer of CNN, has resigned her post, according to a Feb. 15 memo from WarnerMedia CEO Jason Kilar that said [she violated company policy](#).



Allison Gollust

A CNN probe into the activities of former anchor Chris Cuomo and his brother & then-New York governor, Andrew, also looked into the relationship between CEO Jeff Zucker and Gollust.

“Based on interviews of more than 40 individuals and a review of over 100,000 texts and emails, the investigation found violations of company policies, including CNN’s News standards and practices, by Jeff Zucker, Allison Gollust and Chris Cuomo,” said Kilar in his memo.

Zucker stepped down Feb. 2 for failing to disclose a personal relationship with Gollust.

Gollust called Kilar’s memo “an attempt to retaliate against me and change the media narrative in the wake of their disastrous handling of the last two weeks.”

She is deeply disappointed that “after spending the past nine years defending and upholding CNN’s highest standards of journalistic integrity, I would be treated this way as I leave.”

EDELMAN NAMES HOVLAND FOOD & BEV CHAIR

[Edelman](#) has named former DeVries Global CEO Heidi Hovland global chair of its food & beverage offering.

Hovland comes to Edelman from HH Strategic Communications, which she founded in March 2020. At DeVries, she led more than 200 people in eight offices across North America, Europe and Asia. At Edelman, Hovland will be based in New York, overseeing the food & beverage sector’s more than 500 employees.



Heidi Hovland

The agency has also promoted Alison Borgmeyer, general manager of its Food & Beverage Center of Excellence, to chair of US food & beverage.

“Heidi’s integrated communications and corporate reputation experience, paired with Alison’s deep nutrition and industry knowledge is a dream team,” said Edelman CEO Richard Edelman.

FH TOUTS DUBAI'S MUSEUM OF THE FUTURE

FleishmanHillard is handling US media relations for this month's opening of the Museum of the Future in Dubai, which is part of the United Arab Emirates.



The facility will feature interactive exhibits and activities to transport visitors to 2071, where guests can explore projected developments in science and technology.

The exhibits will deal with topics including space travel and living, climate change, ecology, health & wellness and spirituality.

FH says its work for the Museum is geared to generating a positive reputational image for the UAE and is not intended to influence US policy towards it.

It began the media outreach on Feb. 7 and its effort will run through April 15.

FH has Michael Schmidt and Amanda Jada in DC, and Colin Hart in New York handling the effort.

The Omnicom unit promoted the UAE's 2021 "Mission to Mars" program.

KCSA HANDLES \$325M CANNABIS DEAL

KCSA Strategic Communications is handling Wall Street and the media in the \$327M cannabis deal that has Safe Harbor Financial going public via a merger with blank check company, Northern Lights Acquisition Corp.

Established in 2015 by Partner Colorado Credit Union, Safe Harbor Financial has processed more than \$11B in cannabis transactions in about 20 states.

It sees growth ahead as the US has more than 70K cannabis-tied businesses that expect combined revenues to double to more than \$46B by 2025.

Sundie Seefried, CEO of Safe Harbor Financial, says her team has pioneered "what many consider the industry standard cannabis banking platform."

Kris Krane, founder/president of 4Front Ventures, which cultivates, distributes and processes cannabis, heads KCSA's weed practice.

FBI VET HALE JOINS FTI CONSULTING

Brian Hale, who worked in the Federal Bureau of Investigation's public affairs unit, has joined FTI Consulting in its cybersecurity practice.



Brian Hale

At the FBI, Hale counseled leadership on cybersecurity operational and policy matters and managed national crisis response regarding high-stakes cybersecurity matters.

He also was the FBI's liaison to the National Security Council, federal agencies and foreign intelligence services.

Prior to becoming assistant director at the FBI, Hale worked at the US Office of the Director of

National Intelligence handling outreach and engagement with the private sector and at the Dept. of Homeland Security.

Hale will offer "clients a unique view of cybersecurity challenges and opportunities," said Anthony Ferrante, FTI's global head of cybersecurity.

He will be based in FTI's DC office.

ACCOUNTS IN TRANSIT

Lou Hammond Group signs up to provide public relations/corporate communications, strategic planning, branding and digital marketing for **Visit Cheyenne Wyoming**, the official travel and tourism marketing organization for the Cheyenne area.

LHG will promote the city's outdoor recreation, world-class rodeo, vibrant culture/arts, brewery scene and family-friendly attractions.

The agency is also representing **Preserve Sporting Club & Residences** in Richmond, RI;

Two Roads Development, a South Florida-based real estate development firm; and **Hotel Haya**, a new boutique hotel located minutes from downtown Tampa.

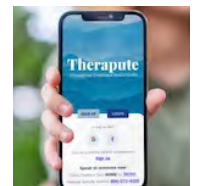
Clarity is named agency of record for **LexisNexis Risk Solutions** in the UK and Ireland. Clarity will be responsible for further establishing LexisNexis Risk Solutions as the leading authority in digital identity, financial crime compliance and customer data management. The agency team is tasked with providing senior strategic counsel, thought leadership, campaign support and ongoing media relations. LexisNexis Risk Solutions is part of RELX, a FTSE 30 company with revenues of £7.1B (\$9.6B) and market capitalization of £43B (\$58.2B).

Hemsworth Communications adds Amsterdam-based **Corendon Hotels & Resorts** and Montreal-based **Rental Escapes** to its roster of travel & tourism clients. Hemsworth will manage a comprehensive media relations program for Corendon, helping reintroduce the newest addition to the brand's expanding hospitality portfolio – Mangrove Beach Corendon Curaçao All-Inclusive Resort, Curio Collection by Hilton – within the U.S. market. Hemsworth will craft a national PR strategy to elevate recognition for Rental Escapes among the travel advisor community, as well as raising its visibility with affluent travelers.

BMF checks into **Loews Hotels & Co.** BMF will serve as a strategic communications partner to bolster the branded owner and operator's "Welcoming you like Family" messaging. The agency is also being tapped to help evolve Loews Hotels' branded programs (including Loews Loves Families and Flavor by Loews Hotels) and launch a new dedicated focus around weddings and group offerings.

MSS Media partners with **The Inspired Company** on a campaign to raise awareness of Therapute, a new app intended to destigmatize mental health issues, eliminate roadblocks to getting help and provide access to care. As part of its work, MSS will execute media buy and placement services for the New Jersey/New York City-based benefit corporation's upcoming ad campaign. Therapute is designed to deliver access to therapy, life coaching, psychiatry, counseling, mentorship and more.

Barbara Wagner Communications, which recently celebrated its first anniversary, is working with artist **Charlie Hewitt** on **Hopeful**, a project employing sculptures and billboards across the country to spread a message of optimism. The agency is getting out the word about the initiative through outreach to print, TV, radio and blogs, as well as an online campaign. Its efforts have already attracted such outlets as the New York Times and the AP.



MARK ZUCKERBERG SHOULD FIRE HIMSELF

Forget the “Great Resignation.” What about the “Great Cancellation?”

Everybody these days seems to want somebody to lose his/



Fraser Seitel

her/its job. Fire Joe Rogan! Down with Jeff Zucker! Can Whoopi Goldberg! Oh no, not Whoopi! Nobody’s safe from the beheading buzzards. And it’s just not fair.

Most of us, alas, need to work to earn a living. And it isn’t civil to call for somebody else to lose their income, no matter how miserable or unqualified or obnoxious you believe them to be.

That’s why it’s with great reluctance and a heavy heart that I feel compelled to urge that Mark Zuckerberg should fire himself.

Mr. Zuckerberg, the CEO of Meta or Facebook or whatever he’s calling his company these days, must relinquish his post immediately; and, unlike Tom Brady, vow never to return. For the sake of the millions of Meta shareholders (Full disclosure: I’m one of ‘em!), Mr. Zuckerberg needs to resign.

Now, clearly, Zuckerberg deserves great credit for building a technological colossus rivaling the greatest corporations in history. His story, of course, is well known. After creating “Facemash” at Harvard in 2003, along with his roommates and assistance from fellow students Tyler and Cameron Winklevoss, he quickly outmaneuvered—i.e., “dumped”—his friends and started down the road to fame and billionairehip.

While the Winklevoss brothers and other early investors may condemn his methods and tactics, Zuckerberg over the past decade has proven an astute leader, whose company still ranks as the world’s number-one social medium.

But now his time is up.

Early in February, with growth slowing and TikTok making inroads into its market, Meta announced that quarterly profits declined eight percent year-over-year, after spending \$10 billion in the “metaverse” of augmented and virtual reality. Meta’s shares lost 23 percent in one day, and \$240 billion of company value was wiped out. And it has remained thus ever since the earnings announcement and conference call.

Zuckerberg alone isn’t wholly responsible for Meta’s current problems and stock market nosedive. But for the following reasons, Mark Zuckerberg’s ability to manage the company he founded has reached the point of diminishing returns.

He’s terrible at public relations

In an era where positive communications and effective PR have become a priority for any leader, Mark Zuckerberg is the worst public face/voice/spokesman for his company.

First, he doesn’t enjoy the spotlight. He rarely talks to the press or addresses investors. And while years of media training have made his infrequent appearances before Congress less painful, he’s still hugely uncomfortable answering the preening gasbags’ questions.

Second, like a few other CEOs and politicians at the top of the pile, Mr. Zuckerberg is too arrogant for his own good. He’s convinced, as he says repeatedly, that Facebook is “a force for social good,” and that the company’s primary problem is one of controlling the narrative, rather than acknowledging its flaws or refining its programs or strategies.

Third, Meta’s myriad public problems demand an aggres-

sive public relations response. From Cambridge Analytica privacy breaches to whistleblower charges of profits over safety to allegations of political misinformation, the company desperately needs a CEO willing and capable enough to handle its massive public relations challenges.

He’s too detached

To deliver the kind of positive PR Meta requires, the company must be led by a skilled communicator. Which Mark Zuckerberg ain’t.

Like others of similar acumen, wealth and success—Jeff Bezos and Elon Musk, for example—Mr. Zuckerberg is a reluctant public spokesman. That’s understandable. His skill lies in computer programming, not public speaking. But whereas both Mr. Bezos, a computer scientist, and Mr. Musk, a physicist, come alive when discussing their quest for innovations on earth and elsewhere, there’s no such twinkle in the eye of Mr. Zuckerberg. Indeed, on those rare occasions when he’s obligated to speak, the Meta CEO comes across as passive, detached and, well, dull.

Now, if you’re CEO of a bank, dullness can be considered a virtue. Bank of America’s CEO Brian Moynihan, for instance, is dull as dishwater. But since he’s steward of a \$3 trillion empire in business to safeguard people’s money, his dullness translates to “stability” and “prudence.”

The CEO of a visionary social media company, on the other hand, must communicate the opposite of dullness.

He has no succession plan

An essential element for any CEO to assure shareholders of corporate continuity is planning for who takes over once the chief bids adieu.

Apple shareholders feared the worst in 2009, when the company reluctantly acknowledged that Founder and CEO Steve Jobs had a fast-moving cancer. But a year-and-a-half later, when Jobs finally stepped down, Tim Cook was groomed and ready to succeed him.

But in Meta’s case, Mark Zuckerberg’s number two, Chief Operating Officer Sheryl Sandberg, now has nearly as much public relations baggage as her longtime fellow-billionaire benefactor. Ms. Sandberg’s performance in recent years—leading Facebook’s fumbling efforts to “handle” the Cambridge Analytica scandal, snooping into high-tech critic George Soros’ financial dealings and other assorted public embarrassments—have driven her into relative corporate seclusion.

So, the company has no one inside to turn to, other than competent and articulate public relations professional Nick Clegg, who’s good but not ready for prime time CEOmanship.

So, what’s a Meta to do?

Well, here’s what once hot bike-maker Peloton did this month after announcing a \$439 million quarterly loss and watching its stock descend from \$115 a share to the low \$20s in one year. Peloton Founder and CEO John Foley announced he’d step down immediately and bring in the Chief Financial Officer of Spotify to replace him as CEO.

In response to the news, shareholders rejoiced, and Peloton’s stock immediately rose 25 percent.

My fellow Meta shareholders and I can only hope Mr. Foley has Zuck’s cell number.

Fraser P. Seitel has been a communications consultant, author and teacher for 40 years. He’s author of the Pearson text “The Practice of Public Relations,” now in its 14th edition, and co-author of “Rethinking Reputation” and “Idea Wise.” He may be reached directly at yusake@aol.com.

PFIZER ALUM JONES JOINS MERCURY

Robert Jones, who was senior VP-government relations and PA at Pfizer, has joined Mercury as managing director.



Robert Jones

During his 19-year run at Pfizer, he led its federal, state and local advocacy efforts and strengthened the drugmaker's relationships with PhRMA, BIO, National Governors Assn. and the US Chamber of Commerce.

With the COVID-19 outbreak, Jones provided guidance to Pfizer's leadership team and other stakeholders on communications and crisis management matters.

He also worked with the governors of 14 states to assure them that Pfizer's US plants would continue to operate.

Jay Propes, Mercury partner, said Jones' "tenure at the highest levels of corporate and public affairs team leadership" will be an invaluable addition to the firm.

Omnicom owns Mercury.

ABMAC WORKS MONEYGRAM DEAL

Abernathy MacGregor is handing Madison Dearborn Partners' \$1.8B deal to acquire MoneyGram International, global leader in the digital person-to-person payments space.

The \$11-per-share offer is a 50 percent premium over the Dec. 14 closing price, the day prior to media reports about a potential MoneyGram acquisition.



MoneyGram

Alex Holmes, MoneyGram chief, said the MDP transaction follows a thorough review of ways to bolster shareholder value.

Partnering with MDP and becoming a private company will provide MoneyGram greater opportunities to innovate and grow, added Holmes.

MDP, which has raised more than \$28B in capital since its formation in 1992, expects the deal to close during Q4.

Abernathy MacGregor's Deirdre Walsh and Jake Yanulis handle MDP.

EX-EMILY'S LIST PREZ MOVES TO PRECISION

Stephanie Schriock, who was president of EMILY's List, has joined Precision as of counsel.

At EMILY's List, which is dedicated to getting women elected to public office, Schriock oversaw a period of unprecedented growth. She is currently a senior advisor for the Strategic Victory Fund and is serving as a political strategist.



Stephanie Schriock

Before EMILY's List, Schriock spent several years on Capitol Hill, serving as chief of staff to Sen. Jon Tester (D-MT) and as campaign manager for Tester's campaign as well as Sen. Al Franken's (D-MN) 2008 campaign.

Schriock joins David Plouffe, who was campaign manager of Obama for America and senior advisor to president Barack Obama, as of counsel.

Precision co-founder Stephanie Cutter was deputy manager of Obama's 2012 campaign and chief of staff to First Lady Michelle Obama.

Jen O'Malley Dillon, Precision co-founder, is deputy chief of staff in the Biden White House.

UC DUBLIN SEEKS SOCIAL MEDIA FIRM

University College Dublin, which has more than 33K students, is looking for a firm to help bolster its social media capabilities.

It wants a partner "to provide social media listening, social insight, audience segmentation and identification, and competitor analysis services and related tools," according to the RFP.

The selected firm will enable Ireland's biggest university to "analyze signals from across its online audiences and data sources, including social media, online search, online news media, blogs, forums and web analytics."

The tools provided by the successful firm will help UCD "professionally manage its channels and audience engagement, and to identify and gauge emerging issues."

UCD plans to issue a two-year contract with options to renew for an additional two years.

Proposals are due March 4 at www.eTenders.gov.ie.

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



DIGITAL GURU CRICK MOVES TO BCW

Josh Crick, who once headed Leo Burnett's 300-person digital and content team, has joined BCW as chief digital officer for North America.

At the ad agency, Crick worked on campaigns for Firestone, Intel, Procter & Gamble, Kraft and Coca-Cola.

He also was a partner and chief innovation officer at United Collective and joined the WPP shop from Hearty, a Los Angeles shop that he co-founded to provide performance marketing strategies for clients.

Crick will oversee BCW's NA digital, influencer, data analytics and performance media teams.

He reports to Brooke Hovey, BCW's NA president and global chief growth officer. She's excited about how his expertise in building digital experiences that engage audiences, move people, and drive clients' businesses forward will boost BCW's earned-plus offering.



Josh Crick

RF|BINDER ADDS MEDIA PRO EPPS

Rebecca Epps, a producer, writer and reporter for CBS, NBC and ABC, has joined RF|Binder as head of corporate media.

She will forge media strategies and identity opportunities for client feature stories.

Working closely with Jim Furrer, head of consumer media, Epps will develop strategic communications campaigns and executive thought leadership platforms.

Most recently, she was broadcast media lead at Lewis Global Communications.

"Rebecca's strategic mindset and proven experience developing highly successful media campaigns will support RF|Binder as we grow and expand our capabilities in 2022 and beyond," said CEO Amy Binder.



Rebecca Epps

SAMSUNG HIRES EX-KOREA AMBASSADOR

Samsung Electronics America brings on Mark Lippert, who was US ambassador to South Korea during the Obama administration, as EVP and head of North America public affairs, effective March 1.



Mark Lippert

He will lead Samsung's Washington, D.C. office and focus on corporate, geopolitical, legislative and regulatory trends and policies in North America.

"Mark brings decades of public policy experience to Samsung Electronics America, as well as a deep understanding of how geopolitics impacts business in the US," said SEA chief executive officer KS Choi.

He will join Samsung from YouTube, where he was head of government affairs and public policy, APAC based in Singapore.

Lippert also did a three-year stint as VP at Boeing in Arlington, VA., and was chief of staff to Secretary of Defense Chuck Hagel.

PINELLAS CO. (FL) SEEKS TRANSIT PR

Pinellas Suncoast Transit Authority, which has 210 buses and 16 trolleys serving Florida's west coast, is looking for a communications partner.

About 1M people live in Pinellas County, which is The Sunshine State's second smallest county by area.

Pinellas, which is home to St. Pete/Clearwater, ranks as Florida's most densely populated county.

PSTA wants an integrated communications program to promote public transit as a benefit to the local economy, community, environment and quality of life.

The selected shop will highlight the variety of programs that PSTA offers to riders and pitch it as an innovative leader in the transportation business as part of the drive to increase the overall ridership throughout the system.

Proposals are due March 1. They go to <https://psta.bonfire-hub.com>.

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



LONGACRE SQUARE BOOKS PREFERRED APTS.

Longacre Square Partners works the media for Preferred Apartment Communities as it inks a \$5.8B all-cash deal to be acquired by Blackstone Real Estate Income Trust.

PAC owns about 12K rental units in 44 communities in the Atlanta, Orlando, Tampa and Jacksonville markets and 54 shopping centers in the Atlanta, Orlando, Raleigh and Nashville areas.

Jacob Werner, co-head of Americas acquisitions for Blackstone, said his firm was attracted to PAC's "high-quality multifamily assets in key Sun Belt markets" and grocery-anchored retail group that is a "strong and resilient" performer.

Blackstone's \$25 per share offer represents a 39 percent premium over the Feb. 9 closing price of PAC stock, which was before news hit that it was exploring strategic options.

Longacre's Dan Zacchei and Joe Germani represent PAC.



MEDIA MANEUVERS

ViacomCBS is changing its name to **Paramount**, but investors don't seem too bullish on the company's performance. Shares of the company slid more than 20 percent in early trading on Feb. 16, following the unveiling of the new moniker on Feb. 15. Paramount's streaming services, Paramount+ and Showtime, currently have 56 million subscribers combined—putting them far behind Netflix (222 million), Disney+ (130 million) and HBO Max (74 million).



P.J. O'Rourke, who went from editing the *National Lampoon* to manning the foreign affairs desk at *Rolling Stone* and writing for such publications as the *Atlantic* and *Weekly Standard*, died of lung cancer on Feb. 15. Author of such books as "Parliament of Whores" and "Republican Party Reptile," O'Rourke treated figures on both sides of the political divide with humor and an appropriate lack of respect.

Lee Enterprises, publisher of newspapers including the *St. Louis Post-Dispatch*, *Tulsa World* and *Richmond Times-Dispatch*, won a victory in its effort to defuse a hostile takeover from hedge fund Alden Global Capital, which took over the Tribune Publishing newspaper chain last year. A Delaware court ruled in favor of Lee's move to reject Alden's nominees to the company's board on procedural grounds. Alden attempted to nominate the new members last year as it was trying to get the board to accept its offer to buy the company at \$24 per share.

ON THE MOVE

Facebook parent **Meta** promotes **David Ginsberg** to vice president, head of global communications and public affairs, reporting to Nick Clegg who will now serve as Meta's president of public affairs. The moves come as Meta reorganizes its communications and public affairs team. Ginsberg was previously vice president of product, choice and competition at the company. Before joining Facebook in 2017, he was chief strategy officer at Intel.

Sparks & honey, Omnicom's cultural intelligence consultancy, promotes **Kristin Molinari Cohen** to chief marketing officer. Cohen has been with the agency since 2017, most recently serving as senior vice president, marketing and business development. She was integral in the launch of such new practice areas as the consultancy's diversity, equity and inclusion practice, which started up last year. Earlier in her career, Cohen was publisher of food and travel magazine *Saveur*, in addition to working at Condé Nast and Travel + Leisure. In her new position, she will oversee all marketing initiatives.



Kristin Molinari Cohen

Investment advisory firm **RMB Capital** names **Amber Hickory** chief marketing officer. Hickory was previously executive director of marketing and communications for the Leeds School of Business at the University of Colorado Boulder. She also served as president of Unself, a technology platform connecting nonprofit organizations and volunteers and 12 years as president of Greenhouse Partners, a brand strategy and marketing firm that has worked with RMB since the firm's 2005 inception.

COMMENTARY



Jeff Zucker

New York is the media capital of the world but beyond the rarefied air of Manhattan, does anybody beyond Fox News really care about the insider coverage of the Jeff Zucker/Chris Cuomo/Andrew Cuomo saga over at CNN?

We've been bombarded with sob stories about how CNN's well-compensated staff is dejected, confused and demoralized about the firing of Zucker. Anchor Don Lemon thanked Zucker on-air for

"everything you did for everyone at this network and for what you did to the entire country — for the entire country."

And then, there is concern about the launch of CNN's new streaming service. Will the embattled network pull it off?

And will CNN's staff suffer a total meltdown following completion of the \$43B WarnerMedia/Discovery merger?

As Cher says in *Moonstruck*, "Snap out of it."

The *New York Times* has gone completely overboard with CNN. It ran an epic Feb. 16 front-page article called "[For CNN's Chief, Walls Were Slowly Closing In.](#)"

That piece featured a quote from Risa Heller, Zucker's PR rep, saying, "Jeff was never aware of the full extent of what Chris Cuomo was doing for his brother, which is why Chris was fired." Chris Cuomo's PR rep, Steven Goldberg, chimed in: "Mr. Cuomo felt very close personally and professionally to Mr. Zucker, which is part of what makes this so difficult and hurtful."

Neither Heller nor Goldberg provided comment about WarnerMedia CEO Jason Kilar's memo that gave the old heave-ho to Zucker and Cuomo. Enough already.

Emily Steel, Joki Kantor, Michael Grynbaum, James Stewart and John Koblin bylined that more than 3,500-word gem. Ben Smith contributed reporting while Sheelagh McNeill and Susan Beachy handled research.

That talent could have been put to better use elsewhere.

John Malone, CEO of Liberty Media and a major shareholder of Discovery, offered the best outcome for CNN.

He recommends that CNN drop its personality-driven coverage of the news and get back to doing journalism the way that it used to do under the leadership of Ted Turner.

That would be a refreshing re-launch of the network.

Institutional Shareholder Services wants investors at Apple to vote against CEO Tim Cook's whopping \$99M compensation package.

That package includes \$712K for personal use of a private jet and \$631K for personal security outlays.

The advisory group told clients it has "a significant concern" with the \$82M stock award Apple granted Cook, according to a letter that was reviewed by the *Financial Times*.

Cook is one of America's most talented CEOs, and he delivered for Apple shareholders as the company in January became the first to crack the \$3T market capitalization mark.

Since the shareholder vote on Apple pay is only advisory, it's up to the board to decide whether it wants to go forward on the hefty pay package. But wouldn't it be refreshing if

Cook stepped forward to say that his comp is over-the-top?

That would be a magnificent PR move that could spur others to follow his lead.

Eric Adams has been New York City mayor for about six minutes and he already is complaining about his press coverage, which has been pretty fawning so far.

The *New York Post*, which made life miserable for Adams' predecessor Bill de Blasio, has applauded his tough-on-crime and pro-police policy, while the *New York Times* has debated whether the mayor is a vegan.

Speaking to a group of reporters on Feb. 16, Adams said: "I'm going to stop doing off-topics because if you already have your perception of me—and you are already going to stick to what you think I am—then why am I doing this?"

Adams doesn't seem to realize that he needs the press more than it needs him, because mayors come and go.

Unless he develops a thicker skin, Adams will be headed back to Brooklyn or Fort Lee, NJ, four years from now.

Japan's Reconstruction Agency is running a sponsored content campaign in the *Financial Times* to attract travelers to its Fukushima Prefecture, which in 2011 suffered the biggest nuclear disaster since Chernobyl.

RA wants to lure travelers who are ready to hit the road as COVID-19 fades and are thirsting for new destinations.

The Agency puts all its cards on the table, acknowledging that Fukushima "has been greatly affected by the accident at TEPCO's Fukushima Daiichi Nuclear Power Station."

It tells potential visitors that "after suffering a triple disaster of earthquake, tsunami and nuclear accident in March 2011, the region has been recovering at a remarkable speed."

The RA website's "Let's Learn About Radiation" section says "normal life" exists in 97.6 percent of the region. Radiation is only high in the sealed-off "difficult-to-return zones."

I think I'll stick with a trip to the Catskills.

US judge Arthur Engoron earns the "No Spin Zone Award" (Hat tip to former Fox talking head Bill O'Reilly) for destroying the Trump Organization's legal strategy in New York state's probe of its finances.

It attempted to put a positive spin on the decision by Mazars accounting firm to walk away from 10 years of financial reports. Mazars admitted the reports "do not contain any material discrepancies," which to TO's legal eagles made the New York probe moot.

Engoron likened the lawyers' argument to slogans like "War Is Peace" in George Orwell's "1984" and Kellyanne Conway's "alternative facts."

It's too bad Engoron wasn't around to analyze the magical thinking during the Trump White House.

Trump's financial guru Allen Weisselberg had a great line about the claim that the former president's 30,000 sq. ft. triplex (Fact Check: the apartment is 11K sq. ft.) was worth \$327M.

Weisselberg admitted the apartment was overvalued by "give or take" \$200M.

Touché, Allen.

—Kevin McCauley