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O'Dwyer's

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TENEO ADDS TULCHAN COMMUNICATIONS

Teneo has acquired Tulchan Communications, a financial PR/IR shop with more than 70 pros in London and Singapore, in a deal valued in the \$80M range.



Andrew Grant, Tulchan founder/senior partner, will chair Teneo's UK strategy and communications unit, while managing partner Andrew Feldman will take on the vice chair slot.

Nick Claydon, Teneo UK CEO, said Tulchan has "the expertise in shareholder and stakeholder communications that will strengthen our financial and political offer, as well as many long-standing client relationships."

The acquisition will better position Teneo London as a full-service shop that can provide clients high quality counsel to address their critical financial, societal, and political challenges, added Claydon.

Paul Keary, Teneo CEO, said Grant and the Tulchan team "are deeply experienced and highly respected advisors who will expand Teneo's M&A and C-suite advisory in London, Singapore and around the world."

Tulchan has advised blue-chip clients such as Unilever and Marks & Spencer.

IMPERATO CALLS IT QUITS AT BCW

BCW CEO Donna Imperato has announced that she will retire during 2023 and exit the WPP unit once her replacement has been named.



Donna Imperato

In the interim, she will work with WPP CEO Mark Read to select a new leader of the firm.

"After 25 years of service to WPP and partnership with my incredible leadership teams over the years, I have decided it is time for a change," said Imperato in a statement. "My goal and commitment over the past five years in leading the merger of Burson-Marsteller and Cohn & Wolfe to form BCW was to build one of the largest and best public relations/integrated communications agencies in the world."

Read said Imperato "made a huge contribution to WPP as the driving force behind the success of Cohn & Wolfe and now BCW."

He expressed gratitude for her leadership.

RANK YOUR PR FIRM WITH O'DWYER'S

This year's rankings of the top PR firms by net fee income will feature a new restaurants category, bringing the total number of PR specialties tracked to 20.

Deadline to submit is Fri., Mar. 13. [View Rankings Instructions \(PDF\)](#).

Show your expertise in areas such as [healthcare](#), [technology](#), [finance](#), [greentech](#), [professional services](#) and [purpose/CSR](#), to name a few of the 20 specialties we track. Only O'Dwyer's does such rankings, which are usually at or near the top in Google searches for those specialties.

Rankings are also tabulated by 15 cities and regions, including [New York](#), [San Francisco](#), [Chicago](#) and [Washington, D.C.](#) Regional rankings showcase firms in the [west](#), [south-east](#) and [midwest](#).

A total of 144 firms took part in last year's rankings.

PR firms looking to reach out to prospects who visit O'Dwyer's website every day to research outside PR counsel should consider joining this year's rankings.

Ranking Rules

PR firms have distinctive financials—at least half of income is used for staff pay. Therefore, O'Dwyer's requires the top page of the latest corporate income tax return and W-3 to verify legitimate PR firms rather than ad agencies or other types of businesses. The ranking measures counseling and media contact services, not advertising or production expenses.

"Even if the tax return is on a cash basis and financials on accrual, we like to see the return as an added check that a CPA has been used," publisher John O'Dwyer stressed.

Net fee income by location and specialties should have been accumulated all year, by month and presented to a CPA.

"The CPA firm should have minimal work to do, just a top-side review. Our ranking instructions disclaim responsibility for the numbers by the CPA firm," O'Dwyer said.

Participating firms are instructed to consider PPP funds as a loan until they are forgiven and not factor the amount into retainer income.

Please contact John O'Dwyer at john@odwyerpr.com if you have questions about the ranking requirements.



DH&HS SEEKS PR TO PUSH WOMEN'S HEALTH

The Department of Health and Human Services wants to hear from firms interested in working with it to inform women about the behavioral changes they could make to improve health.



The goal of DH&HS' Office of Women's Health is to translate results from research into actionable steps for women and quantitatively demonstrate improvements in health outcomes as a result of communications, according to its sources sought notice.

OWH requires evergreen content and new material that appeals to consumers and healthcare professionals. It wants to beef up womenshealth.com and girlshealth.com, while developing new channels to reach women.

The SSN is not a solicitation for proposals or quotations. The purpose is to obtain information about the availability and capability of qualified small business sources.

Interested firms must register at <https://www.sam.gov> and send their responses by Jan. 20

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

WEBER SNAGS EDELMAN'S O'LEARY

[Weber Shandwick](#) has appointed Jim O'Leary, Edelman's US COO, as North America CEO. At Edelman, O'Leary has also chaired the corporate affairs practice and served as global chair of impact & ESG. Edelman vice chairman Dave Samson will take over O'Leary's duties.



Jim O'Leary

Before coming to Edelman, O'Leary was public relations leader at Honeywell.

O'Leary's hire comes as Weber reorganizes its senior leadership. Joy Farber Kolo, who he will succeed, is becoming chief brand officer of The Weber Shandwick Collective. In

addition, EMEA CEO Michael Frohlich will now also be chief transformation officer and Judith Harrison has been promoted to chief diversity, equity and inclusion officer.

REEVEMARK BACKS TRIAN'S RUN AT DISNEY

[Reevemark](#) represents Trian Partners, which [nominated its CEO and longtime activist Nelson Peltz for a board seat at Walt Disney Co.'s 2023 annual meeting](#).

Trian contends that Disney, which ousted Bob Chapek and reinstalled Bob Iger to the helm in November, suffers from poor corporate governance, lack of succession planning and a deteriorating cash flow, resulting in the elimination of the dividend that had been paid for more than 50 years.

It raps Disney for overpaying for the 21st Century Fox assets, bidding aggressively for Sky plc and overrelying on its parks business to subsidize streaming losses.

Trian believes Pelz "as a director with meaningful ownership of Disney stock will bring an ownership mentality to the boardroom."

Reevemark's Paul Caminiti, Pamela Greene and Jacqueline Zuhse represent Trian.



NEWS OF FIRMS

360PR+ acquires Philadelphia-based **Powers Brand Communications**. Powers founder Vince Powers will continue to work with the agency's clients and staff, serving as executive vp for 360PR+ and managing director of its Philadelphia office. Launched in 2012, Powers Brand Communications serves clients in consumer products and retail, franchise businesses, financial services and insurance, education, hospitality and real estate.



Vince Powers

Matter Communications opens an office in Rochester, NY. The agency says that the new office (its eighth) allows the agency to capitalize on the region's growth opportunities across B2B technology, healthcare and consumer and further support its commitment to growing diverse talent. Among Matter's current clients in the Rochester area is Paychex, a provider of integrated human capital management software solutions for human resources, payroll, benefits and insurance services.

Robert Hastings & Associates, a leadership and communications consultancy focused on the aerospace, defense and mobility sectors, is launched by Robert A. Hastings, who served as principal deputy/assistant secretary of defense for public affairs in the George W. Bush administration. Hastings was most recently chief marketing & communications officer for Bell Textron Inc. The new consultancy's focus will be on developing and executing strategies and campaigns to help businesses achieve strategic alignment, shape information environments, and drive performance and value.

Penta acquires **Hume Brophy**, a global public affairs, communications, and strategy firm. Hume Brophy chief executive Conall McDevitt will become a senior partner and managing partner, Europe and Asia, at Penta. John Hume and Eoin Brophy, Hume Brophy co-founders, will continue at Penta as senior advisors. Founded in 2005, Hume Brophy has offices in London, Brussels, Dublin, Frankfurt, Paris, Hong Kong and Singapore.



Stagwell launches its Specialty Media business unit. Part of the Stagwell Marketing Cloud, the new unit will focus on building media formats that the company says will offer brands novel ways to reach, engage and monetize key consumer segments across sports, travel, retail, news and dining. It includes ARound, a stadium-level augmented reality platform, already in use by the Minnesota Twins and Los Angeles Rams, that uses 3D spatial computing to map large-scale venues and localize content to individual users.

Powerhouse Communications rebrands as Powerhouse+Co. In addition to the rebrand, the agency, which specializes in brand storytelling, media relations, social media and influencer programs, has introduced a new logo, website and overall agency persona. "The '+Co.' in Powerhouse+Co. represents strength in numbers and our core belief in the value of teamwork, which is a concept we wanted to highlight in our new name," said agency CEO Kristin Daher. The new logo, which incorporates a fingerprint, refers to the agency's ability to focus on the individual identities of its clients.

SEARCHING FOR OPTIMISM IN 2023

I'm trying really hard to remain an optimist. As we grow older, conversations become graver. Life gets more complicated and less certain. There's less talk about hopes for the future and more about missed opportunities.

Our world gives us too many reasons to complain and I do my best to pull out of what is sometimes a very appealing spiral. Sometimes it takes a conscious, sustained effort to remain on a positive trajectory. When others try to engage me in a grumble session, yes, I will most likely join in—at least for a while. Then, I'll usually catch myself.



Paul Oestreicher

It's not about ignoring the negative; this is not an exercise in mutual exclusivity. We must continue to confront and address personal and societal problems.

But, let's face it, there's always something to whine about. If there's no constructive effort to discuss a potential solution, I give people room to vent but then

will likely ask, "Tell me something good." (I adapted this line years ago from the movie *Apollo 13*. After an explosion rocked the capsule, alerts and alarms spewed at Mission Control and in space. Trying to get hold of an increasingly panicked situation, flight director Gene Kranz said, "What do we've got [sic] on the spacecraft that's good?")

It can be a heavy lift to pick up and put yourself on a different track. Complaining is easy, generally satisfying, and attracts a crowd. Once re-railled, though, new opportunities can open. Happiness for another's good news might overwhelm your schadenfreude. Hope may supersede regret.

What passes for optimism, though, is largely in eye of the pessimist. It might take a little or it might take a lot but it shouldn't always have to take years and cost billions of dollars.

Reasons for Optimism in 2023 recognizes that we're in "a world facing many challenges" but proclaims "there are reasons to be hopeful about next year and beyond." Some of the reasons mentioned in the article are not exactly cheap or around the corner, however. Among the highlights listed include advances in AI that "probably won't take your job," and "getting closer to cancer vaccines."

That mislabeled article in the *New York Times* is not a prediction for breakthroughs in the next 12 months. It's much better viewed through the lens of hopeful incrementalism. We limit our happiness and our satisfaction if the only measure of success is a homerun or a touchdown.

We can enhance our lives exponentially if we remind ourselves that the little stuff matters—a lot. We need to invest in the essential steps along the way to a larger goal and celebrate when each one is accomplished. Politicians, business leaders, and our friends and loved ones should consider expanding their definition of what is good cause for optimism. Searching for optimism in 2023 and beyond could get a whole lot easier.

Paul Oestreicher, Ph.D., is a recognized expert in strategic communication, public affairs and issues, crisis and reputation management. He is the author of Camelot, Inc.: Leadership and Management Insights from King Arthur and the Round Table and the blog C-O-I-N-S: Communication Opinions, Insights and New Strategies. Follow him @pauloestreicher.

CANADA SEEKS PR TO HANDLE COVID FALLOUT

The Canadian Institute for Pandemic Health Education and Response is looking for marketing communications support to bolster awareness of programs that are available to meet the mental health needs of people most affected by the fallout from the COVID-19 outbreak.

A key focus will be on the post-traumatic stress disorder conditions suffered by essential and frontline workers.

The University of Regina of Saskatchewan, which is managing the outreach, is seeking a firm with a deep understanding of the healthcare market and public safety personnel.

Its selected partner will get involved in a broad range of activities including strategic communications, brand development/segmentation, media relations, content development and event planning.

Proposals are due Jan. 20 at purchase@uregina.ca.
[Read the RFP \(PDF\)](#).



**University
of Regina**

FINN PARTNERS LANDS ENTERPRISE IRELAND

Finn Partners is working with Enterprise Ireland to promote Ireland as a hub for innovation and entrepreneurship and to showcase the impact that Irish companies have in the US.

The one-year contract, which went into effect on Jan. 1, carries a monthly fee of \$15K.

It requires Finn to provide Enterprise Ireland 70 hours of staff time per month.

Additional hours will be billed at Finn's hourly rates, which range from \$500 per hour for its founding partner to \$90 for a partner-in-training.

Finn's activities for Enterprise Ireland will include thought leadership, media relations, fam trips, social & digital content, support for Irish government officials visiting the US and Saint Patrick's month festivities.



**ENTERPRISE
IRELAND**

ABC'S BOLTON BOLTS TO PROSEK PARTNERS

Deirdre Bolton, who has been a correspondent for ABC News since 2020, joins *Prosek Partners* as a managing director.

At ABC, Bolton covered the global economic consequences of the pandemic, as well as the land war in Europe, for "World News Tonight," "Good Morning America," "Nightline" and "GMA-3." Before joining ABC, she was an anchor at Fox Business Network/Fox News and Bloomberg TV.

In her new position, she will contribute to Prosek's crisis communications, executive-level media training, thought leadership and events teams.

"Deirdre's deep financial experience combined with her journalist background, make her a wonderful addition for Prosek," said managing partner Jen Prosek. "Her warm personality, intellectual curiosity and entrepreneurial spirit are also a perfect fit for our culture."



Deirdre Bolton

FTI HIRES HEALTHCARE VETERAN

Lauren Crawford Shaver, who worked in the Obama administration on its landmark Affordable Care Act, has joined FTI Consulting in Washington as a senior managing director.



Lauren Crawford Shaver

As deputy assistant secretary for PA at the Dept. of Health and Human Services, Shaver also oversaw issues related to Medicare, Medicaid, drug pricing, health centers and research.

Shaver has experience at PA shops earned through stints at Forbes Tate Partners, Hamilton Place Strategies, Locus Street Group and Dewey Square Group. She also worked on Hillary Clinton's presidential campaigns.

At FTI, she will focus on public policy, regulatory issues, reputation management, legal, financial and risks for US and international clients.

Brian Kennedy, head of [FTI's Americas strategic communications practice](#), said Shaver is a consummate leader who will further strength the healthcare and life sciences group.

BRUNSWICK GROUP BAGS BETTMAN

Sue Bettman, who was chief administrative officer and general counsel at LSC Communications, is joining Brunswick Group on Jan. 17 as a partner in Chicago.



Sue Bettman

At LSC, Bettman oversaw its bankruptcy proceedings and auction of its business. She also was LSC's corporate secretary and chief compliance officer in charge of PR, government affairs, human resources, legal and environmental matters.

Prior to LSC, Bettman held various positions at RR Donnelley & Sons.

At Brunswick, she will help the firm boost its midwest footprint and work with clients in the areas of crisis management, corporate governance, litigation and financial communications.

MZ GROUP LANDS IR DUTIES FOR LITHIUM CO.

American Battery Materials Inc. has selected MZ Group to handle strategic communications and investor relations to bolster awareness of the Greenwich, CT-based company focused on lithium production.

The US produces only one percent of the world's lithium, which is needed to power batteries in electric vehicles, mainly from Albermarle Corp.'s Silver Peak facility in Nevada. China accounts for 65 percent of the global lithium market.

ABM is focused on the environmentally friendly direct lithium process on its more than 2,000 acres, wells and infrastructure in southern Utah. It expects to benefit from the Department of Energy's classification of lithium as a critical mineral and the allocation of a \$7B exploration, extraction and processing budget under the American Battery Materials Initiative to create a lithium battery supply chain in the US.

Brooks Hamilton, director at MZ North America, will lead the communications effort for ABM, focused on building brand awareness with financial and social media outlets and coordinating roadshows and investment conferences.



ON THE MOVE

FINN Partners promotes **Celia Jones** to global chief marketing officer, from her previous role as global director of marketing communications. Jones joined FINN Partners in 2021 after serving as CEO of independent advertising agency The Escape Pod. She has also led brand marketing and PR at Havas. In her new role, Jones will be responsible for building on FINN's global leadership in public relations and strategic communications, advancing the firm's reputation for integrated marketing and creative services, amplifying thought leadership and novel platforms for new business growth, driving integration and leading internal communications.



Celia Jones

Time names **Sadé Muhammad** as CMO. Muhammad comes to Time from Forbes, where she founded its representation and inclusion practice. She previously worked at NBC Universal and was a reporter for Black Enterprise. In her new role, Muhammad will be responsible for the brand's integrated marketing, customer success, branded content and communications, in addition to its newly created impact division.

TrailRunner International ups **Sarah Grubbs** and **Zack Kozlak** to managing director in the agency's Nashville and New York offices respectively. Grubbs joined the firm in 2018 and most recently served as director in the Nashville office. Before coming to TrailRunner, she worked in the public affairs and crisis division at BCW. Kozlak, who was most recently director in the New York office, joined TrailRunner from BCW in 2016 and now advises global companies on a range of matters from financial communications and corporate reputation to complex M&A transactions.

FischTank PR, which works with clients in the sustainability/cleantech, emerging tech, healthcare/biotech, real estate/proptech and professional services sectors, signs on **Joanna Hamblin** to serve as VP of its cleantech and sustainability practice. Hamblin most recently led NAM eMobility marketing for Schneider Electric. At FischTank, Hamblin will help the firm scale its growing cleantech practice, support the agency's business development and brand development, and play an instrumental role in professional development among the team.



Joanna Hamblin

Lippe Taylor Group promotes **Tracey Naden** to North America president across Lippe Taylor Group, including both of its agencies, Lippe Taylor and twelvenote. Naden previously served as president of twelvenote. Before that, she was an EVP at Weber Shandwick and SVP, consumer at MSLGROUP. Naden's promotion comes as part of an overall revamping of the agency's structure, which is focused on further uniting its engagement, digital, creative, media, and analytics groups into portfolio teams.

LLYC names **Luisa Garcia** COO and appoints **Tiago Vidal** as global head of talent and technology. Garcia has most recently served as the agency's Europe CEO as well as having been a partner at the agency for more than 10 years. Her new duties will include directing the company's strategic plan for the next three years. Vidal was previously managing director for Portugal.

SACRAMENTO NEEDS DEVELOPMENT PLAN PR

The Sacramento Area Council of Governments is gathering proposals from community-based groups to provide outreach and engagement services to bolster awareness of its metropolitan transportation plan/sustainable communications strategy.



SACOG's 2024 blueprint will outline recommendations for how to grow and invest as a region over the next 20 to 30 years.

The organization intends to use several awareness building tactics throughout the 2024 blueprint development process to increase engagement among low-income communities, communities of color, partner agencies, stakeholders that represent a broad variety of interests throughout the region, and all other interested community members.

Responses to the RFP are due Jan. 20. They go to SACOG's [electronic portal](#).
[Read the RFP \(PDF\)](#).

SOUFAN GROUP RECRUITS EX-REP. ROSE

Max Rose, former Brooklyn/Staten Island Congressman, has joined The Soufan Group, global intelligence and security firm, as vice chairman.

Rose chaired the Homeland Security Subcommittee on Intelligence and Counterterrorism and the Subcommittee on Emergency Preparedness and Recovery. Prior to the House, Rose served in the infantry in Afghanistan and is still a Major in the Army Reserve.



Max Rose

Brussels, London and Singapore.

Ali Soufan is a former FBI Supervisory Special Agent, who investigated international terrorism cases including the East Africa embassy bombings, the attack on the USS Cole and the 9/11 attacks.

The Soufan Group has operated in conflict zones such as Afghanistan, Iraq, Yemen and Syria and worked with clients in New York, DC, The Hague,

TREASURY SPOKESPERSON TO CLYDE GROUP

John Rizzo, who most recently served as senior spokesman at the U.S. Department of the Treasury, has come on board at Clyde Group as senior VP of public affairs.

At the Treasury Department, Rizzo led public affairs strategy on digital assets, fintech, climate finance, financial stability, domestic finance and economic policy.



John Rizzo

services clients, including market participants in traditional finance along with emerging and innovative spaces such as digital assets and fintech.

He previously served as director of communications for Sen. Bob Casey (D-PA) and deputy communications director for Sen. Chuck Schumer (D-NY). He launched Schumer's digital media strategy in 2010 and guided Casey through successful reelections in 2012 and 2018.

In his new position, Rizzo will focus on providing strategic counsel and communications guidance to financial

GOODFUSE'S DOBRZELECKI TO PADILLA

Goodfuse Communications president Jen Dobrzelecki has moved to Padilla, where she will join the agency's healthcare practice as senior vp and group lead.

Before coming on board at Goodfuse (a GCI Group company), Dobrzelecki led Lewis Global Communications' New York office, served as US head of M&C Saatchi PR and held leadership positions at Affect, Golin and CKPR.

At Padilla, she will leverage her brand building and strategy, patient advocacy and issues management skills to help develop communications strategies and solutions for clients.

"Jen has the valuable experience and diverse skillset necessary to successfully counsel Padilla's health clients," said Padilla president Matt Kucharski.



Jen Dobrzelecki

KROLL HIRES TENEO'S POSNER

Kroll, a provider of global risk and financial advisory solutions, brings on Teneo senior managing director Rachel Posner as chief client officer and managing director on its growth team.

At Teneo, Posner counseled senior management teams and boards and worked with their legal and financial advisors around complex business and financial issues, long-term positioning and reputational management.

In her newly created role, she will be responsible for Kroll's global client development and account management strategy and will oversee the strategic expansion of key partnerships.

"Rachel brings a unique holistic perspective that is rooted in her experience in strategic, client-oriented work. Her extensive professional background and long-standing relationships within our industry bring an invaluable addition to the company and to our leadership team," said Kroll chief growth officer Ben Schrag.



Rachel Posner

GAGNIER COMMUNICATIONS ADDS LALANI

Riyaz Lalani has joined Gagnier Communications as managing director in the Toronto office of the New York-headquartered financial communications firm.

He has extensive experience in handling IR, M&As, shareholder activism, litigation support, short seller defense and crisis communications.

Lalani led Bayfield Strategy financial PR shop; served as COO of Kingsdale Shareholder Services, Canada's largest proxy firm, and was most recently president of Corsia Strategy, a consultancy.

He joins GC managing director Louise Kozier in Toronto. She did a four-year stint at Edelman and a 15-year run at Longview Communications & Public Affairs before joining GC last September.

Dan Gagnier launched his firm in 2016 after he spent 16 years at Sard Verbinen & Co., where he exited as partner & managing director.



Riyaz Lalani

COMMENTARY



Lance West

API gets its guy... The American Petroleum Institute has hired Lance West, who was chief of staff to Big Oil's favorite Democratic Senator, as its top federal lobbyist.

West had held the CoS to West Virginia's Joe Manchin since 2019. He also was deputy staff director for the Senate's Committee on Energy & Natural Resources.

API CEO Mike Sommers said West's "position on Capitol Hill placed him at the center of some of our country's more important legislative debates."

He certainly got that right. Manchin served as the final roadblock to passage of President Biden's landmark climate bill.

As VP-federal government relations, West will lead API's advocacy with Congress and federal affairs. He looks forward to helping shape "a commonsense energy future that benefits all Americans."

China slammed for propaganda tour... The Council on American-Islamic Relations has condemned the Chinese Government for hosting a "propaganda tour" it ran for more than 30 Islamic scholars/clerics to whitewash its genocide on Uyghur Muslims in Xinjing.

The Chinese escorted the pro-government scholars from countries such as Saudi Arabia, Egypt, UAE and Bahrain to various "anti-terrorism" sites in Xinjiang and earned accolades from them for the campaign to root out extremism.

CAIR deputy director Ahmed Mitchell said the tour cannot erase the fact that "countless Uyghur Muslims are still missing, countless families are still divided and countless mosques have been bulldozed or shut down."

Put it in the book... Congratulations to Elon Musk for making the Guinness World Records. His "accomplishment" is the biggest loss of a personal fortune. The Guinness people reckon that Musk has lost a cool \$182B since November due to the nosedive of Tesla's stock price.

Tesla's stock tumbled 65 percent during 2022 due to Musk's dalliance with Twitter and stepped up competition in the electric vehicle market.

More woes may be heading Musk's way. Tesla announced price cuts on its top two selling models to stimulate demand. The Model Y's price was slashed 20 percent to \$52,990 and the Model 3 tab fell 14 percent to \$53,990. Both vehicles now fall under the \$55K mark for federal tax incentives.

Wall Street didn't applaud Tesla's moves as the company's stock price fell more than three percent on Jan. 13 to \$120.30.

Disney disses Peltz... In a last minute effort to head off a hostile takeover bid, Walt Disney Co. offered Trian Partners chief Nelson Peltz the role as "board observer" if he promised not to up his firm's \$900M stake in the beleaguered entertainment combine. That's a pretty insulting offer to a longtime corporate activist like Peltz.

The 80-year-old currently serves as executive chairman of Wendy's and a director at Unilever PLC and Madison Square Garden. The National Association of Corporate Directors in 2010, 2011 and 2012 recognized Peltz as among the most influential people in corporate governance.

Disney sure could use a person with Peltz's background on its board. What is it afraid of?

Vultures circle over WPP... WPP shares hit a six-month high on Jan. 9 following a report in the *Sunday Telegraph* that activist investor Silchester International Investors has boosted its stake in the ad/PR conglomerate.

Silchester, which has a \$500M stake in WPP, is the No. 3 shareholder in the company. It may push for the break-up of the parent of BCW, Hill+Knowlton Strategies and Ogilvy as well as majority stakeholder in FGS Global.

The Telegraph also speculated that Silchester may push for the removal of WPP chairman Roberto Quarta. He's a partner in private equity firm Clayton, Dubilier & Rice.

Silchester thwarted CB&R's bid for UK supermarket chain Wm. Morrison in 2021.

The Great Resignation lingers in public relations. While PR firms are coaxing staffers to get back to the office, employees are still quitting at higher than normal rates, according to a study by Payscale.

PR specialist ranks No. 5 on Payscale's roster of jobs with increasing quit rates. PR clocked in at 59 percent in the "2022 seeking new job" category. That was up 14 percent from 2021.

Senior customer representative topped the list of increased quitting rates. Software development engineer, creative director, manufacturing production manager followed.

Off to a lying start... Donald Trump's tax cut for the rich was the major domestic "accomplishment" of his ill-fated administration.

Sadly, the Republican Congress is following in his footsteps trying to reverse the \$80B funding for the Internal Revenue Service that was in Joe Biden's Inflation Reduction Act to track down wealthy tax cheats.

That money enables the underfunded IRS to beef-up its technology and hire 87K more workers to help close the "tax gap" by auditing high-rollers.

The IRS pledges the money will not be used to "go after" households with incomes of under \$400K.

The GOP falsely claims the increased funding will be exclusively used to hire agents, while the money will also be earmarked to increase the number of information technology workers, customer representatives and replace people who will soon retire.

The Congressional Budget Office says the GOP's misnamed "Family and Small Business Protection Act" will increase the deficit by \$114B over the next ten years in the event the bill passes the Senate and is signed by Biden. Isn't the Republican party gung-ho about reducing the deficit?

—Kevin McCauley