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TENEO TURNS TO EX-XEROX CHIEF BURNS

Teneo has appointed Ursula Burns, senior advisor and former Xerox CEO, chairwoman in the aftermath of the Declan Kelly scandal and his June 29 exit from the firm.



Ursula Burns

Burns, 62, helmed the copier company from 2009 to 2016, serving as the first Black woman CEO of a Fortune 500 company.

Most recently, she was CEO of Veon, a telecom company.

Paul Keary, who succeeded Kelly as CEO, called Burns “an exceptional leader” who is “taking on an expanded role with Teneo at this important time for the firm.”

Burns said she worked with Teneo for many years, both as a senior advisor since 2017 and as a client at Xerox and Veon.

NBCUNIVERSAL'S KORNBLOU TO SOFTBANK

Mark Kornblau, executive VP-communications at NBCUniversal News Group, will join Softbank Group as global head of communications on August 16.

He will be responsible for aligning the internal and external communications for the Japanese company's portfolio of about 300 companies.



Mark Kornblau

Kornblau will report to CEO Masayoshi Son and COO Marcelo Claure.

At NBCUniversal News Group, Kornblau was responsible for NBC News, MSNBC, “TODAY,” “Nightly News,” “Meet the Press” and their streaming and digital platforms.

He joined the Comsat unit from the managing director of corporate communications post at JPMorganChase.

Earlier, Kornblau was in the Obama administration as communications director for UN ambassador Susan Rice, national spokesperson for the John Edwards for President campaign, VP-corporate communications at Zagat Survey and communications director for Sen. Evan Bayh.

Gary Ginsberg, who served in the Clinton White House and counseled Rupert Murdoch as executive VP-marketing & corporate affairs at News Corp, exited his job as Softbank's global head of communications earlier this year.

He joined Softbank in New York on November 1, 2018, from Time Warner, where he was executive VP-communications & marketing.

CANADA SEEKS PR FOR ANTI-RACISM PUSH

The Department of Canadian Heritage is looking for a firm to promote its effort to generate awareness of the country's history of systemic racism and encourage people to speak out against the racism they experience in their daily lives.



Via PR, marketing, social media and community engagement, the campaign will encourage people to speak out against racism and discrimination that they experience in their daily lives and “multiply the number of ordinary Canadians involved in eliminating systemic barriers and decreasing implicit bias.”

The Department wants aggressive outreach in “racism hotspots,” areas that have the highest number of police-reported “hate crimes.” Those hot spots are Quebec, Ottawa, Hamilton, Thunder Bay and Guelph.

The national English and French language campaign will launch in September and run through the end of March 2022.

Responses are due July 15.

They go to: Public Works and Government Services Canada; 11 Laurier St.; Place du Portage, Phase III; Core OB2; Gatineau, Quebec K1A0S5

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

FINN PARTNERS ACQUIRES AGENCY TEN22

[Finn Partners](#) has acquired [Agency Ten22](#), the Atlanta-based PR, social media, content management and digital marketing firm that serves the healthcare IT industry.

The move bolsters Finn's healthcare annual fee income to the \$35M range and increases the practice to 175 professionals.

Beth Friedman, founder/CEO of Agency Ten22, will join Finn's global health leadership team, which is chaired by Gil Bashe. Agency Ten22 will become part of Finn Southeast, which is helmed by managing partner Beth Courtney.



Beth Friedman

Friedman said her firm understands the health sector's IT challenges from the perspective of hospitals, health systems, physician practices and payers.

Courtney said Agency Ten22 “has been at the forefront of helping position health IT companies for success.”

[Finn ranked No. 4 in O'Dwyer's rankings](#) of healthcare firms, chalking up fees of \$34.1M in 2020. Agency Ten22 held the 44th position with fees of \$867K.

H+K SIGNS UP TO PROMOTE JAPAN TOURISM

Hill+Knowlton Strategies signed a \$900K contract on July 2 to develop a North American communications push “to reinvigorate tourism to Japan” in 2021.



The WPP unit’s effort on behalf of the Japan National Tourism Organization is through its relationship with All Nippon Airways.

The launch of H+K’s thrust is subject to “the ongoing situation with COVID-19 and the impact on leisure travel to Japan,” according to the firm’s “statement of work” document.

The campaign is expected to launch in September and end by December with a full wrap-up report by March 11, 2022.

The spectator-less Tokyo Olympics are set to start July 23 and end Aug. 8. Only about a quarter of Japan’s people have received the COVID-19 vaccination.

H+K’s nine-member ANA team includes Marvin Singleton (executive VP & US head of mobility & transportation), Victoria Willimott (global head of content & publishing) and Daniel Holmes (creative director).

OHIO COUNTY SEEKS PUBLIC ASSISTANCE PR

Lorain County, located on the shores of Lake Erie and part of the Cleveland-Elyria metropolitan statistical area, is seeking a partner to develop a marketing and media campaign to promote programs to help people in need.

The PR firm will highlight the Prevention, Retention and Contingency plan that provides public assistance to needy families. Bankrolled by a federal block grant, PRC’s goal is to provide financial support to help people move out of poverty and become self-sufficient.

The firm also will handle the Emergency Rental Assistance program established by Washington as a response to the COVID-19 pandemic.

The County will issue a contract for work beginning Aug. 1 and running through the rest of the year.

Responses are due July 19.

Send the original response and five copies to: Lorain County Purchasing Department; 226 Middle Avenue, Fourth Floor; Elyria, Ohio 44035

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

WPP’S JOHNSON SHIFTS TO OGILVY HEALTH

Kim Johnson, who most recently was executive VP of global clients at WPP, is taking the Ogilvy Health president spot on July 26.



Kim Johnson

She will succeed Kate Cronin, who left to run communications for vaccine maker Moderna.

Earlier this year, Johnson launched the WPP Health Community, which is designed to promote creativity and technology to spur growth.

Prior to WPP, Johnson was president of GSW and PALIO, full-service shops in the Syneos Health global network. She also was partner at The Bloc, health & wellness firm, and held marketing posts at Pfizer.

At Ogilvy Health, Johnson will handle units involved in PR, advertising, medical education, market access, patient/consumer engagement and brand strategy.

ACCOUNTS IN TRANSIT

Interpublic’s **Golin, Virgo Health** and **Reprise** pick up **CooperVision**, one of the largest manufacturers of contact lenses in the world. The agencies will

execute a behavior-change campaign to raise consumer awareness of myopia (short-sightedness) in children. Golin and Virgo Health will lead earned strategy, creative, consumer public relations and influencer engagement. Reprise will provide support across paid social channels, including Facebook, Instagram and YouTube. Virgo Health will also work with eye care practitioners to raise awareness of the campaign and further increase discussions about myopia management. “They impressed us with a fantastic pitch and killer creative concept, coupled with a smart and well-considered approach to rolling out our campaign,” said CooperVision director of marketing and national accounts Mark Draper.

5W Public Relations adds Madrid-based publishing house **Cuento de Luz** to its roster of publishers and authors. 5WPR is tasked with raising the profile of the international publishing house in the U.S. market through a strategic media program that includes supporting the launch of upcoming book releases and best-selling titles, and highlighting Cuento de Luz’s history, commitment to sustainability, and dedication to promoting peace and respecting differences. Founded in 2010 by writer and humanitarian Ana Eulate, Cuento de Luz publishes books in both English and Spanish on themes that include freedom of expression, migration & change, environmental deforestation, and cultural diversity.

BizCom Associates lands **All About Vision**, an online resource for information about vision health and wellness, to increase awareness of the website through a blended publicity and social media campaign. Launched in 2000 by a group of professionals involved in eye care journalism, AllAboutVision.com turns evidence-based medical information into content for readers across 12 countries and 10 languages.

“Our goal is to make sure All About Vision is the go-to online resource when anyone needs reliable information on vision care,” said BizCom co-founder and president Monica Feid.

LaVoieHealthScience lands **LexaGene Holdings**, a molecular diagnostics company that develops automated rapid pathogen detection systems.

LHS will work to implement a comprehensive suite of IR and PR services and counsel to help

LexaGene

LexGene gain visibility in the investment community, as it charts a course toward a potential up-listing to Nasdaq. LexaGene will make monthly payments of \$18,000 to LHS for services rendered. “Their specialization in serving life science and medical device companies makes them the right firm to help bring LexaGene to the next level of its corporate development,” said LexaGene CEO and founder Dr. Jack Regan.

Jenerate PR wins Hawaii PR duties for **Park West Gallery**. Jenerate will lead media relations, strategic partnerships and event promotions for the gallery’s new Waikiki Beach Walk location. “Jenerate PR is well-established in Hawaii with a niche in luxury retail marketing and a sound knowledge of the Oahu media landscape and proven success,” said Park West executive vice president John Block. “They’re a great fit to help us attain our goals to integrate ourselves in the community and reach our desired audiences.”

EFFECTIVELY TAKING A SOCIAL STANCE

A coalition of some of the country's largest companies recently called for expanding voting rights in Texas, where lawmakers are considering a controversial bill that would impose some of the strictest ballot limits in the nation. This is just the latest example of corporate America venturing into the world of charged public policy issues.



Phil Singer

These events have been watershed moments that have advanced the trend of corporations taking positions on issues where they have traditionally been silent. Equally compelling is the question of when corporations should respond—if at all—to hot button issues. And the stakes are only getting higher:

[A recent Forrester survey](#) found that more than a third of Americans say they're more likely to trust brands when they take a stance, while 43 percent favor companies that take a stance on social, environmental and political issues.

So with more people expecting corporations and their leaders to go beyond just disclosing their financials, the question looms of when and how a company should speak out when the moral barometer demands it. There are a few key principles that can act as guideposts when a corporation decides to take a stand on a polarizing issue.

Pick your battles

It is both impractical and impossible for companies to weigh in on every issue making headlines. Determining which ones to speak up about—and how to make those choices—is one of the most difficult recommendations a communications professional will make in today's news environment. There will be times when there is a clear moral reason to take a stand; in most cases, however, the choice is hazier. This is why companies must have an issues management matrix in place to decide what to weigh in on and when to do it.

Be consistent

While a company should not be forced to respond to every issue that comes across its radar, it must be consistent when it does comment. Reaching consensus on all messages before they are distributed either internally or externally, designating point people for issues, and establishing a regular cadence of communication with the media as well as employees and stakeholders will help streamline the process and guarantee that the company's message and values are clearly aligned and communicated the right way.

Partner up when possible

The old axiom that there is strength in numbers holds true in this instance. If a company can find partners to lend support to their statement—whether that be in the form of other businesses, nonprofits or even corporate rivals—it can add more robustness to the cause and a layer of protection.

Keep in mind that if a corporation decides an issue is important enough to warrant comment, it will need to walk the walk as well as talk the talk. The backlash from empty statements can be worse than if a company remained silent.

A company's internal commitment to change speaks much louder than any press release or tweet ever will. But having a game plan prepped for how to respond to an issue will at the very least streamline the process and make sure a company's reputation remains intact regardless of what it chooses to do.

Phil Singer is the Founder & CEO of Marathon Strategies, a communications and investigative research firm.

MCKINSEY ISSUES PR RFP

McKinsey.org is requesting proposals from agencies that can help with the nonprofit's public relations efforts.

The independent nonprofit, founded in 2018 by world-wide management consulting firm McKinsey & Company, is looking for a firm that can boost its fundraising capabilities, build strategic partnerships and establish its reputation.

Scope of the work calls for developing a social media strategy; securing opportunities and developing content for media coverage; securing and developing content for event speaking opportunities; creating public profiles for the organization's senior executives; and crisis management services.



Terms call for a retainer-based contract for up to six months. Maximum budget for the work is \$10,000 per month.

Proposals are due by 5 p.m. (EST) on July 16 and should be submitted via email to Aishwarya Sharma, aishwarya@mckinsey.org.

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

MERCURY WORKS TO BOOST ETHIOPIA/US TIES

Mercury Public Affairs has picked up the American Ethiopian Public Affairs Committee to help further its mission to strengthen Ethiopian ties with the US.

Ethiopia's US ambassador Fitsum Arega announced the formation of AEPAC in April and thanked it for undertaking various initiatives to address socio-economic challenges in the homeland.

The US slapped sanctions on Ethiopia in May and cut aid due to atrocities committed in the Tigray region of the country.

Ethiopia is the largest recipient of American aid in sub-Saharan Africa, receiving about \$1B per-year.

Former US Senator David Vitter (R-LA) and Congressman Joe Garcia (D-FL) are part of Mercury's lobbying team for AEPAC.

Omnicom owns Mercury.

SARD VERBINNEN TAKES PLANET LABS PUBLIC

[Sard Verbinnen & Co.](#) is helping Planet Labs, which runs the largest fleet of Earth-imaging satellites, go public via a \$2.8B merger with the dMY Technology Group IV blank check company.

Koch Strategic Investments, BlackRock, Google and Salesforce founder Marc Benioff's Time Ventures are kicking in \$200M in private investment in public equity financing as part of the transaction.

Founded by three NASA scientists, Planet has more than 600 customers using its data in the national security, mapping, agriculture, energy and forestry sectors.

Planet CEO Will Marshall said the company's 200 satellites deliver data via Bloomberg-like terminals to make it simple to consume and expand reach to potentially millions of users across dozens of verticals.

Planet, which will trade on the New York Stock Exchange, reported an 18 percent rise in revenues to \$113M for the fiscal year ended January 2021. It lost \$127M.

Sard Verbinnen's John Christiansen and Cassandra Bujarski handle media for Planet, while ICR Inc. represents dMY Technology Group IV.



COCA-COLA'S NICK TUNES IN FOX CORP.

Fox Corp. has recruited Brian Nick, who was VP-communications of Coca-Cola Consolidated bottler operation in Charlotte, as executive VP & chief communications officer.



Brian Nick

He will move to Los Angeles and report to Fox CEO Lachlan Murdoch.

Prior to joining Coca-Cola's biggest bottler, Nick was senior director of corporate communications at Walmart, leading its crisis response and national media outreach.

He also has strong ties to the Republican party, earned as communications director for the National Republican

Senatorial Committee, and chief of staff to former North Carolina Senator Elizabeth Dole.

Nick called Fox "a unique and powerful voice in the marketplace with a compelling story to tell and I look forward to being a part of that."

BGR HANDLES IRAN'S 'PARLIAMENT IN EXILE'

BGR Government Affairs is providing guidance and strategic communications services to the National Council of Resistance of Iran—US Representative Office.

The Office is a coalition of various political, ethnic and religious Iranians who are committed to a democratic, secular and non-nuclear state.

It fashions itself as Iran's "parliament in exile."

BGR, which began working for the Office on June 22, is focused on promoting the virtual "Free Iran World Summit 2021" slated for July 10-12.

The event will feature calls to prosecute Iran's recently elected next president Ebrahim Raisi and supreme leader Ali Khamenei, and showcase organized opposition to Iran within the country and throughout the world.

BGR president Jeff Birnbaum and senior associate Alex Ellis handle the Iranian effort.

The DC-based firm will be paid a \$40K project fee for representation that runs through July 31.

ICR ROLLS STRIKE AS BOWLERO GOES PUBLIC

[ICR Inc.](#) represents Isos Acquisition Corp. as the blank check company merges with Bowlero, the world's largest owner of bowling centers, in a deal valued at \$2.6B.

Entrepreneur Tom Shannon launched the company in 1997 with the purchase of Manhattan's Bowlmor Lanes, which transitioned from a traditional bowling alley into a hip entertainment hotspot.

In 2013, he rescued AMF Bowling Centers from Chapter 11 and purchased its long-time rival Brunswick the next year.

In 2019, Bowlero acquired the Professional Bowlers Assn. and forged a partnership with Fox Sports.

Bowlero operates more than 300 bowling centers that served more than 26M guests during the past year. Bowling is the No. 1 participatory sport in the US, as 70M-plus people bowl each year.

Bowlero's stock will trade on the New York Stock Exchange under the ticker symbol, BOWL.

ICR's Tom Vogel, Phil Denning, Ashley DeSimone and Ryan Lawrence handle the Isos deal.



NEWS OF FIRMS

Lippe Taylor is relaunching ShopPR, its boutique lifestyle public relations agency, as **twelvenote**. Based in lower Manhattan, twelvenote will remain part of Lippe Taylor Group, which also counts Lippe Taylor and Cheer Partners as part of its agency portfolio. Twelvenote's services include digital strategy and social media, branding, corporate communications, experiential events, earned media, celebrity and influencer marketing, and strategic partnerships. Former Lippe Taylor chief engagement officer Tracy Naden will serve as twelvenote's president. Joe Becker, former global vice president of communications at DBV Technologies and partner at Ketchum, will be chief integration officer.

Rubenstein Public Relations merges its entertainment division with **Big Machine Agency**. Brad Taylor, who co-founded Big Machine with his wife, Leslie Kellner Taylor, in 2002, will join RPR as senior vice president of entertainment. With offices in New York City and London, Big Machine has worked with such clients as Stephen Baldwin, Janice Dickinson, Michael Lohan, Trey Songz and Salt-N-Pepa. Taylor will work to expand RPR's entertainment division.

D S Simon Media is partnering with news and content distribution service **News Direct** to combine its video capabilities and News Direct's distribution capabilities. Among the available options is a Satellite Media Tour bundled with Digital Asset Direct distribution, which employs News Direct's multichannel distribution platform to newspapers, radio & TV stations, news agencies and online sites, as well as News Direct's News Hub. Another featured option is the News Direct Video Release, executed by the D S Simon Media team.

Momentum, an "account-based marketing" firm, acquires **ITSMA**, which provides thought leadership and other services for B2B companies. ITSMA will remain under the leadership of president Dave Munn, and the firm's senior leadership team will stay in place. "This deal is all about giving our combined clients deeper insight, creative thinking and enhanced hands-on support into what works, what doesn't, and what clients should be thinking about next," said Momentum founder and CEO Alisha Lyndon.

Hotwire announces participating companies in the **Hotwire Ignite Possibility Program**. Launched earlier this year, the program is providing \$1 million in pro bono brand marketing and public relations services to tech and tech-enabled organizations led by or supporting minority communities. In addition, the firm's Spain office has launched an industry collaborative think tank, Margarita Bly, that is working to pave the way for more female communicators of science, technology and innovation, and encourage more girls and young women to pursue STEM careers.

Crosby Marketing Communications joins the Diversity Action Alliance, a national coalition working to promote diversity, equity and inclusion in the public relations and communications fields. The coalition brings together leaders of public relations organizations to increase participation by underrepresented groups—as measured by recruitment, retention and representation—in management. Crosby will support the Alliance's goal of having the communications professions reflect the diversity in the United States by 2025.



CA COUNTY NEEDS SOCIAL CONTENT PLAN

The City of San Luis Obispo, California is requesting proposals from agencies that can provide social media creative content strategy for one of its Tourism Business Improvement District's destination marketing and social media campaigns.

Scope of the work includes: developing and implementing a comprehensive social media strategy; creating original content for use on social media; providing social media management; and measurement and reporting.

Terms of the contract run from Sept. 1, 2021, to June 30, 2022 and may be renewed twice for total of three fiscal years. Budget for the first year is approximately \$86,000.

Proposals are due by 2 p.m. (PST) on July 23. Bidding agencies are required to register electronically on the [BidSync procurement site](#).

Agencies can also submit their proposals in a sealed envelope to: Department of Finance, City of San Luis Obispo; 990 Palm Street; San Luis Obispo, CA, 93401

Questions should be directed to City of San Luis Obispo Tourism Manager Molly Cano, at mcano@slocity.org.

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

FGH NAMES FOUHY PARTNER

Public affairs shop Finsbury Glover Hering announced that political reporter Beth Fouhy has joined the firm as partner.



Beth Fouhy

Fouhy comes to the WPP unit from NBC News and MSNBC, where she served as the senior politics editor. She was previously a senior politics and national news editor at Yahoo News, and also spent nearly a decade as a political reporter for The Associated Press. She began her career in CNN's Washington bureau, where she was an executive producer, writer and reporter.

Fouhy will be based in FGH's New York office.

FGH was formed earlier this year after Finsbury merged with The Glover Park Group and Hering Schuppener to form a global network with more than 700 staffers.

EX-REP. MOFFETT REPS CHINA'S HIKVISION

Former Connecticut Congressman Toby Moffett has signed on to represent the US arm of China's Hikvision, maker of surveillance cameras that monitor detention camps for Uyghur Muslims in the country's Xinjiang province.

The US dropped Hikvision, which has installed tens of thousands of its cameras in the US, from the federal vendor list in 2018 and president Biden signed an executive order this month barring American investment in the company.

Moffett, co-chair of Mercury Public Affairs, joins former Louisiana senator David Vitter on the Hikvision team.

Hikvision USA also relies on WPP's BCW for support. It took on Hikvision on December 1, 2017.

On May 10, 2021, BCW and Hikvision amended their agreement. The firm advises Hikvision on digital infrastructure to include SEO, training and a broader digital strategy.

The revised contract runs for a year with fees set at \$42,729 per month.

Moffett also works for Libya's Government of National Unity, Zimbabwe's Ministry of Foreign Affairs and International Trade, and the Turkey-US Business Council.

GLENDALE SEEKS RECYCLING PR

Glendale, which is the fourth-largest city in Los Angeles County, plans to hire a firm for outreach to residents and businesses about waste reduction and recycling.

The Department of Public Works intends to issue a two-year contract composed of community outreach (open house events, school education and management of www.glendalerecycles.com); an educational push for new residential collection services, and monitoring of PR from four new franchised haulers.

Glendale retains the option to renew the contract for an additional two years.

Responses are due July 22.

Send the original document, four copies and a PDF on flash drive to: City of Glendale; Dept of Public Works; Administration Division Public Outreach for Regulatory Compliance; Attention: Yazdan T. Emrani, Director of Public Works; 633 East Broadway Street, Suite 209; Glendale, CA 91206

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



HEIBERGER NAMED TENEO MD IN HONG KONG

Journalist Patricia Heiberger has joined Teneo as managing director of its Hong Kong office.

She will handle Asia Pacific financial transactions, takeovers, listings, restructurings and shareholder activism defense.

Heiberger was regional managing editor of Mergermarket and Dealreporter, covering mergers & acquisitions, private equity and capital markets transactions across China, Southeast Asia, Japan, South Korea, India and Australia.

Teneo says Heiberger has built an expertise in policy issues concerning Chinese companies.

Heiberger, who has been based in Hong Kong since 2008, also worked in Singapore and the Philippines.



Patricia Heiberger

MEDIA MANEUVERS

USA Today becomes the last major US daily to put up a pay wall. While part of the paper's content will remain free, a selection of stories will now be marked "subscriber only." The rest of Gannett's papers have already made the switch to a subscription model. According to a July 7 note from USA Today editor-in-chief Nicole Carroll and publisher Maribel Perez Wadsworth, the money from the paywall will help fund its investigations unit and visual journalism.

Bloomberg appoints Jason Angrisani as global chief marketing officer. Angrisani has been part of Bloomberg's marketing department since 2010. Before coming to Bloomberg, he was marketing director for IBM's brand advertising team at Ogilvy & Mather. He will now oversee the marketing for all Bloomberg businesses globally.

Knewz, a News Corp-backed news aggregation site that was intended to compete with Google and Facebook's control over what articles users read, has shut down after 18 months. Curated by artificial intelligence and editors, Knewz promoted itself as publisher-friendly, pulling from sources across the political spectrum. Its website now points readers toward such News Corp properties as the *Wall Street Journal*.

COMMENTARY



Bored with covering the business world and serving up raw meat (e.g., critical race theory) to right-wing culture warriors, *Wall Street Journal* owner Rupert Murdoch decided to add a comics section to his flagship publication.

The July 8 funny page featured "[Donald J. Trump: Why I'm Suing Big Tech](#)," in which the former president claimed the purpose of his lawsuits is to counter censorship and restore free speech for all Americans, which is "fake news."

Trump's gratuitous lawsuits against Facebook, Google and Twitter are all about his desperate effort to regain his national bullhorn that incited the Capitol Hill rioters.

At his Bedminster golf club, King Donald whined, "There's no better evidence that Big Tech is out of control than they banned the sitting president of the United States earlier this year. If they can do it to me they can do it to anyone."

Trump may envy the control that his buddy Putin has over Russia's media, but American companies still enjoy a measure of freedom. As private companies, Facebook, Google and Twitter have the right to determine what goes and what doesn't go on their platforms.

Trump's suit against Facebook makes the outlandish claim that it should be considered a "state actor" due to its global reach and be subject to the First Amendment's ban on governmental action to restrict free speech. That's just plain nuts.

In booting Trump from their platforms after the January 6 uprising, the Big Three performed their patriotic duty.

The former president is still spreading lies about a stolen election because his sensitive ego can't admit that he was crushed by "Sleepy Joe" in an election that was deemed fair by courts throughout the US.

Trump filed his frivolous federal suits in the Southern District of Florida to fire up his political base.

He should pay more attention to the legal action against the Trump Organization in the Southern District of New York.

The former president may soon find himself spending a lot of time in that lower Manhattan courthouse.

Companies spend a fortune on PR to bolster their images and deal with the "reptiles" of the press yet much of the PR activity has zero impact on their client's public profile, according to the "Bartleby" columnist for *The Economist*.

In his July 3 "The Perils of PR" broadside, Bartleby wrote that once a company employs PR people, it can be difficult to stop. "In a variant of Parkinson's law, PR expands to fill the budget available."

The columnist called the dealings of PR people with journalists a kind of "groundhog day." A PR person sends an email to a reporter, checks up on whether she received it, calls to make sure that she is aware of its existence and sends another email about the same client. And the process begins anew.

Bartleby says there are three types of senior-level people.

The interventionist pontificates as if he is on the board of the client company. "Friendly on the surface, these people tend to get patronizing or hostile if a journalist asks an uncomfortable question."

The second PR type "provides a minimum amount of information as part of a deliberate policy to keep clients out of the headlines." They maintain a Trappist-silence in meetings, content only to take notes and enjoy expensive lunches while the client talks.

The third group supplies useful facts about a company when asked, gives an accurate take on market rumor and arranges interviews with CEOs. "These helpful PR people are scattered across the corporate sector. It is virtually impossible to predict where they will be found."

However, Bartleby concedes that PR people are often "one of the only conduits for information about a company."

The columnist repurposes John Wanamaker's quote about advertising: "three quarters of the money that I spend on PR is wasted—the problem is knowing which three quarters."

Republican Senators take aim at Al Jazeera's decision to ignore the Justice Department's determination that it must register under the Foreign Agents Registration Act.

On September 14, 2020, the Justice Dept. ruled that AJ+, a subsidiary of Al Jazeera Media Network must register under FARA because it engages in political activity on behalf of Qatar's government and is designed to "influence American perceptions" of "public policy."

In their July 2 letter to Attorney General Merrick Garland, the five GOP Senators charge that AJ+ "has willfully ignored the DOJ mandate" and continues to operate in the US in violation of the law.

Rubbing salt into the wound, AJMN, which is funded by Qatar's government, has launched a new media platform, "Rightly," that also hasn't registered with the Justice Dept.

Sens. Chuck Grassley (IA), Marco Rubio (FL), Tom Cotton (AK), Todd Young (IN) and Ted Cruz (TX) demand to know what steps Garland is taking to enforce compliance with FARA for AJMN.

They want an answer by July 16.

The US has lost more than 600K Americans to COVID-19 largely due to Trump's failure to take the disease seriously and his unwillingness to encourage Americans to wear masks and practice social distancing.

Things took a turn for the better once Joe Biden was elected president, according to [a report released July 7 by the Yale School of Public Health and The Commonwealth Fund](#).

It found that the stepped-up COVID-19 vaccination rollout from December 12, 2020, through July 1 curbed the virus's spread and reduced the national death toll. Researchers estimated 279K lives were saved due to the rapid rollout despite the emergence of the new Alpha, Gamma and Delta variants.

There is no way Team Trump would have topped the Biden administration's rollout success.

There still are millions of unvaccinated Americans, especially in the country's Red States, who must get their shots before victory is declared over the pandemic.

The Report shows the benefits of living in a country that is led by a government that eschews alternative facts and embraces science.

—Kevin McCauley