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EDELMAN CUTS 240 PEOPLE

[Edelman](#) is cutting 240 employees, or about four percent of its workforce, to cope with the cooling down of the PR sector, according to a memo from CEO Richard Edelman.

The majority of the layoffs are senior-level staffers.



Richard Edelman

The cutbacks are a prelude to a reorganization that will restore the classic pyramid structure, which is the model of the professional services sector, as the [No. 1 independent PR firm](#) positions for growth during fiscal 2024.

Edelman noted that the shop went on a hiring binge from January 2021 to June 2022, adding 25 percent more staff to deal with unprecedented growth.

With the slowing of the economy, some regions have become top-heavy.

“Although we paused hiring over the last several months, this wasn’t enough to counterbalance the hiring we did to meet the post-pandemic surge of business,” wrote Edelman.

The departing staffers will receive severance, outplacement services and an additional six months of support through ComPsych, its employee assistance program.

“Our business continues to see growth, significant success and opportunity, but we must recalibrate today in order to continue to invest in our future,” wrote Edelman.

KELLEY RETURNS TO INTERPUBLIC

Jacki Kelley has returned to Interpublic as EVP, chief client & business officer after a four-year stint as CEO Americas & chief client officer at dentsu.



Jacki Kelley

She joined IPG’s Mediabrands in 2009 from Martha Stewart Living Omnimedia, exiting in 2014 as CEO North America & president of global clients.

Kelley was SVP at USA Today during an 18-year run and deputy COO at Bloomberg before moving to dentsu in 2019.

IPG CEO Philippe Krakowsky welcomed Kelley back, calling her “a force in our industry who leads

with great heart and a keen understanding of what marketers need in order to succeed in today’s complex media and consumer landscape.”

The next issue of the O’Dwyer’s Newsletter will be published on Monday, July 17. Happy Independence Day to all of our readers.

CT FLIES RFP FOR BRADLEY AIRPORT

The Connecticut Airport Authority is accepting proposals from PR firms, ad agencies, website development outfits and marketing shops to boost the profile of Bradley International Airport and general aviation airports throughout the Nutmeg State.

Based in Windsor Locks, BIA flies to 35 non-stop destinations including New York, Richmond, Orlando, Miami, Denver, Las Vegas, Los Angeles and Dublin.

CAA is looking for a full-service agency or a set of specialized shops to focus on increasing the amount of revenues at BIA and its general aviation facilities, according to the RFP.

It wants to convert business and leisure travelers into loyal BIA passengers and local organizations into users of the state’s general aviation airports.

Proposals are due July 12. They must be uploaded to <http://ctairports.procurement.com>.

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



KEKST DRIVES LORDSTOWN CHAPTER 11

Kekst CNC is representing electric pickup truck maker Lordstown Motors as it files for Chapter 11 and sues its erstwhile business partner Foxconn for fraud and a failure to live up to its financial commitments.

Struggling Lordstown sold its Ohio plant to Foxconn in November 2021 and ironed out a joint development with the Taiwan-based electronics giant.

The suit alleges that Foxconn had no intention of living up to its agreement and used it as a tool to maliciously and in bad faith destroy the truck maker’s business.

Foxconn says it had been negotiating with Lordstown to resolve its financial difficulties, but future talks have been suspended.

Lordstown CEO Edward Hightower is seeking a buyer for the Endurance vehicle platform and related assets.

He said the Endurance platform “can serve as a springboard for the right OEM or other strategic purchaser into the broader North American EV full-size truck market.”

Kekst CNC’s Jeremy Fielding, Jon Morgan and Simone Leung handle media for Lordstown.

Publicis Groupe owns Kekst CNC.



SAUDIS BOOST TENEO'S PAY 60%

Saudi Arabia's Public Investment Fund boosted Teneo Strategy's monthly 2023 retainer from \$225K to \$358,750, as the firm is to "tackle many tasks at once," according to its federal filing.



The work last year was for a "Focused Strategy & Structure Diagnostic Project."

Its 2023 pact calls for Teneo to deliver an international communications plan that will help position PIF as "a sophisticated global investment organization with a solid track record and targeted investment strategy."

Teneo will demonstrate how PIF is enabling the creation of new sectors and opportunities for driving transformation in Saudi Arabia and generating sustainable returns for the benefit of the Kingdom and its people.

Activities include creating an integrated content strategy, executive media monitoring and reporting and engagement with select PIF portfolio and partner companies.

The firm has 20 staffers in New York, London, Dublin and Dubai handling the work, including vice chair Tim Burt, a former editor and reporter at the *Financial Times*, *Wall Street Journal*, *Daily Telegraph* and *Guardian*.

PROSEK PARTNERS ADDS WE'S SIDARI

Prosek Partners names Geoffrey Sidari as group director of data and analytics. Sidari comes to Prosek from WE Communications where he served as EVP of insights and analytics.



Geoffrey Sidari

Before joining WE, he led Airadis, a global analytics practice where he oversaw brand and communications analysis for such brands as BestBuy, Microsoft and T-Mobile.

At Prosek, Sidari will spearhead the agency's global data analytics practice, focused on delivering data-driven insights using a robust communications and marketing analytic tool stack, including a range of AI technologies.

"His extensive experience and unique understanding of data analytics will prove invaluable as we continue to drive value for our clients," said Prosek managing partner Jen Prosek.

THE LEDE COMPANY ACQUIRES PARIS SHOP

The Lede Company has acquired Paris-based Olivier Bourgis Communications and Marketing as the Hollywood publicity firm expands its presence in Europe.



Olivier Bourgis now serves as managing director of Lede Paris. He said the merger with TLC provides his firm access to international expertise, media markets and resources, according to a report in Deadline.

Christine Su, co-CEO of TLC, said OBCM is deeply respected not only in Paris, a cultural hub for many of the world's biggest brands, but throughout Europe.

Lady Gaga, Amy Schumer, Reese Witherspoon, Live Nation, Hulu and Apple TV+ are among TLC clients.

Founded in 2018, TLC has about 140 employees in Los Angeles, New York, and London, where it opened last year.

ACCOUNTS IN TRANSIT

Magrino breaks into the sports sector with its representation of NFL legend and Pro Football Hall of Fame wide receiver **Jerry Rice**.



Jerry Rice

Rice and his manager tapped the agency for support on overall strategy and content guidance of his social channels, serving to extend his social reach and engagement. Magrino has also added several other new clients across its travel, food, wine & spirits and consumer goods channels, including an AOR relationship with **The Ritz Carlton, Grand Cayman**. The agency will also be working with **Baobab Collection**, a line of fragrances, scented candles, wellness products and other items.

Haberman is collaborating with **Egglife Foods** on an integrated marketing and advertising campaign for egglife, a brand of wraps made with egg whites. The "The Perfect Wrap for That" campaign launched this month with video, out-of-home, podcast, digital, social, search, influencer and PR emphasizing the nutrition and versatility of egglife wraps. The campaign includes a partnership with the television personality, comedian and author Ross Matthews.

Jeff Dezen Public Relations is selected as agency of record for **Rebel Rabbit**, a Greenville, SC-based cannabis-infused seltzer company. The agency will work to amplify awareness of the brand in the alternative beverage category. Rebel Rabbit's line of beverages, promoted as "high seltzers," contain hemp-derived Delta-9 THC. While the beverages are alcohol-free, the company says they provide a similar feeling of relaxation and enjoyment without the dehydrating effects or next-day hangover of alcohol.

DRIVEN360 lands **North Texas Innovation Alliance**, a 501(c)3 regional consortium of over 40 municipalities, agencies, corporations and academic institutions across North Texas working to create a connected, smart and resilient region. The agency will aid NTXIA in magnifying their marketing and branding initiatives across communications platforms, in addition to providing counsel for long-term member and partnership development.



Workhouse signs on as agency of record for **Whitechapel Projects**. For Whitechapel Projects, a 120-year-old warehouse complex in Long Branch, NJ that has been transformed into an music, art and private events space, Workhouse is representing both the complex as a whole and Sidepiece, a new pizza concept located within the complex. It is developing integrated promotional campaigns that include domestic communication efforts, ongoing public relations and imaginative creative content.

Marx Buscemi Eisbrenner Group, which focuses on clients in the automotive, mobility, trucking, tech and consumer goods industries, is engaged as agency of record by **Litens Aftermarket**, a producer of automotive components. MBE Group will support the company with marketing and branding strategies aimed at reaching professional repair technicians within the auto care industry.

SEIZING THE MORAL HIGH GROUND

It started when Bill Clinton lied about “having sexual relations” with White House intern Monica Lewinsky. He said he didn’t, but it turns out he did.



Fraser Seitel

In the 90s, the revelation that the President of the United States had purposely lied was unfathomable.

In 2023, not only has it become perfectly acceptable for politicians, athletes, media personalities and celebrities to deceive the public, but some of society’s most notorious liars are rewarded for their actions.

The latest liar to step into the spotlight is the illustrious head of the Professional Golfers Association Tour, Jay Monahan IV, who

announced last month that the PGA Tour would be merging with LIV Golf, the controversial Saudi Arabian startup league designed to pay off the world’s greatest golfers to—not so subtly—help folks forget about the Kingdom’s human rights offenses, up to and including murdering dissenters.

It was only months ago that Mr. Monahan led the public offensive against the Saudi’s golf incursion, even citing the Kingdom’s alleged role in the 9/11 terrorist attacks. But that was then, and this is now.

The worst part is that in a few weeks or months, Jay Monahan IV and his golfers will be back to business as usual. And the diminution of ethical standards will continue to be the de facto communications default. All of which poses a challenge for the practitioners of the art of public relations.

In public relations, all you have is your “reputation.” Relationships are built on “trust,” and as a public relations counselor, once you lose that trust, you lose everything.

Sadly, the practice of public relations has been beset from its very beginnings by ethical questions. Ever since Ivy Lee accepted a job a century ago with the owner of the German Dye Trust, which turned out to be an agent of Adolf Hitler, the field has been largely distrusted.

So, modern public relations has always suffered a perception problem with morality. That’s why in 2023, with societal standards sinking all around them, public relations professionals must embrace, as the field’s reigning moral philosopher Jim Lukaszewski puts it, “unapologetic honesty and forthrightness and engagement with our critics.”

Here are some random examples of how those principles might work with ethically-active public relations counsel.

Saving San Francisco

San Francisco was once America’s most picturesque city; it’s now a hellhole, riddled with crime, rampant homelessness, deranged street people and other niceties that have shattered tourism, killed commerce and imperiled its downtown.

Most recently, San Francisco’s 35-year-old upscale shopping mall, the Westfield Centre, announced that it was throwing in the towel, leaving Bloomingdale’s and Neiman-Marcus as the lone remaining luxury stores in a decaying downtown.

But when ABC’s “Good Morning America” speculated that the Westfield Centre closure might turn San Francisco into a “zombie city,” the mayor’s response wasn’t reassuring.

Replied the Mayor’s office: “Lacking foot traffic in our downtown areas as a result of work-from-home habits, as well as challenges stemming from shifting shopping trends that have persisted for years, were exacerbated by the pandemic.”

Such a pathetic, pussyfooting response isn’t only unwise public relations counsel, it doesn’t augur well for the future of San Francisco.

Lightening up on Biden’s economy

The latest public opinion polls show President Joe Biden’s approval rating hovering around 40 percent. But when Republicans go after him on the economy, they aren’t only being disingenuous but making a pivotal miscalculation.

The criticism is unfair, because as they—and we—are well aware, it’s the independent Federal Reserve Board, rather than the President, that possesses the power to influence prices, control interest rates, impact employment and moderate inflation. So it’s Fed Chairman Jerome Powell, not Mr. Biden, who largely holds the key to the direction of the U.S. economy.

Moreover, because it appears that Mr. Powell and his colleagues are steering the economy in the right direction, by the time the presidential campaign really heats up, inflation may be tamped down and Biden may hold the upper hand. The fact that many, if not most, Americans are still working, flying, eating out and generally thriving should give Republicans pause on deriding the President for the economy.

Backing off on Disney shaming

And speaking of Republican angst and Biden vulnerability, current polling suggests that Mr. Biden would ultimately beat the most likely Republican candidate. Of course, that leading candidate is none other than Donald Trump, so all bets are off. But ... if Republicans do come to their senses and reject the Donald, who’s most likely to be the candidate?

The answer, if he embraces an immediate course correction, is Florida Gov. Ron DeSantis, who, despite his deep faults in personality and charisma, might beat a wounded Biden.

First, though, DeSantis must cease his Walt Disney Company shaming campaign. The most ethical, moral and right thing for him to do is schedule a meeting with Disney CEO Bob Iger, in which they could agree to disagree on the social/educational issues that initially sparked the debate but bury the hatchet on the other business-related aspects that make no sense to either Florida, Disney or the political future of Ron DeSantis.

Fraser P. Seitel has been a communications consultant, author and teacher for 40 years. He may be reached directly at yusake@aol.com.

UT AUSTIN BIZ SCHOOL NEEDS DIGITAL HELP

The University of Texas at Austin wants proposals for a digital marketing campaign to support its McCombs School of Business.

Texas McCombs offers undergraduate, specialized master’s, MBA, PhD and executive education programs. It has six academic departments and more than 20 centers and institutes.

The digital push aims to drive awareness, leads, applications and enrollment.

It must align with Texas McCombs’s brand platform, messaging strategy and creative system, according to the RFP.

Texas McCombs is seeking media placements and advertising in publications such as *Dallas Morning News*, *Houston Chronicle*, *US News & World Report* rankings issues and *Princeton Review*.

It will offer a three-year contract with options to extend for an extra two years.

Proposals are due July 13. They go to the [Bonfire portal](#).

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



TLG MAKES CHAMBERS BAND 1 FOR CRISIS PR

[The Levinson Group](#) makes its debut in Band 1, the top category for crisis PR & communications firms, in [this year's rankings from Chambers](#).



TLG was in Band 2 last year and Band 3 in the 2021 rankings. Founded less than ten years ago by Molly Levinson, TLG is the first woman-founded and women-run firm to be listed in the Band 1 section.

Joining TLG in Band 1 of the Chambers crisis rankings are [FGS Global](#), which was also in Band 1 last year, and Brunswick Group, which returns to the top level from its appearance in Band 2 last year.

The agencies snagging a Band 2 ranking were [Reevemark](#) (also Band 2 last year), Trident DMG (Band 2 in 2022 as well) and [FTI Consulting](#) (Band 3 last year).

Risa Heller Communications and [Edelman](#) placed in Band 3, with Band 4 occupied by [August Strategic Communications](#), Goldin Solutions, [Infinite Global](#), [H/Advisors Abernathy](#), Hennes Communications, [KARV Communications](#), [Kekst CNC](#) and Poston Communications.

TLG's attention to detail was cited as one reason for their rise to the top level. "The team members really roll up their sleeves and dig into the work," one agency client told Chambers. "No task is too small, and no challenge is too daunting."

TLG CEO Levinson ranked in the top tier of individual crisis practitioners, along with Reevemark's Brandy Bergman, August Strategic Communications' Ellen Davis, Brunswick Group's Ellen Moskowitz, FGS Global's Jeff McAndrews and Paul Holmes, and Risa Heller of Risa Heller Communications.

Chambers ranks firms and individuals from Band 1 to 6 and stresses that being ranked in any of the bands is a "significant achievement."

[See the complete list of ranked crisis PR firms and individuals.](#)

CHAMBERS NAMES TOP LITIGATION FIRMS

Chambers puts Reevemark, FGS Global, The Levinson Group, Trident DMG and Brunswick Group at the top of the heap for firms providing litigation PR and communications in its newly released rankings for 2023.

The five firms placed in Band 1, the top level of litigation PR providers in the Chambers rankings.

Band 2 of the Chambers litigation listings consists of Edelman, [Sitrick And Company](#) and PRCG Haggerty. August Strategic Communications, Infinite Global, FTI Consulting, H/Advisors Abernathy, Poston Communications and [Ripp Media](#) placed in Band 3, with Goldin Solutions, KARV Communications and [Furia Rubel Communications](#) ranking in Band 4.

Reevemark topped the list for the most individual practitioners mentioned, with CEO & founding partner Brandy Bergman noted in Band 2 and founding partners Hugh Burns and Paul Caminiti both in Band 3.

The Band 1 practitioners cited in the litigation rankings were Ellen Moskowitz of Brunswick Group, The Levinson Group's Molly Levinson and FGS Global's Paul Holmes.

FGS also got a nod in the Senior Statespeople category, with George Sard being named alongside Trident DMG's Lanny Davis and Sitrick And Company's Michael Sitrick.

[See the complete list of ranked litigation PR firms and individuals.](#)

ON THE MOVE

Cogent Strategies, which specializes in government relations, communications and digital & research, is bringing on **Taylor McCarty Hoover** and **Katie Sansone** as VPs. Hoover has been communications director of the House Agriculture Committee since 2021. She will be a part of Cogent's government relations team in addition to serving public and digital communications clients. Sansone was most recently at S&P Global, where she was associate director of digital media and public policy. Prior to that, she was communications director for both former Rep. Will Hurd (R-TX) and Rep. John Curtis (R-UT).

Turing, an AI-powered tech services company, appoints **Phil Walsh** as CMO. Walsh comes to Turing from AKASA, a company that develops AI for healthcare operations, where he also held the CMO spot. He was previously global head of field marketing for Cognizant. In his new post, Walsh will manage and oversee Turing's marketing organization, including brand, product marketing, communications and marketing operations.



Phil Walsh

Bartz+Brunelle, which works with clients in the legal industry, brings on **Miranda Ganguly** as a director in its talent intelligence & analytics practice, and **Lindsay Perrault** as a director in its NewLaw practice, which advises law firms, legal tech companies, and other legal service providers on ways to compete more effectively in the transforming legal industry. Ganguly, a longtime legal recruiter, joins B+B from Aspire Legal Search Group, where she was principal, partner and group recruiting. She will advise clients on pre-hire intelligence as well as individual-attorney and practice-group acquisition strategies. Perrault previously held senior marketing roles at Lighthouse, where she built account-based marketing programs; DiscoverReady; and Applied Discovery, where she was senior manager of global marketing.

Wasserman Music hires former Sirius XM communications director **Jason Roth** as VP of communications. Before joining Sirius in 2021, Roth had held senior communications positions at Pandora, HP, Apple and Capitol Records. He has also written for platforms including NPR Music, Spin and the Chicago Tribune. In his new role, he will oversee media relations, executive communications, thought leadership, industry relations and partner communications.

Randle Communications hires **Michael Miller** as its first creative director. Miller has worked on more than 100 productions for global clients, including BMW, the San Diego Zoo, One Medical and Cheetos. His expertise encompasses directing, camera operation, lighting and video editing. At Randle, Miller will lead the firm's video production studio, collaborating with client partners and working to strengthen the firm's portfolio of videos, graphics and multimedia content.



Michael Miller

WINNIPEG WANTS TO HEAR FROM PR FIRMS

Winnipeg is compiling a list of firms interested in providing public engagement services to the capital of Canada's Manitoba province, with about 750K people.



As services are required Winnipeg's manager of public engagement will reach out to members of the list to bid on projects. Offers may be evaluated on criteria other than price alone

Scope of the work may include development/implementation of public engagement strategies, handling promotions, training organizations to host events and creating communications materials.

Winnipeg plans to issue one-year contracts with four one-year extensions.

The deadline to submit qualifications is July 11.

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

FORMER BKLYN REP TOWNS REPS 2U

Former Brooklyn Congressman Edolphus Towns represents 2U Inc., the online higher education company that has partnered with Morehouse College on the Morehouse Online offering.

Morehouse College is the nation's only all-men's historically Black college.



Edolphus Towns

2U, which is based in Latham, MD says it teamed with Morehouse in 2021 to support the 3.4 million Black men in the US who have earned some college credit, yet no degree.

USA Today on June 1 ran a story headlined "Your online college course may be run by a for-profit company. How to spot the difference."

Chip Paucek, 2U co-founder and CEO, blogged to criticize the *USA*

Today article for focusing on early operational issues that already have been addressed, "while ignoring the significance of the program's audacious mission and early wins."

Towns, who served on Capitol Hill from 1983 to 2013, advocates on the behalf of 2U in his capacity as senior advisor at Gray Global Advisors.

TORRES-SOTO TAKES PEOPLE SPOT AT MWW

Jessica Torres-Soto has joined [MikeWorldWide](#) as chief people officer.



Jessica Torres-Soto

Gina Ormand Cherwin, who was MWW COO and chief people officer, exited to Omnicom's DDC Public Affairs in April as chief operating & people officer.

Torres-Soto worked as SVP, head of people at Civic Entertainment, Seacrest Global Group unit; and SVP, head of diversity & inclusion at IPG Mediabrands.

At MWW, Torres-Soto will recruit, develop and retain top talent in an inclusive and feedback-driven environment. [MWW ranks No. 13](#) on O'Dwyer's list of independent PR firms with 2022 fees of \$53.1M.

BGR SIGNS \$600K PACT WITH IRAQI PARTY

BGR Group has signed a one-year \$600K contract to provide government relations and PR services to Iraq's Taqadum (Progress) Party. It also may conduct outreach to Washington officials, NGOs and the US media.

Formed in 2019, the Sunni political group says its mission is to establish a civil and modern state through cultural society change in Iraq, where about 60 percent of its people are Shia Muslims.

BGR's contract kicked off June 15.

Founding partner Ed Rogers heads BGR's Taqadum team. International & Trade practice co-heads May Seiden and Lester Munson; I&T principals Mark Tavlarides and Walker Roberts; and PR principal Frank Ahrens round out the group.



LOVELAND WANTS TO BOOK FIRM FOR LIBRARY

Loveland (CO) wants PR proposals for a campaign to inform people about the broad range of services available at its public library.

The Library now also offers programming for various ages, digital on-demand books/movies, a computer lab and maker space in conjunction with community groups.

The Library wants a firm to tell its story to the community and to raise awareness of its offerings and impact on Loveland.

Loveland does not desire a marketing campaign to drive more traffic to the library and its online services, but that can be a secondary result, according to the RFP.

The desired partner will have a background doing work for nonprofit organizations.

Proposals are due at bids@cityofloveland.org by July 20.

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



NEWS OF FIRMS

PRSA-NY is accepting submissions for its [36th Annual Big Apple Awards](#), which will be presented at a live event on Nov. 15, along with a live stream. Entries are being accepted through Aug. 4. "The 2023 Big Apple Awards will be a referendum on the rising role—and responsibility—of public relations leaders," said PRSA-NY president Carmella Glover.

The Change Agencies, network of independently owned multicultural and LGBTQ PR and marketing firms that launched in June 2019, adds six members. The new member agencies are A.Hale PR in Albuquerque; APC Collective in Austin; Black Digital and The Hannon Group in Washington, DC; Creager Cole Communications LLC in New York City; and ZS Strategies in Nashville.

The Worldcom Public Relations Group formally installed its 2023-24 group board and regional committees during its annual global meeting in Montreal. Stefan Pollack, president of The Pollack Group (Los Angeles), will serve as group chair, with Serge Beckers, managing partner, Wisse Kommunikatie (Arnhem, the Netherlands) serving as vice chair while continuing as EMEA chair. Jessica Phelan, president of Philadelphia's Vault Communications, is now chair of the North American committee, while Angélica Consiglio, CEO of Planin Comunicação (São Paulo, Brazil) will serve as chair of the LATAM committee.



COMMENTARY



The Supreme Court's decision to overturn *Roe vs. Wade* helped Democrats stave off an expected red wave during the 2022 election. A re-run is in order.

The Court's rulings last week that killed affirmative action for college admissions, junked the student debt relief program and allowed discrimination against gay people will power Democrats to victory in the 2024 election.

Young people, Blacks, women, and LGBTQ voters will turn out in droves to keep Joe Biden in the White House for another term.

The decision that gave a website designer the right to refuse to make wedding sites for same-sex couples is especially insidious.

What's next? Can a business decline to serve Catholics, Jews, Muslims and gypsies?

The sweet irony of the legal rampage: Donald Trump is the guy who put the three hard-liners on the bench who made the conservative rulings possible.

Their decisions will ensure that Trump doesn't get re-elected president.

The White House has kicked off a campaign to brand "Bidenomics," the program to grow the economy to benefit the middle class.

What took it so long?

Biden has gotten zero credit for his policies that helped create more than 13M jobs, including 800K manufacturing ones.

He created more jobs in two years than any president achieved during four years in office.

Inflation, which hit a high of 9.1 percent, has dropped for the past 11 months and is now in the four percent range.

Yet the general public gives Biden little credit for the strengthening economy.

The goal of the Bidenomics push is to connect the dots.

Biden's PR team has to promote the fact that the president's Bipartisan Infrastructure Law and CHIPS and Science Acts are the means to achieve those goals.

The November 2024 election is a long way off.

The economy could turn downward or fall into a recession ahead of the presidential election, which would be blamed on the Biden administration.

The president has no choice but to trumpet his policies to generate the goodwill of voters.

He has to deliver the message that the US enjoys the strongest recovery among the leading economies of the world since the pandemic and the lowest inflation rate.

Take a bow, Joe.

Down the memory hole. New York MAGA wingnut Rep. Elise Stefanik introduced a resolution on June 22 to expunge the second impeachment of Donald Trump. That's right.

The expungement "would be as if the articles of impeachment never passed the full House of Representatives, as

the facts and circumstances upon which such articles were based met the burden of proving neither that president Trump committed 'high crimes and misdemeanors.' nor that president Trump engaged in 'insurrection or rebellion against the United States.'"

Another MAGA lunatic Marjorie Taylor Greene introduced an earlier resolution to expunge impeachment No. 1.

Stefanik and Green apparently want to swap reality with an alternative one. They want to replace or erase history.

War criminal truth-teller... PR people will remember Yevgeniy Prigozhin, the Wagner Group butcher, more for his debunking Vladimir Putin's excuse for invading Ukraine than for his aborted march to Moscow.

Prior to his attempted "coup," Prigozhin outed Putin's lie that Ukraine was going to invade Russia with support of NATO.

The Russian oligarchs launched the attack so they could steal more of Ukraine's wealth, according to Prigozhin.

He received a hero's welcome from the Russian people living in Rostov-on-Don, the city in which Wagner briefly occupied.

Those were bad optics for Putin, who probably has ordered a hit on Prigozhin.

Mike Pence had a good PR week with his surprise trip to Ukraine on June 29 to meet with its president Volodymyr Zelensky and victims of the Russian invasion.

The former vice president made the journey though Republican support for aid to Ukraine is slipping. Pew Research found that 44 percent of Republicans believe the US is providing too much aid to Ukraine. That's the highest level since Russia launched its attack in February 2022.

Pence told NBC News that he isn't worried about polls, saying it was more important for him to see first-hand what Ukrainians have endured.

He said he's now "better equipped to be able to go home as I speak to the American people about the vital importance of American support to repel Russian aggression." Spread the word far and wide, Mike.

It's a shame that Pence doesn't have a chance to win the Republican presidential nomination.

Happy birthday to Ruder Finn, which is celebrating its 75th anniversary.

CEO Kathy Bloomgarden is enjoying the landmark year in style, chalking up 100 new client wins so far in 2023.

That includes GSK, The Foundation for the National Institutes of Health, Lamborghini, World Wildlife Fund, The Common Wealth Fund, and Nestle Health Science.

She said the 75th anniversary year "is a reminder to reflect on the values that have defined Ruder Finn from its inception: driving positive change through innovative disruption, creative edge and a strong commitment to ethics."

Bloomgarden's dad, David Finn, and Bill Ruder must be very proud of her.

—Kevin McCauley