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CPB NEEDS CONTENT DISTRIBUTION PLAN

The Corporation for Public Broadcasting is seeking a consultant to provide guidance on the future of content distribution for public media.



The desired partner will have comprehensive expertise in broadcast, broadband and wireless technologies for TV, radio and digital media content distribution.

It will provide ongoing consulting, including analysis, counsel and recommendations pertaining to CPB's future investments in content and information distribution systems and services.

CPB may ask its partner "to propose a zero-based approach that will offer a re-imagined public media content distribution system that takes advantage of the latest technologies to be more nimble, agile and extensible, making more efficient use of tax payer investments," according to the RFP.

Proposals are due June 27 at CPB electronic grants management system.

Interested partners must email Maciej Ochman, director, media technology & service strategies, at mochman@cpb.org by 3:00 EST on June 23 to get access to CPB's grants management system.

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

EGA'S GUITERMAN MOVES TO BCW

Aaron Guiterman, chair of energy & industrial policy at Edelman Global Advisory, has signed on at BCW as executive VP and Washington market leader. He also served as chief innovation officer and global digital chairman at EGA.



Aaron Guiterman

Guiterman spent nine years at Edelman, holding jobs such as EVP & head of digital public affairs and SVP, group director for digital strategy and planning.

In his more than 25-year career, he had stints at DDC Advocacy, Glover Park Group, McCann-Erickson and Young & Rubicam.

He will report to Jeff Joseph, president, mid-Atlantic & South, BCW North America.

Joseph said Guiterman will reinforce "BCW's leadership as the go-to agency for fully integrated corporate affairs work in Washington, D.C."

WPP owns BCW.

SENATE OPENS PROBE INTO LIV/PGA HOOKUP

Senator Richard Blumenthal opened an investigation June 12 into the planned merger of Saudi Arabia's LIV Golf with the PGA Tour by sending letters to both parties demanding documents and information about the deal.

The Connecticut Democrat noted that the agreement "raised concerns about the Saudi government's role in influencing this effort."

He noted that Saudi Arabia's \$700B Public Investment Fund makes decisions under the chairmanship and guidance of Crown Prince Mohammed bin Salman.

"Critics have cast such investments in sports as a means of 'sportswashing'—an attempt to soften the country's image around the world," wrote Blumenthal, who chairs the Senate Subcommittee on Investigations.

The Senator wants all records related to the relationship between LIV and the PGA Tour by June 26.

He is especially intrigued by the PGA Tour's "sudden and drastic reversal of its position concerning the LIV Golf."

Prior to the June 6 announcement of the merger, the PGA Tour depicted LIV Golf as its mortal enemy.



Richard Blumenthal

GREEN SUCCEEDS LAMBERT AT HELM OF G&S

Anne Green, who joined G&S Business Communications with its 2018 acquisition of CooperKatz where she was CEO, will succeed CEO Luke Lambert on Jan. 1.

Lambert is a 27-year veteran of G&S, working in business development, managing director in New York and president before becoming CEO in 2012.

He called Green, a 30-year PR veteran, "one of the smartest and savviest leaders I have worked with."

In her post, Green will oversee performance, operations, growth, innovation, culture and the continued evolution of the agency's fully integrated suite of marketing and communications services.

G&S also upped principal and Chicago managing director Brian Hall to president, and senior VP-human resources Kate Threewitts to chief people officer.

G&S Business Communications ranked 28th on O'Dwyer's roster of top independent firms with 2022 fees of \$28.6M.



Anne Green

COLUMBUS NEEDS MENTAL WELLNESS PR

Columbus (OH) Public Health wants pitches for a culturally informed multimedia campaign to generate awareness of its programs to promote mental wellness.



The effort also will feature people who have utilized the services to talk about how their lives have improved, in order to reduce the stigma related to mental illness, according to the RFP.

Columbus Public Health and the Department of Public Safety will provide background, research, strategy documents and branding requirements.

Communities that have high levels of violence are key target audiences for the campaign.

The selected firm will use traditional media, social media outlets and community engagement sessions to get the messages across.

Columbus Public Health has budgeted \$100K for the awareness campaign that it wants to kick off by July 17.

Proposals are due June 26 at the [Bonfire portal](#).
[Read the RFP \(PDF\)](#).

BRUNSWICK, FGS WORK NASDAQ DEAL

Brunswick Group represents Nasdaq as it agrees to pay \$10.5B in cash and stock to acquire the Adenza software business of Thoma Bravo, which relies on [FGS Global](#) for its media relations duties.



Adenza is the result of the combination of the Calypso and AxiomSL brands.

Calypso serves capital market companies' treasury, risk and collateral management workflows. AxiomSL provides regulatory and compliance software to the financial services market.

The Adenza platform bolsters Nasdaq's marketplace technology and anti-financial crime solutions offering.

Adena Friedman, Nasdaq CEO, said the deal enhances the company's "position at the heart of the global financial system."

The transaction is expected to close within the next six to nine months.

Thoma Bravo has \$127B in assets as of management.

SUMMIT STRATEGY SUMMONS SWERDLOW

Summit Strategy Group, a public affairs, corporate reputation and ESG consulting firm, has hired Erica Swerdlow as a managing director.



Erica Swerdlow

Most recently CEO at Tilis Group, Swerdlow was previously CEO of Stagwell-owned Wye Communications (now KWT Global). She has also served as an executive VP at Burson-Marsteller (now BCW) and Porter Novelli, and founded EBS PublicRelations.

"She has launched and sold her own company, grown other firms from start-up stage and led business development operations for large, public companies," said Summit founder & CEO Michael Law. "She will be an essential partner to me as Summit navigates the next stage of our growth."

NEWS OF FIRMS

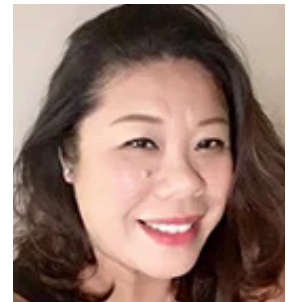
Method Communications, Harvard and Sling & Stone, which are all part of VCCP Business, form **Outleap**, a global collective intended to provide clients with global reach, local tech expertise and relationships, and a shared challenger mindset.

While the collective will bring together global resources, expertise and relationships under a unified direction, the three agencies will remain as individual brands. Method CEO David Parkinson will serve as Outleap's chairman, with Harvard executive chair Rachel Friend and Sling & Stone CEO Vuki Vujasinovic serving as Outleap's co-CEOs.

Three Rings, a Boston-based agency, launches a growth marketing division. The new division builds upon the agency's existing digital marketing capabilities with services that include campaign audit and assessment, digital media planning, paid and organic search, account-based marketing, and content marketing. Three Rings has hired three new growth marketing team members and it is also investing in partnerships with global marketing technology vendors and advertising platforms.

Buzzer, a communication and consultancy agency, is started up by former Metro Public Relations senior VP Dana Block, who will lead the agency as CEO. The company gets off the ground with a roster of clients ranging from social media-first agencies and publishing companies to traditional entertainment partners in sectors including gaming and Web3. Buzzer will offer services through its "Buzzer Collective," a group of PR professional freelancers and agency partners.

Milk & Honey PR opens an office in Singapore, adding to the firm's presence in London, New York and Munich. Meilin Wong, who joins the agency as a co-owner, will lead the Singapore office as partner and CEO. The first PR agency in Singapore to be a certified B Corp., Milk & Honey says its new office will focus on helping to drive the ethical, environmental and socially responsible cultural agenda for purpose driven brands locally.



Meilin Wong

Randle Communications, which is in Sacramento, officially launches its health care practice, formalizing one of the agency's largest and deepest industry verticals. The agency has built a health care client roster that includes work with payers and providers. The announcement of the health care practice adds to the firm's public relations, public affairs and political affairs practices.

Paul Werth Associates marks its 60th anniversary this year as one of the few remaining Columbus firms from that time and the only one still operating under the same ownership. Founded in 1963 by its namesake, the firm today provides public affairs, public relations, marketing, research, digital and creative services. "Our 60th anniversary has given us a chance both to mark an important milestone and to reflect on how the public relations profession — and Werth — has evolved," said Sandra Harbrecht Ratchford, Paul Werth's daughter and the firm's CEO.

THE DIRTY WORDS OF SCOPES

As marketers, strategists, creatives, public relations and public affairs professionals, we know and understand the power of words. We arrange them and re-arrange them “just so” to make sure we’re effectively communicating, or not communicating the right or wrong message.



Mark Riggs

Often, we can’t help ourselves, and we use a lot of words, and instead of making a situation better, we get “wordy” to our detriment. Or more directly, to the detriment of the latest P&L report from your agency CFO, as is often the case with scopes of work.

Generally, when we win a new client or a new assignment from an existing client, we jump right into the work. What we generally don’t do is take a breath and discuss how we will work together, what the relationship will look like when it’s functioning optimally, or what we’ll do together to ensure the relationship is always improving.

From the moment we’re awarded the work, we should discuss our uniform onboarding process and how that includes both parties communicating their expectations of each other—because, after all, we’re in business together.

When you don’t express how you and your agency work, what you’re doing is immediately inheriting the negative equity from the client’s previous agency—if they had one—or worse, falling into the client’s perception of how an agency-client relationship should function when they’ve never had an agency. Somewhere along the way, someone told me, “Unexpressed expectations are planned resentments.” And if the scope isn’t written in a clear, concise and defensible way, you and said client will land in the trash heap of unexpressed expectations, sooner rather than later.

In my 23 years in the agency business and my last five years as an agency growth consultant, I’ve seen indefensible scopes time and time again. These documents are often littered with what I call “The Dirty Words of Scopes.”

At the time of writing this piece, Pemberton has identified 18 words and/or phrases—it continues to grow—that leave us with indefensible scopes, inhibiting us from drawing a line in the sand with a client, so they—and we—know when it’s being crossed, leading to over-servicing. A few examples are ...

Ongoing
As needed
As requested
Included, but not limited to (a personal fav)

The scope of work is something that most, if not all of us, take for granted. We want to get something signed so we can get down to business and produce the desired outcomes. But as an industry, we must make the work feel tangible. Time, ideas, strategies, counsel ... it’s all intangible.

Our clients understand the consumer dynamic of menus and pricing because they’re all consumers. They know they can’t walk into a big box retailer with \$100 and expect \$300 of goods ... so why are you setting the expectation that they can get it from you? You and your agency must make the work and scope feel tangible and communicate clearly when the client’s requests/needs outpace the established resource.

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Mark Riggs is CEO of [Pemberton](#).

UNIVERSITY OF ARKANSAS NEEDS MARKETING

The University of Arkansas is seeking bid proposals from agencies specializing in marketing and communications services.

Scope of work includes: devising a marketing strategy; developing a creative identity; creating and producing ad creatives; supporting paid digital advertising and content marketing; producing blog articles; educating and advising marketing and communications staff on emerging marketing trends; and conducting research.

Terms of the contract run for four years, with the option to renew for three additional years.

Proposals, due by 2:30 PM (CT) on June 22, should be mailed or delivered to: University of Arkansas - Business Services; UPTW Room 101; 1001 East Sain Street; Fayetteville, AR 72703

Bidding agencies must submit one signed original hard copy and two electronic copies of their proposals on a USB flash drive (USBs should be labeled with the respondent’s name as well as the bid number). All packages should be labeled with the respondent’s name, the RFP number (RFP No. 05312023) and the due date (6/22/23).

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



UNIVERSITY OF
ARKANSAS

MEDIA MANEUVERS

Former British prime minister Boris Johnson, just a week after resigning from Parliament, has a new job: columnist

for the Daily Mail. His new gig will provide the paper’s “erudite new columnist” with a platform he can use to inform readers of “exactly what I think about the world.” But the Advisory Committee on Business Appointments, an independent public body set up to vet outside appointments in the two years after a politician leaves high office, says that Johnson didn’t inform them of his new position until half an hour before the Daily Mail posted its announcement—a “clear breach” of the rules, according to a spokeswoman. ACOBA, however, does not have the power to force Johnson to turn down the new position.



Boris Johnson

The Guardian is putting a stop to gambling advertising on all its platforms. “Our new policy will apply to all online advertisements on the Guardian’s website, app, audio, video and newsletters, as well as print advertisements in the Guardian and Observer and Guardian Weekly,” according to a June 15 op-ed from Guardian chief executive Anna Bateson. Lottery advertising, Bateson says, will not be included in the ban.

Twitter faces a lawsuit from the National Music Publishers’ Association on behalf of 17 music publishers that charge the platform of copyright infringement involving about 1,700 songs. The price tag on the suit could run as high as \$250 million. The majority of the alleged infringement Twitter has been notified about is due to music videos, videos of live music performances, or other videos synchronized to copyrighted music. While licensing deals between Twitter owner Elon Musk and several music companies stalled after his takeover of the platform, the problem stems from before the takeover.

UN CLIMATE SUMMIT SEEKS PR SUPPORT

The United Nations' climate conference is searching for a PR firm to support its COP28 summit slated for Dubai from Nov. 30 to Dec. 12, according to a report in the *Financial Times*.



Sultan Ahmed al Jaber

The COP28 organizers are under pressure for the appointment of Sultan Ahmed Al Jaber, head of the Abu Dhabi National Oil Company, as president-designate of the summit.

More than 100 US and European politicians signed a May 23 letter to president Joe Biden, European Commission head Ursula von de Leyen and UN secretary Antonio Guterres urging the replacement of Al Jaber. US Senators Peter Welch,

Richard Blumenthal, Jeff Merkley, Ed Markey, Bernie Sanders and Elizabeth Warren signed the letter.

Edelman handled the announcement of the COP28 presidency but no longer handles it.

ESSEX JUNCTION LOOKS FOR VISIONING

Essex Junction, a tree-lined, high-quality-of-life town of 4,500 people in the Greater Burlington (VT) area, is looking for a firm to help draw up a community vision and strategic action plan.



The visioning statement should reflect the entire community, reflect core values, address emerging trends/issues and imagine a preferred future.

The process must be inclusive and reach traditionally underrepresented and under-engaged demographics.

EJ's strategic plan must have "realistic, achievable targets and benchmarks or milestones that measure progress throughout the next five years."

The project should last four to six months.

Proposals are due June 23. They go to Ashley Snellenberger, communications and strategic initiatives director, at asnellenberger@essexjunction.org.

[Read the RFP.](#)

JOELE FRANK REPS INSTANT BRAND'S REORG

Joele Frank is handling the Chapter 11 filing of Instant Brands, owner of the Pyrex, Correlle, CorningWare and Instant Pot brands that are found in 90 percent of US households.



CEO Ben Gadbois said while Instant Brands navigated the COVID-19 and supply chain disruptions, high interest rates and tightened credit terms made its capital structure unsustainable.

With the Chapter 11 filing,

Instant Brands receives a commitment for \$132.5M in new debtor-in-possession financing and more time and flexibility to continue discussions with its financial stakeholders.

The Downers Grove, IL-based company has appointed Adam Hollerbach, partner and managing director at Alix-Partners, chief restructuring officer. Joele Frank, Wilkinson Brimmer Katcher's Aaron Palash, Rose Temple and Rachel Goldman work the media for Instant Brands.

ON THE MOVE

Seven Letter hires **Blair Taylor** as a managing director and **Maura Hogan** as a senior director. Taylor, who will work in the agency's Washington office, was most recently communications director for former Sen. Richard Shelby of Alabama and the Senate Appropriations Committee, regularly shepherding Senate Republican communicators through policy messaging battles. Hogan, who will be based in Seven Letter's Boston office, was most recently a senior VP at BCW's Direct Impact unit, where she specialized in corporate reputation, executive visibility, public affairs and ESG/sustainability. She has also been an assistant VP for global marketing and corporate communications at State Street Corporation, as well as serving in several positions at the US Department of State, including digital communications advisor to Secretary of State John F. Kerry. "With Blair and Maura joining the firm, we are deepening an already impressive bench, expanding our corporate communications practice and broadening our expertise in public affairs," said Seven Letter founding partner Trevor Francis.



Stacey Doherty

Core BTS, a digital transformation consulting firm, names **Stacey Doherty** as senior VP of marketing. Doherty most recently led strategic branding and marketing initiatives at IT services and consulting company ConvergeOne. She has also served as a regional marketing leader at BDO and senior manager, strategic marketing at Deloitte. At Core BTS, Doherty will lead a team with responsibility for go-to-market strategy execution, demand generation, product marketing, public relations, partner marketing, and brand development and advocacy.

Fivetran, an automated data movement platform, hires former Amazon Web Services chief marketing officer **Rachel Thornton** as its CMO. Thornton most recently held the CMO spot at communications platform MessageBird. She has also served as VP, Americas marketing at Salesforce and senior manager, marketing at Cisco. In her new post, Thornton will oversee brand, customer, partner, field and product marketing, public relations, analyst relations and events.

Workday, which offers enterprise cloud applications for finance and human resources, appoints **Emma Chalwin** as CMO, effective July 17. Chalwin comes to the company from Salesforce, where she is currently executive VP, global field marketing. Before joining Salesforce, she was director of EMEA brand marketing at Adobe. At Workday, Chalwin will oversee the global marketing organization, with responsibility for building the brand and driving customer demand.

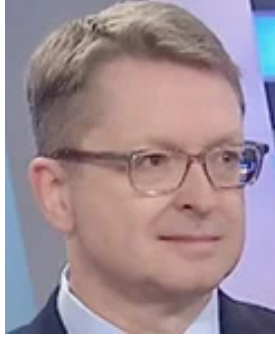


Emma Chalwin

"Not only is she a world-class leader with a track record of driving international brand awareness for some of the world's most respected technology companies, she also embodies our company values and puts her employees first with everything she does," said Workday co-CEO Carl Eschenbach.

PICKARD EXITS GLOBAL PR POST AT AIIB

Bob Pickard, a veteran of Huntsworth, Burson-Marsteller and Edelman, resigned as global communications chief for the Beijing-based Asian Infrastructure Investment Bank after a 16-month stint.



Bob Pickard

“As a patriotic Canadian, this was my only course,” he tweeted. “The Bank is dominated by Communist Party members and also has one of the most toxic cultures imaginable.”

The AIIB funds infrastructure projects outside China to expand the reach and political influence of its government.

In accepting Pickard’s resignation, the AIIB called his characterization of the Bank “baseless and disappointing.”

Prior to the AIIB, Pickard served as Asia/Pacific chair at Huntsworth, Asia/Pacific CEO at Burson-Marsteller, and North Asia president at Edelman.

BALLARD TARGETS VA FOR UPTODATE

Ballard Partners has signed on to represent UpToDate Inc., online clinical decision support provider.



The firm will educate the executive branch about the importance of online medical information to the Veterans Affairs Library Network.

VALNET is the largest healthcare library network in the US.

Its staff supplies information, research and education to enhance the quality of care in the VA health system.

Brian Ballard handles the work along with former Republican Congressman Jeff Miller of Florida.

Miller chaired the House Veterans Affairs Committee for three terms and served on the Armed Services Committee.

[He helped draw up Donald Trump’s talking points in 2016 to reform the VA.](#)

UpToDate is owned by Wolters Kluwer, which is based in the Netherlands.

TENEO TAPS CANADIAN POLITICO KENNY

Teneo has named Canadian politician Jason Kenny a senior advisor. The former premier of Alberta from 2019 to 2022 has more than 25 years of experience in Canadian federal and provincial affairs.



Jason Kenny

He served in parliament for 19 years and headed various ministries including national defense; citizenship, immigration and multiculturalism; and employment & social development.

James Crossland, CEO of Teneo’s Canadian operation, said Kenny’s vision and experience in public policy and business is well established.

Kenny also is a senior advisor at Calgary law firm Bennett Jones.

GREAT LAKES WATER SEEKS ‘DYNAMIC’ PR

The Great Lakes Water Authority, which provides clean, safe drinking water to 40 percent of Michigan’s population, is looking for a firm to create a “dynamic communications strategy.”

It leases five water treatment facilities, as well as supporting the water supply infrastructure for Detroit.

GLWA wants a firm to refine its brand messaging, cultivate relationships with reporters/editors, serve as main contact for media inquiries, identify speaking opportunities, attend board media meetings and media train staff.

The selected partner will provide counsel in crisis management situations and be available at a site or facility within 30 minutes of notification of an emergency.

GLWA, based in Detroit, plans to issue a contract covering work from December 1, 2023 to November 30, 2026.

Proposals are due June 23. Respondents must register at GLWA’s Bonfire portal.

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



COZEN O’CONNOR ADDS ANDERSON

Cozen O’Connor Public Strategies, the government relations division of legal firm Cozen O’Connor, has hired Kyle Anderson as senior principal in its strategic communications/reputation management practice.

Anderson was previously senior VP of external affairs for the America 250 Foundation, which is tasked with planning the commemoration of the country’s 250th birthday. He has held senior communications posts with the Walton Family Foundation and Delaware River Port Authority, and served as deputy communications lead for the 2016 Democratic National Convention.



Kyle Anderson

“Kyle brings to us an incredible track record of successfully guiding a wide array of clients through what are often sensitive, high-profile communications issues,” said Cozen O’Connor Public Strategies CEO Howard Schweitzer.

ICR DRIVES LEDDARTECH’S SPAC DEAL

ICR Inc. handles LeddarTech as the provider of automotive sensors and perception software goes public via a SPAC deal valued at \$348M with Prospector Capital Corp.

Former Qualcomm president Derek Aberle and vice chairman Steve Altman lead Prospector.

Quebec City-based LeddarTech cites a McKinsey study that projects the advanced driver assistance systems and autonomous driving market will hit the \$42B mark in 2030.

CEO Charles Boulanger said the partnership with Prospector will “solidify our position as a leading force in the nascent automotive software sector.”

LeddarTech president/COO Frantz Saintellemy will succeed Boulanger, who has been at the helm since 2013, once the SPAC deal closes. Aberle will assume the chairman post.

ICR Inc.’s Kevin Hunt is working the investment community, while Dan Brennan handles media for the LeddarTech transaction.



COMMENTARY



Mark Zuckerberg

Facebook does not censor conservative news and political posts on its platform, according to a three-year study conducted by [Media Matters for America](#).

In fact, the opposite is true, as Media Matters found that right-leaning pages earned more total interactions than left-leaning or nonaligned pages between Jan. 1, 2020, and Dec. 31, 2022.

Of the nearly 37B interactions, right-leaning pages chalked up 16B (42 percent) of them. Non-

aligned pages took 33 percent and left-leaning pages scored 25 percent.

Five right-leaning pages made the Top Ten interactions list, including Ben Shapiro, Fox News, Donald Trump, Breitbart and Dan Bongino. [Trump made the cut though he was suspended from FB for most of 2021 and all of 2022.]

CNN, People and ABC News grabbed three nonaligned slots, while the two left pages in the Top Ten belong to Occupy Democrats and The Other 98 Percent.

My hunch is the conservatives will reject the Media Matters report as “fake news” to retain their mantle of victimhood.

Companies bow before anti-woke crowd... Corporate executives are becoming more tight-lipped when it comes to talking about ESG initiatives.

They want to dodge the fate suffered by Anheuser-Busch in the aftermath of using transgender woman Dylan Mulvaney to pitch Bud Light in April. [The Mulvaney plug triggered a boycott that enabled Modelo Especial to overtake Bud Light as the No. 1 US beer brand in May.]

AlphaSense, financial research platform, found a 31 percent decline in mentions of ESG, DEI or sustainability initiatives during 575 financial earnings calls from April 1 to June 5 compared to last year.

Some of the ESG-hushing may be due to pressure to boost financial results during these uncertain economic times or a desire to prevent the over-hyping of social initiatives as the Securities and Exchange Commission prepares new climate disclosure rules.

“The easiest thing to do is to just stay out of the conversation and emphasize other facets of business that are going to be perceived as less controversial and more core to the traditional metrics of the business,” Jason Jay, sustainability lecturer at the Massachusetts Institute of Technology told the *Wall Street Journal*.

Does Joe Biden have a secret weapon to ensure another term in office. Koch Industries chair Charles Koch certainly thinks so. It’s The Donald himself.

The Koch-affiliated Americans for Prosperity Action PAC is running digital ads in early GOP primary and caucus states Iowa, New Hampshire, South Carolina and Nevada calling

Donald Trump’s Biden’s secret weapon.

“It’s easy to see why Democrats want Trump. It’s Biden’s ticket to re-election,” says the ad’s voice-over.

Koch and APA are right on target. As former attorney general Bill Barr told Fox News, Trump is “toast” even if only half of the 49-page federal indictment of him is true.

Likewise, Biden is toast if he runs for re-election against any Republican not named Trump.

Joyous sounds for cancer patients... WPP and the American Society of Clinical Oncology worked together to create the first-ever audible sound of cancer cells being destroyed by a new technology.

Grey Health & Wellness came up with the idea of giving people undergoing cancer treatment an understanding about how chemotherapy or medication works.

Its team worked with researchers at Harvard Medical School and Massachusetts General Hospital to isolate the sound of breast and lung cancer cells at the moment of death.

Dr. Conor Evans was the principal investigator in the research. “Like all cells, there is an inherent motion and vibration within cancer cells,” he said. “What is truly exciting about this idea is the ability to give something invisible real perspective that could be truly powerful for patients as they go through their cancer journey.”

“[The Most Beautiful Sound](#)” debuted at the 2023 ASCO annual meeting in Chicago. Attendees listened and watched a video showing the reactions of patients experiencing the sound.

Kristen Neese, ASCO’s chief marketing and communications officer, said The Most Beautiful Sound “can inspire hope and resilience among people living with cancer and their caregivers, uniting us in our quest to conquer cancer.”

ASCO and the Health@WPP community of Grey Health & Wellness, BCW, GCI Health, Ogilvy Health, VMLY&R, TANK Worldwide, Hogarth, CMI Media and Wunderman Thompson Health have made the sound available to all healthcare professionals, caregivers and patients who want to use or study the audio.

One out of three Americans are expected to experience cancer, which accounts for 20 percent of annual US deaths.

WPP did the cancer community a great service.

Closing the books on Chris Licht... CNN advertising revenues declined 39 percent to \$312M during the first four months of 2023, according to a report by MediaRadar.

The number of advertisers on CNN’s TV and online outlets dropped 23 percent to 2,100 compared to last year.

MediaRadar also found fewer big advertisers on CNN. Only 17 companies invested at least \$2M in CNN this year vs. 68 a year ago.

It reported that major companies, including Walt Disney Co., Apple and Cisco Systems cut CNN’s ad spending by more than 90 percent.

It looks like David Leavy, CNN’s newly installed president for commercial operations, has his work cut out for him.

—Kevin McCauley