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O'Dwyer's

The Inside News of **Public Relations**
& **Marketing Communications** odwyerpr.com

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June 20, 2022 Vol. 55 No. 25

MODERNA MOVES PR TO DXTRA HEALTH

Moderna has awarded its global corporate PR duties to DXTRA Health, a collective of more than 1,500 staffers housed within Interpublic shops.

A cross-disciplined group from [Weber Shandwick](#), Golin and Jack Health will work to bolster the corporate reputation of the COVID-19 vaccine maker and spotlight its research savvy.



DXTRA Health “will further educate the world about Moderna’s mRNA technology and its promise to

transform the future of human health,” said Kate Cronin, the company’s chief brand officer.

She told O’Dwyer’s that Moderna was not working with IPG prior to the June 13 DXTRA Health announcement.

“We used [FTI](#) for corporate global media relations and [Ruder Finn](#) for disease awareness work,” said Cronin, who headed Ogilvy Health prior to joining Moderna a year ago.

Laura Schoen, DXTRA Health’s chief healthcare officer, will lead the team that will support Moderna’s outreach to employees, policymakers, healthcare providers, vaccine recipients and consumers.

MCKINSEY VET JOINS FGS GLOBAL

Katrin Suder, who spent almost 15 years as a McKinsey consultant, has joined [FGS Global](#), which was formerly known as Finsbury Glover Hering, as a senior advisor in its corporate reputation practice. She is based in Germany.

Suder counseled McKinsey’s information technology companies on strategy projects.



Katrin Suder

She exited the management consultant in 2014 for the state secretary post in Germany’s Ministry of Defense and chaired the ten-member digital council of the German government under Angela Merkel.

Brigitte von Haacke, CEO Europe of FGS Global, called Suder a high-profile strategy expert.

“The demands on companies are extremely high in times of climate change, geopolitical conflicts, digitalization, and a growing importance of diversity,” von Haacke said in a statement. “This calls for forward-looking ideas and bright minds. In this sense, welcome, dear Katrin.”

COLORADO SPRINGS AIRPORT FLIES RFP

Colorado Springs, CO is requesting proposals from agencies that can provide creative marketing services for city-owned airport, the Colorado Springs Airport.

Scope of the work includes graphic design services and creating marketing materials that enhance the airport’s brand and services on an as-needed basis for print and web materials (including print and online advertising materials, as well as brochures, posters, media kits, maps, etc.); developing videos that highlight the airport’s benefits; collaborating with the airport’s media buyer; creating, writing and producing radio spots scripts and concepts; organizing photo shoots on an as-needed basis; providing copywriting services; and developing marketing strategies to be integrated into the media mix to drive airport awareness.



The contract is anticipated to run for one year with the option to extend to up to four additional, one-year terms. Annual budget is estimated to be between \$40,000 and \$60,000.

Proposals are due by 3:00 (MST) on June 28 and should be submitted electronically via the [Rocky Mountain EPurchasing System](#).

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

LONGACRE COVERS REVLON’S CHAPTER 11

Longacre Square Partners handles communications for the reorganization of Revlon, which on June 16 filed for Chapter 11 in US Bankruptcy Court for the Southern District of New York.

The beauty products company says Chapter 11 will allow it to reorganize its “legacy capital structure and improve its long-term outlook amid liquidity constraints brought on by continued global challenges, including supply chain disruption and rising inflation, as well as obligations to lenders.”

Billionaire financier Ron Perelman bought Revlon in 1985 in one of the first high-profile leveraged buyout deals.

His daughter, Debra Perelman, helms the company.

She said the bankruptcy protection will “allow Revlon to offer our consumers the iconic products we have delivered for decades, while providing a clearer path for future growth.”

Longacre’s Dan Zacchei, Charlotte Kiaie and Ashley Areopagita represent Revlon.



SPORTS FANS CHEER CRYPTO, NFTS

Sports fans are becoming a major market for cryptocurrency and NFTs, according to a new survey conducted by Seton Hall University.



In a [Seton Hall Sports Poll](#) conducted last month, just 24 percent of all respondents said that someone in their household has purchased cryptocurrency and/or non-fungible tokens. That number, however, rises considerably when the sample is limited to sports fans—with the difference even more pronounced for those who consider themselves “avid fans.”

More than a third (34 percent) of all sports fans said that someone in their household has purchased crypto or NFTs, and for avid fans the figure increases to 57 percent.

The study also found that men (37 percent) were more likely than women (13 percent) to dabble in crypto or NFTs. Respondents who were 55 or older were the least enthusiastic demographic, with only seven percent saying they had made such a purchase. Almost three out of ten (29 percent) of those ages 35 to 54 said they were crypto/NFT purchasers, and for respondents between 18 and 34, interest rises to 42 percent.

The poll also asked sports fans what, beyond its value as a collectible, makes an NFT appealing to them. One top perk: significant discounts at team stores for official merchandise. About two-thirds (66 percent) of avid fans said they would be interested in those discounts, while only 38 percent of casual fans said the same.

Ticket upgrades (at no extra cost) were also a popular extra, with 66 percent of avid fans and 52 percent of casual fans saying that would interest them. Other pluses include the ability to convert a game-day ticket into a digital collectible card and a chance to walk on the playing field or court after a game.

“If managed effectively, NFTs could become a major source of revenue as well as a new avenue of fan connection,” said Seton Hall marketing professor and poll methodologist Daniel Ladik. “Interactive assets like NFTs can drive a sense of holder equity and belonging.”

The Seton Hall Sports Poll surveyed 1,514 adults across the country between May 5 and 9.

LEVINSON GROUP RECRUITS DECHERT’S ZAKI

Saira Zaki has moved to [The Levinson Group](#), strategic communications & issues management shop, as senior managing director in its new London office.

She joins TLG, which has offices in Washington and New York, from Dechert LLP, where she was group director of communications for a nearly five-year stint.



Saira Zaki

Zaki was based in London for Philadelphia-headquartered Dechert, which has about 1,000 lawyers in 22 locations in the US, Europe, Middle East and Asia.

Prior to Dechert, she had a 14-year run as European head of marketing and communications at Skadden Arps.

Zaki has extensive experience in handling high-risk reputation management situations and in navigating issues related to US/UK cross-border businesses.

She also worked for three years as city editor for *Legal Week Magazine*.

ACCOUNTS IN TRANSIT

[French/West/Vaughan](#) and CGPR, its active lifestyle unit, are selected to provide public relations support for **Reima USA, Inc.**, a 78-year-old Finnish brand that produces sustainable activewear for kids. FWV and CGPR will provide Reima with strategic PR planning, messaging development and trade and consumer media relations targeting editors, reporters and writers in the retail, apparel, sustainability, kids’ gear, outdoor and accessories industry beats. They will also handle product seeding to broaden Reima’s reach to key celebrities and influencers.



[BackBay Communications](#) lands US and Europe PR account of analytics company **CRISIL**, which is part of S&P Global. Serving as CRISIL’s strategic outsourced public relations partner, BackBay will develop and execute an integrated program to help strengthen brand awareness for the company through the group’s global business unit, Global Research & Risk Solutions. Its scope of work will include media positioning, business capability promotion, and media management. Founded in India in 1987, CRISIL has served more than 200 institutions and now also operates from the US, UK, Argentina, Poland, China, Hong Kong, Singapore, and the United Arab Emirates.

[Xhibition](#) is selected to represent **Celestia**, a 45-meter yacht that will offer trips through the Indonesian archipelago starting in January 2023. Xhibition will undertake an international public relations campaign to launch Celestia’s inaugural sailing season. The yacht has seven cabins and offers passengers on its charter cruises such activities as diving, snorkeling, paddle boarding and kayaking.

[The Pollack Group](#) has been retained by Tawa Supermarket, Inc., a national Asian grocery store chain operating as **99 Ranch Market**. The agency will help mark new store openings, create local market events to support the company’s growing footprint, and showcase the company as an anchor in the community. Founded in 1984, 99 Ranch Market owns and operates 57 stores across 10 states, as well as e-commerce and mobile formats.



[Rubenstein Public Relations](#) signs up **electroCore**, a commercial-stage bioelectronic medicine platform. The agency will work on corporate messaging and brand positioning for the company. electroCore’s non-invasive vagus nerve stimulation therapy platform focuses on the treatment of cluster headaches and migraines. “Based on their institutional reputation and industry experience, RPR is the firm we trusted to build our company’s profile,” said Daniel S. Goldberger, CEO, electroCore.

[Ripley PR](#) lands **RedTeam Software**, a construction management software platform provider. The company recently acquired Paskr, another cloud-based management solution for commercial general contractors, and FieldLens, a mobile plan markup tool for contractors. “Ripley PR’s unique ability to understand and navigate both the B2B tech and construction industries and communicate our accomplishments professionally gave us the confidence that this partnership will result in our continued growth,” said RedTeam CEO Jim Atkinson.

IT'S 'PRIDE MONTH' —NOT 'PANDER MONTH'

It's Pride Month in America. There are rainbows seemingly everywhere. The LGBTQ community is hosting parades, parties and special events. And an ever-larger number of companies and organizations are using this opportunity to proclaim how LGBTQ-friendly or supportive they are as they sponsor and participate in many of these events.



Ben Finzel

Pride is a celebration, yes, but it started as a protest. And despite the need we all have for a little joy and happiness right now, this remains a challenging time to be an LGBTQ person or an LGBTQ ally.

More than 200 laws have been proposed across the country to block, limit or take back rights from LGBTQ people. Transgender people are being attacked in state houses and city halls, not to mention in the streets. The Supreme Court is reportedly planning to roll back not just *Roe v. Wade*, but one (or more?) of the legal underpinnings of recent LGBTQ legal decisions such as equal marriage. In 29 states, LGBTQ people can be denied access to public services—in 2022!

And as if that weren't enough, at least some of those companies and organizations professing to be our "friends and supporters" while they "celebrate" Pride Month are writing checks to politicians and political groups that would deny our humanity by rolling back rights we have just won. Others would deny our existence by supporting "Don't Say Gay" bills or deny us healthcare simply because of who we are. [Adweek highlighted a few of these companies](#) in a recent story, but there are more.

So, what's a responsible, ethical company or organization to do? How can communicators help the organizations they work with meet the needs and expectations of LGBTQ audiences?

Here's a starting point: *We look for companies and organizations that want to authentically engage with us and that consistently demonstrate that through their words and deeds.*

What does that mean?

- Don't pander to us.
- Don't assume that putting a rainbow in your logo is enough for us to believe you're committed to real engagement.
- Don't tell us you care about our communities and then support those who don't.
- Don't hire us, pay us and promote us less than you do others.
- Don't hire non-LGBTQ firms to manage your LGBTQ outreach and engagement.

And what should you do to be effective and authentic?

- Check your own policies and procedures to make sure your LGBTQ employees are given the same opportunities and benefits as other employees (this applies to all marginalized communities—we're all in this together).
- Consider why you want to engage LGBTQ audiences: are you just interested in our spending power or in developing an ongoing relationship with our community?
- Identify who in your company or organization can engage with LGBTQ audiences: Do you have LGBTQ people in positions of authority who can represent you? If not, do the people who represent you know how to engage us respectfully?

- Determine what you can say about your company or organization that will be both authentic to you and interesting/relevant to LGBTQ audiences: We want to know that you care and that you understand and respect us.

- Commit to a long-term program that will last beyond Pride Month and that will be part of your overall public engagement, not just a small effort that is only spotlighted once a year during Pride Month.

This list isn't exhaustive, but it's a good place to start. We want your support and involvement with our community, but we also want you to mean it. Pride is about respect: we give it when we get it.

*Ben Finzel is president of [RENEWPR](#) in Washington, D.C., an NGLCC-certified LGBT Business Enterprise he founded in 2015. In 2003, he co-founded *FH Out Front* at Fleishman-Hillard, the first global LGBTQ communications practice at an international PR firm. In 2018, he founded [DC Family Communicators](#), a professional networking group for LGBTQ communicators in Washington, D.C. In 2019, he co-founded [The Change Agencies](#), the first national network of multi-cultural and LGBTQ-owned and operated PR firms.*

BALTIMORE NONPROFIT SEEKS PR PARTNER

Baltimore's Promise, a Baltimore, Maryland-based nonprofit, is seeking proposals from agencies that can help develop and execute a strategic communications plan.

A city-wide collaborative comprised of public, business, higher education, nonprofit, community and philanthropic leaders, BP aims to improve outcomes for the city's youth through health, education and training/career initiatives.

Scope of the work calls for developing a strategic communications plan; conducting trainings on messaging and communications best practices and skill-building for staff; producing social media posts, blogs and other key collateral; updating BP's communications plan; executing communications deliverables; and advising on strategies.

The contract calls for a two-year engagement.

Proposals are due by 5 p.m. (ET) on Friday, July 1 and should be submitted via the [Formstack](#) platform.

Questions are due by 12 p.m. (ET) on Friday, June 24 and should be directed to rfps@baltimorespromise.org with the subject line "Strategic Communications Support RFP."

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

BRUNSWICK ENROLLS DUKE'S SCHOENFELD

Brunswick Group has recruited Michael Schoenfeld, VP for public affairs, government relations & chief communications officer at Duke University. He will join the firm on Aug. 15.

As a Brunswick partner, he will counsel higher education institutions and academic medical centers.

Prior to his 14-year run at Duke, Schoenfeld spent a dozen years at Vanderbilt University, exiting as vice chancellor of public affairs.

He also was senior VP for policy and public affairs at the Corporation for Public Broadcasting.

Brunswick CEO Neal Wolin believes Schoenfeld will become an invaluable asset as the firm grows its capabilities in the academic space.



Michael Schoenfeld

WPP NAMES FIRST US PRESIDENT

WPP has named Grey Global CEO Michael Houston its first US president. He will oversee about 20K staffers in the US and \$6B in annual revenues.



Michael Houston

CEO Mark Read noted that the US is the UK-based ad/PR combine's biggest market and home to many of its most important clients.

He said Houston "is admired and respected across the industry and has made an exceptional contribution during his 15 years at Grey."

Houston took the Grey CEO title in 2017 after serving as New York managing director and North America CEO.

As WPP US president, he will promote WPP offerings and collective capabilities, support agency heads, shape its campus strategy and attract/retain talent. He also will serve as WPP's executive sponsor for its substantial P&G account.

[BCW](#), Hill+Knowlton Strategies, Ogilvy and [FGS Global](#) are WPP's PR shops.

OREGON CO. SEEKS MARKETING SERVICES

Oregon's Clackamas County is seeking quotations from agencies that can provide marketing services for the North Clackamas Parks and Recreation District.

Clackamas is looking for an agency that can support its communication initiatives by boosting awareness of NCPRD's marketing and brand efforts and driving visitor activity to specific park and recreational programs and services.

Scope of the work calls for developing brochures that promote NCPRD programs and services; developing and implementing advertising creative materials; designing and copywriting NCPRD's "Year in Review" report; refreshing the NCPRD website; and providing graphic design and content development for print collateral and promotional materials.

The contract period calls for three years, from approximately July 2022 through June 2025.

Quotes are due by 2 p.m. (PST) on June 30 and should be submitted to Procurement@clackamas.us with the subject line "2022-65 MARKETING SERVICES NCPRD"

Questions should be directed to Karen Brown, Kbrown2@clackamas.us.

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

INVARIANT RECRUITS EX-HARRIS AIDE

Shari Yost Gold, who advised vice president Kamala Harris during her 2020 run for the presidency, is coming on board at Invariant, the firm led by Heather Podesta.



Shari Yost Gold

In addition to advising the presidential campaign of Mike Bloomberg, the senatorial campaign of current DNC chair Jaime Harrison and the NYC mayoral campaign of Ray McGuire, Yost Gold has also served as a senior advisor at [MikeWorldWide](#). She has run her own firm, Yost Gold Consulting, since 2003.

At Invariant, Yost Gold will be a senior advisor in communications and public affairs, working with corporate leaders as they respond to key DC policy decisions.

THE PGA IS DIGGING ITS GRAVE

The PGA is digging its grave with a media teaspoon.

Instead of going tit-for-tat and taking such a hard line in interviews, Commissioner Jay Monahan should be pursuing some kind of reconciliation before the bleeding reaches the Top 10 ranking of golfers.

I have come to believe that American golfers shouldn't be doing business with the Saudis because of 9/11 and other well-known atrocities, but the PGA is equally at fault. They should have said, "Okay, we'll give exemptions for two or three tournaments to see how it works out for you, but then it gets serious."

After Rory McIlroy won the PGA Tour's RBC Canadian Open (his 21st PGA Victory), he turned up the heat on the controversy. In his post-round interview, McIlroy said: "This is a day that I'll remember for a long, long time. 21st PGA Tour win, one more than someone else."

The "someone else," of course, is Greg Norman, president of the new LIV golfing league, who earlier said that Rory had been "brainwashed" by the golfing establishment.

And then the media boys showed up. Jim Nantz, CBS golf commentator who knows where his bread is buttered, called the LIV "a betrayal," while Sir Nick Faldo, who was called "Nick Foldo" on the tour because of his many chokes under pressure, said, after Nantz asked him for his "thoughts":

"We've got two totally different golf tournaments. One, we play for tournaments and national championships over here. And the LIV Tour is what, 54 holes and no cut, shotgun start, you know, sounds crazy.

Nantz and Faldo are media veterans who should be treading very carefully, but aren't. Everybody—even Jack Nicklaus—is getting it all over them and there seems to be no end to it.

Perhaps an experienced hand like Bob Dilenschneider will step in and guide the parties toward a successful reconciliation, but I doubt it. There is a LOT of money and prestige at stake, and that generally ruins everything.

Bill Huey is president of Strategic Communications and the author of Carbon Man (Kindle, 2010).



Bill Huey

TRAILRUNNER NAMES ABEDIN SR. ADVISOR

Trailrunner International has named Marwan Abedin, founder/CEO of Dubai-based Flatrace financial consultancy, a senior advisor.

He will help plot growth in the Middle East/North Africa region for the strategic communications shop based in the Dallas/Fort Worth area.

Abedin has advised governments, multinationals, private equity funds and family offices across the MENA area.

He also ran his own investment fund, served as a board member of Noor Bank, worked as director of debt management at Dubai's Dept. of Finance and helmed the Dubai Financial Support Board as it restructured the government to deal with the 2009 financial crisis.

CEO Jim Hughes said Trailrunner is excited "by the opportunity to bring Marwan's expertise, leadership and counsel to bear for our clients."



Marwan Abedin

C&M MAKES STATE DEPT PITCH FOR UKRAINE

Crowell & Moring is working on behalf of the National Security and Defense Council of Ukraine in its bid to acquire sophisticated encrypted messaging software produced by New York-based cybersecurity company Quantum Technologies Laboratories.



Since Russia's invasion, Ukraine lacks both the infrastructure to engage in procurement activities and funding to buy needed communications services for its government and military, according to C&M's Justice Dept. filing.

Ukraine has asked Quantum to approach the US State Dept. on its behalf to ask it to pay for the software and satellite transmission and reception services.

C&M's Robert Burns is assisting Quantum in approaching the State Dept. on behalf of the Council.

COLTON (CA) SEEKS SUSTAINABILITY COMMS

Colton, which is in California's San Bernardino Valley, is looking for strategic communications and brand management services for its Energy Efficiency and Water Conservation Division.



Its partner will be in charge of community outreach, development of promotional material/advertising and management of social media.

The firm will also monitor annual trends and provide ongoing analysis of consumer attitudes and behavior as it

pertains to water conservation.

It must be available for emergency updates and be ready to make recommendations to deal with any unforeseen event.

Proposals are due June 30. They go to: City of Colton; Public Works & Utility Services Dept.; 160 South 10th Street; Colton, CA 92324

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

ICR INC. TAKES BLUE NILE PUBLIC

[ICR Inc.](#) is handling media for Blue Nile, online retailer of conflict-free diamonds, as it goes public via a deal with Mudrick Capital Acquisition Corp. special acquisition company.

Launched in 1999, Blue Nile ships to 44 countries and boasts of a selection of more than 650K natural diamonds and an expansive fine jewelry collection that is priced at 25 to 50 percent less than brick-and-mortar retailers.

CEO Sean Kell says Blue Nile is well-positioned for growth. "We have only scratched the surface of an estimated \$320B global fine jewelry market that has been slow to move online and remains fragmented," he said.

The SPAC deal puts the pro forma implied value of the combined company at \$873M.

The transaction received PIPE support from Bain Capital Private Equity, Adama Partners and Bow Street.

ICR has Caitlin Churchill working the investment community and Judy Lee handling media for Blue Nile, which will trade on the NASDAQ.

Kekst CNC advised Mudrick. Todd Fogarty led the team.



ON THE MOVE

Crosscut Strategies hires **Alissa Brenner** as a senior VP. Brenner spent 13 years at Glover Park Group (now FGS Global), where she was most recently managing director, health. She has also held media relations posts at the American Psychiatric Association and NARAL Pro-Choice America. Crosscut has also brought on **Alex Bradley**, who was previously a speechwriter to PA Attorney General (and Democratic gubernatorial candidate) Josh Shapiro, as strategic communications manager, and **Jena Crable** has joined the firm as director of operations.



Alissa Brenner

Argyle hires **Megan Gabriel** as senior VP on its U.S. leadership team and names **Andrew Blanchette** director of data intelligence. Gabriel was previously senior VP of the crisis practice at LEVICK. At Argyle, she counsels organizations on sensitive matters related to corporate transformation, regulatory scrutiny and enforcement, litigation, workplace culture, and internal organizational issues. Blanchette previously was director of social intelligence at NATIONAL Public Relations. He has also worked in the crisis and reputation risk practice at Edelman.

Advisor Circle, a product and content studio for the financial services industry, names **Nyle Bayer** chief marketing officer. Bayer was most recently CMO at Onramp Invest. He also worked as a financial advisor for eight years. In his new post, Bayer will oversee the expansion of the Advisor Circle community, in-person and digitally.

Ghidotti names **Angela Rachels** media relations manager. Rachels comes to the agency from KATV, the Sinclair-owned ABC affiliate in Little Rock, where she most recently served as assignment manager. At Ghidotti, she will oversee media outreach and communications on behalf of agency clients.

The American Geophysical Union names **Josh Weinberg** as VP of strategic communications and marketing. Weinberg most recently headed sales marketing strategy for broadcast media company TEGNA. Before that, he held leadership roles at The Walt Disney Company/National Geographic, Warner Bros. Discovery and the BBC. At the AGU, Weinberg will lead global integrated marketing, media and brand strategies to support the organization's mission for research, discovery and solutions in addressing climate change.



Josh Weinberg

BOCA Communications, which focuses on B2B high tech and medtech innovators, appoints **Jennifer Tolkachev** as vice president. Tolkachev comes to the agency from inbound marketing agency SmartBug Media, where she was director of public relations. She was previously creative director at Sprout Creative and director of PR at JKT Communications. At BOCA, Tolkachev is tasked with helping to grow the company's Southern California practice and recruit talent.

Lumicell, which develops imaging technologies for cancer surgery, hires **Lauren Cohen** as vice president of marketing and communications. Cohen comes to the company after 17 years at Boston Scientific, where she most recently served as director, global digital marketing.

COMMENTARY



Raúl Grijalva

Is PR the mastermind behind nefarious campaigns bankrolled by Big Oil designed to torpedo legislative action to combat climate change? Inquiring Congressional minds want to know.

A Congressional committee is exploring whether Big Oil and its trade associations used PR “to influence public opinion and policy making” in ways to prevent the US from addressing the climate crisis.

Congressman Raúl Grijalva, chair of the House Committee on Natural Resources, and Representative Katie Porter, Oversight and Investigations subcommittee chair, sent letters to CEOs of five communications firms on June 12 asking for information about campaigns pertaining to global warming PR.

Those lucky letter recipients are FTI Consulting CEO Steven Gunby, Singer Associates’ Sam Singer, DDC Public Affairs’ BR McConnon, Story Partners’ Debra Cabral and Blue Advertising’s Bob McKernan.

Blue Advertising, which used to be part of Edelman, touts work for the American Petroleum Institute on its website, saying the effort “focused on showcasing both the benefits oil and natural gas bring to all facets of American life.”

Grijalva and Porter would love to hear all about that award-winning campaign for API.

They also are eager to receive all documents and communications from 2013 to the present concerning PR, marketing, influence campaigns (including supporting background and analytics) for companies and trade groups in the oil, natural gas and coal sectors.

The Congressional pair wants all that stuff by June 27.

While Vladimir Putin refers to Russia’s invasion of Ukraine as a “special military operation,” Pope Francis calls it as he sees it.

“World War III has been declared,” the Pontiff told a meeting of editors of Jesuit magazines. “What is happening to humanity that we have had three world wars in a century.”

He praised the bravery and heroism of the Ukrainian people. “What is before our eyes is a situation of world war, global interests, arms sales and geopolitical appropriation, which is martyring a heroic people.”

Francis said the war in Ukraine is different from other regional conflicts in Nigeria, the Democratic Republic of the Congo and Myanmar because it is “the direct intervention of a superpower aimed at imposing its own will in violation of the principle of the self-determination of peoples.”

Joseph Stalin purportedly asked, “How many divisions does the Pope have?”

Putin may actually ask that same question. He eventually will face a higher authority.

Lost in the noise generated by the recall of San Francisco’s “woke” DA Chesa Boudin was news that the city’s school board has dropped “chief” from job titles.

The leaders of the San Francisco Unified School District made the move after some Native Americans expressed concern over the use of the term.

Not again.

These are the same super PC clowns who voted to remove the names of presidents George Washington, Thomas Jefferson and Abraham Lincoln from public schools only to flip-flop after getting heat over the attempted rebranding.

Will PR firms follow the SFUSD’s lead? Are they ready to get rid of CEO, CMO, CCO, COS, CTO and CIO titles?

The SFUSD missed the boat on the “cultural appropriation” angle. [John McWhorter, Columbia University](#) linguistics professor and *New York Times* opinion writer, notes that “chief” is not an Indigenous word. Rooted in Latin, “chief” then migrated to the French and English languages.

The “woke” SFUSD needs to take a nap.

What’s the fuss about crown prince Mohammed bin Salman’s pop-up LIV Golf circuit?

Barney Ronay, chief sports writer for [the UK’s *The Guardian*](#), wrote: “Golf is not a sport with any deep sense of public ownership or social conscience. George Orwell called it ‘an inherently snobbish game, which causes whole stretches of countryside to be turned into carefully guarded class preserves.’”

He noted how uncomfortable Phil Mickelson was when asked if he really cared about the fate of Jamal Khashoggi, the *Washington Post* contributor who was murdered and dismembered by a Saudi hit squad. “Mickelson looked notably baffled and sweaty,” wrote Ronay.

He believes golf is an elite sport that only exists to enrich those who control it.

“With their shrugs, their nihilism, their naked self-interest, the golfers of the LIV are at least being honest with us,” wrote Ronay.

It’s open season on environmental, social and governance investing, with critics ranging from big mouth Elon Musk to low-key former vice president Mike Pence.

Musk ripped ESG as “a scam that has been weaponized by social justice warriors” after S&P Global booted Tesla from its ESG Index. Sour grapes, perhaps.

Pence wants to reel in ESG investing because it elevates “left-wing goals” over the interest of businesses.

There is a new champion of ESG. Preet Bharara, former US attorney for the Southern District of New York, loves ESG.

The 53-year-old Bharara has just been named partner at the prestigious WilmerHale law firm.

His description of his new gig sounds more like that of a top-level corporate PR executive. He is going to advise CEOs and board members about “how to do the right thing in the first place and how to stay out of trouble.”

Bharara also told the *New York Times*’ Dealbook that he expects to focus on ESG issues. “Simple-minded criticism of this issue fails to appreciate its complexity and its emerging importance,” said Bharara.

Welcome to the ESG world, Preet. It needs you.

—Kevin McCauley