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TX PARKS AND WILDLIFE ISSUES RFP

The Texas Parks and Wildlife Department, the state agency responsible for protecting wildlife and overseeing and conserving natural resources in the Lone Star State, is seeking proposals from agencies providing marketing services.



TPWD is looking for a full-service marketing firm to provide services on a project-by-project basis. Scope of work may include creative services such as development of a logo; the planning and

execution of large, integrated communications campaigns including deliverables such as the creation and placement of outdoor media, digital, print, radio and TV ads; planning and execution of media events; design and production of various promotional materials; and analysis and reporting.

Terms of the contract call for a commencement date of approx. September 1, which will continue until August 31, 2022. Estimated total budget for the service ranges from \$550,000 to \$1,000,000.

Deadline for proposals is 2 p.m. (CT) on June 29. Proposals should be emailed to purchasing.BidBox@tpwd.texas.gov with the following information in the subject line: RFP number (802-21-5613), submittal deadline date (6/29/21) and time (2 p.m.).

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

BCW ADDS APCO'S GALLAGHER

BCW has recruited Matthew Gallagher as executive VP-North America corporate practice leader.



Matthew Gallagher

He has more than 20 years of communications experience, including a stint at [APCO Worldwide](#), where he headed the midwest and west region and was North America energy lead.

Earlier, he led the issues and crisis practice of Cerrell Associates and served as legislative director to a member of the Los Angeles City Council.

During his career, Gallagher has counseled clients in the technology, sustainability, energy, manufacturing and infrastructure sectors on issues such as business transformation, change management, employee engagement and DE&I.

"With Matt's deep experience and BCW's earned-plus offer, we are bringing world-class thinking and modern approaches to solving corporations' most pressing issues," said BCW CEO Donna Imperato.

ROOP & CO. ACQUIRES SSC

[Cleveland's Roop & Co.](#), which is noted for handling content marketing for the business-to-business community, has acquired 46-year-old Stevens Strategic Communications.

Roop president Brad Kostka said the deal adds more depth to his team and opens new markets in the healthcare, manufacturing and tech areas.

"It broadens our service offerings, particularly in the areas of media relations, advertising, crisis communications and video production," Kostka told *O'Dwyer's*.

In the near term, Stevens will operate as a division of Roop & Co. SSC Chairman and CEO Ed Stevens will remain active in client services in the firm as Roop & Co.'s chairman emeritus. No staff changes were reported.



Brad Kostka

FINN PARTNERS PICKS UP BODY SHOP

Finn Partners has landed US AOR duties for The Body Shop, marketer of sustainable skincare, haircare and make-up.

The independent PR firm will develop integrated PR strategy and activation, influencer programming and partnerships.

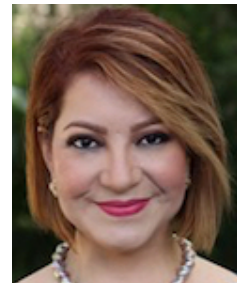
Kris Garvey Graves, senior partner, will devise strategy and leadership of the account team that includes partners Janna Chollet, who is in charge of product marketing; and Nicole Janok, who handles purpose and CSR opportunities.

Hilary Lloyd, VP-marketing & corporate responsibility North America, said Finn Partners' "deeply integrated marketing expertise and social impact work are helping us to differentiate and communicate our brand in the US.

WELLS FARGO'S FISKE TO ROYAL CARIBBEAN

Royal Caribbean Group has hired Rosanna Fiske as chief communications officer. Fiske comes to Royal Caribbean from Wells Fargo, where she was senior vice president and corporate communications leader. She has also served as chair and CEO of the Public Relations Society of America.

At Royal Caribbean, Fiske will lead global communications strategy. "Ro's strong communications experience, along with her core values and leadership style, make her uniquely suited to step into this role," said Royal Caribbean senior vice president of corporate affairs Donna Hrinak.



Rosanna Fiske

CORPORATE BRANDING AFFECTS CONSUMERS

Half of consumers said that corporate branding initiatives, such as advertisements about a company's values, affect their opinions of that business, [according to recent findings](#) released by portfolio website Visual Objects.



The Visual Objects survey, which sought to learn what kind of branding materials U.S. consumers encountered in the past

year, found that 50 percent of respondents said that company branding, such as an advertisement promoting a business's values as opposed to its products, affected their opinion of that business, suggesting that brands may do well to follow the practice of aligning themselves with today's pressing political and social issues.

Nearly six in 10 (59 percent) additionally said that retail branding initiatives, such as in-person or virtual design and layout, also affects their opinion of the company, be it in-store or on a company's website.

The survey discovered that consumers encounter some branding strategies more than others. According to the survey, the types of branding consumers were most likely to find in the past year included product branding (39 percent), retail branding (37 percent) and service branding (31 percent).

Regardless of its apparent efficacy, however, less than a quarter (22 percent) of consumers reported encountering company branding—like an ad promoting a business's values—at some point in the past year.

The survey also discovered that age-old word of mouth retains a lot of power in the branding world. More than a third of respondents (36 percent) said that hearing about a company's services from an acquaintance compelled them to pay for it. Search engine results came in second (15 percent), followed by social media posts (nine percent), television or radio advertisements (seven percent), physical ads such as billboards (three percent) and digital ads such as website banner ads (two percent).

The Visual Objects survey polled 500 U.S. adults in May. Data was collected in-house through Google Consumer Surveys.

H+K HIRES FAUCI'S FORMER PRESS SECRETARY

Hill+Knowlton Strategies has appointed Mary Jane Walker, who served as Dr. Anthony Fauci's press secretary from 1986 to 1997, as U.S. head of healthcare.



Mary Jane Walker

Walker joins H+K from The Social Architects, where she was partner and chief communications and strategy officer. She has also served as executive VP, corporate healthcare at Weber Shandwick.

In her new post, Walker will lead teams that support healthcare communications for pharmaceutical, biotechnology and other healthcare companies.

"Mary Jane brings deep subject matter expertise and an impressive track record as a leader, trusted advisor, collaborator, and growth driver," said H+K global president and CEO Richard Millar.

ACCOUNTS IN TRANSIT

Altus Marketing is named agency of record by **Detroit Rescue Mission Ministries** and **Union Rescue Mission** in Wichita, KS. Altus will provide direct marketing solutions to increase brand awareness and maximize fundraising revenue to advance the missions of the organizations to provide food, shelter and services for people who are abused, disadvantaged and homeless in their communities. Founded in 1909, DRMM provides services including emergency shelter and job training to more than 1,800 men, women and children in the Detroit community annually. Union Rescue Mission offers help to individuals and families in Wichita who struggle to make ends meet.

BizCom Associates lands **LINE-X**, a manufacturer of high-performance protective coatings, as well as automotive and lifestyle accessories. BizCom will assist the company with PR and media relations, educating its consumer base about its range of coatings, industrial applications and accessories. LINE-X joins Getaround and asTech on BizCom's automotive-focused client roster.



Hollywood Agency takes on **South Shore Conservatory**, the largest community arts school in New England. The agency will work with the Conservatory to reinforce its brand through earned media, social media engagement and events. Incorporated in 1970, SSC has campuses in Hingham and Duxbury, MA and provides performing arts including music, dance and drama.

BackBay Communications guides **Pathfinder Partners**, a San Diego-based private equity firm specializing in multifamily real estate investments. BackBay will serve as Pathfinder's strategic outsourced public relations, content and digital marketing partner. The agency will develop and execute an integrated program to help raise awareness of Pathfinder and its multi-family housing real estate investing success and views through email, Google AdWords, LinkedIn sponsored posts, media relations, and content development.

Judge Public Relations lands **Charleston Defense Contractors Association** and its events through at least 2022. The Tampa, FL-headquartered agency will work to raise the CDCA's profile. CDCA hosts the Annual CDCA Defense Summit, one of the largest annual defense leadership summits in the eastern US. This year's summit is scheduled for Dec. 7-9 at the Charleston Convention Center, and will focus on such topics as command, control, computers, communications, cyber defense, combat systems, intelligence, surveillance, reconnaissance and information warfare.



Huge picks up **Tezos Foundation**, an open-source blockchain protocol. The agency will accelerate Tezos marketing efforts, including brand identity, integrated marketing, creative, event activation, partnerships, marketing innovation and PR. This is the first AOR agency relationship in the Tezos ecosystem. "Huge was really the only choice—we recognized them as having the perfect mix of capabilities needed to truly increase Tezos awareness within this fast moving space," said Mark Soares, founder and CMO of Blokhaus, a Tezos spinoff that works on the company's marketing and communications.

GOP PATH TO VICTORY RUNS OVER TRUMP

Here's what emerged from the historic showdown summit between Presidents Biden and Putin: nothing.

"Nothing" has become something of a watchword for the Biden Administration, which is stocked with bland political lifers long on promises and pronouncements and task forces but short on accomplishments.



Fraser Seitel

And that's not all bad. Doing less may be exactly what the nation needs after four years of daily bitterness, braggadocio and bombast.

The President's problem, beyond his advanced age and not-ready-for-prime time Vice President, is his party.

The Democrats, Biden among them, have been hijacked by a small group of "progressive" zealots who, if allowed to continue to steer the Democrat Party's direction and dominate their public relations narrative, will likely hand the House—and maybe the Senate—back to the Republicans in 2022.

At this point, in fact, the only thing standing in the way of a republican reemergence is a strange, orange-tufted beach creature lurking in the sands of Mar-a-Lago.

Betting against Trump a few years ago was a bad idea, but this time it's different. After refusing to acknowledge his successor's legitimacy, bad-mouthing his most loyal subordinate Mike Pence, and getting caught knee-deep in the Capitol riots, Trump has lost his political mojo with most of those who voted for him. His only strength now lies with fraidy-cat Republicans, who fear they'll lose Trump's face painted, horn-headed right wing loyalists in next year's elections.

Nonetheless, the fact remains that having alienated most of the people who voted for him once, there's no way Trump can win the presidency again in 2024. Which brings us to today's Democrats.

As much as Trump may be reviled by those who once supported him, so too are the so-called "progressives" who are forcing Biden and his party's leaders into an untenable corner.

And while you'd never know it watching MSNBC or reading the *New York Times*, Democrat elders are petrified that Republicans will win with a public relations platform based on three wrongheaded notions that misguided "progressives" have handed them.

First, don't defund the police

The position to "defund the police," which grew out of post-George Floyd protests, has already proved disastrous.

As politicians bungle their way through "defunding," police forces in left-wing cities have been decimated. Police retirements nearly doubled in New York City and Seattle, quintupled in Portland, and in Minneapolis, where the actions of one sadistic cop led to George Floyd's death, applications to join the police force have been cut in half.

Meanwhile, the people who will continue to suffer most from diminished policing are poorer people who live in high crime urban areas—the people protestors set out to "protect."

Like it or not, Democrats are associated with this catastrophic anti-police movement, and Republicans won't let them forget it.

Second, don't politicize education

Equally calamitous for Democrats is the widespread shift to focus childhood education more directly on race and gender.

The spate of African American deaths in the custody

of police has triggered a national dialogue on race. Such dialogue to improve racial harmony is a good thing. But one outgrowth that hasn't been helpful is the progressive push to introduce controversial "critical race theory" into the curricula of America's elementary, junior high and high schools.

Most Americans believe that coming out of a largely lost academic year, the last thing students need is yet another "political controversy" to distract teachers and administrators from fulfilling their primary academic mission of teaching.

The same is true with the heightened focus among public and private schools on gender issues. Progressive advocates argue that it's important for children to have an understanding of various genders at an early age, to learn to be accepting of others and not to pre-judge. Conservative critics argue that such studies are age-inappropriate, unscientific and clearly political. Which side is right? Take your pick.

Once again, what's indisputable is that Democrats are associated with this push toward early gender studies, and that most Americans—including, importantly, moderate voters who can influence next year's elections—are opposed to force-feeding the gender agenda into their children's or grandchildren's early education.

Third, don't knock capitalism

The reason Trump was palatable to many who found him personally odious was that he was an unabashed pro-business capitalist.

Democrats, fairly or unfairly, are perceived as neutral, at best, in terms of supporting business and socialist at worst. Bernie Sanders and Alexandria Ocasio-Cortez, for example, readily identify as "democratic socialists." And it's true that in recent years American opinions about capitalism, particularly among Millennials, have deteriorated.

Accordingly, the concept of "free enterprise" needs to be reinvigorated, and inequities in the system need to be repaired. But the reality is that most Americans still believe in big business, working to earn as much as you can and the merits of free enterprise. And most Democrats don't.

All of which bodes well for Republicans winning back the House in next year's elections—just as long as they stay away from embracing the poisonous Trump.

Fraser P. Seitel has been a communications consultant, author and teacher for 40 years. He is author of the Pearson text "The Practice of Public Relations," now in its 14th edition, and co-author of "Rethinking Reputation" and "Idea Wise." He can be reached directly at yusake@aol.com.

KEKST CNC HANDLES EQT'S \$9.6B DEAL

[Kekst CNC](#) works EQT private equity firm's \$9.6B sale of its Aldevron plasma DNA unit to Danaher Corp.

Based in Fargo, ND, Aldevron's proteins are used in vaccines, gene and cell therapy, gene editing and diagnostic applications. Its products played a key role in developing COVID-19 vaccines.

Eric Liu, global head of healthcare at EQT, said his firm is proud of supporting Aldevron during the past six years in delivering the highest quality products that help improve patient lives across the world.

Kevin Ballinger, CEO of Aldevron, said EQT was a great financial partner, but Danaher is an excellent strategic fit.

Kekst CNC's Daniel Yunger, Maddie Sewani and Natalie Shutts advised EQT.



WEINSTEIN PR SOLD TO INDUSTRY VETERAN

Oregon-based agency [Weinstein PR](#) has announced that it is being acquired by PR veteran Molly Ishkanian, owner of Portland-based shop Noteworthy PR.

Financial terms of the deal were not disclosed.



**Molly Ishkanian and
Lee Weinstein**

Ishkanian founded Noteworthy PR in 2019. She was formerly director of PR at Portland-based marketing shop RWest, where she was stationed for 10 years. She has served as a Weinstein consultant since 2019.

“Molly has a level of ideas and creativity that puts her in a very special league. So excited to see where she takes this business and our industry,” Weinstein PR president and CEO Lee Weinstein told *O’Dwyer’s*. Weinstein will remain at the agency as a senior consultant, continuing to provide advice and counsel to clients as well as offer creative input and assistance in business development efforts.

The Weinstein PR name and branding remains in light of the acquisition, and no other staffing changes were reported.

Weinstein, which was founded in 2007 by Lee and Melinda Weinstein, counts Facebook, Intel, LaCrosse Footwear, Nike and the University of Oregon as clients.

FTI HIRES CORNERSTONE’S ESG HEAD

Alanna Fishman, who was responsible for ESG and social investment programs at Cornerstone Public Affairs, has



Alanna Fishman

joined [FTI Consulting](#)’s strategic communications unit as managing director.

She reports to Rodolfo Araujo, head of the corporate governance and activism team.

Prior to her stint in Cornerstone’s Denver office, Fishman was director of policy and social responsibility at HBW Resources energy-focused consulting firm. She also was global business analyst at Newmont Mining Corp., the world’s largest gold miner.

Araujo said Fishman’s “expertise in developing tailored, holistic ESG solutions for public and private companies will be a tremendous asset to our firm and clients.”

NOVAVAX USES SOLEBURY FOR VACCINE IR

Solebury Trout is working with the investment community for Novavax, which has announced its COVID-19 vaccine has a 93 percent efficacy rate against the virus.

Stanley Erck, CEO of the Gaithersburg, MD biotech, said Novavax “is one step closer to addressing the critical and persistent global public health need for additional COVID-19 vaccines.”

The firm plans to file for regulatory approval for its NVX-CoV2373 vaccine in the third quarter.

Once approved, Novavax said it will be able to produce 100M shots a month by the end of Q3 and 150 doses by year-end.

Novavax, which is 33 years old, has never had a vaccine approved by the Food and Drug Administration.

Solebury Trout’s Alexandria Roy represents Novavax.

LOOK BEFORE YOU LEAP INTO ESG

Companies around the globe are hurtling toward adoption of ESG (Environment, Society, Governance) policies that commit them to goals and practices that they have never had before, or maybe even never thought of before.

Pushed by management consulting firms such as McKinsey, which opened its own ESG practice in May, firms are committing to such lofty goals as net-zero emissions, diversity and inclusion in recruiting and labor practices.

If you are a CCO or a PR firm consultant asked to take on the task on ESG, it pays to do a LOT of research and a little reflection on the past.

In its literature, McKinsey says, “excelling in governance calls for mastering not just the letter of laws but also their spirit—such as getting in front of violations before they occur, or ensuring transparency and dialogue with regulators instead of formalistically submitting a report and letting the results speak for themselves.”

Is your company prepared to do this? By when? What resources will be required, and who will be accountable for implementation? Will it be tied to compensation?



Bill Huey

Cast your mind back to the Eighties and Nineties of the last century. Remember Benetton, the high-end Italian manufacturer of colorful sweaters? Starting in 1982, their advertising campaigns under the rubric, “The United Colors of Benetton,” took on some of the most volatile and touchy social issues of the time: race relations, religious tolerance, AIDS and homosexuality in general.

Today, Benetton is losing money and has been de-listed from the stock exchange. PETA launched a boycott against it for buying wool taken from sheep that had been subjected to mulesing, the practice of shearing wool from their rear ends to prevent fly infestations. The worm had turned, and the winds of public opinion were no longer at Benetton’s back.

Issues come and go, and favorable winds can shift from a benign breeze at your back to a gale in your face. Choose wisely, and don’t get involved with the fashionable or the flavor of the month, the way Ford has with its “Juneteenth” commercial. Henry Ford’s racist past is bound to rear its head.

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

ABU DHABI INVESTS IN FGH

Finsbury Glover Hering has signed on to support the global efforts of Abu Dhabi Investment Authority’s corporate & PA team for the rest of the year.

The WPP unit will be responsible for content such as press releases, case studies, speeches, scripts and other materials as requested by ADIA’s PR team, according to its contract inked May 27.

It will handle media relations and make recommendations in areas such as stakeholder engagement, internal communications and digital/social media outreach.

FGW will bill ADIA based on its 2021 standard hourly rate card—\$825 for a partner, \$590 for managing director, \$525 for a VP, \$440 for a director, \$310 for an associate director, \$235 for a senior associate and \$160 for an associate.



CAMDEN CALLS FOR MARKETING SERVICES

Camden County, New Jersey is seeking proposals from agencies that can provide marketing consulting services for the County as well as its various agencies and authorities.

Scope of work includes developing a comprehensive marketing plan for the County, graphic design work, digital/social media and sponsorship branding.



Terms of the contract run for three years, beginning on Aug. 1, 2021 and ending July, 31, 2024 with option to renew for two additional one-year terms.

Deadline for proposals is 11 a.m. on Wednesday, June 30. Proposals should be mailed or delivered to: Camden

County Division of Purchasing; 520 Market Street, Courthouse, 17th Floor; Camden, NJ 08102

Bidding agencies should enclose five copies of their proposals in envelopes labeled with the RFP number (#21-27).

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

SLOANE & CO. HELPS KVH WIN PROXY FIGHT

[Sloane & Co.](#) handles KVH Industries, the Rhode Island-based supplier of navigation & connectivity systems that won a heated proxy battle against Viex Capital.

KVH announced that its two independent nominees, Cielo Hernandez and Cathy-Ann Martine-Dolecki, were elected to the board by a “significant margin” at the June 17 annual meeting.

Their election “represents a recognition of the positive momentum in our business and the fact that our long-term strategy is working,” said a statement from the company.

Viex Capital, owner of 3.4 percent of KVH, put forward two board candidates, claiming that KVH’s stock price has historically underperformed its peer group.

KVH lost \$4M on \$42.3M Q1 revenues.

Its stock trades at \$12.85 and has ranged from \$7.38 to \$15.29 during the past 52 weeks.

Sloane & Co.’s Dan Zacchei, Joe Germani and Miller Winston represent KVH.

SKDKnickerbocker, which is part of Stagwell Group, owns Sloane & Co.

IMRE ADDS PORTER NOVELLI’S DATA PRO

Imre has recruited Atul Sharma, who was VP-analytics at Porter Novelli, for the senior VP-intelligence slot.

Sharma, who has more than 22 years of data science and storytelling experience, also was VP-strategy, analytics & research at Interpublic and managing director, science & analytics at American Express.

At imre, Sharma will lead a team of analysts, who specialize in digital life sciences and consumer marketing.

The firm’s clients include AstraZeneca, Bausch & Lomb, Dickies, GSK, Airstream, Infiniti, John Deere, McCormick, Pfizer and the NFL.

The firm, which has offices in Baltimore, Philadelphia, New York and

Los Angeles, ranked No. 9 on [O’Dwyer’s roster of healthcare firms](#) with 2020 fees of \$24.1M.



Atul Sharma

ON THE MOVE

[FleishmanHillard](#) hires **Jim Brunsdan** as senior vice president, financial services in its Brussels-EU office, effective July 1. Brunsdan comes to the agency from the *Financial Times*, where served as EU correspondent. He was previously a financial regulation reporter for Bloomberg News. “At FleishmanHillard we endeavor to look at the world around us with an analytical eye,” said president and CEO John Saunders. “Jim Brunsdan will bring a unique perspective to our clients, to our Brussels office and to the whole network around the globe.”

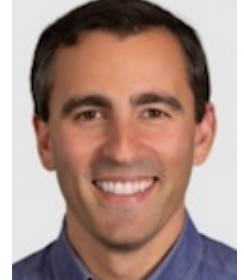
Coalition, a cyber insurance and security provider, appoints **Dylan Steele** as chief marketing officer. Steele comes to Coalition from computer software company Splunk, where he most recently served as vice president, brand & marketing strategy. He was previously vice president, platform product marketing at Salesforce. At Coalition, he will oversee global marketing strategy as Coalition expands its reach and range

of offerings to new markets. “Dylan’s demonstrated history of expanding organizations’ global footprints is exactly what we need as we continue to build the cyber insurance company of the future,” said Coalition founder and CEO Joshua Motta.

Alpha Foods, which operates in the plant-based protein category, brings on **Kierstin De West** as its first chief marketing officer. De West joins the company from lululemon, where she served as VP of global brand management. Before that, she was founder and CEO at Ci: Conscientious Innovation, a brand, marketing and insights consultancy. “Kierstin was an early trailblazer in the purpose-driven brand sector,” said Alpha Foods CEO Cole Orobetz. “She understands that exceptional marketing is a commitment to being authentic and connecting with shared human values to create larger cultural conversations.”

Evoke KYNE promotes **Carolyn Coyle** to executive VP. Coyle has been with Evoke KYNE since 2019. Before that, she was senior vice president in the healthcare practice at Ruder Finn in New York. As a member of Evoke KYNE’s senior management team, Coyle will continue to serve as a relationship manager for one of the firm’s largest client engagements in hematology, oncology and immunology, as well as supporting new business development efforts and leading the agency’s training and development program for entry-level team members. “Carolyn has driven tremendous growth and diversification across our business,” said Evoke KYNE partner Maureen Byrne.

Hubilo Technologies, a virtual and hybrid events platform, hires **Cathy Song Novelli** as senior VP, marketing + communications. Novelli joins Hubilo from Rakuten Ready, an order-for-pickup platform, where she was vice president of marketing + communications. She previously held senior marketing roles at Quantcast, Say Media, Yahoo and Myspace. “With Hubilo’s re-imagined stacks, it was vital that we add to our team to continue exceeding industry demands and providing value for key stakeholders,” said Hubilo founder and CEO Vaibhav Jain.



Dylan Steele



Carolyn Coyle

COMMENTARY



Liz Harrington

Liz Harrington is off to a fast start in her job as Donald Trump's new spokesperson. She replaced Trump hatchetman Jason Miller, who is secretly plotting the new media venture for the former president, on June 16.

On her first day on the job, Harrington described the Jan. 6 assault on the US Capitol and America's democracy as a "peaceful protest," awkwardly avoiding the stubborn fact that at least five people died and dozens of police

officers were injured during that insurrection.

Harrington, a former spokesperson for the RNC, editor-in-chief of warroom.org conspiracy site and senior editor for the right-wing *Washington Free Beacon*, then came up with the whopper of all time. "It is an honor of a lifetime to represent president Trump and to stand for the truth."

Trump, whom the *Washington Post* said spewed 30,573 false or misleading claims during his four years in the Oval Office, is the antithesis of the truth.

The 75-year-old Floridian called his new mouthpiece a fighter "who played an important part of our receiving more votes than any incumbent president in US history, far more than we received the first time we won."

That's another lie. Joe Biden trounced Trump by 7,052,770 votes, grabbing 51.3 percent of the tally compared to 46.9 percent for the sore loser.

Fox News fabulist Tucker Carlson has just about completed the right-wing spin cycle that aims to plant doubt that the Jan. 6 insurrection was not the work of Trump supporters.

Carlson said on June 15 that the FBI organized a false flag operation at the Capitol to make the president look bad.

More than 2,000 criminal charges have been filed against 411 suspects. Carlson claims that a number of people identified in the riot indictments as unindicted co-conspirators were actually government agents.

While Fox News let Carlson rant on with his ridiculous conspiracy theory, Twitter shot down his drivel.

It posted the following:

"Federal law does not permit cooperating witnesses or informants to be charged with conspiracy, despite a baseless suggestion by Tucker Carlson that some co-conspirators of the January 6 attack on the US Capitol were not charged because they were undercover FBI agents."

What's Carlson's next move? Don't be too surprised if Tucker says the rioters were actually patriotic do-gooders who wanted to deliver Girl Scout cookies to Congress as they went about certifying the election results.

As progressives jump all over Joe Biden, accusing him of "selling out" by trying to reach bipartisan deals with Republicans, they should look at some of his key appointments.

The appointment of 32-year-old Columbia University Law School professor Lina Khan to head the Federal Trade Commission is a game-changer.

The *Financial Times* called Khan "one of the most renowned American scholars to criticize large technology companies, such as Amazon, Facebook and Google, for abusing their market power, and had demanded government action to restrain them."

Elizabeth Warren, who wants to break up Big Tech, predicted Khan "will be a fearless champion for consumers."

Biden has put Big Tech on notice after they pretty much had their own way during the previous administration.

Where there's smoke, there usually is fire. On the day that Lordstown Motors announced the immediate resignations of CEO Steve Burns and chief financial officer Julio Rodriguez, the company issued another release that received less media attention.

That June 14 release disputed the findings of a Hindenburg Research Report that said the company made "misstatements about demand for its Endurance pick-up truck, the viability of the technology utilized in the Endurance, and its ability to start production of the Endurance in September 2021."

Lordstown plans to produce the Endurance in a plant that had been abandoned by General Motors.

Former president Trump used the Endurance for a White House photo op on Sept. 28, 2020, as a symbol of his effort to bring jobs to Ohio's Mahoning Valley.

With the resignation of its CEO and CFO, that lofty goal looks iffy. We will see if the Hindenburg prediction of a September meltdown happens. Lordstown Motors may need some divine intervention to regain its momentum.

James "Tough Guy" Gorman tells it like it is... The Morgan Stanley CEO told employees skittish about reporting to work to buck up. "If you can go into a restaurant in New York City, you can come into the office and we want you in the office," he said June 14 during a financial services conference.

Gorman also threw cold water on the idea of tele-commuting from Florida or any other remote location. "If you want to get paid New York rates, you work in New York," he said.

Gorman, who came down with COVID-19 at the very beginning of the pandemic, will be "very disappointed" if the old gang isn't back at the company's 1585 Broadway headquarters by Labor Day.

Those who do not report to duty may find themselves facing a chilly Fall season.

PwC's decision is to add 100K people to the payroll over the next five years in a ringing endorsement for the potential of environmental, social and governance PR.

The *Financial Times* reports that PwC's commitment is the "strongest signal yet that the Big Four accounting firms expect ESG advice to become a core part of all of their business lines, just as digital capabilities have become the norm over the past decade."

Source Global Research estimates the market for counsel on "pure" sustainability issues topped the \$1B mark in 2020.

Let the hiring spree for PR pros schooled in the ways of ESG begin.

—Kevin McCauley