



**Kevin McCauley**  
Editor-in-Chief

# O'Dwyer's

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## GOOGLE'S WU GOES TO GENERAL MOTORS

General Motors has named Lin-Hua Wu senior VP and chief communications officer, effective Aug. 21.

Wu is currently VP of global communications & public affairs at Google. She was previously CCO at Dropbox and served as head of corporate communications for financial services and mobile payments company Square (now Block).



**Lin-Hua Wu**

Before that, Wu was a partner at Brunswick Group and a managing director at Kekst.

At GM, she will oversee global communications, reporting to chair and CEO Mary Barra.

"Lin-Hua's broad experience and background will help drive more effective internal and external

communications around our EV transformation and accelerated growth strategy," said Barra. "Her extensive technology and Silicon Valley experience is the perfect fit for communicating our story as a technology-driven company."

## WPP TAKES STAKE IN MAJORITY

WPP has acquired a 30 percent stake in Majority, the diverse multicultural shop that was co-founded by basketball legend Shaquille O'Neal.

Atlanta-based Majority focuses on "disruptive creativity that moves culture" via branded entertainment, advertising, digital, product innovation, experiences, art and activism.

The shop prioritizes diversity in its hiring practices and talent development, with its entire C-suite and more than 75 percent of its staff representing the BIPOC and LGBTQ+ communities.



**Shaquille O'Neal**

Its clients include Coca-Cola, NBA G League and Match Group.

"We have really been impressed by the vision, market positioning and trajectory of Majority since its launch in 2021," said WPP CEO Mark Read.

"Our next chapter wants to be about expanding opportunity through scale, and with its global

reach, leading capabilities and commitment to creativity, WPP is the ultimate partner to help us author it," said Majority co-founder and CEO Omid Farhang.

## LI HOSPITAL SYSTEM SEEKS MARKETING

The Nassau Health Care Corporation is seeking proposals from digital and brand marketing firms.

Also known as the NuHealth System, NHCC is a New York State public benefit corporation that represents a 1,200-bed healthcare system providing healthcare services to patients across Long Island.



NHCC is looking for an agency with expertise in healthcare practices that can provide marketing product development support services, including a rebranding of the NHCC brand.

Scope of work includes: developing and executing a rebranding of NHCC; reviewing, redesigning, modernizing and rebuilding the NHCC website; creating, developing and implementing a suite of marketing products to aid NHCC in promoting its services and reaching the communities it serves; and conducting market research.

Proposals are due by 3 p.m. on July 7 and should be mailed to: Nassau Health Care Corporation; 2201 Hempstead Turnpike; East Meadow, NY 11554.

Bidding agencies must include one original and four copies of their proposals, plus one copy on a CD or flash drive.

All bidding agencies must also mail an additional copy of their proposals (on a CD or flash drive) to the following address: Nassau Health Care Corporation; Department of Legal Affairs; 19th Floor; 2201 Hempstead Turnpike; East Meadow, NY 11554

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

## DISNEY VET MUCHA LOGS IN AT TIKTOK

TikTok has signed up former Disney chief communications officer Zenia Mucha as chief brand and communications officer. Since leaving Disney last year, Mucha has led communications consultancy company ZM Strategies. She has also worked as a consultant for TikTok.



**Zenia Mucha**

Before coming on board at Disney in 2001, Mucha led communications for New York Governor George Pataki and Sen. Alfonse D'Amato.

"Zenias will focus on advancing the strategic vision of our brand and advising key businesses," TikTok CEO Shou Chew said in an announcement to employees.

## **SOCIAL MEDIA IS KEY TO BRAND MARKETING**

Today's business leaders recognize the value of social media marketing as well as the impact social media data and insights have on informing key business decisions, [according to new research](#) from social media management and analytics software Sprout Social.



As a result, business leaders are increasing investment in social media and broadening the role it plays in their companies' overall marketing strategies.

The report, which surveyed marketing, customer service and communications professionals on the role that social media plays in their business strategies, found that executives almost universally agree that social media is vital for their companies' communications efforts.

Nearly all (97 percent) of business leaders surveyed agree that social media data and insights are essential for effective public relations, and 91 percent believe that social media has a positive impact on a business's public relations efforts. Nearly nine in 10 (88 percent) of business leaders think that social media should be a business' primary communication tool.

Sprout's report found that 96 percent of executives polled think companies should continue to invest in social media marketing. And according to the report, that's exactly what most companies intend to do. 80 percent of the business leaders surveyed said they plan to invest more in social media over the next three years. In fact, nearly half (44 percent) said they're planning to increase their company's social media budgets by more than 50 percent over the next three years.

Business leaders also appear to recognize that the data and insights capabilities provided by social media are essential in informing their overall business strategies. A whopping 97 percent believe the practice of using social data to understand market trends will increase over the next three years, and 90 percent said they think their company's success will depend on how effectively it can use those data and insights. As a result, 93 percent of business leaders said that moving forward, they expect social media data and insights to be a primary source of their future business intelligence.

Business leaders also seem particularly interested in emerging technologies such as artificial intelligence and machine learning and what impact these advances could have on improving their decision-making processes and data analysis toolkits. Almost all (98 percent) said they think companies should work to better understand the potential of AI and ML technology, and 97 percent believe AI and ML will enable companies to more efficiently analyze social media data.

Nearly 9 in 10 (86 percent) business leaders think the implementation of AI and ML is critical for their company's long-term success, and perhaps that's why 87 percent said they expect to increase their company's investments in AI and ML technology in the next three years.

Finally, two-thirds of executives (66 percent) said that strengthening brand reputation and loyalty is their top business priority in the current economic environment, higher than any other priority listed in the survey.

Sprout's "[The 2023 State of Social Media: AI & Data Take Center Stage](#)" report surveyed nearly 800 U.S. and U.K.-based executives specializing in social media marketing, customer service and communications fields. The survey was conducted by The Harris Poll. Data was collected in March.

## **ACCOUNTS IN TRANSIT**

[Rubenstein Public Relations](#) lands **Tsai Capital Corporation**, an investment management firm focused on the long-term growth and preservation of capital. RPR will leverage its experience in media relations and financial representation to spotlight Tsai Capital's investment approach and long history of investing through a variety of market conditions. Established more than two decades ago by Christopher Tsai, a third-generation investor, Tsai Capital seeks high-quality, growth companies that offer significant upside potential and a margin of safety at the time of purchase.

**TravelBoom**, which specializes in social media management, picks up DoubleTree Resort and Springmaid Pier in Myrtle Beach, S.C., to enhance the online presence of the property and help it engage with a wider audience. The agency will be tasked with showcasing the resort's unique offerings, amenities, and the experiences it provides guests. Situated on Myrtle Beach's Grand Strand, the offers a range of dining options and recreational activities, as well as views of the Atlantic Ocean.



**ÜberStrategist**, a Cary, NC agency serving global video game, entertainment and technology clients, partners with the **International Game Developers Association** to organize the trade group's official presence at gamescom 2023, to be hosted in Cologne, Germany from Aug. 23 - 27. The agency will coordinate the IGDA's presence in both the business and consumer areas of the event.

**The Blake Agency** picks up **Afri-Centric**, a boutique travel company offering sustainable luxury travel experiences in Africa. The campaign will encourage travelers to engage with Africa's history, people, culture, food, and environment. It will focus on cross-promoting several niche tourism markets, including ancestry travel, luxury travel and sustainable tourism, working to position Afri-Centric as a leader in curated and affordable luxury vacations in South Africa.

[Marino](#) lands North American PR duties for event producer **RX Global's** newly launched MIPIM NY event, which will be held Nov. 29-30 at the Javits Center in New York. Organized in partnership with the PropTech venture capital firm, MetaProp, MIPIM NY is the flagship two-day event of NYC Real Estate Tech Week. The conference, is part of a broader family of events, including MIPIM Asia, which takes place each December in Hong Kong, and the flagship MIPIM, which takes place each mid-March in Cannes. As part of the engagement, Marino will also lead the US delegation attending the Cannes conference in 2024.



**SIMBOL Communications**, which works with companies in the outdoor, cycling and fitness industries, is named PR agency of record for **ENVO Drive Systems**, which designs traditional e-bikes as well as purpose-built e-vehicles for snow, water and 4-wheeling. SIMBOL will handle all media/public relations efforts for ENVO in North America, as well as assisting with other marketing strategies and initiatives.

## RETHINKING CLIENT SERVICE IN PR

If you are in public relations, you are in the business of client service. Whether your client is internal stakeholders or the traditional clients we think of with PR agencies, we all must know and embrace the idea of providing exceptional service.



**Jennifer DeNick**

So, let's talk about the number one rule of client service – stop thinking about it as just a service! Even the term client service is transactional. It seems cold and unfeeling; something we are doing just because we are paid to do it. If that's how you think about the topic, you are probably in the wrong industry.

It's easy to develop a healthy and happy relationship with your client partners, but just like any other relationship, it requires work. So, to avoid a conscious uncoupling, focus on a few core concepts.

**Dedication:** When your client is in the trenches, be there with them. You must know a client's business and be willing to jump in, no matter the situation. When you are dedicated to a client's business, they know you are there with them to help navigate any situation.

**Consistency:** Just like any partnership, the longer you are together, you learn what the other needs, and how they like to operate. While change can be exciting, you have to maintain a high level of consistency for a client partnership to truly work. When you can anticipate a client's needs you not only seem like a mind-reader, but it shows just how much you value the partnership and that you are willing to go above and beyond what they have asked for.

**Leadership:** Account leadership doesn't just mean stepping in for strategy and creativity. It's about keeping the pulse on the client relationship and knowing when a little extra love and attention is needed. As the leader of a client partnership, you must make the decision that is right for both the client's needs and budget and not let one outweigh the other. At the end of the day, our job is to ensure we do everything in our power to make every project and program a success.

**Friendship:** You can't love a partner if you don't like them. Be a nice human. Ask about their weekend, say happy birthday. Be their shoulder to lean on when they are under pressure from internal stakeholders and celebrate their big wins. Here at Coyne we know that, just like with any relationship, a client partnership will have ups and downs. People make mistakes. Clients need to feel comfortable approaching us and having an honest discussion about what is going right and what isn't. As a client partner, you have to put egos aside and listen with an open mind to provide solutions. Also, never forget that a simple I'm sorry can go a long way.

For an agency, the best compliment the account team can receive is that they are viewed as an extension of a client's team. If you have an us vs. them mentality when dealing with clients, you set all parties up for failure. So, if you find yourself in a client relationship that's struggling, it's probably time to think about how to reignite the spark. Show them why they fell in love with your team to begin with; prove that you are committed to the relationship... skip the promise ring but a big sparkly creative idea is a good place to start.

*Jennifer DeNick is a senior VP at Coyne Public Relations.*

## FGS REPS ALKERMES IN PROXY FIGHT

FGS Global handles Alkermes plc as the biopharmaceutical seeks to thwart hedge fund Sarissa Capital's bid to win board seats at the June 29 annual meeting.

Sarissa on June 20 picked up the support of independent proxy advisory ISS for one of its three nominees/candidates.

It concluded that shareholders' interest would be best served by voting for Sarissa-nominated director Sarah Schlesinger.

ISS backed two of the three nominees put forth by Alkermes.

Glass Lewis & Co. on June 21 rose in opposition to Schlesinger's nomination. It believes her skills are redundant with those of multiple directors already on Alkermes' board.

GL&C also noted that three of the four public companies at which Schlesinger served as a director "have materially underperformed the industry index during her board tenure."

FGS Global's Chris Kittredge and Zachary Tramonti represent Alkermes.



## DISNEY'S DEI CHIEF RESIGNS

Latondra Newton has quit her chief diversity officer job at Walt Disney Co. to pursue other endeavors, according to a memo from Sonia Coleman, chief human resources office.

She joined Disney in 2017 from Toyota, where she handled its DEI program.

Coleman said Newton "inspired countless cast members and employees to bring about lasting change and to help create a world where we can all feel safe and we all belong."

She is "dedicated to ensuring every person sees themselves and their life experiences represented in a meaningful and authentic way."

A search for Newton's replacement is under way.

Disney is in the midst of corporate layoffs.



**Latondra Newton**

## SNOW COLLEGE (UT) WANTS BRAND BOOSTER

Snow College, which is located at the foot of Utah's Wasatch Mountains, is seeking a strategic communications partner to create a campaign to hike brand awareness and boost enrollment.

Founded in 1888, Snow College earned The Chronicle of Higher Education's No. 1 ranking for student success in two-year colleges. It has more than 5,000 students enrolled at campuses in Ephraim, Richfield and online.

It recently unveiled the following aspirational statement: "Students graduate debt-free, gain work experience, and develop a plan for the future. Those who find Snow College will find themselves."

The desired PR push will target prospective Utah students, their parents and the players in the state legislature that are tied to college funding.

Snow College plans to issue a three-year contract with options to renew for two additional one-year periods.

Proposals are due July 7.

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



## **CHARTWELL REPS PEGASUS DEVELOPER**

Chartwell Strategy Group is providing strategic communications services to NSO Group, the Israel-based cybersecurity firm that developed the notorious Pegasus spyware.



Pegasus, which can be installed remotely on phones without the owner knowing it, is licensed to intelligence and law enforcement services.

The United States on Nov. 3, 2021, blacklisted NSO Group from receiving American technology after it determined that its software was used by foreign governments to “maliciously target” activists, journalists and political opponents.

Hanan Elatr, widow of Jamal Khashoggi, filed a lawsuit in US District Court on June 15, claiming that Saudi Arabia put Pegasus on her cellphone to spy on her husband.

NSO has denied that its software was used to bug Elatr’s phone or that it was involved in the murder of Khashoggi.

The firm received \$200K from NSO during the six-month period ended Feb. 28, 2023 for media outreach.

David Tamasi, Chartwell’s founding partner and managing director, handles NSO.

## **ICR DINES AT PINSTRIPEs**

[ICR Inc.](#) represents Pinstripes as the dining and entertainment brand plans to go public via a SPAC deal with Banyan Acquisition Corp. valued at \$520M.

Pinstripes has 13 made-from-scratch Italian food restaurants that also feature bowling and bocce. Six units are under construction and slated to open by the end of the year.

Founder Dale Schwartz launched Pinstripes in 2007 “to create fun interactions and celebrations that people crave.”



He projects 2024 revenue in the \$190M range and EBITDA clocking in at about \$32M. Revenue for Northbrook, IL-based Pinstripes is

split 75/25 between food and games.

Schwartz sees the potential for 150 Pinstripes restaurants in the US and overseas.

The company will trade on the New York Stock Exchange when the deal closes during the fourth quarter.

## **BIDEN AIDES LAUNCH SECOND FLOOR**

Thomas Isen and Alex Yudelson, veterans of Joe Biden’s White House, have launched Second Floor Advisors strategic communications and impact engagement shop.

Isen served as liaison between the President and his Cabinet, while Yudelson was executive secretary of the Domestic Policy Council.



Isen previously held a variety of communications, marketing and business development roles in the

fashion, beauty and retail space at Charlotte Tilbury personal care products marketer and Dr. Barbara Sturm.

Yudelson served in the Obama administration as the president’s outreach person to sports teams, leagues and athletes. He also was chief of staff for the government of Rochester (NY).

Second Floor Advisors will help clients navigate today’s fraught political landscape and leverage their platforms to create positive change with an emphasis on consensus building.

## **AIRBNB’S FELDMAN DRIVES TO GM**

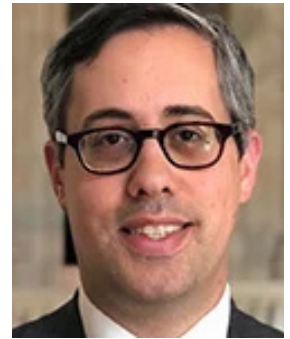
Eric Feldman, who headed federal and international affairs at Airbnb, has signed on at General Motors as executive director of federal affairs.

As the GM’s senior Democratic lobbyist, Feldman will pair with his Republican counterpart Hollyn Schuemann to engage with Congress and federal government officials.

Schuemann worked for Louisiana Congressman & House Commerce and Energy chair Billy Tauzin.

Feldman was chief of staff for Michigan Senator Gary Peters and held the same post when he served in the House.

Peters is active in emerging auto technology sector issues such as autonomous driving and cybersecurity.



**Eric Feldman**

## **SANDY WERTH DIES AT 73**

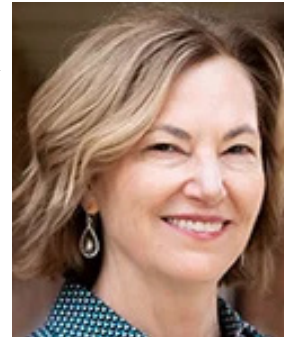
Sandra Werth Harbrecht Ratchford, who was CEO of Paul Werth Associates, died June 18 after a battle with cancer. She was 73.

The former public school teacher was asked by her father, Paul, to join his firm in 1983.

Upon his retirement in 1986, she became president of the firm that is celebrating its 60th anniversary and is the only Columbus-based strategic communications firm that remains under the same family ownership.

Sandy was past chair of PRSA’s Counselors Academy and a founding member of the PR Council.

Services will be at 11 a.m. June 30th at Broad Street Presbyterian Church, 760 E. Broad St., Columbus. Sandy’s wish was that, in lieu of flowers, donations be made to the Sandra Werth Ratchford Memorial Fund at [The Columbus Foundation](#), or other charity of the giver’s choice.



**Sandy Werth**

## **LONGACRE SCORES PROXY WIN FOR MINDMED**

Longacre Square Partners guided Mind Medicine as the psychedelic drug company declared victory in the proxy contest against FCM MM Holdings, a group that included its co-founder and former chairman Scott Freeman.

MindMed announced June 21 that all six of its nominees were elected to the board, according to a preliminary vote count.

CEO Robert Barrow thanked shareholders for their support and independent proxy advisors Institutional Shareholder Services and Glass Lewis & Co. for their recommendations.

He’s glad to “put the proxy contest behind us and fully focus on bringing our transformative therapies to market.”

Longacre Square’s Dan Zacchei, Joe Germani, Miller Winston and Olivia McCann represented MindMed.

Gagnier Communications’ Dan Gagnier and Riyaz Lalani handled FCM.



**MindMed**

## HOW TO STOP “PINKHUSHING”

It’s June 2023 and it’s Pride Month (although Pride is celebrated year-round, many celebrations are held this month and



**Ben Finzel**

June is when most marketers “pay attention” to the LGBTQ community).

Despite the rainbow logos and Pride flags displayed online, there is a growing silence from companies and organizations that were previously loud and proud in their vocal support of LGBTQ people. It’s being termed “pinkhushing” to echo the “greenhushing” we’re also seeing from companies who are now going quiet on promoting their sustainability goals and advocacy.

What happened? Bigotry happened. Fear happened. Hatred happened.

A vocal minority has begun pressuring—bullying, in fact—corporate supporters of LGBTQ equality into silence. They are threatening not just boycotts, but vandalism and physical violence against employees. And then they are blaming the victims of these threats—the LGBTQ community—for inciting this hatred.

Companies and brands should address this situation the way one would address a bully. They should call this vocal minority out for what it is and what it’s doing: sowing hatred, fear and division. They should shame this small, but vocal minority by reclaiming the values of independence, dignity and equality that the overwhelming majority of Americans share.

Here’s what that should look like in practical terms:

Stand up for your LGBTQ employees by restating your support for them and explaining why that support is part of your brand identity and always will be.

Support your LGBTQ employees by explaining that you will prosecute any attempts at violence to the full extent of the law and will not tolerate physical violence or threats of violence and then back that up with security and other steps if needed.

Look at your internal policies and adjust those that don’t reflect true equality and equity for all of your employees.

Examine your corporate support and determine how supporting anti-LGBT politicians and organizations makes sense given your support for LGBTQ equality (hint: it doesn’t).

Remember that the overwhelming majority of Americans are not hateful, mean-spirited, divisive people; they need you to be good corporate citizens and to appeal to their American values of freedom, equality and liberty for all. When you do, the majority of people will follow you and you will reap the rewards in brand loyalty and respect.

It’s not pie: equal rights for all does not mean less rights for some. And it’s not difficult. It’s just common sense.

But let’s be clear: simply changing your corporate logo to a rainbow and remaining silent on the continued attacks on our community won’t cut it this year. Companies and organizations are going to have to take a side in this conversation.

In years past, we’ve had conversations about “rainbow washing”—companies and brands taking performative steps to sound supportive of LGBTQ equality, but not really committing to it beyond the month of June. This year, we’re having a different conversation. This year it’s about those

seeking to wash us away in a tide of vitriol and hate.

For those of us in the LGBTQ community, this conversation is personal. It’s not just about an abstract concept or a corporate press release: it’s about our lives and our right to live freely in the greatest democracy in the world.

As communicators, we have a special responsibility to help guide the national conversation around LGBTQ issues. This means speaking up when we hear clients making mistakes or downplaying LGBTQ issues. And it means encouraging clients not to shy away from the tough conversations. For communicators who are not LGBTQ, it’s called being an ally. And we need all the allies we can get right now.

*Ben Finzel is president of RENEWPR in Washington, D.C., an NGLCC-certified LGBT Business Enterprise focused on energy, environment and equity communications. In 2019, he co-founded The Change Agencies, the first national network of multicultural and LGBTQ-owned and operated PR firms.*

## TUNHEIM HANDLED MINNESOTA’S EXPO BID

[Tunheim](#) handled the Minnesota USA World Expo bid committee, which on June 21 congratulated Serbia for landing the 2027 event. The US entry was up against Serbia, Spain, Argentina and Thailand.

“While we’re disappointed that we will not have the opportunity to host the world this time, we congratulate Serbia on its successful bid for Expo 2027,” said Bob Clark, co-chair of the bid committee.



While Minnesota did not land the prize, the two-year promotional push for the Expo put the state “on the map as a destination and as the source of an impressive legacy of medical and food system innovations,” according to John Stanoch, CEO of the bid committee.

The “Healthy People, Healthy Planet” themed event, which was planned for Bloomington, would have been the first-ever Expo focused on global health and wellness.

“Through our meetings and presentations with the international community, we were able to focus attention on the importance of innovative and united approaches to address some of the planet’s greatest challenges,” said Stanoch.

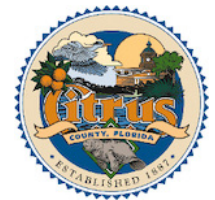
The three-month summer event is expected to draw an estimated 14M visitors to Belgrade.

## CITRUS COUNTY HUNTS FOR TRAVEL PR FIRM

Citrus County, which is located on Florida’s west central coast, is looking for a firm to develop a tourism PR campaign.

The County has about 150K people and cities such as Crystal River, Floral City, Beverly Hills, Dunnellon and Hernando.

The PR effort will promote the various water-related leisure activities, as the County borders the Gulf of Mexico and has a 20-mile long chain of lakes and bodies of water on its eastern border. The Crystal River is noted for its sparkling blue natural springs and manatee-filled bays.



The County wants coverage in travel, eco-adventure, lifestyle, culinary and golf media.

The desired firm also will have experience placing stories in broadcast and online outlets.

Responses, due July 6, go to [www.myvendorlink.com](http://www.myvendorlink.com).

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

# COMMENTARY

**What's up with the Supreme Court's fixation on billionaires?** Justice Sam Alito wrote a 1,213-word rebuttal in the [June 20 Wall Street Journal](#), which was more like a tedious legal brief, to [ProPublica's report](#) about his luxury fishing vacation in Alaska with billionaire and top Republican donor Paul Singer, whose hedge fund had cases before the court.

After clearing himself of charges that he should have recused himself and be required to file the trip on financial disclosure forms, Alito gets to the good parts.

He stayed for three nights in a modest one-room unit at the King Salmon Lodge in that trip of 15 years ago. It "was a comfortable but rustic facility."

The meals were "homestyle fare" and wine may have been served but it certainly didn't cost \$1,000 a bottle.

And Alito's seat on Singer's jet would have been empty had he not taken it.

By flying Singer Air, Alito saved taxpayers a lot of dough. "Had I taken commercial flights, that would have imposed a substantial cost and inconvenience on the deputy US Marshals who would have been required for security reasons to assist me," wrote Alito, who is the latest public embarrassment of the Supreme Court.

He has a lot of chutzpah.

**Black Lives Matter could use some PR...** A little more than half (51 percent) of Americans support the Black Lives Matter movement, down from 67 percent in 2020 following the murder of George Floyd at the hands of Minneapolis cops, according to [a survey from the Pew Research Center](#).

One of the reasons for the decline in public support: only 31 percent of the respondents understand the goals of BLM "extremely or very well."

The BLM has got to get its messaging out.

Pew found that 34 percent of Americans view BLM as divisive and a third of the respondents consider it dangerous.

Only 26 percent call BLM empowering and 18 percent label it as inclusive.

A little more than three in ten (32 percent) of Americans say

BLM brings attention to racism against Black people extremely or very well.

Thirty-five percent say the group is "somewhat" successful and 30 percent say "not to or not at all."

The bottom line: forty percent of Americans believe the increased focus on racism and racial inequality following Floyd's death has improved the lives of Black people.

Sixty percent say the increased focus hasn't changed much in the Black community.

**Where's Ron?** Florida strongman Ron DeSantis is waging a pretty low-key presidential campaign.

It may be because Ron is fresh out of ideas, other than waging jihad against wokeness, which is pretty thin gruel.

DeSantis came up with a doozy earlier this month, vowing to restore the name of Fort Bragg to the army base that has been recast as Fort Liberty.

The Floridian drew whoops and cheers from the North Carolina GOP convention when he called Fort Bragg "an iconic name" and vowing to prevent "political correctness run amok in North Carolina." Once he's president, Fort Bragg will return.

As a Confederate general, Braxton Bragg was a traitor to his country and a slave-owner to boot. He was despised by his officers and the men under his command.

The definitive biography of the man is called "Braxton Bragg: The Most Hated Man in the Confederacy," which was published in 2016 by the University of North Carolina.

DeSantis should give it a read when he returns to Tallahassee after he folds his campaign.

**Take a chill pill.** After Joe Biden called China strongman Xi Jinping a "dictator," the country's foreign ministry went ballistic, saying the comment severely infringed on the country's "political dignity."

How can a country that crushes personal freedom in Hong Kong and wages genocide in its Xinjiang province have the nerve to talk about political dignity?

Xi heads a government that carries out forced sterilization of Muslim women, separates parents from children in Xinjiang and locks up more than one million Uyghur people in prison and "vocational skills education and training centers."

"Dictator" may be too good of a name for Xi.

**Throwing it all away.** Bobby Kennedy, Jr., who has trashed his impressive 33 years of service as chief lawyer for the Riverkeeper environmental group by spouting anti-vaccine nonsense and embracing conspiracy theories, thinks the mainstream media are out to get him.

Kennedy has urged people not to believe what they read about him. Listen to my own words and don't accept the media characterizations as necessarily true, he said.

Okay, that's fair enough.

Kennedy said on June 19 that the Biden administration is using Ukraine "to achieve the larger geopolitical goal of weakening Russia. In other words, the Ukrainians are cannon fodder in the US proxy war against Russia."

In the real world, Bobby's buddy, Vladimir Putin, has been using undertrained and ill-equipped troops as cannon fodder to test and soften up Ukrainian defenses. That's partly why the Wagner Group staged its attempted coup.

Kennedy did a world of good in fighting polluters of the Hudson River, improving its water quality, and shutting down the Indian Point nuclear energy plant.

It's a shame that Kennedy will now be remembered mostly as a hero of the tin foil hat brigade. —Kevin McCauley

Support for the Black Lives Matter movement is down from a year ago

Support for the Black Lives Matter movement is down from a year ago

% saying they strongly or somewhat \_\_\_\_\_ the Black Lives Matter movement

