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## SF MUNI NETWORK NEEDS PUBLIC OUTREACH

San Francisco Municipal Transportation Agency is seeking a firm to handle public outreach and engagement for its \$2B effort to rebuild and modernize its bus, rail and cable car systems.



Individual projects include the Kirkland Yard Electrification Project (transition to zero-emission buses) and Cable Car Barn & Powerhouse (overhaul at the facility at 1201 Mason Street).

The selected firm will assist the SFMTA project team with messaging, community outreach, partnership development, events and creation of “culturally competent” communications aimed at stakeholder communities and the public at large, according to the RFP.

SFMTA has budgeted \$4.5M over the next six years for the public outreach, and an aligned environmental analysis effort.

Proposals are due March 19. Firms must register at [San Francisco's e-portal](http://SanFrancisco's e-portal).

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

## TENEO'S HOLLANDER SHIPS TO FEDEX

Jenifer Hollander joined FedEx Corp. on March 1 as VP-investor relations.

She exited Teneo, where she was managing director in its strategy & communications advisory practice in a nearly five-year run.

Earlier, Hollander did a 15-year stint as director of European equities at Deutsche Bank's New York office.



**Jenifer Hollander**

In that role, Hollander met with CEO's and CFOs to facilitate and host their meetings with US investors. Her clients included portfolio managers analysts at some of the world's largest mutual funds, hedge funds, and family offices.

John Dietrich, EVP/CFO at FedEx, said Hollander “brings a wealth of experience and a disciplined approach, combining a career of direct engagement with investors

and the development of best practices across industries.”

She will report to Trampas Gunter, VP-corporate development & treasurer, at the Memphis-based shipping company.

FedEx's shares trade at \$242.01 each. They ranged from \$285.53 to \$190.83 during the past 52 weeks.

## STAGWELL Q4 REVENUES DIP 5.6%

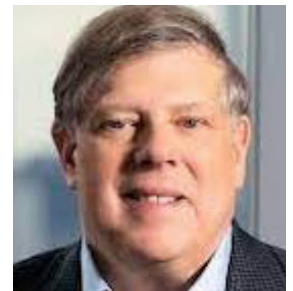
Stagwell CEO Mark Penn reported Q4 net revenues dipped 5.6 percent to \$551.1M during a “challenging year for marketing services and digital transformation.”

The US market, which accounts for 78.9 percent of net revenues, registered a 7.8 decline in Q4 organic growth, while Stagwell's No. 2 UK market (8.3 percent of revenues) posted a 13.9 percent gain.

Penn said Stagwell grew share with some of its biggest clients, took steps to manage costs and invested in digital innovation. Stagwell saw new business wins/expansions from Target, Samsung, Cotton Inc., IHG Hotels and Resorts and Coty during 2003.

Penn expects 2024 to be a year of growth as the political season swings into gear, and Stagwell expands its AI and AR offerings. He projects full-year 2024 organic growth from five-to-seven percent compared to a six-percent decline last year.

Stagwell owns SKDK, [Sloane & Co.](#), Allison Worldwide, KWT Global and [Hunter](#).



**Mark Penn**

## BAHAMAS BANK DEPOSITS \$3M BIZ AT BCW

The Central Bank of the Bahamas has hired BCW to a one-year \$2.9M pact to provide government relations and lobbying support to advance the country's reputation in the US and to support the bank's policy goals.

The Bahamas had served as the home base of Sam Bankman-Fried, whose FTX cryptocurrency exchange, which was once valued at \$32B, collapsed in 2023.

The International Monetary Exchange reported on Feb. 2 that the Bahamas economy is in the midst of a solid expansion.

Though public financing is improving, debt remains high. The IMF said the favorable economic environment “provides space for the authorities to reorient their policy framework toward the pursuit of greater fiscal sustainability, social equity, and climate resilience.”

BCW'S team includes Stefan Bailey, CEO of Prime Policy Group; Dan Doherty, BCW's EVP—global corporate affairs North American practice lead; and Christian Ferry, EVP—North American corporate affairs.

They report to John Rolle, governor of the Central Bank, which is celebrating its 50th anniversary this year.

BCW, which is part of WPP, is merging with Hill & Knowlton in July to form Burson.



## THOUGHT LEADERSHIP CAN FUEL B2B BRANDS

While a central component of thought leadership for B2B companies remains simply raising the general level of brand awareness with potential audiences, a new study from [Edelman](#) and LinkedIn finds that it is also being expected to play an increasingly important role in making that brand “powerful and attractive to buyers.”

“[Reaching Beyond the Ready](#),” the sixth annual collaboration between Edelman and LinkedIn, takes a close look at how thought leadership impacts buying behaviors among B2B decision-makers and C-suite executives. It surveyed nearly 3,500 management-level pros to find out how thought leadership can take the next step beyond brand awareness.

One of the most important goals of effective thought leadership, the study finds, is causing business leaders to “rethink their challenges.” Giving potential clients a fresh perspective



on what their needs are can stimulate their demand for the solutions a company can offer, with

the potential of doing “far more than just create a favorable impression of your brand.”

The appetite for thought leadership is significant, the study finds. More than half of decision-makers (52 percent) and C-level executives (54 percent) said they spend an hour or more on average per week reading thought-leadership content.

That content is deemed more trustworthy than general marketing materials. Almost three-quarters (73 percent) of respondents said they think an organization’s thought-leadership content is a more trustworthy basis for judging its capabilities and competencies than its marketing materials and product sheets are. Plus, seven out of 10 respondents had a better opinion of a company that they thought of as producing high-quality thought leadership.

As regards the sales value of thought leadership, 75 percent of decision-makers and C-suite executives noted that a piece of thought leadership has led to them to research a product or service they were not previously considering, while 54 percent said that a general high-level of thought leadership from a company would encourage them to research that company’s offers or capabilities.

But just as positive thought leadership can reap rewards, content that’s not up to snuff can do a fair amount of damage. Seven out of 10 (70 percent) C-suite leaders said that a piece of thought leadership had “at least occasionally led them to question whether they should continue working with an existing supplier.”

Respondents also cited the properties they look for in effective thought leadership. One key element was that content should offer “insights into practical business challenges.” It should also use “robust data, research and customer stories” and have “executive buy-in and ownership.”

In general, the study authors write, “B2B companies need to find ways to make buyers reconsider their challenges as a way to general demand. Though leadership can give them an advantage.”

The Edelman/LinkedIn survey was conducted in December 2023.

## NEWS OF FIRMS

**Needle**, which provides a full range of services from communications strategy and media relations to content development and thought leadership, is launched by Tess Pawlisch and Margaret Huang. Pawlisch was most recently director of business development at The Key PR and has also led fundraising and communication programs for non-profits, philanthropic organizations, and political campaigns. In addition to running her own firm, Huang has served as a senior VP at Ditto PR and an advisor to founders, venture capitalists, C-suite executives, and journalists. The agency launches with a roster across industries — artificial intelligence, consumer technology, climate, healthcare, political advocacy and venture capital.



**Tess Pawlisch, Margaret Huang**

**BleuCooper Communications**, which specializes in brand management, media relations and integrated marketing campaigns, merges with **MK Bridge Communications**, a provider of public relations strategies, media relations services, and corporate communications expertise. BleuCooper founder and managing partner Phillip Sontag and MK Bridge managing partner Meridith Bridge previously worked together at Instinctif Partners. The merged agencies will maintain their distinct brands while operating under the BleuCooper name.

**Place Public Affairs** is launched by Sam Myers, Jr., who was most recently managing director at Rational 360. Myers has also served as a presidential advance associate for the Biden White House as well as in the Obama and Clinton administrations. On the agency side, he has served as president of BCW Global’s Direct Impact unit and vice president, partnerships and development at Huge. Place Public Affairs’ offerings include message development, media landscape assessment, grassroots and grassstops advocacy, third-party advocate engagement, event production and digital public affairs.

**ARInsights**, which provides an SaaS platform for managing analyst relations and B2B influencer relations programs, acquires **The Wind Communications Agency**, an analyst relations services firm and consultancy. Terms of the acquisition were not disclosed. With the acquisition, ARInsights expands its Service-Plus AR operational services to address companies’ full spectrum of AR needs. The new services include AR strategy; program execution; AR operations and peer reviews management. All Wind Communications staff will become ARInsights team members under the continued leadership of Patricia and Greg Wind.



**CTP**, a Boston-based creative communications agency, opens an office in North Carolina. The expansion is planned to fuel growth in industries where CTP has developed significant branding, advertising and communications expertise, including education, travel & tourism, technology and financial services. The agency has already worked with North Carolina-based clients including Apiture, Red Hat, Pinehurst Resort, Wrightsville Beach and Cameron Art Museum. The office will be led by CTP executive creative director Grant Pace.



## NEEDLES IN A HAYSTACK WON'T GET COVERAGE

Picture the scene: you're sitting down for dinner when the phone rings. It's a telemarketer offering a free gutter inspection. There's just one problem: Your home doesn't have gutters. This salesperson clearly didn't do any research. He's looking for a needle in a haystack.

That's how a lot of reporters, editors and other media gatekeepers feel when their inboxes are assaulted by untargeted and irrelevant pitches.



**Scott Merritt, Dustin Siggins**

Those bad pitches make a beeline to the trash folder and may even earn the offender a spot on the journalist's blacklist.

Capturing the attention of the right media with the right pitch at the right time is hard. It's why some [build "how to" pitching guides for their beats](#) and others use services like Qwoted or HARO to provide the explicit details necessary for someone to send the perfect pitch, source, comment, etc.

Taking these steps shouldn't be necessary. PR professionals have a duty to our clients, our craft and our media contacts to be more empathetic and strategic. This involves deeply researching specific reporters and making sure they're currently covering the subject at hand.

Here are a few principles that underlie how we help our clients.

### Solve journalists' and clients' problems first

Cision, Muck Rack and Meltwater are powerful tools for PR professionals. You can find thousands of media targets, their contact information and beats and recent coverage samples in a quick search. It seems like the world's best cheat code for getting in the press. Spoiler alert: it isn't.

While the effort to build a list using these tools is minimal, the results are likely to be just as minimal: few emails landing with the right people, a lot of which get bounced back and even more pitches landing in the wrong inboxes.

And worst of all, little or no coverage for your client. That's because instead of solving a journalist's problem of finding good sources, and your client's problem of getting the right message covered by the right media outlets, you've simply solved your own: saving time.

### Build your process for client success

Landing a media placement requires the [Three Ts](#): pitching the right Topic, at the right Time, to the individual with the right Title.

Here's our recommended process for building a list, whether it's one reporter or 100:

- Identify the target outlets that are the best fit for your client's style, tone and message.
- Find the contacts most likely to be receptive to your clients' insights.
- Research each journalist's preferred style, tone and angles.

Introduce yourself with a "this is not a pitch" message to a journalist when you have a client whose expertise and activity is sure to lead to future pitches.

• Use email, phone and social media to contact the media. But never send a text unless they request it or you have a well-established personal relationship with someone.

You won't land every pitch, but you'll do a lot better by building a list the right way.

## Everything is sales

Even PR practitioners are [salespeople](#). We have to "sell" the client on campaign narratives and story angles; and we have to "sell" the media on running with our clients' stories.

Not taking the time to hand-select needles for the haystack is no different than being the telemarketer who calls every house in town, including those without gutters.

That's why it's important to narrow your scope by doing the upfront work to target only the journalists who make the most sense. Take the time to understand your target audience and apply sales mechanics, whether you're seeking revenue or a placement:

- Crafting a pitch is comparable to positioning a product or service to appeal to the end user.
- A good pitch, like a good salesman, makes a direct ask.
- The best pitches—whether for new business or media coverage—solve pain points concretely and succinctly.

The telemarketer who interrupted dinner might have a chance if they called you about gutter cleaning in the fall because your home has gutters ... not just because you live in a building that gets rained on.

The best PR practitioners don't endlessly search for a needle in the media list haystack; they build the haystack out of needles.

*Scott Merritt founded Strategic Global Media after spending more than two decades leading teams at other PR agencies. Dustin Siggins is Founder of [Proven Media Solutions](#). A former journalist, his work has been published in USA TODAY, Business Insider and Forbes.*

## EVENTS

**The National Press Club** is holding a [March 20 screening of a film that depicts the dangers journalists face](#) in Vladimir Putin's Russia. "Anna" tells the story of Russian journalist and human rights activist Anna Politkovskaya, who reported on political and social events in Russia, particularly the Second Chechen War. Politkovskaya survived poisoning, detention and beatings, but was ultimately killed in 2006, becoming one of more than 1,800 journalists killed in Russia so far this century. A 7 p.m. screening of the film will be followed by a discussion.

News platform **Semafor**, in partnership with Gallup, will present an exclusive first look at its [2024 World Happiness Report](#) on March 20 from 9 to 11:30 a.m. (doors open at 8:30 a.m.). The report will share survey data and share key insights that are intended to change the ways in which global leaders in business, tech, politics, and beyond perceive "happiness," and how they can promote wellbeing.

**The Museum of Public Relations** is sponsoring a March 14 event that looks at the role communicators played in gaining equal rights for women. "PR Women Who Changed History" will feature Muriel Fox, who co-founded the National Organization for Women in 1966 and was named the "top-ranking woman in public relations" by Business Week in 1976, being interviewed by Dr. Caryn Medved of Baruch College. The 6 pm event will be recorded before a live audience and will also be available via Zoom. A networking reception will follow.



**Muriel Fox**

## **MN RETIREMENT SYSTEMS LOOKS FOR PR**

The Minnesota State Retirement System is looking to hire a PR firm to handle its communications strategy.



The desired messaging will support the MSRS brand, and encourage savings for the mandatory and optional defined contribution plans that it manages. MSRS also wants to show how retirement savings can be modified to fit the needs of various stakeholders.

It serves 56K active employees, 44K benefit recipients and 28K members who no longer contribute but are eligible for future benefits or lump-sum payments.

MSRS also covers 100K participants in the Minnesota Deferred Compensation Plan and 160K people in the Health Care Savings Plan.

It will issue a two-year contract beginning April 15 with the option for three additional one-year periods.

Proposals are due March 12. They go to: MSRS, Tim Rekow; 60 Empire Drive, 3rd floor; Saint Paul, MN 55103

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

## **EX-LLYC ADVISOR TO COP TO SPY CHARGES**

Former US ambassador Manuel Rocha plans to plead guilty to charges that he served as a secret agent for Cuba in what is billed as one of the biggest breaches of national security in years.



**Manuel Rocha**

The 73-year-old had been working as a senior international business advisor on business development matters for LLYC at the time of his Dec. 4 arrest.

He had joined LLYC last September after working as US ambassador to Bolivia and serving in the US interests section in Cuba.

Rocha also did stints in Dominican Republic, Italy, Argentina, Mexico and Argentina.

He is expected to plead guilty to two counts of conspiring to act as a foreign agent and be sentenced on April 12. Each count carries a maximum of five to 10 years in jail.

Rocha, who was shackled at the hands and ankles, told a federal judge in Miami on Feb. 29 that he would enter a guilty plea.

LLYC cut ties with Rocha after his arrest, and noted that the spying allegations lodged against him were unrelated to his work for the Madrid-based firm.

## **JOELE FRANK HANDLES THRASIO CHAPTER 11**

Joele Frank is working for Thrasio Holdings as the top Amazon aggregator declares Chapter 11 reorganization as the e-commerce frenzy slows in the aftermath of the pandemic.



The restructuring enables Thrasio to shave \$495M in debt off its balance sheet. It has arranged \$90M in fresh financing.

“Thrasio is one of the largest third-party sellers on the Amazon marketplace, and with a strengthened balance sheet and new capital, we will be better equipped to support our brands,” CEO Greg Greeley said in a statement.

Joele Frank, Wilkinson Brimmer Katcher’s Michael Freitag, Jed Repko and Kara Sperry represent Thrasio.

## **REAL CHEMISTRY’S ISIDRO SHIFTS NARRATIVE**

Lo Isidro, senior director at [Real Chemistry](#) with more than a decade of strategic communications and PA experience, has joined Narrative Strategies.

At Real Chemistry, which is O’Dwyer’s top ranked healthcare company, Isidro helped biotech and pharmaceutical companies navigate policy and regulatory issues across the US.

Earlier, Isidro oversaw issue advocacy campaigns and led communications on economic matters for Stand Together, and served as national communications director for Americans for Prosperity, the Koch-backed grassroots advocacy organization.

Isidro also did a stint as press secretary for Republican Kentucky Congressman Tom Massie.



**Lo Isidro**

## **BOC CONSULT LAUNCHES**

BOC Consult (Ltd.), a consultancy in the fields of public affairs, investor relations, labor relations and communication, is established by Rüdiger O. Assion and Ernst Primosch. BOC Consult will provide support to companies and decision-makers in special situations such as crises and transactions.

Assion was most recently head of financial communication for Edelman in the DACH region (Germany, Austria and Switzerland). He previously held executive positions at Swiss derivatives bank Leonteq Securities AG, and served as corporate communications chief of Deutsche Börse AG, as well as in leadership roles at General Motors, VW Group and BMW Group.

In 2019, Primosch founded Bureau of Communication GmbH, a comprehensive communications and brand consultancy that acquired PR-Journal Verlag GmbH in 2021 and now acts as a shareholder in BOC Consult GmbH.

Other partners in the consultancy include Dr. Philipp Rösler, former FDP federal minister and vice chancellor of Germany; Jan Schoch, founder of Leonteq and Michael Krons, a journalist, political scientist, and media expert. The consultancy is headquartered in Düsseldorf and operates offices in Vienna and Zurich.

**BOC  
CONSULT**

## **5W PUBLIC RELATIONS WORKS WEBULL’S SPAC**

5W Public Relations represents Webull as the digital broker with 20M users plans to go public via a \$7.3B SPAC merger with SK Growth Opportunities Corp.

The *Wall Street Journal* noted that Webull, which launched in 2018, surged in popularity in 2021 as amateur investors used commission-free stock trading platforms to gobble up meme stocks such as GameStop.

The partnership with SK growth “fully aligns with our long-term vision to make Webull the platform of choice for the new generation of investors globally,” said Webull founder/CEO Anquan Wang.

The broker plans to earmark the \$100M proceeds of the SPAC for new products and overseas expansion.

5W Public Relations has Nicholas Koulermos working the media for Webull’s SPAC deal.





## FL COUNTY PROMOS HEALTHCARE FOR POOR

Polk County, which is located between Orlando and Tampa on the I-4 Corridor, is looking for a firm that can provide marketing and advertising services to promote its indigent healthcare program.



The central Florida county has about 800K people living in cities such as Lakeland, Winter Haven, Lake Wales, Davenport and Bartow.

The Polk HealthCare Plan, funded through half-cent sales tax surcharge, covers people with incomes that do not exceed 200 percent of the federal poverty level. Participants only make small co-pays for doctor visits or prescriptions.

Coverage also includes healthcare screenings; diabetes nutrition education; toll-free hotline for supplemental food programs, shelter options and utility bill assistance; and a “simple but dignified burial or cremation service,” according to the RFP.

Proposals are due March 13. They go to: Polk County Procurement Division; 330 West Church St., Room 150; Bartow, FL 33830.

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

## SHETLAND SPACEPORT BLASTS OFF IN DC

Scotland’s SaxaVord Spaceport, which is the UK’s only facility for vertical rocket launches, has hired Alexandria’s Brian Glackin & Assocs. for Washington representation on aerospace and defense matters.

Britain’s Civil Aviation Authority in December approved SaxaVord Spaceport, the site of a former RAF radar station, for up to 30 orbital launches in 2024.



The rockets could carry satellites or other payloads into space. Lockheed Martin has agreed to develop launch operations at SaxaVord.

Glackin is a retired US Navy captain who headed Livingston

Group’s defense & national security practice before launching his own firm.

The UK’s first licensed spaceport is in Cornwall, which launched rockets horizontally via an aircraft.

Cornwell Spaceport was used by Virgin Orbit until it declared bankruptcy last May.

## CRESCENDO STEERS SILEXION'S SPAC DEAL

Crescendo Communications is handling IR duties for Silexion Ltd, the Israeli clinical stage oncology-focused biotech that is merging in a SPAC deal with Moringa Acquisition Corp.

The deal, which is expected to close during the third quarter, is valued at \$62.5M.



Ilan Levin, CEO of Moringa, said Silexion is on the cutting edge of RNA therapeutics. Its first-generation Loder product has demonstrated strong results in patients with pancreatic cancer. Loder achieved a median overall survival advantage of 9.3 months over the use of chemotherapy alone.

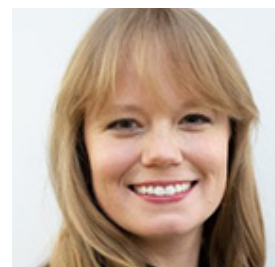
Levin believes the merger will provide “both our respective shareholders the opportunity to participate in the potential of Silexion’s powerful platform as a public company listed on Nasdaq.”

David Waldman heads New York-based Crescendo, which launched in 2006.

## ON THE MOVE

[Caliber Corporate Advisers](#), which works with clients in fintech and financial services, promotes **Grace Keith**

**Rodriguez** to chief executive officer. Rodriguez joined Caliber in 2014, serving as the agency’s president since 2018. Before coming to Caliber, she served as public relations manager, financial & risk at Thomson Reuters. Succeeding Harvey Hudes, who has served as Caliber’s CEO since establishing the agency more than 13 years ago, Rodriguez will oversee the company’s vision and development across the business, as well as focus on company growth. Hudes will take on the role of chief innovation officer.



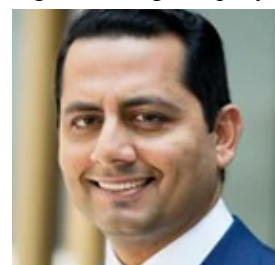
**Grace Keith Rodriguez**

[Rubenstein Public Relations](#) brings on **Andrew Bard** as a VP in its corporate communications group. Bard was most recently founder and president of BARDCOMM, a consultancy that works with clients in sectors including technology, social impact and retail. He has also served as a VP at Makovsky + Company in their tech & energy practice, a VP in Weber Shandwick’s global strategic media practice and a senior VP at BCW Global.

**Nickerson** hires **Alyssa Jewell** as senior manager of PR and communications. Jewell was most recently an executive producer at NBC10 Boston. She was previously a producer at WMUR in Manchester, NH and WBRC in Birmingham, AL. In her new role, Jewell’s duties will include developing media and public relations efforts for Nickerson’s client-partners in the sustainability, property technology, built environment and healthcare industries.

**Boldyn Networks**, a telecommunications company, names **Jeannie Weaver** CMO for its US operation. Weaver joins the company from AT&T, where she most recently led the retail marketing team and creative design. She also held positions working sales and marketing at Cricket Wireless and Clearwire. In her new position, Weaver is charged with leading all marketing and communication efforts for Boldyn.

**Precision BioSciences**, an advanced gene editing company, promotes **Naresh Tanna** to VP of investor relations. Tanna has been chief of staff to Precision CEO Michael Amoroso since January 2022. Before that, he held senior marketing positions at Amgen, AbbVie and Celgene. Tanna assumes leadership of Precision’s investor relations function as well as enhancing and expanding the program and its communications with shareholders. He succeeds Mei Burris, who was promoted to senior director of finance and corporate controller in September 2023.



**Naresh Tanna**

**Fresco**, a smart kitchen platform for appliance brands, hires **Joanne Savage** as CMO. Savage was most recently EMEA marketing director for Fitbit, which was acquired by Google in 2021. She has also been global director of brand identity at Nokia and senior global innovation manager at Unilever. At Fresco, Savage will oversee the company’s marketing operations with a focus on elevating Fresco’s story for appliance brands.

# COMMENTARY

**Oprah Winfrey's PR bombshell decision** not to run for re-election to Weight Watchers International's board at its May 9 annual meeting magnifies the danger of signing a mega-celebrity to plug a product or service—even if that spokesperson is as beloved and admired as the actress/talk show host.



**Oprah Winfrey**

Since 2015, Winfrey has been the chief cheerleader of WWI. Her December “confession” about using weight-loss pills torpedoed the business model of WWI.

Any other WWI director or top official would have been fired for going public about weight loss pills.

Oprah was so important to WWI, her Feb. 26 notification to the company that she was not standing for re-election was featured in the “risk factors” section of its “Form 10-K” released Feb. 18.

*“The loss of Ms. Winfrey’s services or partnership with us for any reason (including as a result of her death or disability), any negative market or industry perception with respect to her or her participation in the Company’s programs, or the failure by Ms. Winfrey to provide services in her discretion to promote the Company, our programs, services and products or to consult with us and participate in developing, planning, executing and enhancing our programs and related initiatives, all in accordance with our strategic partnership arrangements with her, could have an adverse effect on our business, financial condition and results of operations.”*

WWI goes on to say that it has the exclusive right to use Winfrey’s name, image, likeness or endorsement for weight loss management programs for another year following her resignation as a director. That hardly matters.

There’s no way that WWI can continue to use Winfrey as its public face after her defection to weight loss pills. She is simply not with the WWI program.

There’s also the question about whether Winfrey will make a swan song appearance at the annual meeting.

She missed last year’s session due to a scheduling conflict. That 2023 meeting was an online affair.

Winfrey, perhaps, has bigger fish to fry than to serve as a board member at WWI.

Could the 70-year-old Oprah be contemplating a run for the presidency? She would be the spring chicken in the race against Joe Biden (81) and Donald Trump (77).

**Exxon Mobil chief Darren Woods** told *Fortune* the earth is burning because the world waited too long to invest in clean energy.

That’s pretty rich coming from the guy whose company for years sowed seeds of doubt about global heating, though

its own scientists knew all along about the reasons for rising temperatures.

Woods argues that activists are trying to freeze the fossil fuel sector out of the effort to curb global heating.

He says only Big Oil can bankroll expensive carbon capture systems to prevent the emissions of greenhouse gases into the atmosphere.

But the International Energy Agency says that claim is bunk. It released a report ahead of last year’s COP28 in Dubai, saying the oil majors are blowing hot air when they talk about carbon capture’s role in tackling global heating.

Fatih Birol, IEA executive director, said oil and gas producers must make profound decisions about their future place in the global energy sector.

They must let go “of the illusion that implausibly large amounts of carbon capture are the solution.”

IEA estimates that the fossil fuel companies would have to boost investment in carbon capture from the current total \$4B to \$3.5T annually through 2050 to reach the Paris Accord’s targets.

ExxonMobil only earned \$36B on \$344B in 2023 revenues. Those numbers show that carbon capture is but a dream.

**Joe Biden’s supporters appear outwardly unperturbed** that 13 percent of Michigan Democratic primary voters picked “uncommitted” over the president. They should put down the Kool-Aid.

Biden backers rightly note their guy faced an organized effort on behalf of “uncommitted.” There was no such drive in 2012 when 11 percent of Democrats voted “uncommitted” rather than for Barack Obama.

But an exit poll by the Council of American-Islamic Relations conducted of Michigan Muslims who voted in the Feb. 27 primary should put an end to Team Biden’s stupor.

More than nine-in-ten (94 percent) of Michigan Muslims voted uncommitted vs. 4.6 percent for Biden.

The poll found that if the general election was held today, 40 percent would back an unnamed “other candidate,” followed by 25 percent for Cornel West, 13 percent for Donald Trump, eight percent for Biden, seven percent for Robert F. Kennedy Jr, and seven percent for Jill Stein.

Based on the exit poll results, Robert McCaw, CAIR government affairs director, said: “Biden’s unconditional support for the Israeli government’s genocide in Gaza is likely playing a decisive factor in impacting his support within the Muslim and Arab-American communities.”

Thirty thousand Palestinians have been killed so far in Gaza since the October 7 attack on Israel. How many more will die before the November election?

The destruction of Gaza is turning out to be Biden’s Vietnam.

—Kevin McCauley