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Show your firm's expertise in such specialities as healthcare, tech and finances (as well as 17 others) by taking in part in O'Dwyer's 2023 Rankings of PR Firms. **The deadline to submit is Fri., Mar. 13.** [View Rankings Instructions \(PDF\).](#)

PPHC ACQUIRES MULTISTATE FOR \$22M

Public Policy Holding Company has acquired Alexandria-based Multistate Associates, a local and state government relations shop with 77 staffers, for \$22M.



The deal expands PPHC's reach into each of the 50 states and bolsters its research and compliance capabilities.

Multistate, which serves more than 300 corporate clients, is marking its 40th anniversary.

CEO James Crosby said the acquisition shows that "federal and state policy issues are ever more interdependent and require the professionalism and seamless integration that only PPHC and Multistate now offer."

Washington-based PPHC, which trades on the London Stock Exchange, houses brands such as Seven Letter, Crossroads Strategies, Forbes Tate Partners, Alpine Group Partners, O'Neill & Associates and KP Public Affairs.

CEO Stewart Hall remains in the hunt for more deals to broaden the firm's geographical footprint, both in the US and overseas, and its client offering in the strategic communications sector.

Searle & Associates advised Multistate on the PPHC deal.

PROSEK PARTNERS HIRES META'S MANDARA

[Prosek Partners](#) brings on Michelle Mandara, former head of broadcast communications at Meta, as a managing director.



Michelle Mandara

Mandara designed and launched the go-to-market broadcast strategy for Meta's rebrand. Before coming to Meta, she was director of media relations for the Nintendo account at Golin; VP, media at Lippe Taylor; and PR director for MSG Entertainment.

At Prosek, Mandara will focus on consumer, technology and broadcast media, as well as working with the agency's digital and influencer teams. "Michelle's

impressive background in both technology and consumer, combined with her infectious personality and entrepreneurial spirit, will be a great addition to the Prosek team," said Prosek founder and managing partner Jen Prosek.

CARSON CITY, NV NEEDS PR AOR

Carson City, Nevada is looking for a public relations agency of record. The city's destination marketing organization, the Carson City Culture & Tourism Authority, is seeking to retain the services of an agency that can develop and coordinate creative communications content as well as maintain and develop web and digital content for the city.

Scope of the work includes: public relations; creating tourism-driven content that's appealing to international audiences and also aligns with the CTA's visuals, voice, mission and market preferences; content creation; developing and enhancing the Carson City Culture & Tourism Authority's websites; assessing the CTA's existing email platform and e-marketing messaging strategies; and account management and reporting. Terms of the contract call for a four-year commitment, beginning on July 1.



Proposals, due by 2:00 p.m. (PST) on March 24, should be mailed or delivered to: Carson City Culture & Tourism Authority; Attn.: Chris Kipp; 716 N. Carson St., Suite 100; Carson City, NV 89701.

All proposals must be labeled "RFP CTA 2023-003." [Download the RFP \(PDF\).](#)

FORMER CONGRESSMAN SUOZZI TO ACTUM

Former Queens/Long Island Congressman Tom Suozzi, who mounted an unsuccessful primary challenge to Democratic governor Kathy Hochul, has joined Actum as co-chair.

Suozzi served three terms in the House, sat on the Ways and Means Committee and vice chaired the bipartisan Problem Solvers Caucus. Prior to Congress, Suozzi was Nassau County executive and mayor of Glen Cove.

Former Mercury PA executives, including founder Kirill Goncharenko, launched Actum in early 2022. Goncharenko was a former assistant to New York Republican Senator Al D'Amato.

Republican George Santos succeeded Suozzi in Congress.



Tom Suozzi

WORKERS FAULT INTERNAL COMMS

Most company leaders feel that they're doing a good job when it comes to internal comms, [according to communications management platform Axios HQ](#). Employees, however, aren't quite so sure.



Out of the more than 1,000 leaders that Axios polled last November, 77 percent said that essential communications at their organizations were "helpful and relevant." Even more (78 percent) said those communications were "clear and engaging."

A poll of more than 1,000 employees told a different story. Only 46 percent of the respondents in that poll said their employer's internal comms were relevant, though 51 percent gave them high marks for clarity and level of engagement.

Employees and leaders also differed on what they felt the top priorities for internal comms should be.

Leaders placed "culture and values" at the top of their priority list, while employees most wanted to hear about operational changes (processes and policy updates).

And while the goal of most of internal comms is to get management and workers on the same page, there seems to be a disconnect on that as well. Two-thirds of leaders said that thought they were "aligned with employees," while only 44 percent of employees agreed.

How can company leaders make internal communications more effective? Some top employee suggestions: "Offer more thoughtful and insightful details" (cited by 49 percent) and "cover more relevant topics" (39 percent).

The study notes that remote working has made successful internal comms more difficult, "Technology was meant to ease the transition and keep folks informed," the study authors write, "but as organizations added new platforms faster than they could define their purpose, communications got noisy."

To combat that situation, the study suggests that leaders put a greater emphasis on the quality of their communications with employees. "To improve communications, leaders have to prioritize it—put it at the center of their business strategy, learn what readers need, invest in the tools to deliver it well and build feedback loops."

HAVAS' DAVIDSON JOINS BLISS BIO HEALTH

Lisa Davidson exits her role as managing director at Havas Health & You to become executive VP and lead for client services and global business development at [Bliss Bio Health](#), the Next Practices Group's life sciences marketing communications firm. She will be based in the firm's New York office.



Lisa Davidson

Before coming on board at Havas in 2020, Davidson held leadership positions at [BCW](#), Burson-Marsteller and Porter Novelli.

She brings expertise in pre-clinical and clinical educational campaigns, advocacy development, product marketing, medical devices, reputation, and issues management.

Davidson's hiring follows the January appointment of Gloria Vanderham to serve as CEO of both Next Practices Group Health and Bliss Bio Health.

ACCOUNTS IN TRANSIT

[FINN Partners](#) is engaged by China-headquartered smartphone brand **OnePlus** for strategic global communications and product promotion. Finn will work to define the brand's narrative through a series of meaningful product stories targeted at overseas users in a bid to accelerate its global expansion. The account is being led out of Finn's China offices, joined by a strategic team from its US and EU offices. OnePlus has an active user community of more than 30 million in over 50 countries. "We were looking for an agency that not only had an excellent track record of PR expertise and creative capabilities, but also proven experience and insights," said OnePlus head of global PR and brand Andrea Shen.

[MMGY Wagstaff](#) is retained as media relations agency of record for **l'Alliance de l'industrie touristique du Québec**, which manages the brand Bonjour Québec. The agency will oversee a national program supporting Bonjour Quebec in growing their business from the American market by showcasing the province's iconic experiences as well as spotlighting lesser known and undiscovered activities and destinations.



[Noble Studios](#) is named agency of record for **Santa Monica Travel & Tourism**. The agency, which currently guides digital/web services for the destination to include brand strategy, creative campaigns and paid media strategy and management. The agency earned an annual contract with an option for renewal in 2024, and they will immediately begin brand strategy work in tandem with the SMTT staff and board of directors before launching a new creative and paid media campaign this fall.

[Powerhouse+Co.](#) is engaged to lead consumer and industry PR and influencer relations efforts for fast casual restaurant brand **Bruxie**. Powerhouse will develop and execute communications programs focused on launching the brand in new markets, as well as working to drive brand awareness and reinforce the brand's reputation as an elevated fast casual brand. Bruxie currently operates five locations throughout Southern California, with plans to add four more locations in the coming months, including the brand's debut in Georgia.



[MZ Group](#) signs on with [AppTech Payments Corp.](#) to lead a comprehensive strategic investor relations and financial communications program. The campaign will highlight AppTech's Commerce Experiences-as-a-Service ("CXS") platform, a first-to-market, cloud-based program backed by AppTech's mobile commerce patents, core partner technology and other related internal intellectual property. Michael Kim, managing director at MZ North America, will advise AppTech's IR team in all facets of investor relations, including the coordination of roadshows and investment conferences.

[Gaffney Austin](#) is named agency of record for **Outamation**, an automation and digital transformation-based service provider. The agency will handle all media and public relations activities for the company. "Their experience in the mortgage, real estate and fintech industries, coupled with the necessary contacts to build relationships with members of the news media, will accelerate our brand and promote our thought leadership," said Outamation founder Sapan Bafna.

FORECASTING BEYOND CRYPTO WINTER

The name Sam Bankman-Fried and the acronym that follows might just be burned into my memory. The perpetual press coverage of FTX has even the least interested crypto person aware of what went on.



Rebecca Schmidt

The collapse tells an interesting story about the obscure CEO narrative and how Sam often took the wrong approach. Starting from him openly admitting via Twitter DM that all the stuff he said about regulations was “pretty much just PR, f*ck regulators,” and that all the “ethics stuff” was “mostly a front.” Most certainly not the first time a

CEO said something he didn’t mean to get friendly with the press, but with a collapse like this, his persona switch makes the industry’s reputational recovery that much harder.

Now that the FTX “collapse” headlines are starting to slow and regulators are doubling down on efforts to increase their oversight, it’s time for crypto companies to really think about what comes next from a public perspective. Prices are beginning to climb and new rules are coming about every week, and it’s pretty obvious this spectacle has somehow (ironically) created a chance for the industry to redefine itself. But do all crypto companies have to agree with this path forward? How can CEOs ensure they are sticking to the ethos they portrayed prior to this scandal, without making themselves a black sheep? Let’s start with what’s being said about this path forward.

Where is the industry headed? Here’s what we think:

- While increased regulation is necessary for the industry to continue to thrive and ensure accountability, this doesn’t mean that risk will be removed in its entirety and companies should still take proper precautions and prepare investors for multiple potential scenarios. Washington moves slowly these days, so a legislative cure-all is unlikely to emerge soon.

- Crypto winter isn’t over, and layoffs will continue. However, these moves are evidence that companies are getting themselves together to properly react to new guidance and future downturns. We’ll likely see companies promoting the narrative of business protection/planning for what’s to come as these layoffs continue.

- Blockchain and NFTs could reap the benefits of uncertainty and are expected to be the first industries to recover as brands continue to follow Starbucks and Disney in Web3 marketplaces. It would be smart of brands tied to blockchain and NFTs to position these tools as far away from the crypto crash portrayal as possible and continue to come up with innovative, but realistic, ways to be utilized in the meantime.

Now, as a brand in the space, here’s what to think about as you become part of the rebuild:

- Don’t push the regulation narrative just for the sake of uniformity. If total regulation means bad business/halting the innovation at your company, then take a moment to think about your long-term intentions before promoting something you don’t actually agree with. The last thing people want to see is companies saying one thing today and another tomorrow. Align your messaging! There is, however, a way to push for and be on the side of regulation that will protect investors and ensure nothing like FTX can happen again.

- It’s okay if you’re unsure what’s coming next. Start by working on messaging for the current market and build from

there. Quarterly predictions and other short-term analyses could work well. You don’t have to be spot-on but it’s good to try and participate in conversations you’re comfortable with, while the rest works itself out. A little humility in the wake of a crisis can often go a long way, so CEOs—and their communications team—should take this to heart.

- Stick to what you know. There are plenty of ways to join the blockchain, Web3, NFT, etc. public conversations without getting tied up in FTX drama. Ask your PR team to do some digging on areas that are “safe” from the FTX-related narrative but are still important trends to discuss and relate back to your business.

In all, no matter where we land with FTX, this is a lesson to leaders: knowing—and then standing with—your company ethos should always be high on the list of priorities. This is more important now than ever, as consumers are looking for authenticity.

A reconstruction for the industry is well on its way, but while that naturally evolves, revisit your brand narrative and communications approach and have honest conversations with your team. After all, the world has made too many technological advancements to let one crypto winter and press superstorm control our forward-thinking futures.

Rebecca Schmidt is Head of Fintech and Digital Assets at [Water and Wall](#).

FGS, KEKST CNC WORK \$3B RGI DEAL

FGS Global and Kekst CNC handle the \$3B takeover of Radius Global Infrastructure by EQT Active Core Infrastructure and Public Sector Pension Investment Board.

The \$15 per share cash price is a 31 percent premium over RGI’s average closing price over the past 90 days.

RGI leases cell sites to cellular tower companies and mobile network operators. EQT is a purpose-driven investment group. PSB is one of Canada’s biggest pension investment fund managers.

Bill Berkman, CEO of RGI, said the transaction represents an exciting next step for his company and a great outcome for shareholders as it provides compelling value.

FGS Global’s George Sard, Jared Levy and Jim Barron represent RGI, while Kekst CNC’s Daniel Yunger, Shea Maney, William Halliday and Jayson Pitagorsky handle EQT.



CISCO’S NEEDLEMAN TO ALLISON+PARTNERS

Allison+Partners hires Rafe Needleman as SVP and head of technology editorial. Needleman comes to the agency from Cisco, where he was an in-house communication strategist and content creator. He has also served as editor-in-chief of such publications as Red Herring Online, Byte, Yahoo Tech and CNET Reviews.

Based in Allison+Partners’ San Francisco headquarters, Needleman will lead content ideation and creation for the agency’s portfolio of technology clients as well as working with the agency’s account teams to further hone their editorial best practices and writing skills.



Rafe Needleman

DUNEDIN (FL) NEEDS DESTINATION MARKETING

Dunedin, which is located on Florida's Gulf Coast, is looking to book a firm for destination/branding work.



The goal of the project is to “capitalize on the community’s assets and unique attributes to positively impact the brand experience for all those who live, work, play and visit Dunedin.”

Those assets include a charming downtown, locally-owned restaurants, pine forests, Dunedin Fine Art Center, 2.5M causeway, beaches, emerald green waters and Honeymoon Island—the No. 1 state park in the Sunshine State.

The resulting brand statement will form the core of all of Dunedin’s marketing and promotional campaigns.

The budget is estimated at \$90K. Responses are due March 14.

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

DENTONS ADDS MHP’S JAQUES

Dentons Global Advisors has hired Andrew Jaques, who spent more than a dozen years at London’s MHP Group financial communications shop. Most recently, Jaques was executive chair of MHP’s capital advisory unit.



Andrew Jaques

Earlier, he was CEO of Hogarth Partnership Ltd, VP at Credit Suisse, assistant director of corporate broking at BZW and corporate finance manager at James Capel & Co.

During his 35-year career, Jaques has advised boards and management on their corporate, financial and IR strategies.

As a partner in DGA’s capital advisory practice, Jaques will counsel clients on mergers & acquisitions, IPOs, capital formation and business transformation issues.

JF REPS STANDARD GENERAL IN TEGNA DEAL

Joele Frank represents Standard General private equity firm as it blasts the Federal Communications Commission’s Media Bureau’s bid to kill its proposed \$5.4B deal to acquire Tegna television station operator.

The Media Bureau said on Feb. 24 the deal, which was announced a year ago, “could artificially raise prices for consumers and result in job losses.” It wants further hearings.

Two Republican FCC commissioners Brendan Carr and Nathan Simington criticized the Media Bureau’s move. “After a protracted, nearly yearlong review, the Commission should be providing the parties with a decision on the merits—not an uncertain future,” they said in a statement.

Soo Kim, Standard General’s managing partner said the Media Bureau “is attempting to scuttle the deal by ordering a wholly unnecessary hearing process, that if left standing by the commission would kill the deal.”

Standard General wants the FCC to vote now on the transaction and render a decision.

Tegna owns 61 stations in 51 markets.

Joele Frank, Wilkinson Brimmer Katcher’s Andy Brimmer, Jamie Moser and Jack Kelleher represent Standard General.



NEWS OF FIRMS

Sitrick & Co. veterans Stuart Pfeifer and Matthew Fern launch **LAG Strategy**, which focuses on helping companies, nonprofits, universities, business leaders and celebrities thrive in today’s media landscape. The agency specializes in strategic communications, earned media, crisis communications, litigation support, reputation management, SEO, digital advertising, social media management and website design. Before joining Sitrick in 2016, Pfeifer spent 15 years as a legal and business reporter at the *Los Angeles Times*. Fern, who was director of Sitrick’s digital practice, is co-founder of Dunigan Fern Media Partners, a boutique advertising agency, and a former vice president of Premiere Networks and iHeart Media.

Press Record Communications teams up with Crisis Ready Institute, which helps leaders and their teams cultivate the right mindset, skillset and capabilities to handle incidents that threaten a business’s operations, reputation and/or bottom line. Press Record Communications will incorporate Crisis Ready Institute’s internal communications expertise and services into the communications campaigns it develops. Press Record clients will also gain access to Crisis Ready Institute experts and receive discounts to its courses and events.

Blakeney, a London-based strategic communications and public affairs consultancy, joins forces with **Global Situation Room**, which specializes in counter-crisis management, thought leadership and global strategies. GSR, which is based in Washington, DC and Los Angeles, CA, is led by Brett Bruen, who served as director of global engagement in the Obama administration, and Johanna Maska, who was director of press advance in the Obama White House.

TEAM LEWIS is launching VIVID, a global reputation and impact practice. The new practice has been inspired and influenced by the work done by Team Lewis Foundation, which has shared the agency’s services as well as millions of dollars, with a number of community causes, each nominated by an employee. VIVID will be led by Helen Ellis, the agency’s global sustainability lead and reputation expert. “VIVID is designed to engineer new creative approaches to reputational content, engagement and brand experiences,” said Team Lewis EVP Europe and APAC’s Yvonne van Bokhoven.

dna Communications, a health comms agency, rebrands. The new branding and creative, executed in collaboration with IPG DXTRA Health’s FutureBrand, includes an updated logo, tagline and visual identity, which can be seen on the agency’s recently redesigned website. These efforts follow two years of significant expansion, during which dna has built an integrated media team, grown its creative and scientific communications specialties and elevated its strategy team across digital, paid, earned and client experience.

Stern IR, a Precision Value & Health company, launches an environmental, social and governance advisory practice. The new practice, which will work collaboratively with the agency’s existing client-service teams, offers services including materiality assessments and ESG strategy as well as roadmap development, reporting and communications packages. Molly Podolefsky, who served as a director at Guidehouse and Navigant before coming to Stern, will be managing director ESG.



NEWSMAX TUNES IN SQUIRE PATTON BOGGS

Newsmax has hired Squire Patton Boggs to push the line that DirecTV's decision to drop the network from its line-up represents "conservative censorship."



DirecTV, which is majority owned by ATT, pulled the plug on Newsmax on Jan. 24 refusing a carriage fee, reportedly to be worth tens of millions of dollars.

The satellite broadcaster didn't want to pass the additional cost to subscribers for a network watched by a small portion of its customers.

SPB has former Georgia Republican Congressman Jack Kingston and Thomas Andrews, an aide to House Speakers John Boehner and Paul Ryan, repping Newsmax.

The battle has become a cause célèbre for Republican politicians. Senators Tom Cotton (AR), Ted Cruz (TX) Lindsay Graham (SC) and Mike Lee (UT) penned a letter to DirecTV CEO William Morrow and ATT chief John Stankey on Feb. 1, voicing "deep concerns" about the cancellation of Newsmax.

DirecTV maintains its differences with Newsmax are economic, not political or ideological.

It remains interested in bringing Newsmax back under the right financial terms.

ELIJAH CUMMINGS' PRESS SEC'Y STARTS FIRM

Jennifer Kohl, whose political resume includes directing communications for President Obama's re-election campaign in Virginia and serving as press secretary for the late Rep. Elijah Cummings, launches Chrysalis Communications.



Jennifer Kohl

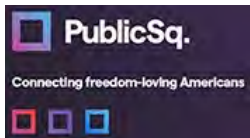
It will focus on crisis/issues, reputation management, and comprehensive communications strategies.

Kohl was most recently senior director at Purple Strategies, heading up reputation campaigns for corporate clients.

Chrysalis is currently working with clients in the US, Europe and Central America.

LONGACRE, JCONNELLY WORK 'VALUES' DEAL

Longacre Square Partners and JConnelly handle outreach for the deal that will make PSQ Holdings a publicly traded company on the New York Stock Exchange via a merger with the Colombar Acquisition Corp. SPAC.



PSQ operates the PublicSq. website and app that connects "freedom-loving Americans" to products and services from companies that share their values.

Michael Seifert, PublicSq. founder/CEO said he believes PublicSq. members want to "spend their hard-earned money with businesses that prioritize the values that have made this nation so special in the first place."

PublicSq.'s anticipated board of directors will include Nick Ayers, chief of staff to former Vice President Mike Pence, and Blake Masters, the defeated Republican candidate in Arizona's 2022 Senate race.

Longacre Square Partners handles the investment community, while JConnelly works the press for the PSQ transaction.

MEDIA MANEUVERS

Axel Springer, the German media company that also owns such US-based properties as Politico, Insider and Morning Brew, is looking to get out of the print business altogether. Mathias Döpfner, the company's chief executive, said in note to staffers that print versions of the company's newspapers (which include Europe's biggest-selling tabloid, *Bild*) would be eliminated in coming years. "Journalism on printed paper will no longer exist at some point—our printed newspapers will also cease to exist," Döpfner said. He added that artificial-intelligence products would take over from some of the company's journalists.

TikTok unveils what it says is an attempt to cut back the amount of time that teens spend on the platform. Under the plan, all TikTok users under 18 will have their accounts default to one-hour-per-day screen time limit. There is a way around that barrier, however. When those users hit the 60-minute barrier, they will simply need to enter a passcode to extend their time on the app. Once they hit the 100-minute mark, they will be prompted to select a daily screen time limit for themselves. The company has also made some changes to the app's Family Pairing feature that will allow parents to filter out video with certain words or hashtags, set a custom daily time limit for their teen, and mute TikTok notifications sent to their teen.



Vice Media global president of news & entertainment Jesse Angelo is following former CEO Nancy Dubuc out the door. Angelo, who was publisher and CEO of the New York Post before coming to Vice in 2019, is starting up his own company, Checker Media, which will develop and fund original intellectual property and consult with companies on creative projects and products. According to the *Hollywood Reporter*, Vice is looking into strategic alternatives for the company, which could include a sale or further investment.

ON THE MOVE

Seven Letter names **Michael Ricci**, who was most recently director of communications for Maryland Governor Larry Hogan, as a partner. Ricci previously served as director of communications for House Speaker Paul Ryan, as well as chief speechwriter and deputy director of communications for Speaker John Boehner. "You can't find a steadier hand in navigating crisis than Mike Ricci," said Seven Letter founding partner and CEO Erik Smith. "His extensive background in the public sector makes him a tremendous resource both for our team internally and for the clients with whom we partner."



Michael Ricci

Quinn PR promotes **Tathiana Rosado**, **Kristie Deptula Farinha** and **Cassandra Small** to EVP. All three were previously SVPs at the firm. Rosado will lead the firm's Miami office, Farniha heads up the Los Angeles team as EVP, and Small is the new EVP of the New York office. In their new roles, they are responsible for achieving the firm's expansion goals, bringing in new business, networking and attending global conferences. "Tathiana, Kristie and Cassie are best-in-class in all areas of our expertise," said Quinn president Florence Quinn.

COMMENTARY



Bully for the Bully Pulpit... Eli Lilly & Co. CEO Dave Ricks claims the decision to put a \$35 cap on insulin had been in the works for some time.

That may be the case but president Joe Biden's move to cap the cost of the diabetes drug at \$35 for Medicare patients certainly must have swayed Ricks just a bit.

During his State of the Union Address, Biden noted that millions of Americans, including 200K young people with Type I diabetes, are not on Medicare.

"Let's cap the cost of insulin for everybody at \$35," he said. Ricks saw the handwriting on the wall as Congress is expected to limit insulin costs.

He did get a good PR jump on his competitors. Lilly, Novo Nordisk, and Sanofi account for 90 percent of the US insulin market.

Noting that 70 percent of Americans don't use Lilly's insulin, Ricks urged "policymakers, employers and others to join us in making insulin more affordable."

Lilly plans an aggressive nationwide public awareness push to promote its "industry-leading affordability solutions."

Ricks plans to get as much PR mileage as he can from the decision to cut the price of insulin before being mandated to do so.

What a shameful way to end a career. Rupert Murdoch turned a blind eye to the election denying nonsense that went on at Fox News, though he knew it was all baloney.

According to his deposition in Dominion Voting Systems' suit against Fox, Murdoch was asked if he could have muzzled the commentators who were spreading the bogus allegations. "I could have. But I didn't."

The 91-year-old Murdoch said: "I would have liked us to be stronger in denouncing it, in hindsight."

Dominion lawyers also asked Murdoch why his network gave some much time to MyPillow CEO Mike Lindell, a top election denier and major Fox advertiser.

"The man is on every night. Pays us a lot of money," said Murdoch. "It is not red or blue. It is green."

That would be a fitting inscription on Murdoch's tombstone.

Senate Majority Leader Chuck Schumer and Minority Leader Hakeem Jeffries have called Rupert out. In their March 1 letter to the Fox Corp. chairman, they demanded that Murdoch reel in his hosts. Murdoch has a clear choice. "You can continue a pattern of lying to your viewers and risking democracy or move beyond this damaging chapter to your company's history by siding with the truth and reporting the facts."

The ball is in Murdoch's court.

Don't let the facts get in the way. The mayors of Jersey beach towns and groups fueled by the fossil fuels sector are using the spate of whale deaths along the Atlantic coast in a misinformation campaign to thwart offshore wind projects, according to a report in *USA Today*.

"They are using whales as pawns in an effort to undermine

offshore wind projects," said Leah Stokes, a professor at the University of California at Santa Barbara.

A similar tactic is used to fight onshore wind projects, where the focus shifts to protecting birds from flying into turbines.

In his final debate with Joe Biden, president Donald Trump said wind energy "kills all the birds."

The US Fish & Wildlife Services said wind turbines account for 0.02 percent of bird kills.

Cats are, by far, the No. 1 killer of birds.

Donald Trump wants SEC chairman Gary Gensler to join him in the Impeachment Hall of Shame because of "the endless investigation" of the merger between Digital World Acquisition Corp. and Trump Media & Technology Group, owner of the Truth Social platform.

The nine-month probe "constitutes an unprecedented attempt to kill the deal without any finding of wrongdoing," according to a letter that TMTG general counsel Scott Glabe wrote to Republican leaders in the House.

In stalling the deal, the SEC has "destroyed approximately \$17B in enterprise value" and "billions of these losses have been borne by DWAC investors, who are overwhelmingly retail investors, not institutional investors."

Glabe wrote that Gensler's animus and bias toward TMTG chairman Donald Trump is well established by publicly available facts. Thus Gensler has strong motivation to target a company whose board is chaired by his former chief political opponent, Donald Trump," according to the letter.

Glabe seeks immediate congressional action to investigate these alleged abuses, ensure documents are preserved, and uphold the rule of law.

The letter also was sent to Texas Senators Ted Cruz and John Cornyn and Florida's Rick Scott and Marco Rubio plus the Congressional delegations of both states.

Gabe is teeing up wasteful Republican investigation.

We can call off the contest of the best PR maneuver of the year because Darius Maikstenas, CEO of Ignitis Group, has won the award.

The chief of Lithuania's largest utility has issued a public appeal to the world's biggest energy companies to donate a part of their profits to help reconstruct Ukraine.

He plans to submit a proposal at his company's annual meeting to earmark ten percent of 2022 profits (e.g., \$13M) to Ukraine.

Maikstenas notes that hundreds of billions of additional profits flowed to the world's top energy companies because of higher prices due to Russia's invasion of Ukraine.

"We believe sharing profits with the country that is suffering the consequences of the war that has led to those profits is morally the right thing to do."

The letters were sent to more than 50 companies including ExxonMobil, Shell, ConocoPhillips, Occidental Petroleum, Chevron, National Grid, Total and Chesapeake Energy Group.

Lots of luck, Darius. That's a tough crowd you are dealing with.
—Kevin McCauley