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BERLINROSEN TAKES TOP STAKE IN INKHOUSE

[BerlinRosen](#) has taken a majority stake in Inkhouse, the Boston-based technology PR shop with more than 140 staffers and offices in New York, San Francisco and Seattle.



Beth Monaghan

Monaghan believes technology is on the cusp of the next phase of advancement.

She believes AI is having its “iPhone moment, poised to change the way we interact with the world.” This is “a moment to invest in our future with new capabilities and partnerships to anticipate what’s next,” Monaghan said.

The partnership with BerlinRosen will provide Inkhouse access to a range of new capabilities (PA, crisis management, DEI, data targeting, influencer marketing, ESG) to take advantages of emerging opportunities.

BerlinRosen now has more than 600 staffers.

SEPHORA HIRES PEPSICO'S SRIVATSA ARNOLD

Sephora U.S. has appointed former PepsiCo senior VP, carbonated soft drinks Zena Srivatsa Arnold as chief marketing officer, effective early this summer. Srivatsa Arnold replaces former CMO Deborah Yeh, who transitioned solely to global chief purpose officer in January after holding both roles for just over a year.



Zena Srivatsa Arnold

“Zena brings extensive experience in not only building and growing brands but driving initiatives that reach clients digitally,” a post on Sephora’s LinkedIn page said.

Founded in 2007, Inkhouse has worked in the artificial intelligence, healthcare, venture capital, climate tech, education, consumer and security spaces.

The firm has represented Xerox, Raytheon, VMware, Dialpad, Harvard University’s Saul Zaentz Early Education Initiative and Incredible Health.

Inkhouse founder/CEO Beth

MO NEEDS PR FOR YOUTH ANTI-SMOKING PUSH

Missouri is looking for a firm to run its Tobacco Prevention and Control Youth Leadership program designed to educate young people about the harms connected to smoking, vaping and second-hand smoke.

The youth perspective is critical to tobacco prevention and control because most people start smoking cigarettes before age eighteen.

Missouri wants a firm “to engage and empower youth in Building Communities for Better Health communities to educate their peers, community and decision-makers about the harms of e-cigarettes and tobacco and secondhand smoke and aerosol.”

The selected firm will conduct communications planning for the youth program, including talking points and messaging to use in educational initiatives and a branding campaign with collateral materials and media messages for digital, social and traditional channels.

Responses are due May 24. They go to the [MissouriBuys](#) electronic portal.

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



STAGWELL'S Q1 REVENUES SLIP 3%

Stagwell reported a three percent decline in Q1 revenues to \$622M, a performance that CEO Mark Penn said was in line with management’s expectations due to the challenging business environment. The firm also faced a tough comparison with the year ago quarter in which organic growth surged by 24 percent.

Organic net growth fell three percent during this year’s quarter. The US, which accounts for 80 percent of Stagwell’s revenues, reported a 4.6 percent decline in organic growth. Organic growth in the UK (eight percent of revenues) jumped a 10.6 percent.

Stagwell posted a \$5M net loss compared to a \$33.6M profit in the 2022 period.

CFO Frank Lanuto said Stagwell is beginning to see positive signs, including new business wins and improving client conditions. The company expects to return to double-digit growth in the later quarters of 2023.

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



Mark Penn

FEW AGREE ON WHICH NEWS TO TRUST

In a rare twist of good news, it appears that Americans' trust in news organizations has actually improved somewhat in 2023, according to recent findings from market research



firm YouGov. However, few can agree on what media outlets they trust—particularly when it comes to outlets trusted by both Democrats and Republicans.

YouGov's survey, which sought to gauge trust in media by asking Americans which broadcast, print and digital news sources they trust and distrust most, found that Americans' overall trust in the news has gone up in 2023. The survey discovered there was an increase in net trust in media organizations compared to the same survey YouGov conducted last year, with respondents reporting a 53-point net trust in news outlets in 2023, vs. a 41-point net trust score in 2022.

The problem is that few Americans agree on what media outlets they consider trustworthy. Of the 56 prominent media organizations listed in the survey this year, YouGov found that the Weather Channel ranks as the most trusted news source among Americans overall and one of the few media organizations considered trustworthy by a majority of Americans polled, earning a net-trust score of +53.

PBS came in at a distant second, revealing a net-trust score of +30, followed by the BBC (+29), the *Wall Street Journal* (+24), *Forbes* (+23) and the Associated Press (+22). Somewhere in the middle were *USA Today* (+21), CBS (+20), *The Guardian* (+15) and the *New York Times* (+12). Near the bottom were CNN (+7), Newsmax (+6) and MSNBC (+5) and bottoming out the list were Slate (+3) and Fox News (+3), The Daily Beast (+1) and HuffPost (+1).

Several fringe outlets on the list earned net-trust scores so low they were in the negative. The Daily Kos (-1), Breitbart News (-3), the Daily Caller (-4) and Infowars (-16) comprised this year's media rogue's gallery of the worst of the worst.

No surprise: The YouGov survey discovered a massive gap between the news sources trusted among those who identify as Democrat and those who identify as Republican. Very few media organizations—aside from the Weather Channel, apparently—are considered trustworthy by sizable proportions of both political parties. And some outlets reveal massive chasms in trust, depending on the respondent's political affiliation. For example, there's a 91-point difference between Democrats' net trust in MSNBC (+54) and Republicans' net trust in that network (-37). There's a 92-point difference between how Democrats view CNN (+55) and how Republicans view that network (-37). There's an 82-point difference in how Democrats see the *New York Times* (+53) and how Republicans see that newspaper (-30).

As regards social media, the survey found Americans generally hold a net negative view of the trustworthiness of news shared on those platforms. However, Americans under 45 are generally more likely than older Americans to trust news shared on social sites. Republicans are also much more unlikely to trust news shared on social media platforms unless it comes from conservative sites like Truth Social or Parler.

YouGov's "2023 Trust in Media" report was based on a national survey of 1,500 U.S. adults selected from YouGov's opt-in panel. Surveys were conducted in April.

ON THE MOVE

Coyne Public Relations promotes **Joe Gargiulo** to EVP. Gargiulo has been with the agency since April 2004, and was previously an SVP. He leads the automotive, industrial/B2B and consumer technology teams at Coyne PR and has overseen the strategic development and execution of more than 50 award-winning campaigns across multiple industries. "The enthusiasm, experience and strategic focus Joe brings to our clients, and organization as a whole, is undeniable," said Coyne PR president Rich Lukis.



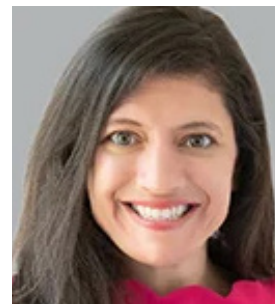
Joe Gargiulo

FINN Partners ups **Nicole Janok** to Florida regional leader. Janok will continue to serve as a partner in CSR & social impact, part of Finn's purpose and social impact practice. Before coming to the agency in 2021, Janok was senior VP/new business development at Sharp Think. She has also served as a VP at MSLGROUP and account director at Sharp Communications. In her expanded role, Janok will work to grow Finn's Fort Lauderdale-based office, which is comprised of more than 20 team members across the state.

Lucid Group, producer of the Lucid Air, winner of the 2023 World Luxury Car Award, appoints **Andrea Soriani** VP of marketing. Soriani previously served as VP of marketing at TAG Heuer North America and has also held marketing and communications leadership positions with Maserati and Ferrari. "Andrea will play an integral role in ensuring the world is aware of our groundbreaking products," said Lucid Group CEO and CTO Peter Rawlinson.

Sinclair Broadcast Group hires **Christopher King** as VP, IR. King most recently led the IR team at Windstream Communications. Before that, he was VP of investor relations and financial planning & analysis for Curo Health Services. "We're confident he will enhance our engagement with Wall Street, lenders and investors," said Sinclair EVP and chief financial officer Lucy Rutishauser.

Narrative Strategies brings on **Heather Owens** to lead its research practice as senior director. Owens comes to the firm from the Democratic Governors Association, where she had been research director since 2015. She previously led research for the independent expenditure arm of EMILY's List, a political action committee that aims to help elect Democratic female candidates and has worked as a researcher for Information Management Services, Inc., and the Democratic Congressional Campaign Committee.



Heather Owens

UpSpring, which works with clients in the architecture, interior design, product design, prop tech and real estate sectors, promotes **Jana Montero** to senior VP of culture, content and business development. Montero was previously VP of communications at the firm. She will continue as the company's editor-in-chief, and will now lead new business prospecting, finalize new business proposals, and participate in client onboarding activities. She will also focus on mentorship and training.

TO SUCCEED, YOU HAVE TO LISTEN

The practice of public relations is largely about the delivery of information. Whether through social platforms, traditional media or other means, we talk often about framing the narrative, shaping the message and sharing the content. All of this relates to the one-way dimension of communication—speaking to our target audiences.



Peter V. Stanton

Where we too often miss an opportunity is when we fail to listen with purpose, interest and empathy.

As someone who studied counseling psychology in college and graduate school rather than public relations, I learned early that listening had the potential to be the most critical contributor to a positive therapeutic outcome. Counselors understand that careful listening engenders trust, builds an alliance

for the achievement of a shared goal, and fosters a deeper understanding of what the individual is feeling—the emotions behind their words.

Leaders in psychotherapy all emphasized the importance of listening. Sigmund Freud revolutionized psychotherapy simply by propounding the idea that mental problems could be solved by allowing the patient to talk about them and the therapist to listen. Alfred Adler, originally a colleague of Freud, parted ways to found what he called “Individual Psychology” where even the physical setting in which patient and therapist interacted was redesigned so both could speak and listen as equals. Erich Fromm, another Freud disciple, went so far as to develop six rules for listening which, Fromm argued, “... is an art like the understanding of poetry.”

To be sure, the importance of listening is not lost on most effective communicators. They do their listening through surveys, media monitoring and analysis, social monitoring and assessment, and more. Much of this is data collection, statistical analysis and polling. All of these approaches have value, but not as much—as a counseling psychologist might argue—as engaging with an individual one on one.

In the development of a solid campaign strategy, the value of interpersonal dialogue cannot be underestimated. The process begins, in our approach to strategy, by listening to our clients. They tell us what is important to them, and they identify others they feel we may need to hear from. While we may have preliminary concepts or theories about how we will approach the client’s challenge, the process of campaign development doesn’t begin in earnest without these dialogues.

The word dialogue is intentionally chosen. We develop a discussion guide, a list of questions or prompts intended to stimulate conversation. But these are never questionnaires that must be fully completed. We allow the conversation to evolve in the direction the individual wishes it to go. A few core ingredients, however, are always included:

- Besides communication itself, what are the “business” goals of the organization? How do you see communication enabling the achievement of these goals?
- What is your definition of success for this campaign? What outcome would you most wish to realize?
- As someone who is deeply immersed in your industry/profession, what guidance do you have for us?
- What should we know as we begin strategic development?
- Who else do you advise us to speak with?

In counseling, such questions are central to what is called “Active Listening,” giving the individual the opportunity to say in their own words where they believe the challenges and opportunities lie. Not only is this important information for communicators to learn and appreciate, it is an essential dynamic in the process of securing campaign buy-in. We reflect back in our strategic plans what we heard and understood from these discussions with key stakeholders. Individuals can see their words and concepts acknowledged in the plan. In this way, they can feel respected and acknowledged.

An interesting dimension of such discussions is the level of emotion that often accompanies personal dialogue. This would never come through in a survey or poll. We do not challenge such feelings. We do not make judgements on their relevance or accuracy. But we do take this information into careful consideration as we formulate a plan of action. The emotional context and framework in which that information is delivered is of equal, if not greater, importance. If we are to devise a strategy to deal with opposition to a particular position, it helps to first hear and understand how that opposition makes our client feel and, potentially, react in emotional ways. This shapes our thinking about approach, theme, and delivery method.

This last can be especially evident during periods of crisis. As an example, an electric utility company facing significant and prolonged service interruptions due to storms sought a communication plan to help it articulate what it was doing to improve service. The company’s leaders sought a communication plan that would heighten customer awareness of their investments in reliability, and ameliorate customer antipathy. Many ideas were debated. Multiple approaches were conceived. What wasn’t initially adopted was a process for listening to customers. To be sure, customers were quoted in the media. And social platform commentary was nothing short of visceral. But the company’s leaders were not out in the community demonstrating real interest and empathy.

The strategy that ultimately enabled the company to find its footing began with doing the somewhat unpleasant job of hearing angry people share their feelings. In town halls, focus groups, and direct dialogues with customers, a lot was heard and even more was learned. Among the lessons was that customer anger was not solely related to service interruptions. There were other areas in which customers wanted, and needed, the company to improve. So, while investments in reliability were important and necessary, improvements in daily operations were just as necessary. A telling remark at one of the most vitriolic town halls was when a customer vented his anger and concluded with: “I really hate your company, but at least you came out here and listened.” It was the affirmation needed to reorient and focus ideas about communication in the interest of customer service.

The words and the act of communication have so much power, so much potential, so much importance in a world where seemingly we have lost the ability to engage with one another. If we can demonstrate a serious commitment to listening, perhaps we can increase the opportunity for reasoned dialogue and productive discussion.

The simplest, most purposeful thing we can do as communicators is to listen. If we can do this actively, intentionally, and sincerely, we increase our potential to deliver world-class communication that enables our organizations to succeed.

Peter V. Stanton is CEO of [Stanton Communications, Inc.](http://StantonCommunications.com)

'NATION'S REPORT CARD' NEEDS PR SUPPORT

The National Assessment Governing Board seeks a PR firm to communicate the results of The Nation's Report Card, which measures the educational performance of students across the US.



The Report Card released May 3 received a lot of media attention. It showed sharp drops in US history and civics scores among eighth graders. The next Report Card will be released during the summer,

providing reading and math scores of grade 12 students.

NAGB wants a partner to promote its work and communicate the Report Card's results to diverse audiences and develop partnerships with organizations that have the capacity to direct and change policy to improve student achievement.

It will draft talking points and messaging, write press releases and op-eds, facilitate media opportunities and conduct social media activities.

Proposals are due May 24.

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

FGS GLOBAL WORKS MATTRESS MERGER

FGS Global is handling Tempur Sealy International's \$4B cash and stock deal to acquire Mattress Firm, the nation's largest mattress retailer with 2,300 retail locations and a robust e-commerce operation.



Tempur Sealy markets mattresses under the Tempur-Pedic, Sealy and Stearns & Foster brands.

The merger will create a company with 3,000 stores, 30 e-commerce platforms, 71 manufacturing facilities, four R&D facilities and 21K employees.

Tempur Sealy CEO Scott Thompson said the deal makes his company more competitive by bringing it closer to bedding consumers to develop lifetime relationships.

Mattress Firm's shareholders holding more than 80 percent of outstanding shares have agreed to support the merger with Tempur Sealy. The deal is expected to close during the second half of 2024.

LONGACRE BACKS HESTIA IN PB PROXY WIN

Longacre Square Partners represented Hestia Capital Management hedge fund as it won its proxy fight at Pitney Bowes.

PB announced on May 9 that a preliminary vote count found that shareholders voted in support of four of Hestia's five nominees to the nine-member board.

A PB spokesperson told the *Wall Street Journal* that the shipping services company looks forward to working constructively with the Hestia-backed directors on the future of the company and on behalf of all shareholders.

The proxy fight was one of the first to be waged under new SEC rules that allow investor groups greater ability to place new members on corporate boards.

The rules mandate the use of universal proxy cards that list the names of all director candidates whether they were nominated by management or by outsiders.

LSP's Greg Marose, Charlotte Kiaie, Casie Connolly and Miller Winston handled Hestia's run at PB.



ACCOUNTS IN TRANSIT

IMAGINE PR is appointed as US public relations representative for real estate and hospitality development company **Bel Air Resorts Group**. Imagine will be handling all media and influencer relationships for the client. Based in Miami, the Bel Air Resorts Group operates luxury boutique resorts in Quebec and The Bahamas that prioritize guests' health and wellness with fitness and relaxation amenities, culinary options and eco-friendliness.

The Consultancy PR signs on to represent **SUITE NY**, which provides design services for the interior design trade industry and **C SUITE NY**, an independent, boutique contract sales and distribution entity. The Consultancy's scope of work for the client includes media relations, thought leadership opportunities, and brand-related communications activities such as coordinating events and showroom activations. The agency is also serving as US agency of record for **nanimarquina**, a family business that designs and makes contemporary rugs, and will provide media relations and thought leadership for **Burnham Design**, as well as counseling the company on brand-related marketing and communications activities, including events and other initiatives.



OKRP is named agency of record for **Michaels**, an arts, crafts and home décor retailer with 1,290 stores in the United States and Canada. The agency was chosen to create a fully integrated brand and marketing refresh that includes design, visual identity and advertising. The agency will also integrate Michaels intensive promotional marketing initiatives in its strategic and creative approach for the brand.

Zapwater Communications signs on as agency of record for **Sonesta Resorts Sint Maarten**. The agency will provide public relations and social media services for Sonesta Maho Beach Resort, Casino & Spa and Sonesta Ocean Point Resort, the company's two properties on Sint Maarten. Zapwater's scope of work will also include influencer partnerships. Sonesta Maho Beach Resort, Casino & Spa is a family-friendly destination, and the Sonesta Ocean Point Resort is an adults-only resort offering private cabanas and butler service.

Xhibition PR is named agency of record to represent **Elkonin Tel Aviv Hotel** internationally. The agency is tasked with fostering the hotel's reputation and build awareness across the UK, US and European markets. The 44-room-and-suite boutique hotel, part of the Accor Group's MGallery Hotel Collection, is officially open and fully operational this month, following a soft launch in January.

Jive PR + Digital is selected as PR agency of record for **Neon Global**, which partners with such entertainment studios as Marvel on immersive entertainment experiences. The agency will leverage its experience in the experiential, attractions and immersive categories to help the company promote its multi-year growth plan, which includes a number of new exhibits, strategic partnerships and technological advancements. Jive's clients across the immersive space have included Meow Wolf, Color Factory, Zero Latency, and leading interactive tech studio, VTProDesign, on campaigns across Netflix, Coachella, and SXSW.



FREDERICTON NEEDS TOURISM VIDEOS

Fredericton, which is the capital of New Brunswick, is looking for a firm to shoot a series of videos to represent the tourism experience. Located on the banks of the Saint John/



Wolastoq River, Fredericton is part of the scenic Atlantic Canada region.

Fredericton Tourism wants its creative partner to bring the “Life Well Crafted” brand to life.

Each video is to represent activities in 13 areas in metro Fredericton. Those activities include nature, culture, fall, flavor and destination.

Fredericton Tourism has listed requirements for talent acquisition so viewers can see people like themselves in the videos. The series must include same sex parents/couples, BIPOC and LGBTQ+ people, multi-generational families, young millennials, families and older couples.

Fredericton Tourism has budgeted \$100K to \$125K for the video series. Proposals are due May 24.

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

LABBAD LANDS AT INVARIANT

Gloria Labbad, partner and senior counsel at FGS Global, has joined Heather Podesta’s Invariant as it beefs up its litigations unit. She did a six-year stint as corporate counsel at Sard Verbinen & Co., which was acquired by Finsbury Glover Hering in December 2021.



Gloria Labbad

Earlier, Labbad practiced law at Dentons and McGuireWoods and served as a federal district court law clerk. During her nearly two decade career, she has handled crisis management, litigation PR, reputation building, corporate positioning and media relations matters.

Labbad has a “proven ability to help clients navigate crises and legal challenges, providing communications counsel and strategy that protects reputation, maintains investor confidence and preserves employee morale,” said Podesta.

GAGNIER ADDS FRONTERA’S ANDERSON

Gagnier Communications has hired Brent Anderson as managing director in Calgary, which is the capital of Canada’s energy sector. Anderson has more than 20 years of corporate, brand, crisis, digital and transaction experience.



Brent Anderson

He joins the New York-based financial PR firm from Frontera Energy Co, where he was director of investor relations.

Dan Gagnier said the addition of Anderson and the establishment of a presence in Calgary will position the firm to better serve the needs of current and future energy clients.

Gagnier Communications earlier this year opened a Toronto outpost led by managing directors Riyaz Lalani and Louise Kozier.

DGS UNVEILS INTELLIGENCE OFFERING

Dentons Global Advisors has established an intelligence practice that combines its issues management, crisis, geopolitical risk and transaction advisory services with strategic analytical and data capabilities.

The offering is designed to provide the visibility needed to demystify complex business situations in order to make rapid and precise decisions during high-risk moments of opportunity, risk and change, according to DGA.

“This capability is an essential tool for executives facing their toughest decisions, and we offer it on an integrated basis,” said Ed Reilly, DGA CEO.

Specialty areas of the new group include strategic advisory, compliance & investigations, disputes, ESG & supply chain and financial services. Michael Auerbach, who was SVP at Albright Stonebridge Group, which became part of DGA in 2021, heads the intelligence offering.



Ed Reilly

LIVINGSTON SEEKS TO UP ARMENIA-US TIES

The Livingston Group inked a two-month contract on May 4 with the National Democratic Alliance of Armenia, which aims to reduce Russian influence in Armenia and bolster its ties to the West. Though a member of the Collective Security Treaty Organization with Russia, Belarus, Tajikistan, Kazakhstan and Kyrgyzstan, Armenia voted for the UN resolution condemning Vladimir Putin’s invasion of Ukraine.

The firm of former Louisiana Republican Congressman and Speaker-designate Bob Livingston provides PR, lobbying, perception management services to the Alliance in order to raise its visibility in Washington.

TLG is to maintain contact with Members of Congress, Biden administration officials and think tank staffers.

Allen Martin, TLG’s managing partner; and Elias Gerasoulis, consultant, handle the Alliance’s business.

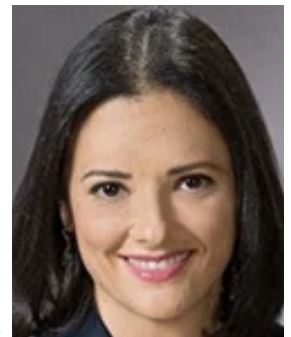


EURASIA GROUP HIRES NUVEEN’S SUSSMAN

Political risk research and consulting firm Eurasia Group, names Vanessa Sussman chief marketing and communications officer.

Sussman most recently led private markets corporate communications at Nuveen. She was previously VP of marketing and communications at Morningstar and ran V dot Consulting, her own boutique communications firm.

In her new role, Sussman will lead marketing and internal and external communications for Eurasia Group and its subsidiary GZERO Media. She will also work to engage and deepen the partnerships with the chief communications and marketing officers of Eurasia Group’s largest clients.



Vanessa Sussman

COMMENTARY



Chris Licht

America owes a huge debt of gratitude to CNN CEO Chris Licht for providing Donald Trump a national media platform beyond the Fox News bubble.

Trump transformed the 70-minute town hall into a carnival of head-spinning, lies, falsehoods and personal attacks.

His performance reminded viewers about how clueless and out-of-touch with reality the former president truly is.

Trump's nonsensical babble about the US defaulting on its debt was among the gems of the evening.

While the US Treasury warns that a default poses a "catastrophic" risk to the world's economy, Trump downplayed it.

"It's really psychological more than anything else. And it could be really bad, it could be maybe nothing, maybe it's a bad week, or a bad day, who knows," said the ex-president.

This is not a serious guy. Trump stopped just short of comparing a default to a bad hair day.

Trump's rants and rave might have gone over well with the town hall's audience of Republicans and supporters who cheered their guy on.

The performance though had the opposite impact on those outside the Trump cult.

President Joe Biden summed it up best.

After CNN mercifully pulled the plug on the town hall, Biden tweeted: "It's simple, folks. Do you want four more years of that. If you don't, pitch in to our campaign."

Lachlan does stand-up... Fox Corp. CEO Lachlan Murdoch told shareholders that the company's decision to pay \$800M to settle the \$1.6B defamation suit with Dominion Voting Systems does not alter Fox's commitment to the highest standards of journalism. What a yuckster!

Had Fox practiced those high standards of journalism, it would not have been sued by Dominion in the first place.

Fox faces an even bigger defamation settlement with Smartmatic USA, which seeks \$2.7B in damages.

The company says Smartmatic's lawsuit is without merit and intends to defend it vigorously including through appeals.

Discovery in the Smartmatic case remains ongoing and it is likely that depositions, expert discovery and summary judgment and other key motions will follow, according to Fox's 10-K filed with the Securities and Exchange Commission.

A trial is expected to begin in 2025. Fox hedges its bets about the outcome of the trial.

"The company is unable to predict the final outcome of these matters and has determined that a loss in the Smartmatic case is neither probable nor reasonably estimable.

"There can be no assurance that the ultimate resolution of these pending matters will not have a material adverse effect on the Company's business, financial condition, results of operations or cash flows," says the 10-K.

Murdoch told shareholders Fox settled with Dominion "to avoid a six-week trial and appeals process that could have lasted two or three years." After all, Fox's legal team has to focus on the Smartmatic case.

Will the "woke" citizens of Berkeley follow the footsteps of Dublin's Trinity College and change the name of that progressive Northern California city?

The governing board of Ireland's oldest university voted to rename its Berkeley library. George Berkeley, the 18th Century philosopher, who ranks as one of the Emerald Isle's greatest thinkers. The *New York Times* reported that some scholars view his scientific ideas on perception and reality set the stage for Albert Einstein.

Trinity is not renaming its library because George Berkeley was a know-it-all smarty pants.

It's "denaming" the library because Berkeley lived in Rhode Island from 1729 to 1732 on a plantation. He purchased enslaved people to run the joint.

Things got ever weirder with Old Unenlightened George.

His grand scheme was to use the profits earned by the sweat of the enslaved to open a school in Bermuda for kidnapped Native Americans and to convert them to Christianity.

The Good Lord intervened and Berkeley squashed the whole plan. He donated the plantation with the enslaved to Yale University and moved back to Ireland and eventually became the Anglican Church's Lord Bishop of Cloyne.

In stripping Berkeley's name from the library, Linda Doyle, Trinity College's provost, said his ownership of enslaved people along with his theories of slavery and racial discrimination are in clear conflict with the university's core values.

When is the vote for the new name Berkeley, CA? How about honoring Mario Savio, the driving force behind the Free Speech Movement who died in 1996 at the age of 53.

Savio, CA, has a nice ring to it.

Follow the bouncing arena... The Miami Heat play their home games at something called the Kaseya Center. This Knicks fan wants to know whatever happened to the American Airlines Arena?

The rise and collapse of the crypto era had a lot of do with it. Sam Bankman-Fried's FTX swooped in and secured the naming rights to the Heat's home court for \$135M in 2021.

At that time, the deal made sense as Miami was positioning itself as the crypto capital of the US.

FTX's spectacular bankruptcy in 2022 led Miami-Dade County to rename the arena.

Enter Kaseya, a Miami software company.

The area name shuffle is reminiscent of the CMGI Field/New England Patriots saga of the dot-com era.

CMGI landed a 15-year deal in 2000 to slap its name on the Patriots' home field in Foxborough, MA.

It became a victim of the dot-com bust and the field was renamed Gillette Stadium in 2002.

One can only wonder what the fate of Cypto.com Arena, home of the Los Angeles Lakers, will be? —Kevin McCauley