



Kevin McCauley
Editor-in-Chief

O'Dwyer's

The Inside News of PR & Marketing Communications



271 Madison Ave., New York, NY 10016
212/679-2471. Fax: 212/683-2750
www.odwyerpr.com; jobs.odwyerpr.com

May 23, 2022 Vol. 55 No. 21

NEXT 15 ACQUIRES M&C SAATCHI

Next Fifteen Communications Group has acquired M&C Saatchi in a deal worth about \$390M.

NEXT15

M&CSAATCHI

CEO Tim Dyson said the marriage combines Next 15's technology and digital expertise with M&C Saatchi's creative firepower.

The combination "will accelerate the ambitions of both businesses, creating significant value for our clients, people and shareholders," he said.

Bolstered by the strength of the US dollar, Next Fifteen revenues for the three months ended April 30 surged 68 percent to \$163M. Organic growth hit the 37 percent mark.

M&C Saatchi's 2021 revenues rose 10.6 percent to \$313M while pre-tax profit trebled to \$34M. It predicts profit of \$39M this year and \$51M in 2023.

Next 15 is the parent of TheBlueShirt Group, Archetype, Outcast and M Booth.

MHP Communications' Peter Hower, Eleni Menikou and Robert Collect-Creedy represent Next 15, while Brunswick Group's Kate Pope, Stuart Donnelly and Sumeet Desai handle M&C Saatchi.

EDELMAN GLOBAL ADVISORY ADDS DAVIES

Edelman Global Advisory has named Helen Davies deputy COO and managing director for economic security.

Based in London, Davies will help clients navigate the increasingly complex network of governmental, trade and national security regulations.



Helen Davies

She will report to Leigh Wedell, EGA COO, and work closely with Everett Eissenstat, chair of North America and global trade lead.

Davies worked at Grey Group in London, Tokyo, Shanghai and Hong Kong; was marketing & communications manager for the City of Melbourne; served as London/Westminster campaign manager for

the Liberal Democrats; ran her own strategic communications firm; and did a stint in the UK's Foreign & Commonwealth Office.

Wedell said Davies will help drive EGA's growth around the world, especially in the UK and European Union, where she will play a key role in enhancing the advisory's capabilities.

Headquartered in DC, EGA has more than 190 staffers.

ORANGE CO. NEEDS PR FOR DIVERSITY PLAN

Orange County Transportation Authority wants pitches on how to plan, implement and evaluate a diversity outreach program.

California-based OCTA wants to enhance communications to residents, businesses, nonprofits, faith-based organizations, civic groups and other stakeholders with the purpose of "creating meaningful opportunities for two-way dialogue and engagement," according to its RFP. Scope of work will include presentations, community meetings, expos, conferences and celebrations.



OCTA wants to hire a firm for an initial two-year contract to create a trust-building campaign. The purpose is to develop culturally effective messages to increase awareness of OCTA and its capital projects and programs.

OCTA has budgeted \$350K for the diversity push. Proposals are due June 2. Interested firms must register at <https://cammnet.octa.net>.

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

FTI INKS PACT WITH EAST TIMOR OIL COMPANY

FTI Consulting has inked a \$75K-a-month contract with Timor Gap, which is the national oil company of Timor-Leste, to develop the Greater Sunrise natural gas field that is off the coast of Australia. Timor-Leste, also known as East Timor, gained its independence from Indonesia in 2002.



Development of the Greater Sunrise field depends on a legal framework for a maritime boundaries agreement that Timor-Leste and Australia signed in 2018.

On behalf of Greater Sunrise, [FTI's strategic communications unit](#) may engage in intelligence gathering, stakeholder mapping, narrative development, content development and digital media activity.

It handles outreach to government officials in the US, Australia and elsewhere to raise awareness around the economic and strategic values of the Greater Sunrise field development and undersea pipeline, according to a memorandum to FTI's agreement with NuSource LLC.

FTI's team includes Chris Tucker, global energy lead; Jackson Dunn, head of PA; David Wade, chief of staff to former Secretary of State John Kerry; Bob Moran, former VP-government/external affairs at Halliburton; Robert Southern, head of economics & financial consulting in Melbourne and Ben Hamilton, global energy sector in Sydney.

UKRAINE RESPONSE BOOSTS TRUST IN WEST

Trust in western democracies is on the rise due to their robust response to Russia's invasion of Ukraine, according to a [special geopolitical report of Edelman's Trust Barometer](#) released May 23.



The US and UK showed the largest trust gains (six percent) since January. Germany was up four percent and France advanced two percent in the poll of 14,000 people.

China showed the biggest drop in trust (three percent) among the 14 nations polled. Saudi Arabia and the UAE were the only other decliners. They each dipped one percent. The Barometer found solid trust gains of 31 points for companies that ended operations in Russia due to the invasion.

Those maintaining businesses there risk a trust loss of 38 points. Almost half (47 percent) of respondents have started to buy or stopped buying a brand due to a company's response to Ukraine.

Almost six in ten (59 percent) of respondents want CEOs to add geopolitical responsibilities to the corporate agenda.

BRUNSWICK REPS MCDONALD'S VS. ICAHN

McDonald's is using Brunswick Group to publicize the recommendation by the Institutional Shareholders Services advisory group to vote for the management-backed board nominees instead of the directors proposed by Carl Icahn.

ISS on May 16 said Icahn's campaign "has not made a sufficient case, on an issue-specific or broader view of ESG that the immediate replacement of incumbent directors [Hershey CEO Richard Lenny and chair of the governance, sustainability & CSR committee Sheila Penrose] is necessary at this time."

Icahn's goal is to help the fast-feeder "realize its ESG potential," especially in the area of animal welfare. He wants McDonald's to source pork from suppliers who raise pigs via crate-free production.

He is using Longacre Square Partners (Charlotte Kiaie and Bela Kirpalan) to promote the effort.

The McDonald's annual meeting is set for May 26.

Brunswick has Jayne Rosefield, senior partner, consumer industries group global lead & Chicago office head, and Eleanor French, partner in San Francisco, repping McDonald's.

RUBENSTEIN PR SNAGS MWW'S WEISS

[Rubenstein Public Relations](#) has named Steven Weiss executive VP and group head of corporate communications. Weiss joins the agency from MWW, where he had served as a VP since 2018, leading clients across the healthcare, technology, energy and transportation industries.



Steven Weiss

He previously held senior marketing posts at several major healthcare organizations. In his new position, Weiss is responsible for providing strategic oversight to RPR's B2B, finance, technology, and healthcare clients, as well as developing and guiding the overall agency business strategy and performance, employee retention, and talent acquisition and operations.

ACCOUNTS IN TRANSIT

[Padilla](#) is named US agency of record for the **Norwegian Seafood Council**, which works to identify opportunities for Norwegian seafood products in both new and established markets. Padilla is leading an integrated marketing program aimed at increasing demand for Norwegian seafood in the US. "Padilla impressed us with their experience in this space, fully integrated approach, extensive retail and food-service knowledge, and strong digital expertise," said Seafood from Norway director USA Anne-Kristine Øen.



[Lou Hammond Group](#) is selected by the **State of South Dakota** as public relations agency of record for tourism. Utilizing an aggressive, integrated and multi-tactical strategy, LHG will work to elevate the state's diverse offerings. "Our brand has grown dramatically in recent years, and we believe the team at LHG will assist with further integration and development to push South Dakota's tourism industry to a new level of success," said Secretary of the South Dakota Department of Tourism James Hagen.

W signs on as US and Canada PR agency partner for **Sliabh Liag Distillers**, which is based in County Donegal, Ireland. The distillery's products include The Legendary Silkie Irish Whiskey, which will be the focus of W's campaign. The agency will be tasked with delivering education about the product to key opinion formers, supporting all distribution channels and spearheading seasonal activations. The business, which includes communications around the An Dulaman Gin brand, is worth a six-figure sum between now and the end of the year.

3rd Coast PR adds **Otter Products**, which makes smartphone cases and other outdoor lifestyle products, to its client roster. 3rd Coast is working with the brand to raise awareness of its OtterBox Business Solutions products and Liviri brands, a line of sustainable containers. The agency will work with B2B media in segments such as industrial, educational, food and beverage, logistics and medical.



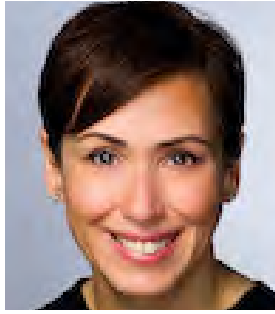
Puzzle Partner is named agency of record for **Above Property**, a platform that lets hotel owners simplify the number of systems needed to manage their guests' experience, increase revenue, and run operations seamlessly. The agency will lead marketing, content, and public relations strategy for the brand. Above Property says it brings a new level of speed, stability and cost-effective scalability to the travel industry through an orchestrated multi-datacenter, multi-cloud provider configuration.

Coded Agency signs up luxury baby gear brand **Nuna Baby** for the remainder of 2022 and into 2023. The agency will manage the brand's public relations, influencer marketing and celebrity partnerships for the US market. Coded will aim to further increase brand awareness and elevate Nuna's positioning as the premier brand for growing families.

DRIVEN360 scoops up PR duties for **NexTech Batteries**. The DRIVEN360 team will oversee NexTech's entry into multiple markets, highlighting what the company says is the most powerful, patent-protected semi-solid-state battery technology to date. Strategic communications efforts will also focus on the company's goal to maximize US-sourced materials.

TECH PEOPLE: STOP PARTYING LIKE IT'S 1999

I started my career in tech PR back in the late 1990s: a time when founders and the VCs who backed them were given superstar status, and tech industry publications like *Wired*, *Fast Company* and *Red Herring* (RIP) were as thick with print ads as the September issue of *Vogue*.



Sabrina Guttman

Arriving in the San Francisco Bay Area in Spring 2000, I quickly got a job at one of the top boutique PR firms. Every day, we fielded dozens of requests from well-funded startups who were willing to pay obscene amounts of money for our services. No matter that they didn't

have a product or viable business model, they had a vision and a story to tell, and vision and stories drove valuations. It was the best of times for tech PR—until it wasn't.

After several months of watching the NASDAQ, which had more than doubled in the previous two years, take a precipitous nosedive, capital started to dry up. The impact was quickly felt by the Silicon Valley media, who were forced to confront some cold, hard business realities.

I'm not in the business of predicting boom/bust cycles, but what I'm [reading](#), [watching](#) and hearing from investors makes me believe we may want to prepare for a correction. That will mean a return to fundamentals, in business and in how we communicate. Here are five tips for tech communicators I think are especially important in a bear market:

Your story's important. A good story and storyteller can go a long way in weathering rough market dynamics. Being able to paint a picture of how you are building for the future and addressing an untapped market can buy some time and patience from investors and your employees.

But so are the proof points. The macro market data isn't on your side, so stakeholders will need more than vision. Lean into good financial data, new product introductions, partnerships and customer wins to reinforce the story you're telling.

Manage expectations. This is especially important in a down market when investors are twitchy, the media is skeptical and any unforeseen miss can be seen as a death rattle.

Beware of glass houses. If you wage an air war against a competitor, be prepared for them to fight back. Make sure your house is in order: Fully understand any potential vulnerabilities, prepare your responses and train your spokespeople.

Go direct. The media landscape has changed dramatically since the dot-com boom. Journalists are spread thin and are under pressures that didn't exist 20 years ago. That's where your own channels come into play. If you are having a tough time getting your message across, tell it yourself. But remember, you're competing for eyeballs, so tell your story with a journalistic lens and have a content marketing plan.

As I said, I can't predict where the market is going to go from here (if I could, I'd be living [here](#) and making my own wine). But I do believe the party we've all been at for the last decade is coming to an end. Everyone's going to need to sober up. The good news is, the historical trend line shows that there is always plenty of opportunity in tech, especially for those who have the focus and discipline to play the long game.

Sabrina Guttman is global technology practice leader and managing partner at [FINN Partners](#).

ON THE MOVE

M&C Saatchi Sport & Entertainment North America hires **Nijha Diggs** as SVP. Diggs was most recently senior director of PR at Smile Train, a nonprofit organization and charity providing corrective surgery for children with cleft lips and palates. She was previously an account supervisor at MWW and has also worked at 5W Public Relations, Ketchum and Padilla. In her new role, she will drive campaigns, programming and events across sports, music and dance.



Nijha Diggs

FINN Partners promotes **Julie Walsh** to senior partner. Walsh most recently served at the firm as partner. She previously worked at Burson-Marsteller and Walker Sands. In her new role, Walsh will collaborate with FINN's global public affairs practice leadership to direct and grow client engagements, propel client acquisition initiatives and drive staff development.

Relevance International brings on **Dane Wisher** as VP. Wisher joins Relevance International from The Beriman Group, where he was managing director, PR. He was previously a communications strategist at Lendlease. In his new role, Wisher will help lead the strategy and execution of content and public relations across US and global client accounts.

Autism Speaks, the nonprofit organization dedicated to promoting solutions for people with autism, names **Kelli Seely** chief marketing officer. Seely was most recently chief marketing, communications and development officer at Special Olympics. At Autism Speaks, she will develop and lead the overall marketing and communications strategy.

My Code, multicultural digital platform, names **Ginny Yang** VP-marketing. Yang was most recently vice president, brand marketing at Viant Technology. She has also held senior marketing positions at the *New York Times*, *Huffington Post* and G/O Media. At My Code, Yang will be responsible for developing and driving the company's product positioning, messaging and thought leadership.



Ginny Yang

MP&F Strategic Communications hires **Don Bailey** as director of creative services, design and promotes **Tom Cocke** to director of creative services, copy. Bailey joins the agency from Nashville-based Buntin, where he had served as art director since 2008. Before joining MP&F last year, Cocke was also at Buntin, where he was senior vp, group creative director.

Motion hires **Zachary Walker** as social media director. Walker most recently served as senior manager, social media at cannabis and medical marijuana company Cresco Labs while also managing his own consulting company, Zachary Walker Consulting LLC. Motion has also promoted **Scott Gundersen** to vice president, design director. Gundersen has a design director been with the company since December 2017, starting at Remedy, which was acquired by Motion in February 2020.

S4 CAPITAL ACQUIRES THEOREM ONE

S4 Capital chief Martin Sorrell has acquired Los Angeles ad tech company TheoremOne as the WPP founder returns to the acquisition trail in the aftermath of his firm's accounting snafu.



Martin Sorrell

TheoremOne advises clients on product strategy, engineering, design and culture, then partners with them to build and launch technology-driven solutions to their most complex problems.

The company has more than 370 staffers and clients such as American Express, AT&T and Intel.

TheoremOne will operate autonomously and its leadership team will remain in place.

Sorrell said S4 Capital is “building a genuinely integrated offer for our clients comprising best-in-class technology services combined with content and data & digital media expertise.”

He said the vision and ambition of Theorem's team “will no doubt be a great fit for us.”

MARKHAM EYES PR FOR ECONOMY, CULTURE

Markham, a city of 350K people, located 20 miles north-east of Toronto, is looking for a firm to help it develop a five-year economic development and cultural strategy plan.

The firm will engage with local community groups to ensure that the five-year plan reflects the values of Markham.

Markham wants a firm to “deliver innovative techniques and approaches both online and in-person that will successfully achieve effective, equitable and inclusive engagement in multiple languages (specifically Mandarin and Cantonese),” according to the RFP.

Chinese account for 60 percent of Markham's “visible minority population.” Visible minorities, which include Blacks, Arabs, Koreans, South Asians, Filipinos and Latin Americans, make up 72 percent of the city's overall population.

Proposals are due May 30 at Markham's bidding portal.

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

BGR WORKS DC FOR UZBEKISTAN

BGR Group has signed a one-year \$540K contract to provide government relations services to Uzbekistan's Ministry of Investments and Foreign Trade.

It will engage and facilitate communications with US government officials, non-government organizations and various decision-makers for the Central Asian nation.

BGR's Fred Turner, who was chief of staff to Jersey Democrat and Senate Foreign Relations Committee chair Bob Menendez, leads the firm's Uzbekistan team.

He is supported by Maya Seiden, whom Bill Clinton tapped to bolster the State Dept.'s influence in economics and business promotion; and Lester Munson, who was deputy assistant administrator of the US Agency for International Development during the Bush II presidency.

BGR's contract began May 1.

Uzbekistan, which grew at a 7.4 percent clip in 2021, held its first-ever international investor conference in March.

[Forbes, which covered the event](#), profiled Uzbekistan as a landlocked nation surrounded by crises—Afghanistan to its immediate south and Ukraine, further west.

NEWS OF FIRMS

Current Global marked Global Accessibility Awareness Day (May 19) with the launch of its [Accessible by Design Accessibility Training program](#). The training is designed for PR and communications professionals who want to upskill themselves and their teams on how to better provide inclusive communications. The 2½-hour program, hosted remotely through Teams, details best practices in such areas as use of images, video and animated graphics, text and written copy, social media, working with influencers and considerations for accessible events.



Teuwen Communications, a New York-based firm working with food, wine and spirits brands, joins the Food & Wine Republic, a network of 12 agencies that focus on clients in those sectors. The network's member agencies include Pitch in the Benelux countries; ff.k in Germany, Austria and Switzerland; Mateo&Co in Spain; and Phipps in the UK. “This collective allows the agency to create synergies across markets, optimize programming and create new connections,” said Teuwen founder and president Stephanie Teuwen.

Bevel, which works with clients in fintech, venture capital, consumer brands and technology, launches an executive profiling division, which will be led by agency partner Morgan Borer. The division will focus on onboarding founders, CEOs, entrepreneurs and entertainers with “dynamic personalities, interests and passions.” Services offered will include traditional media relations, media training, content creation and development, and social media management.

Pugh & Tiller PR expands its Florida operations, opening a second space in the Sarasota-Bradenton metropolitan area. The agency says its new office, located at 3620 57th Avenue Drive W in Bradenton, is a response to the region's strong and growing economy. Annapolis, MD-headquartered Pugh & Tiller PR has been providing services to companies with operations and/or presence in Florida, including Benezon and Dream-Finders Homes. It has also handled conference and trade show management in the state for a number of clients.



The Public Relations Global Network elected a new slate of officers at its recent bi-annual conference in Scottsdale, AZ—the group's first in-person meeting since the autumn of 2019. Xenophon Strategies CEO and president David Fuscus takes over as PRGN's president, succeeding Alexandra Diniță, general manager of Bucharest, Romania's Free Communications. She now assumes the duties of immediate past president and chair of PRGN's Advisory Board. Also at the event, PRGN launched its special eBook – [30 PR Tips You Can Apply Today](#) – a free collection of PR insights from PRGN members around the world.

Lightbox Search launches its “Action Plan,” which provides real-time identification to reveal threats and opportunities and offers recommended steps users can take to improve Google search results and online profiles. The platform, which incorporates the input of dozens of beta users at agencies, corporations, healthcare systems and political campaigns, relies upon native language artificial intelligence provided by IBM's Watson along with custom-designed databases and proprietary algorithms.

IPG TAPS CSG'S MARTIN FOR DIVERSITY POST

Interpublic has hired Channing Martin as global chief diversity and social impact officer, effective immediately.

She takes over for Heide Gardner, who is retiring as chief diversity and inclusion officer after a nearly 20-year stint. Gardner will continue as an advisor until the Spring of 2023.



Channing Martin

Office of Personnel Management.

Martin reports to IPG chief Philippe Krakowsky. He looks forward to partnering with Martin to “ensure that we become an organization in which fairness is at the foundation of everything we do and in which opportunity and access are equally available to all of our people.”

Martin joins IPG from CSG, consumer engagement and digital experience solutions firm, where she was chief diversity and social responsibility officer.

Previously, she was D&I manager at the Federal Reserve Bank of Chicago, strategic planner and D&I lead at the State Department and diversity recruitment & assessment manager for the US

WY SEEKS PR FOR INSURANCE MARKETPLACE

Wyoming wants to hire a firm to run a public education campaign to educate residents about the services offered by its Department of Insurance.

The communications partner will devise ways to reach Wyomingites who are uninformed about the insurance market.

The Department is relying on the “imagination” of the selected firm to design outreach and materials suited for a rural state with a small population.

Wyoming wants to spread the news about “potential cost savings due to federal premium subsidies and cost-sharing measures that are available in the marketplace,” according to the RFP.

Proposals are due May 31.

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

FTI ADDS CYBERSECURITY PRO JAMIE SINGER

Jamie Singer, who once headed [Edelman](#)'s US data security and privacy group, has joined FTI Consulting as managing director in the cybersecurity and data privacy communications group in its strategic communications segment.

She will work with cybersecurity law firms, insurance companies and forensics providers to help them manage strategic communications and reputation management services.

Singer most recently was executive VP and director of data security, privacy and crisis communications at Resolute Strategic Services.



Jamie Singer

Meredith Griffanti, co-head of FTI's cybersecurity and data privacy communications group, said Singer was the one market leader that FTI was consistently competing against.

She and her team are thrilled to join forces with Singer and “help clients manage and respond to significant, often bet-the-company cyber incidents.”

NORTHBROOK (IL) OFFERS REBRANDING WORK

Northbrook, a village of 35K people 25 miles north of Chicago, is looking for a partner to develop a new brand to give it a new image among residents, businesses and visitors.

It is the corporate home of Crate & Barrel, UL and Astellas Pharmaceuticals' US unit. Allstate is in the process of selling its sprawling Northbrook headquarters.

The community considers itself a thriving and progressive place with a charming downtown that features many dining and retail options.

The branding process is to include a brand story, message and style guide.

The selected brand will be able to translate across all of Northbrook's communications platforms, professional correspondence, public information and marketing efforts.

Proposals are due June 1. They go to kylie.cerk@northbrook.il.us.

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



EVENTS

Museum of Public Relations slates free virtual event on June 2 that will examine the issues facing LGBTQ communicators and reporters. “[LGBTQ Rights on the Line: The Role of Communicators Advocating for Equality](#)” will present a series of speakers and panels with people from advocacy groups, agencies and corporations along with journalists and advocates. The event's emcee and moderator will be [RE-NEWPR](#) president Ben Finzel, and [PAN Communications](#) president and founder Phil Nardone will provide a wrap-up at the close of the program. To register for the 6 p.m. event, [click here](#).

Public Relations Society of America's New York chapter will hold its second annual summit dedicated to diversity, equity and inclusion in public relations on June 15 and 16. The virtual event, “Driving DEI Forward in PR Campaigns, Workplaces, and Beyond,” will open with a session featuring communications industry CEOs discussing approaches to DEI in the industry today. Participants are set to include [M Booth](#) CEO Dale Bornstein, Ketchum CEO Mike Doyle and Lippe Taylor CEO Paul Dyer. Other topics to be discussed at the summit include attracting diverse talent, reaching Gen Z and Gen Alpha consumers and employees, rethinking “professionalism” and unconscious bias training. [Registration for the summit](#) is free for current PRSA-NY members and \$85 for non-members. Group registrations for agencies and in-house teams are also available.



Propel is sponsoring a May 25 webinar that looks at how the connection between PR pros and journalists can be strengthened. In “[Mending the PR-Journalist Relationship](#),” Propel CEO Zach Cutler will discuss what's behind the disconnect between communicators and journalists with Garrett Public Relations founder and CEO Michelle Garrett and *USA Today* health reporter Karen Weintraub. Topics to be covered include: the biggest media relations pain points for PR pros and journalists, what journalists look for in a story pitch and how media relations strategies can change for the better.

COMMENTARY



Buyer beware, warns Trump Media and Technology Group as it plans to go public via a merger with Digital World Acquisition Corp. in a SPAC deal.

[In the S-4 document filed May 16](#) with the Securities and Exchange Commission, TMTG notes that “a number

of companies that were associated with President Trump have filed for bankruptcies,” and there can be no assurances that TMTG will not go down that same path to financial ruin.

The document presents the “dishonor roll.”

Entities associated with President Trump have filed for bankruptcy protection. The Trump Taj Mahal, which was built and owned by President Trump, filed for Chapter 11 bankruptcy in 1991. The Trump Plaza, the Trump Castle, and the Plaza Hotel, all owned by President Trump at the time, filed for Chapter 11 bankruptcy in 1992. THCR, which was founded by President Trump in 1995, filed for Chapter 11 bankruptcy in 2004. Trump Entertainment Resorts, Inc., the new name given to Trump Hotels & Casino Resorts after its 2004 bankruptcy, declared bankruptcy in 2009.

While all of the foregoing were in different businesses than TMTG, there’s no guarantee that TMTG’s performance will exceed their performance, according to the S-4.

And then there are the deals that flopped. Here’s the S-4 scoreboard.

- *The Trump Shuttle, which launched in 1989, defaulted in 1990 and ceased to exist in 1992.*
- *Trump University, founded in 2005, ceased operations in 2011 under a pile of lawsuits and investigations into its business practices.*
- *Trump Vodka, which was produced by Drinks America, was introduced in 2005 and discontinued in 2011.*
- *Trump Mortgage, LLC, a financial services company founded by Trump in 2006, ceased operations in 2007.*
- *GoTrump.com, a travel site founded by Trump in 2006, ceased operations in 2007.*
- *Trump Steaks, founded by Trump in 2007, discontinued sales two months after its launch.*

There’s the danger that Trump may get bored with Truth Social and opt for greener social media pastures such as Twitter.

The license agreement does not require him to use Truth Social in certain circumstances and could require TMTG to make payments to Trump for content on TMTG+.

Trump is “generally obligated” to make any social media post on TruthSocial and may not make the same post on another social media site for six hours, according to the S-4. Thereafter, he is free to post on any site to which he has access.

“In addition, he may make a post from a personal account related to political messaging, political fundraising or get-out-the-vote efforts on any social media site at any time.”

During the 2016 campaign, Trump said: “I could stand in the middle of 5th Avenue and shoot somebody and I wouldn’t lose voters.”

According to the S-4, Trump could go trigger-happy and TMTG would have little recourse.

TMTG “expressly acknowledges the controversial nature of being associated with Trump and the possibility of any associated controversies affecting TMTG adversely.”

In the event the merger goes through, Trump will control 46.8 percent of the voting power of the company.

TMTG also may be challenged by the fact that many Americans view Trump’s brand as toxic.

The S-4 cites a survey from The Hill that found only 30 percent of people surveyed would use a social media site associated with Trump.

A congressional committee is investigating Trump’s role, if any, in the violence at the United States Capitol on January 6, 2021.

Two groups of U.S. Capitol Police officers, in two separate lawsuits, have sued Trump for allegedly inciting riots on that date. Congressmen Bennie Thompson and Eric Swalwell have, separately, also sued Trump for allegedly inciting riots at the Capitol—and Swalwell has further claimed emotional distress, the S-4 notes.

Interesting days are ahead for TMTG. Hope things work out for its investors. Too bad Trump Vodka is no longer around.

Larry David was right to curb his enthusiasm for cryptocurrencies as the market crashes and burns.

In the “[Don’t Be Like Larry](#)” [Super Bowl ad](#) for the FTX virtual currency exchange, David takes a tour through the ages and mocks some of the world’s greatest inventions, including the wheel, toilet, light bulb, fork, coffee and the Declaration of Independence, as future flops.

E.g., Larry dismisses the wheel “as one of the worst ideas that I ever heard” and the Declaration for giving “even stupid people” the right to vote.

The ad closes with an FTX employee describing the company’s app as a safe and easy way to get into crypto.

David responds, “Eh, I don’t think so. And I’m never wrong about this stuff.” The Curb Your Enthusiasm creator is looking pretty prescient these days.

[Matt Damon](#), [Tom Brady](#), [LeBron James](#), Spike Lee, Gwyneth Paltrow and other celebrities who promoted crypto companies wish they were as skeptical as Larry.

While Larry was turning up his nose at breakthroughs, Damon went the opposite direction in his over-the-top “Fortune Favors the Brave” ads for Crypto.com.

He compares investing in cryptocurrency to breakthroughs such as space travel.

“History is filled with almosts. With those who *almost* adventured, who *almost* achieved, but ultimately for them it proved to be too much. Then, there are others. The ones who embrace the moment and commit.”

Fast Company notes that a \$1,000 investment in Bitcoin made when Damon’s ad first ran Oct. 28 is now worth less than \$500. Damon probably wishes that he hadn’t embraced the moment and committed to crypto. He’s taking a beating on social media for his plug for crypto.

Damon must be looking forward to hitting the promotional trail for “Thor: Love and Thunder,” set for a U.S. release on July 8.

—Kevin McCauley