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LA SEEKS PR FOR DISASTER PREPAREDNESS

The Los Angeles Emergency Management Department is looking for a firm to develop a family-focused multimedia disaster preparedness marketing and outreach campaign to run throughout areas that are near the water.



The effort will serve to inform and educate businesses who live and play in Venice, Mar Vista and San Pedro Harbor about how essential and simple it is to prepare for tsunamis.

The readiness messaging, which must include info about registering

for NotifyLA alerts, is to provide news about putting together emergency supply kits and household/commuter disaster plans to respond to natural and human-induced hazards/emergencies.

The Dept. estimates that 75 percent of Angelenos are not ready to respond to any sort of disaster.

It will work with the selected communications partner to determine the best use of media in the coastal areas to reach the greatest number of stakeholders.

The Dept. has budgeted \$250K for the eight-month effort.

Proposals are due June 11. Bidders must register [here](#).

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

PUBLICIS NAMES OMC VET CHIEF ARCHITECT

Scott Hagedorn, who helmed Omnicom Media Group North America, has signed on at Publicis Groupe as global client solutions architect.



Scott Hagedorn

He's joined at Publicis by Samantha Levine Archer, who was OMG NA's chief transformation officer.

Hagedorn is to bring together Publicis' creative, media, data and technology assets to forge agile, go-to market solutions to accelerate client growth.

Prior to becoming CEO of OMG NA, he launched Omnicom's

Hearts & Science data unit, headed its Annalect data technology platform, served as US CEO of PHD and chief digital officer at Rapp.

Publicis CEO Arthur Sadoun said Hagedorn's "proven creator mindset and mastery in harnessing data and technology" will drive success for clients during these dynamic times.

HUNTSWORTH REBRANDS AS ACCORDIENCE

Huntsworth Communications, which includes Grayling, Citigate Dewe Rogerson, Red and Circle, has rebranded as Accordience.

Grayling global CEO Sarah Scholefield will serve as Accordience chief executive, a position she will combine with her current role.



Huntsworth former CFO and senior executive Neil Jones will become the group's chairman and Red's chief executive Mike Morgan will become group vice-chairman.

The group says it has combined revenue of over \$100m, with nearly 1,000 employees and operations in 30 countries.

"The combination of agencies that sit within Accordience answer a clearly evolving client need," said Jones.

QORVIS REPS UKRAINE'S TOP OLIGARCH

Qorvis Communications has signed on to represent SCM Consulting, which is a unit of the largest financial and industrial group in Ukraine.

Rinat Akhmetov, Ukraine's richest man and a former member of parliament, founded System Capital Management and serves as its president.

SCM employs more than 200K people. Its assets include the Azovstal steel plant in Mariupol, which until its surrender on May 20, symbolized Ukraine's resistance to Russian forces.

[The New York Times](#) has reported that Akhmetov has pledged to rebuild Ukraine as he distances himself from his pro-Russian past. He had been a supporter of the Kremlin-backed former Ukrainian president Victor Yanukovich.

Qorvis is promoting SCM's and Akhmetov's humanitarian efforts in Ukraine and their opposition to the Russian invasion.



Rinat Akhmetov

Its agreement calls for engaging in "earned media efforts, including but not limited to pitching to media, client-identified spokespeople, press releases, photos and video providing by client."

Qorvis also will assist with "securing media interviews and proactive media engagement on events and projects driven by SCM Consulting."

The firm's contract began May 1 and runs through December 31. Monthly fee is \$60K. Executive VP Matt Lauer heads Qorvis' five-member SCM team.

Publicis Groupe owns Qorvis.

CARSON (CA) NEEDS STRATCOMM HELP

Carson, a city of 100K people less than 20 miles south of downtown Los Angeles, wants to hire a PR firm to work closely with its public information office to create a strategic communications and marketing plan.



Incorporated in 1968, Carson is one of the youngest municipalities in Los Angeles County's South Bay region.

Shell Oil, Honeywell, Hewlett-Packard, Huck Manufacturing, TRW, Nissan, Kenwood and Volvo have operations in the city. Home Depot Center, home of the Los Angeles Galaxy soccer team, is located in Carson.

The city is looking for a partner with at least ten years of experience in working with diverse municipalities.

It will have a background in diversity, equity, inclusion and accessibility with an emphasis on local government relations, according to the RFP.

Carson wants a plan to address the structure of the PIO operation, content, styling and branding of communications materials. The plan is to guide the PIO in building upon the city's progress toward developing citywide communications and branded content for the community.

Proposals are due June 9 at <https://www.planetbids.com/portal/portal.cfm?CompanyID=32461>.

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

JOELE FRANK WORKS BROADCOM VMW DEAL

[Joele Frank, Wilkinson Brimmer Katcher](#) represents Broadcom as it moves to acquire VMware cloud software company in a \$69B deal, including debt, a deal that could signal a



rebound in big corporate mergers, according to the *Financial Times*.

The transaction will transform the semiconductor company into a diversified tech powerhouse equipped to tackle the most pressing information infrastructure needs.

Broadcom CEO Hock Tan calls VMware an iconic pioneer and innovator in enterprise software.

Michael Dell, chairman of VMware, says the merger is a "landmark moment" that provides shareholders and employees the opportunity to participate in meaningful upside."

JFWBK's Joele Frank, Tim Rangones and Arielle Rothstein handle Broadcom.

[Sard Verbinnen & Co.](#)'s Paul Kranhold, Pete Siwinski and Leah Polito work the VMware account.

LANDOR & FITCH ADDS ACBC

Landor & Fitch signs on with sustainable footwear brand ACBC. Building off the brand's strong partnerships in the EMEA market, the agency will play a key role in telling ACBC's brand story to a US audience. It will also work on developing relationships with other fashion brands to promote sustainable practices in the space.

The company says its green technology has allowed it to reduce its CO2 impact and become the leader in Europe for designing and producing completely sustainable products for fashion & sportswear brands. "We've tapped Landor & Fitch for their expertise in brand strategy as we navigate the US market," said ACBC chief executive officer Gio Giacobbe.



ACCOUNTS IN TRANSIT

BMF is named US firm for wine brand **The Hidden Sea**. The agency will serve as a strategic communications partner in launching the brand in the United States and helping consumers connect with The Hidden Sea's mission: to remove one billion single-use plastic bottles from the ocean by 2030. For every wine bottle sold across The Hidden Sea's three varietals (Red Blend, Rosé, and Chardonnay), the brand will remove and recycle the equivalent of 10 single-use plastic bottles from oceans and waterways.



APO Group is collaborating with the **Symposium of Episcopal Conferences of Africa and Madagascar** to provide media and public relations support to the Catholic Church in Africa. The project is being carried out in collaboration with the Vatican Dicastery for Communications in Rome and the Pan-African Episcopal Committee for Social Communications (CEPACS). The scope of work will include bringing greater cohesion to the Church's communications strategy as well as presenting news and information about the life of the Church in Africa to a global audience.

THE rAve Agency, which serves the AV, UCC and digital signage industries, comes on board as agency of record for **CEDIA Expo**, a trade show focused on smart home technology. The agency will work to elevate the profile of CEDIA Expo through strategic and integrated public relations, social media marketing and live-event production. CEDIA Expo, which is owned by Emerald Expositions, will take place at the Kay Bailey Hutchison Convention Center in Dallas, from Sept. 29 to Oct. 1.

LDPR adds Bermuda's **Hamilton Princess & Beach Club** to its client roster. The agency will handle all media relations and press engagements for the property, with a focus on travel, trade, art, culinary and lifestyle. Known locally as "The Pink Palace," the 400-room hotel first opened its doors in 1885. It has an art collection featuring works by such artists as Matisse, Warhol and Picasso, and served as the official host of the 35th America's Cup in 2017.



Crowe PR is named agency of record for dental technology company **Sonendo**. The agency's integrated healthcare and technology teams will handle strategic communications, messaging refinement, media relations and thought leadership to raise awareness for the brand, its GentleWave System and executive team. Sonendo says the GentleWave System offers a less invasive and less painful alternative to conventional root canal therapy.

Matter Communications works on the launch of cybersecurity startup **Island**, developer of the Enterprise Browser. Matter has collaborated with the company on an integrated communications program – including media relations, content strategy, executive thought leadership, and paid and organic social. The agency has also worked to raise the profile of Island's \$100 million Series A round, as well as its subsequent Series B funding announcement. "We needed a team fully immersed in our daily execution that understood how to bring our vision to life – that team was Matter," said Island CMO Ellen Roeckl.

THE SECOND PANDEMIC: POOR MESSAGING

In a crisis, people hunger for direction. For the past two-plus years, they've gone hungry. COVID-19 is slowly becoming endemic, and now, though we all want to get "back to normal," it's doubtful that the way things used to be will come back into view anytime soon. Too much has changed,



Gil Bashe, John Bianchi

and one of those changes has been to the existence of objective truth.

Since early 2020, we've grappled with two pandemics: COVID-19 and poor communication. The public's confidence in elected officials and scientists has been shaken as conflicting messages, many delivered by those with the biggest social media megaphones, made it more challenging to fight this virus.

Even now, during what we all hope is the end of the pandemic, the chorus of talking heads spouting conflicting messages and half-truths continues to confuse millions rather than shed light.

The flood of misperceptions and misinformation—driven by political agenda, arrogant individualists and a disinformation campaign about vaccine safety, risks and side effects—is unfortunately here to stay. Those bending the facts to suit their personal and political agendas have benefitted from and are themselves the creation of social media, which doesn't exist to convey facts, but rather, opinions.

We've learned much about the truth in this era of social-media-fueled "neo-tribalism." We discovered what happens when science is sliced and diced by political perspective. We now know what happens when sports stars self-appoint as medical experts. We learned that truth per se doesn't matter to many people; what matters to them is following those in authority who parrot back pronouncements that match their already deeply held personal beliefs. What will happen due to Elon Musk's takeover of Twitter is unknown, but from what we know so far, we can't expect that platform to restore objectivity to the truth.

Scientists, government public health experts, pharma leaders and communicators continue to face an uphill climb in getting the facts across. Science may yet regain society's reverence and trust despite the damage sustained.

Scientists and those who communicate on their behalf must first face the reality that they've lost command of the podium. To regain their authority, they must learn to work the platforms and personalities that consumers use to digest information. Scientists are recognized experts in assessing clinical and epidemiological data, but their doctorates and academic positions no longer hold sufficient weight to place them in the sole role of convenors for societal action.

While re-establishing respect and reverence for the truth is beyond anyone's ability at this moment, we can help to reestablish belief in science. The path forward is complex, but it's achievable.

Recognize you can't deliver the message alone. Dr. Fauci is that rare commodity: a plain-speaking scientist who scored well with the public in this era of bluster and bluff. But even Dr. Fauci didn't connect with every community and demographic. To reach communities that are skeptical or even downright hostile to the facts in their messages, scientists need allies within those communities.

Working with sports figures, musicians, leaders in different fields and pursuits, the clergy and members of the military or police, scientists can reach the communities around these figures who trust them and connect with them on a more visceral and personal level. These "new messengers" have been very willing to go to bat for science.

Facts don't win arguments—people must be invited to accept them. Imparting facts is different from communicating. A speaker needs to be adept at argument and persuasion to be a great communicator. A great communicator can take a set of facts and use them to rally support among those inclined to believe her and win unexpected allies among those initially inclined to doubt her. Being a great communicator may not be your strength as a scientist, but one of your strengths is marshaling facts that support a great communicator's arguments.

In this new communication era—often driven by sound-bites or memorable social posts—scientists have a critical job in supplying the facts and data that provide proof points for communicator teammates who will run with them and take them over the goal line.

Use the platforms that your audiences use. When public health officials and scientists talked to the public before COVID-19, they used traditional media and public service ad campaigns. That's no longer sufficient; to reach people, you have to go where they are, whether it's Twitter, Instagram or Reddit. Public health officers, epidemiologists and infectious disease experts need to recognize that only a fraction of the people they need to reach watch television or listen to the radio and can't be expected to look for their messages, however necessary. Diversify media choices to account for the fragmentation of the media landscape and audience. To reach grandma, go to a local newspaper. To reach her grandson, what's a newspaper? TikTok may be where you need to be.

Science has always mattered. Now, it matters more than ever. And yet, we have seen the voice of science drowned out by ever-more vocal and outrageous—and entertaining—speakers with agendas whose goals are to reach their devoted followers while overwhelming social media and the airwaves.

Scientists can regain societal trust; however, they must learn to work the platforms consumers use to source information, partner with new spokespersons and voices and recognize that now it's how you present the facts, not the facts you present, that win over hearts and minds. In a fast-moving crisis, when knowledge evolves, scientists must recognize that they need to hone their communication skills and be savvy in securing public trust.

While this will force many in science to step outside their comfort zone, it can and must happen. Scientists are known for creating miracles, and communications are part of the cure.

Gil Bashe is Chair, Global Health and Purpose, at [FINN Partners](#). John Bianchi is Vice President, Health at [FINN Partners](#).

GMI MARKS 'OFFICE' FIRM'S 100TH BIRTHDAY

Who knew that there is a real paper company, Pennsylvania Paper & Supply, inside the iconic building seen in the opening of "The Office?"



Tom Goodman, CEO of Goodman Media International, certainly does.

His New York firm was brought in to tell the world that, indeed, there is a big paper company in Scranton, PA, and to help it celebrate its 100th anniversary.

GMI reached out to stars of "The Office" and national and local media before the company held a presser in front of the Scranton building on May 20.

NBC, which originally aired the sitcom about the make-believe Dunder Mifflin paper company, ran a piece about "the real-life paper mill company featured in The Office" turning 100 years old.

The *Wilkes Barre Times Leader* reported that Penn Paper & Supply has a "family working atmosphere with long-term employees," just like The Office.

NBC took the straight-up "iconic Scranton business from The Office celebrates 100 years" angle.

Meanwhile, Andy Buckley, who played Dunder Mifflin's CFO David Wallace, and Hidetoshi Imura, who portrayed Hide, were among those tweeting and sending out videos to celebrate Penn Paper & Supply's centennial.

CEO Douglas Fink is unlike the quirky Michael Scott (Steve Carrell) of The Office but revels in the notoriety his company gained from the show.

He finds humor in the "tongue in cheek" Dunder Mifflin sign on Penn Paper's tower and the shrine to The Office inside its headquarters.

The tower is one of the most "seen" facades in TV, ranking right up there with Tom's Restaurant in New York City on "Seinfeld" and "The Brady Bunch" house in Los Angeles.

The publicity stemming from the 100th-anniversary celebration of Fink's company will most likely trigger the arrival of even more fans of The Office in Scranton.

Penn Paper & Supply, according to Goodman, has more PR events in store for its anniversary year.

They also will create much buzz for "The Electric City."

LIVINGSTON LANDS SHETLAND SPACE CENTRE

Former House Speaker-designate Bob Livingston has signed on to represent the Shetland Space Centre, which is part of the UK's bid to grab a share of the European small satellite launch business.

Lockheed Martin plans to develop UK launch operations from the Shetland Space Center on the island of Unst.

The British government identified Unst as the best location for the launch of small vertical rockets transporting satellites into low earth orbits.



Its northern location makes it ideal for tracking satellites already in orbit.

When fully operational in 2024, the launch facility is expected to support more than 600 jobs in Scotland. The initial launch is slated for later this year.

The Livingston Group has a five-member team working on the Shetland Space Centre.

ON THE MOVE

AxiCom, WPP's tech PR agency, has brought on **Brian Snyder** as global president of digital and **Shannon Lawler** as senior vice president of analytics and research. The agency also promotes **Nick Head** to global head of client services. Snyder joins AxiCom from Golin, where he most recently served as executive vice president and executive digital director. Lawler was previously vice president of research at FleishmanHillard. She has also held senior research and analytics positions at Wunderman Thompson and WE Communications. Head was most recently AxiCom's European managing director.

Prudential Financial has hired **Stan Little** as U.S. Business chief marketing officer, effective May 31. Little was most recently chief experience officer for United Way Worldwide. He was previously president of the SunTrust Foundation and before that served as SunTrust Bank's head of marketing strategy and operations. He has also held senior marketing posts at Lucent Technologies, Movius Interactive and NCR Corporation. At Prudential, Little will be responsible for the marketing strategy and execution of the company's U.S. insurance and retirement businesses.



Stan Little

Shore Fire Media, which represents talent, musicians, and businesses in arts and entertainment, hires **Nora Lyons** as director of publicity. Lyons comes to Shore Fire from The New York Public Library for the Performing Arts, where she served as assistant director of communications, handling media relations, social media, and marketing materials. She was previously assistant director of media relations at the flagship New York Public Library and has also served as a publicist at the 92nd Street Y in Tribeca.

Clyde Group hires **LaShon Beamon** as a senior VP in its healthcare practice. Beamon was most recently associate director for state relations and communications in the Administration for Children and Families at the U.S. Department of Health and Human Services, where her duties included training agency leadership on vaccine hesitancy. At Clyde Group, she will work with healthcare practice leadership to direct and grow existing client business, support new client acquisition and drive staff development.



LaShon Beamon

Bospar hires its 100th full-time staffer—**Chani Garb**, who joins the company as vice president of marketing. Garb was most recently a vice president at Fusion Public Relations. Before that, she owned and operated Switch180 PR & Marketing, which focused on global technology and consumer brands. At Bospar, she will develop integrated digital marketing programs and branding campaigns.

Powell Tate, **Weber Shandwick**'s DC-based public affairs unit, hires **Teressa Wykpisz-Lee** as senior vice president of public affairs. Wykpisz-Lee most recently served as associate administrator of the Office of Strategic Communications for the General Services Administration as a Biden Administration appointee. She has also been a senior manager at Accenture Federal Services and was communications director for the chief information officer at the U.S. Department of Energy.

TRUSTWORTHINESS PAYS DIVIDENDS

Companies that are perceived as being more trustworthy are seeing the results of that in their financial performance, according to a [new report from Boston Consulting Group](#).

BCG examined 1,100 of the world's largest companies, using artificial intelligence and natural language processing, and found that the 100 who racked up the top scores for trust generated 2.5 times as much value as did the market as a whole.

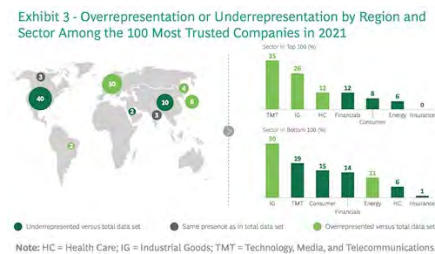
While the US had the most companies (40) in the top 100, it was still punching slightly below its weight, as it represented 45 percent of the full data set. European companies, on the other hand, were overperformers, accounting for 30 out of the top 100, from just 23 percent of the full set.

Out of the rest of the top 100, 10 companies were from China, six from Japan and four from South Korea, with the rest coming from India, the Middle East, Canada and Brazil.

When it comes to market sector, companies in tech, media and telecommunications did the best, representing 35 of the top 100. Other top performers included industrial goods (26), healthcare and financials (12 each) and consumer (8).

The study found that holding onto a spot in the top 100 is a daunting task. Out of the 100 firms that were on the top 100 list in 2018, only 20 of them were still on the list in 2021.

COVID, as might be expected, had an impact on trust. However, that impact was not uniform across the board. While for the market as whole, trust levels rose two percent annually from 2018 to 2021, the top 100 saw a more modest



bump, up one percent per year—a difference the study's authors attribute to the already high trust levels of the top companies.

The bottom 100 companies, on the other hand, saw a relatively steep decline, down by 10 percent a year. The factors behind a company's trust level are also discussed in the report. Those are competence (whether or not a company can deliver on its promises to stakeholders), fairness, transparency and resilience.

While for the top 100 companies, those four factors are relatively equal in strength (ranging from 24 percent for competence to 27 percent for resilience), the competence score declines the farther down the list you go, hitting 17 percent for the market as a whole and just 10 percent for the bottom 100 companies, showing the power of paying attention to a business's basics.

The study also zeros in on what it calls "trust destroyers" (including corruption, fraud, scandals and catastrophic events), "trust foundations" (financial position, governance and workforce, and product and service performance) and "trust enhancers" (strategic collaboration and investment, innovation, and social responsibility).

The study's authors emphasize that the bottom-line importance of trust will likely increase. "As online interactions increasingly supplant face-to-face interactions, trust is becoming ever more essential for virtually every enterprise."

To analyze the firms in its report, BCG looked at references companies gleaned from more than 100,000 sources worldwide, incorporating both traditional media (such as wire services and newspapers) and social media.

WPP BACKS BLACK EQUITY ORGANISATION

WPP has partnered with the [Black Equity Organisation](#), which launched May 24, to advance equal opportunity and justice for Black people in the UK.

Its Hill+Knowlton Strategies (PR), Landor & Fitch (branding, visual identity), Oglivy (advertising), GroupM and Mindshare (media strategy, planning, investment) will provide pro bono services to BEO.



Karen Blackett, GroupM UK CEO and WPP UK Country Manager, serves as a founding trustee of BEO.

She said BEO will serve as a national strategic voice for Black people in Britain and WPP's support and funding will help it drive real change.

WPP's racial equity program, a \$30M three-year funding effort to back internal inclusion programs and external groups, has contributed to BEO.

Sky, Open Society Foundations, Lankelly Chase and law firms such as Allen & Overy, Ashurst, Clifford Chance, Freshfields, Herbert Smith Freehills and Slaughter & May are also supporting the new venture.

PRESS RELEASES STILL MATTER, SAYS CISION

Press releases remain the top source for journalists looking for stories, according to Cision's recently released [2022 State of the Media report](#).

More than a third (37 percent) of the 3,890 respondents to Cision's survey said they consider press releases to be the most useful way for them to find out about and generate story ideas. Other preferred sources include industry experts (23 percent), wire services (15 percent), internal spokespeople (13 percent) and email pitches (12 percent). Company social media channels and websites were only mentioned by seven percent.

The top obstacle that survey respondents said they face is maintaining their credibility as trusted news sources in a media landscape dominated by accusations of "fake news," with 32 percent calling that their biggest challenge over the past 12 months.

Other hurdles include a lack of staffing and resources, and declining advertising and circulation revenues (both cited by 16 percent of respondents). Those challenges, the study's authors say, have created an environment in which journalists have more work, fewer resources and are under increasing pressure to perform.

The study also suggests lightening up on the number of times you follow up after sending a pitch. More than three in ten respondents (31 percent) say they don't want to receive follow-ups at all, with 55 percent saying that one follow-up is all that they want to see. In addition, almost half (48 percent) say they block those who repeatedly send them follow-ups.

Providing multimedia, on the other hand, increases the chances that a journalist will take notice. Putting in one image, the study says, doubles the engagement with a pitch, while a video makes it three times more likely that a journalist will engage with a pitch.

The Cision 2022 State of the Media report surveyed journalists from 17 markets including US, Canada, UK, France, Germany, China and Australia in January and February 2022.



COMMENTARY



President Biden's communications team does him a grave disservice every time it clumsily attempts to walk back a statement that it views as contrary to US policy or a verbal blunder.

That only reinforces the perception that Biden is a human gaffe machine or has lost a mental step or two.

Did it occur to anyone on the White House's crackerjack PR team that he really meant it when he committed the US to militarily defend Taiwan against an invasion by China?

Duh! It's only the fourth time he's made such a statement.

After Biden's May 23 remark, the communications people said there was no official change in American policy and that "strategic ambivalence" remains in place.

That fuzzy strategic ambivalence encourages China to crank up pressure on Taiwan, testing its defenses 24/7.

Biden's Taiwan statement won strong praise from Democrats and Republicans in the Senate.

"President Biden is right. Credible deterrence requires both courage and clarity," tweeted Jersey's Bob Menendez, chair of the Senate Foreign Relations Committee.

South Carolina's Lindsay Graham chimed in: "President Biden's statement that if push came to shove, the U.S. would defend Taiwan against communist China was the right thing to say and the right thing to do."

The *Wall Street Journal's* editorial page, not a friend of Joe, chided the White House PR staff: "The constant White House walk-backs of the president's statements undermine his personal credibility with allies and adversaries."

Knowing the US will intervene could draw in allies such as the UK, Australia and Japan to defend Taiwan, which "may give Chinese president Xi Jinping some pause about the costs of an invasion," continued the WSJ.

Keep on talking, Joe and tell your PR busy buddies to chill. After all, you've been doing this international affairs stuff long before most of them were born.

Beyond Meat goes beyond nutrition labels.... The money-losing plant-based protein brand has hired professional tastemaker Kim Kardashian as its "chief taste consultant."

"As an icon synonymous with impeccable taste in food, fashion, beauty and more, Kim will highlight the brand's delicious, nutritious and sustainable product portfolio," according to Beyond Meat's May 24 release.

Claiming her fridge and freezer are fully stocked with Beyond Meat goodies, Kardashian wants to inspire her fans to chow down on the stuff.

Beyond Meat could use all the help that it can get.

Its 2021 revenues dropped 14.2 percent to \$464.7M, while the net loss grew 245 percent to \$182.4M.

Beyond Meat says its 2022 operating environment continues to be affected by near-term uncertainty about COVID-19 and its impact on demand levels, labor availability and supply chain disruptions.

Eat up, Kim, and perhaps invite your sisters over for dinner.

The Securities and Exchange Commission is considering proposals for "nutritional labels" on environmental, social and governance investment funds.

Chairman Gary Gensler says investors need consistent and comparable disclosures about asset managers' ESG strategies.

"I'm reminded of walking down the aisle of a grocery store and seeing a product like fat-free milk," said Gensler in his May 25 statement. "What does fat-free mean? Well, in that case, you can see objective figures, like grams of fat, which are detailed on the nutrition label."

He envisions similar labels to spell out what asset managers mean when they market funds as "green," "sustainable," "low-carbon" and so on.

Gensler means business. The SEC on May 23 fined BNY Mellon investment advisor unit \$1.5M for allegedly misstating and omitting information about ESG funds that it managed.

Democrats need to weaponize their gun control PR...

Imagine if the Uvalde police department had been "defunded" prior to the massacre of 19 children and two adults at the Robb Elementary School.

All hell would have broken loose with Republicans like Ted Cruz racing before any available TV camera to bash Democrats for stripping the local police of the needed resources to insure public safety.

William Saletan, a writer for The Bulwark conservative opinion site, says Democrats should take a page from the Republican playbook and weaponize wedge issues.

He notes the gunmen at the Texas school and Buffalo supermarket used assault weapons for mass murder.

Those weapons pack more firepower than the arsenals of typical police forces.

"Increasingly, police are outgunned," wrote Saletan.

Democrats should drop their pipe dream that GOPers are going to cave and agree to some restrictions of firearms.

There will be no Kumbaya moment designed to save the kids. Republicans don't give a fig about them. They put guns over children a decade ago after the Sandy Hook slaughter.

It's time for Democrats to fight back and brand Republicans "anti-cop."

Spitting mad over the *New York Times'* decision to run a [May 19 op-ed by Yale University history professor Timothy Snyder](#) that called Russia a fascist state, Vladimir Putin's top propagandist Vladimir Solovyov tweeted that the same could be said of Donald Trump and the MAGA crowd.

Snyder wrote that Putin refers to a past golden age and imperial greatness for Russia.

Solovyov pointed out that the Make America Great Again slogan refers to a bygone era that was more myth than reality.

He said Snyder's thought that fascism needs symbols of belonging applies to the red hats worn by Trumpers.

And the professor's idea that fascists conduct big rallies to show support for the leader?

"Mass events in support of the leader: Do you want me to play a clip of the dancing Trump?" tweeted Solovyov.

If the shoe fits.

—Kevin McCauley