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O'Dwyer's

The Inside News of Public Relations
& Marketing Communications odwyerpr.com

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May 6, 2024 Vol. 57 No. 19

FEMA NEEDS SUPPORT FOR 'GET READY' PUSH

The Federal Emergency Management Agency is looking for a firm to produce PSAs and compelling PR messaging in support of its "Ready Campaign" emergency preparedness effort.



FEMA

FEMA's Office of External Affairs is looking for a firm to spread preparedness messages in support of the Ready Campaign in all 210 national media markets.

Target markets are the general public and specified segmented audiences (e.g., Latino, Black, older adults, Asian Americans, Native Hawaiians and Pacific Islanders).

The selected firm will develop and produce national Public Service Announcement campaigns. It will leverage existing relationships to secure sustained donated media of approximately \$35 million per year and no less than \$15 million—not inclusive of earned media values.

The selected communications partner also will promote the launch of National Preparedness Month in September via PR and social media tactics.

Responses are due May 10.

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

EDELMAN ALUM WHITE TO GENERATE POST

Kym White, who led [Edelman's health sector](#) for over six years, joins Generate:Biomedicines, a drug generation company pioneering a machine learning-powered generative biology platform, as chief corporate affairs officer.

White most recently led communications for Verily, Alphabet Inc.'s research organization devoted to the study of life sciences, and also worked with Isomorphic Labs, another



Kym White

Alphabet unit that focuses on the use of AI in drug development.

She was previously SVP and CCO at CVS Health and Vertex Pharmaceuticals.

At [Edelman](#), White managed client relationships, business and product development and the marketing of Edelman Health, as well as developing thought leadership.

In her new post, she will work to articulate the mission of Generate:Biomedicines and spearhead initiatives that raise the profile of the work being done in the field of generative biology.

Generate:Biomedicines has also promoted Lisa Wyman to chief technical operations officer.

PPHC ACQUIRES LUCAS PR FOR \$22M

Public Policy Holding Company has acquired Sacramento-based Lucas Public Affairs in a deal worth up to \$22M.

The initial \$7.5M payment is composed of \$6M in cash and \$1.5M in stock issued to LPA owners.

The LPA transaction follows PPHC's 2022 acquisition of KP Public Affairs, which is also located in California's capital.

Launched by Donna Lucas in 2006, LPA's strengths are in corporate communications, high-level reputation and issues management, and state-based campaigning. Stewart Hall, PPHC CEO, said LPA's 28 staffers are stellar additions to his firm's growing family of operating brands.

California is in the forefront of major issues including technology regulation, privacy, energy, climate change and environmental policy.

LPA teamed with PPHC because it "wanted stability, a commitment to our roster of current and future firm leaders, and we wanted the kind of partner who would allow us to continue to remain independent and true to our culture while continuing to grow," said Lucas.

PPHC's nine operating companies include LPA, KPPA, Seven Letter, Crossroad Strategies, Forbes Tate Partners, O'Neill & Assocs., Concordant, MultiState Assocs., and Alpine Group Partners.

DC-based PPHC trades on the London Stock Exchange.



STAGWELL SHOWS 8% Q1 GROWTH

Stagwell registered an eight percent rise in Q1 revenues to \$670M and a \$1.3M net loss compared to a \$1.4M profit last year.

CEO Mark Penn said the firm is "on target for 2024 with a return to growth" based on double-digit growth in its performance media & data capability offering.

"We see tailwinds of record new business growth in advertising generally, and a strengthened market position," said Penn.

He sees growth for its AI-related digital transformation assignments during the second half of the year along with a strong advocacy season.

Penn expects full-year organic growth in the five to seven percent range. Organic growth grew two percent during Q1.

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



Mark Penn

PAKISTAN SEEKS FIRM FOR US ROADSHOWS

The Pakistan Investment Promotion Authority is looking for a firm to handle roadshows in San Francisco, New York and Washington as it seeks to attract US investors.



The SF show (July 9) will target the technology and venture capital sectors, while the NY session (July 12) will zero in on the financial community, and the DC event (July 15) will focus on institutional investors, policymakers and economic stakeholders.

PIPA is hoping to secure commitments of at least \$15M.

The US Agency for International Development is backing the program in its bid to strengthen and promote regulatory reform in Pakistan and to increase trade with the US.

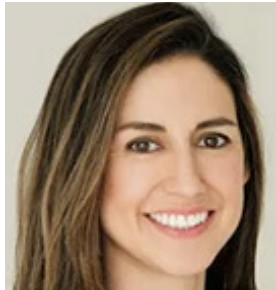
The USAID will not accept bids from firms with business ties in Cuba, Iran, North Korea and Syria. It also does not want to hear from firms that will rely on equipment made by China's Huawei Technology Co., ZTE Corp., Hikivision Digital Technology and Hytera Communications.

Responses are due May 12. They go to procurement@pakistanipa.com.

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

HERBALIFE'S HERNANDEZ TO SEVEN LETTER

Casey Hernandez, who rose to the senior VP for global corporate communications post at Herbalife, has joined Seven Letter strategic communications shop in its DC office.



Casey Hernandez

At the Los Angeles-based nutrition and wellness company, Hernandez handled CEO positioning and communications, media relations, internal communications, creative content development, ESG communications and social media engagement.

Earlier, she had PA posts in the Obama administration's Treasury and Transportation Departments. She also served as associate director of the 2013 presidential inaugural committee.

Seven Letter is part of Public Policy Holding Co.

5WPR MARKS SMOKEY BEAR'S 80TH BIRTHDAY

[5W Public Relations](#) is partnering with the Ad Council to celebrate the 80th anniversary of [Smokey Bear](#), which is the longest running PSA in US history.

Smokey's "Only You Can Prevent Forest Fires" message that humans cause nearly nine in ten unwanted wildfires is as relevant as ever, especially in the era of parched forests.



The Ad Council, USDA Forest Service and National Association of State Foresters manage the Smokey campaign.

5W will drive home the wildfire prevention message by focusing on new partnerships and activations.

It will generate national media coverage on late-night TV, morning broadcast shows, print and online outlets in the travel, pop culture and lifestyle/consumer media.

ACCOUNTS IN TRANSIT

[FNK IR](#) has signed on to handle investor relations duties for **PLBY Group**, the company whose flagship brand is Playboy. The agency will be working closely with Playboy to develop and execute a comprehensive and proactive capital markets strategy with a full suite of investor relations services. The account will be led by FNK IR founding partners Matt Chesler and Rob Fink. PLBY Group serves consumers in four major categories: sexual wellness, style & apparel, gaming & lifestyle, and beauty & grooming. The Playboy brand drives billions of dollars in consumer spending annually across approximately 180 countries.



Colangelo & Partners, which works with clients in the wine and spirits industry, is engaged to develop and execute a strategic and comprehensive media relations campaign for Santa Rita Estates, which includes Chilean vineyards Viña Santa Rita, Viña Carmen and Sur Andino as well as Doña Paula in Argentina. The agency's work will focus on increasing brand awareness and press coverage for all wineries that are part of the group. Santa Rita Estates, which is a leader in developing the sustainable wine sector, sells its wines in more than 50 countries.

[BackBay Communications](#) takes on **Finovate** for PR and media relations services for its FinovateSpring 2024, FinovateFall 2024, and FinovateEurope 2025 events, which are dedicated to shaping the digital future of financial institutions. FinovateSpring, taking place May 21-23 at the Marriot Marquis San Francisco, will spotlight more than 50 live demo sessions from both emerging fintech innovators and established industry leaders, as well as more than 100 industry-leading speakers on a wide range of financial topics. FinovateFall 2024 will be held in New York City, with FinovateEurope 2025 slated for London.

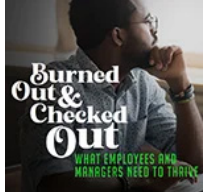
Taft Communications picks up **PosiGen**, which provides renewable energy and energy efficiency solutions for underserved communities. The work with PosiGen builds on Taft's expertise and focus on sustainability through media relations, digital media, messaging, paid media, and executive training. Since its founding in 2011, PosiGen has worked to close the clean energy affordability gap in underserved communities by providing the benefits of clean energy with rooftop solar and energy efficiency upgrades. The company currently offers its solar energy and energy efficiency services in more than a dozen states. "As we look to grow within our existing footprint and expand into new markets, our partnership with Taft will ensure our future customers realize our unique offerings," said PosiGen general manager, growth and strategy John Ross.



rEvolution lands PR and marketing AOR status for the **ICC Men's T20 World Cup 2024**, an international cricket championship that kicks off with a match between the U.S.A and Canada at Grand Prairie Stadium in the Dallas metro area on June 1, the first time an ICC global event will be held in the U.S., and concludes with the championship game in Barbados on June 29. rEvolution will deliver a transatlantic effort, based in its Chicago and London headquarters, to drive awareness and engagement for tournament's 55-match schedule across nine locations, including three in the U.S. and six in the Caribbean.

MANAGERS UNAWARE OF EMPLOYEE BURNOUT

Employees at U.S. companies are experiencing high levels of burnout, but managers are lagging behind when it comes to their awareness of the problem, according to a recently released study from communications consulting firm The Grossman Group in collaboration with The Harris Poll.



[The survey of 1,115 employees and 971 managers](#), which was conducted in January, found that only 24 percent of employees surveyed said they were “thriving” in their current position. However, things look much rosier from the vantage point of the managers surveyed. Almost nine out of 10 of them (89 percent) said their employees were thriving in the jobs they now hold, revealing a major disconnect between employees and managers.

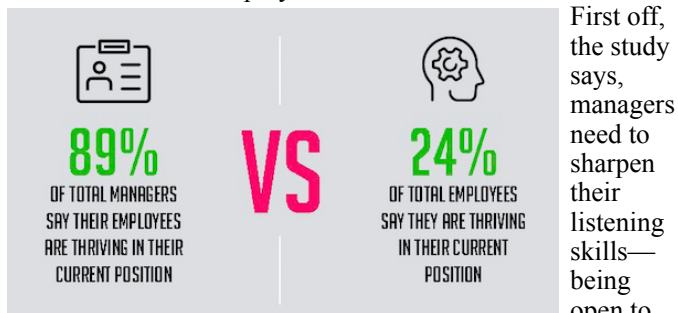
But only 37 percent of the managers themselves said they were thriving in their own positions, with 63 percent referring to themselves as “burned out or ambivalent.”

The biggest factor behind work-related burnout for employees was “constant change,” which was cited by 43 percent of them. Coming in a close second was “senior management creates unnecessary work,” which 41 percent mentioned. High employee turnover (39 percent) and limited mental health benefits (37 percent) were also major contributors to on-the-job stress. Constant change was also listed as the top cause of burnout for managers (50 percent).

Younger workers also prioritized different factors when saying what provoked burnout for them. They were twice as likely to say that a “toxic work environment” and “communication overload” were sources of burnout than older employees were, and were three times as likely to attribute it to “interpersonal conflict.”

The study notes that this state of affairs is leading to a job environment in which 33 percent of U.S. hiring managers say that they predict employee turnover will increase this year. And it turns out that employee turnover is rather expensive, with each turnover estimated to cost on average, \$36,295 annually in lost productivity and rehiring costs.

So how can the employee turnover wave be slowed down?



new ideas and feedback, using multiple vehicles to solicit opinions and focusing on talking less and paying more attention to the employees.

Other key strategies include emphasizing manager training, ensuring regular check-ins with all employees and managers, and ensuring that there’s plan in place to manage change-fatigue.

“Top leaders need to ensure that well-being isn’t just left to chance,” the study notes, “Purposeful plans should be in place, recognizing that everyone has a role to play in building a thriving culture.”

MISSY EDWARDS SPEAKS FOR SHEIN

Missy Edwards Strategies represents Shein Technology Group, the Los Angeles arm of the embattled Singapore-based “instant fashion” retailer. The firm is to run a general education push regarding Shein’s presence, operating footprint and economic impact in the US, as well as handling regulatory, trade and online retailing matters.



The [Harvard Business Review](#) reports that Shein uses algorithms to “trawl social media sites and online shopping sites,” and then its 250 in-house designers and independent factories develop ideas “based on trending items.” The clothing is produced in small factories in China.

Shein has come under fire for allegedly procuring cotton from China’s Xinjiang region in violation of the Uyghur Forced Labor Prevention Act, and sourcing from factories dependent on forced labor. The factories have been charged with creating environmental havoc.

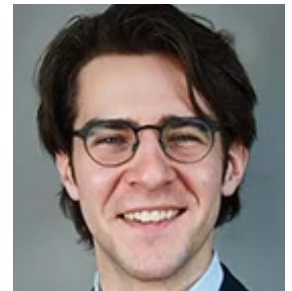
Missy Edwards, a former aide to Mississippi Senator Thad Cochran, launched her DC shop 14 years ago.

She also served as development & finance director for the Republican Senatorial Committee and a senior VP at Omnicom’s Washington Group.

WE COMMUNICATIONS RECRUITS RYAN

WE Communications hires Aidan Ryan as SVP, crisis and issues management. Ryan joins WE from [Edelman](#), where he was SVP, head of U.S. litigation and legal affairs.

He was previously crisis and litigation communications practice leader at legal firm Goldberg Segalia. Ryan’s expertise includes crisis management, litigation and legal communications, geopolitical issues, workforce issues and employee experience, and reputational recovery.



Aidan Ryan

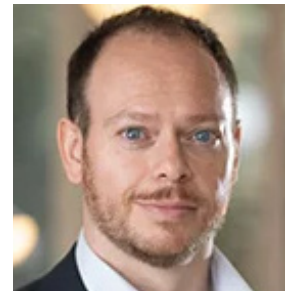
At WE, he will be a leader on the firm’s corporate reputation and brand purpose team.

DENTONS GLOBAL ADVISORS ADDS DELLI

[Dentons Global Advisors](#) has added Raphaël Delli to its European Union PA practice, leading its financial services offering.

He joins DGA from Boldt, the pan-European communications shop that has seven offices in Germany, UK, Belgium, Switzerland and Norway.

Prior to Boldt, Delli was head of EU representation for Group BPCE, France’s No. 2 banking group; consultant at [APCO](#); senior advisor at the European Savings Banks Group; and auditor at Deloitte.



Raphaël Delli

Focusing on policy and regulatory frameworks, digital transformation and sustainability matters, Delli will handle DGA clients in the banking, private equity, assets management, fintech, insurance and crypto sectors.

CONGRESS WANTS FTC TO PROBE TIKTOK

The House committee probing potential national security threats from China wants the Federal Trade Commission to investigate whether TikTok violated child privacy laws when it launched a lobbying blitz to defeat the bill requiring ByteDance, TikTok's owner, to divest it.



TikTok pushed a message calling for users to contact their Members of Congress, and urge them to vote against the Protecting Americans from Foreign Adversary Controlled Applications Act, which is now law.

Rep. John Moolenaar, chairman of the China panel, and Raja Krishnamoorthi, ranking member, want the FTC to probe whether TikTok sent pop-up messages to children under the age of 13 in violation of the Children's Online Privacy Protection Act.

TikTok would only be banned in the US in the event that ByteDance doesn't unload it over the next nine months.

The China panel is called the House Select Committee on the Strategic Competition Between the US and the Chinese Communist Party.

COGENT HELPS EU TARGET US VIA SOCIAL

Cogent Strategies has signed on to support the European Union's social media push to promote its policies and messages to the American public. The effort began April 8 and runs through Dec. 20.



The EU plans five campaigns based on its "evergreen" messages to US audiences.

Target audiences are social media amplifiers, journalists/media, think tanks, academia, partner organizations, civil society, and business leaders and associations.

Cogent will provide technical support, which the EU considers vital due to the impending US elections and the resulting increase in disinformation and the escalating challenges of social media algorithms.

Kimberley Fritts, former CEO of Podesta Group, heads Cogent. Her firm represents the EU as a subcontractor to IBF Connect in Brussels.

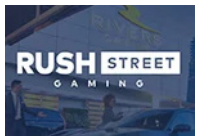
RUSH STREET ROLLS THE DICE WITH AVOQ

Rush Street Gaming has hired [Avoq](#) to handle gaming and sports betting issues that come up in Washington.

Chicago-based Rush Street focuses on markets beyond Las Vegas that can support major development.

It runs five downtown destination casinos in Pittsburgh, Philadelphia, Portsmouth (VA), Schenectady and Des Plaines (IL) that operate under the Rivers Casino brand.

The company also has three hotels: The Landing (Pittsburgh and Schenectady) and Riversuites (Philadelphia).



Avoq co-founder & managing partner Steve Elmendorf and partner Whittaker Askew handle Rush Street.

Elmendorf was chief of staff to Democratic Leader Dick Gephardt and deputy campaign manager for John Kerry for President.

Askew ran the political office of ex-House Speaker John Boehner and served as VP-government relations at the American Gaming Association.

Avoq ranks [No. 10 on O'Dwyers roster of independent firms](#) with 2023 fee income of \$89.3M.

ON THE MOVE

StreetCred Communications, which works with financial industry clients, brings on **Rob Farmer** as SVP. Farmer, who most recently served as managing director, head of communications at wealth marketing strategy firm The Rudin Group, was previously managing director, corporate communications at Charles Schwab & Co., where he led PR for the institutional business serving independent advisors. He has also been a director at Landis Communications. "Clients appreciate when they have access to seasoned professionals with a deep understanding of the financial sector, and Rob fits this bill perfectly," said StreetCred partner Emma Smith.



Rob Farmer

Cozen O'Connor Public

Strategies adds **Jessica Monahan** to its Washington D.C.-based lobbying team as a senior principal. Monahan comes to CPS from Arnold & Porter, where she was a policy advisor. She previously served as VP of federal government affairs at McGuireWoods Consulting and legislative director—transportation for the National Association of Counties, in addition to working for Sen. Mark Dayton (D-MN) on constituent services and supporting Sen. Russell Feingold's (D-WI) campaign and political action committee. "Jessica brings to us senior level, multi-client government relations experience—in both the private and public sectors," said Cozen O'Connor Public Strategies CEO Howard Schweitzer.

Edcetera, a provider of career education programs that is backed by Eden Capital, appoints **Jim Gallagher** as CMO. Gallagher joins Edcetera from professional training and coaching firm The Colbri Group, where he served as head of innovation and digital transformation, after having led its real estate education brand. Before that, he worked for Charter (Spectrum) and GE Capital. At these companies, he developed and managed their ecommerce channels, marketing, and innovation strategies.

Coldwell Banker Real Estate brings on **Brandon Newman** as VP of marketing. Newman comes to Coldwell Banker from Aston Martin, where he served as head of marketing for the brand's North American, Latin American and Canadian regions. He was previously digital experience and marketing director at Mercedes-Benz USA. In his new post, Newman will lead marketing efforts for the Coldwell Banker network, promoting its narrative through national advertising.



Stacey Pool

FullSpeed Automotive, a franchisor and operator of automotive aftermarket repair facilities and home to brands Grease Monkey, Speedee Oil Change & Auto Service and Kwik Kar, names **Stacey Pool** as CMO, effective May 28. Pool joins the company from restaurant chain Noodles & Company, where she also served as chief marketing officer. Before that, she was SVP, corporate marketing at Vail Resorts. In her new position, Pool will oversee all brand and digital marketing efforts as well as lead customer experience strategies for FullSpeed's family of brands.

METRO PORTLAND SEEKS PR SUPPORT

Metro, the governmental body that oversees 24 cities in Greater Portland, is looking for firms interested in handling strategic communications, marketing and brand services on an on-call basis.



The goal of Metro is to help Oregonians shape the future and provide services that make life better today. Its work spans parks and nature; land, housing and transportation; garbage and recycling; and arts and events.

Metro's communications needs include storytelling, press releases, media pitches, community engagement, sponsored content, social media activities, marketing and advertising.

It also manages websites for the Oregon Zoo, Portland's Centers for the Arts, Oregon Convention Center and the Portland Expo Center.

Metro wants firms that can "demonstrate the ability to develop and implement communications strategies and tactics that reach broad audiences," according to the RFP.

It will award contracts beginning in July and running through June 2029.

Responses are due by May 14 at [Metro's e-portal](#).
[Read the RFP \(PDF\)](#).

BRUNSWICK ALUM HEISE JOINS INVARIANT

Stephanie Heise, who worked for Brunswick Group in New York, San Francisco and Beijing, has joined Invariant's strategic communications and PA team.



Stephanie Heise

Flom; and Debevoise & Plimpton.

She will counsel clients on reputation management, corporate positioning, and crisis PR focused on the financial services sector.

At Brunswick, Heise was a member of the industrials & infrastructure practice with experience in helping clients rebound in the aftermath of a crisis.

Earlier, Heise handled media relations for corporate law firms Skadden, Arps, Slate, Meagher &

NEWS OF FIRMS

CG Life brand **The Market Element** is relaunched as Element CG, reflecting a closer alignment with its focus on supporting emerging life sciences and biopharma companies with scientific marketing solutions. Former CG Life VP of digital marketing Jeremiah Worth has been appointed Element CG's managing director. Element CG's services include brand and identity, digital, content, creative, and public relations, partnering with early-stage life science and biopharma companies to translate complex science and activate their brands, scaling with them as they grow. It also supports established brands with tactical production capabilities for projects or campaigns.



Gateway Group, a financial communications and digital media advisory firm, is bringing back its annual [Gateway Conference](#), which connects growth-stage companies with prospective, investors, analysts, partners, and other capital markets constituents. The Sept. 4-5 event, which coincides with the firm's 25th anniversary, will take place at the Four Seasons San Francisco. It offers attendees an exclusive look at a diverse array of companies across sectors such as technology, cleantech, consumer, industrials, financial services and healthcare.

Firebrand, which works with early and late-stage technology startups, launches what it says is an industry first: an integrated Account-Based Marketing and PR service. Account-Based Marketing, in which brands target specific accounts with tailored messaging, content and outreach, is increasingly popular among B2B brands. Firebrand's Account-Based PR service aims to reinforce ABM efforts with highly targeted PR programming.

DiGennaro Communications, a B2B agency serving the media, marketing, technology and entertainment sectors, forms a partnership with marketing industry veteran **Jon Bond**. Bond, who founded his first agency (Kirshenbaum & Bond) in 1987, will collaborate with DGC founder and CEO Samantha DiGennaro to expand DGC's proprietary Marketing to Marketers offering, which focuses on helping CMOs, CROs, founders, CEOs and company leaders build enterprise and personal brands in support of business growth.



SPREAD PR, which works with companies in the luxury manufacturing, interiors and hospitality sectors, is rebranding as **SPREAD Communications**. The change is meant to fully encapsulate the services the agency offers, which include brand strategy, media planning and buying, corporate event planning, digital marketing, social media campaign planning and strategic consulting. The rebrand, which marks the firm's 20th anniversary, also includes a new company logo and website.

The Florida Public Relations Association rebrands its Annual Conference, which is celebrating its 85th anniversary, to the PR & Comms Summit. The event will take place from August 4 - 7 at the Grand Hyatt Tampa Bay, with a lineup that includes Microsoft, Walt Disney World Resort and Paramount / MTV Studios. Attendees will gain insights into the evolving communications landscape through workshops, keynote sessions and networking opportunities. Registration for the Summit is now open, and early bird pricing is available until May 31, with special rates for FPRA members and students.

NYPD VET BYRNE SHIFTS TO SECRET SERVICE

James Byrne, a former New York Police Department detective who led the executive communications team for commissioner Edward Caban, will join the Secret Service on May 20. He is to become a public affairs officer assigned to its New York field office.



James Byrne

Working in the office of the deputy commissioner of public information, Byrne served on a citywide response team that handled the media at critical incidents including terror attacks, building collapses and officer-involved shootings.

He retired from the NYPD last month.

COMMENTARY

Just Do It, Over... Nike has finally thrown in the towel, agreeing to modify its much ridiculed “Nike Vapor Premiers” uniforms for Major League Baseball. It didn’t have to happen.



In introducing the new jerseys, Nike touted them as offering a better fit in what it touted as the “most advanced uniforms in the history of Major League Baseball.”

Nike’s uniform woes became evident shortly after the first pitch of Spring Training. Players complained about the massive sweat stains on their shirts and tight-fitting pants that frequently ripped when they slid into a base.

In an April 28 memo, the MLB Players Association criticized Nike for ignoring widespread complaints about the uniforms.

It charged the company with having a “nothing to see here, players will have to adjust” attitude.

The memo said the basic problem was there was no need for the new uniforms. “Nike was innovating something that didn’t need to be innovated.”

Nike’s bad MLB press comes during a tough year for the athletic wear company that has laid off about 1,600 workers.

The company reported that net income dropped five percent to \$1.2B during its most recent quarter on flat revenues of \$12.4B.

CEO John Donahue said Nike is making the necessary adjustments to drive the next chapter of growth.

Those adjustments will include a revamp of the Nike Vapor Premiers, or just going back to the old uniforms.

Nike could frame the situation the way Coca-Cola did when it ditched its New Coke (after a customer revolt) and returned to the old formula.

Nike should just do it and return to the old duds.

Ban Us... Many TikTok users want the Chinese-controlled platform banned in the US, according to a YouGov survey.

More than a third (34 percent) want the ban, while 45 percent oppose it. Twenty-one percent are not sure.

A little less than half (46 percent) of the general population supports the governmental action against TikTok, and 27 percent are against it.

YouGov found that TikTok’s popularity is on the rise in the US, especially among older folks.

[The Stop, shop & scroll: US TikTok Report 2024](#), found that 21 percent of Americans use TikTok compared to five percent in 2021. The 45-54 and 55+ age brackets increased use of TikTok by five percentage points since 2022, while the 18-24 group posted a 10-point decline in TikTok use

Congress has given ByteDance, TikTok’s owner, nine months to sell the app or to exit the US. If sales talks are ongoing, it gets another three months to close the deal.

But ByteDance told the US to bug off. It has no plans to sell TikTok or exit the US. It prefers to slug it out in courts.

It could be years before the issue is resolved, which gives China plenty of time to gather more information about Americans, or to influence American politics.

Democrats may sound like a broken record but bashing Big Oil sure makes them feel good.

They were in downright giddy moods on April 30 following the release in what seems like the 19th report outlining how Big Oil knew all about the role that fossil fuels played in driving the climate crisis into a civilizational emergency.

Maryland Congressman Jamie Raskin observed that Big Oil “has always prioritized its bottom line and chosen low-road PR tactics over a high-road commitment to addressing the crisis.”

The report claims that Big Oil’s “outright denial of climate change has evolved into a green-seeming cover for its ongoing covert operation—a campaign of deception, disinformation, and doublespeak waged using dark money, phony front groups, false economics, and relentless exertion of political influence—to block climate progress.”

The Report’s name neatly sums things up. It is called [“Denial, Disinformation, and Doublespeak: Big Oil’s Evolving Efforts to Avoid Accountability for Climate Change.”](#)

PR people should give it a read.

Wingnut Marjorie Taylor Greene justified her vote against the Antisemitism Awareness Act by sputtering antisemitic nonsense. Go figure.

After tweeting that antisemitism is wrong, she posted that she couldn’t vote for the AAA because it “could convict Christians of antisemitism for believing the Gospel that Jesus was handed over to Herod to be crucified by the Jews.”

Not so fast, MTG. The Gospel I’m familiar with holds the Roman governor Pontius Pilate responsible for Jesus’ death.

The US Holocaust Memorial Museum would call MTG to task. It says blaming Jews for the death of Christ has been used to whitewash antisemitism for more than two thousand years. Et tu, MTG.

The Congresswoman, a self-described cradle Catholic who was married in the Church but stopped going to Mass attending reports of sexual abuse scandals, must know that the Second Vatican Council in 1965 found no basis in scripture to hold the Jewish people were responsible for Jesus’ death.

Greene is ready for her next PR disaster—her no-shot chance to boot House Speaker Mike Johnson set for this week. MTG is losing her mojo.

‘Best Lede of the Week Award’ goes to *Wall Street Journal* reporter Angus Berwick for his story about a former FTX executive successfully bidding \$1.5M for a gold watch that was found on the body of John Jacob Astor IV, a victim of the Titanic sinking. It is the most ever paid for Titanic memorabilia.

“A gold pocket watch that survived the sinking of the Titanic has a new owner: a survivor of crypto’s biggest wreck,” wrote Berwick. Bravo!

JJA4, who was then-America’s richest man, went down with the ship after making sure that his wife was in a lifeboat.

His body and possessions were recovered a week after the disaster and the watch was given to his son, Vincent Astor. The Astor family sold it to a private collector in the 1990s.

Unlike FTX, JJA4’s watch is still ticking.

—Kevin McCauley