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STAGWELL POSTS 7% Q3 REVENUE DROP

Stagwell's Mark Penn reports Q3 revenue fell 7 percent to \$617.6M and net income declined to \$653K from \$10.6M a year ago.



Mark Penn

He anticipates a return to growth over the next two quarters as tech spending perks up, and the entertainment and auto sectors rebound from strikes.

Penn is ready for a "strong 2024 as the political cycle kicks in again and as we introduce our cutting-edge AI products within the Stagwell marketing cloud."

The company on Oct. 31 bolstered its balance sheet via the divestiture of ConcentricLife for \$245M cash.

Penn called that integrated health marketing agency "a non-core asset."

Stagwell followed up that divestiture with the \$15M acquisition of Movers and Shakers LLC, provider of social media marketing solutions.

Penn expects Stagwell will report a 4 percent decline in organic net revenue for full-year 2023, an improvement from the Q3 7 percent dip.

Stagwell owns Allison+Partners, SKDK, Sloane & Co., KWT Global and Hunter.

LYFT ALUM TO GIVE PR LIFT TO YAHOO

Yahoo has hired Sona Iliffe-Moon, who has more than 20 years of consumer, crisis and corporate communications experience, as chief communications officer.

Reporting to CEO Jim Lanzone, she is to chronicle Yahoo's brand evolution, and craft communications that help consumers, partners and employees connect with its mission. She also will coordinate PR across the various Yahoo properties.



Sona Iliffe-Moon

Most recently, Iliffe-Moon was VP-communications at Lyft, handling corporate, consumer and policy matters, along with storytelling through content development and social media activities.

Earlier, she was senior director of corporate media relations at Facebook; head of communications and brand affairs at Nestle's beverage division; and head of consumer and brand communications at Toyota North America.

NEWBURGH, NY NEEDS PR SERVICES

Newburgh, New York, a town about 30,000, located 60 miles north of New York City, is looking for an agency to provide branding, marketing and advertising services.

Newburgh's Industrial Development Agency, the public benefit corporation charged with promoting and supporting its economic development and employment opportunities, is looking for an agency that can provide branding, advertising and marketing services.

Scope of work includes developing branding, marketing and advertising plans; creating a comprehensive public relations strategy; assisting the IDA with media relations efforts and building relationships with media outlets and journalists.

Proposals, due by 12 p.m. (EST) on Nov. 17, can be mailed or delivered to: The City of Newburgh Industrial Development Agency; 83 Broadway; 3rd Floor; Newburgh, NY 12550. Agencies should also email a copy of their proposals to: idadirector@cityofnewburgh-ny.gov.

Questions should be directed to Procurement Officer Cherisse Vickers, idadirector@cityofnewburgh-ny.gov.

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



BRUNSWICK HANDLES ENDEAVOR'S REVIEW

Brunswick Group handles Endeavor, which has launched a review of strategic alternatives at the sports and entertainment combine.

CEO Ari Emanuel believes Wall Street is underestimating the worth of his company. "Given the continued dislocation between Endeavor's public market value and the intrinsic value of Endeavor's underlying assets, we believe an evaluation of strategic alternatives is a prudent approach," he said.

Endeavor recorded an 8.8 percent rise in Q2 revenues to \$3B and a 26.5 percent surge in net income to \$703M.

Its stock trades at \$22.89. 52-week range is \$26.26, \$17 Silver Lake private equity firm owns a 71 percent stake in Endeavor and plans to propose a plan to take it private. Endeavor went public in April 2021.

Emanuel completed Endeavor's merger with World Wrestling Entertainment in September and announced the formation of TKO Group Holding.

TKO joins WWE with UFC, mixed martial arts, to create a media platform that targets more than 1B young, diverse fans.

Endeavor shareholders own a 51 percent stake in TKO while WWE investors hold a 49 percent stake.



EX-MWWPR EXEC COP GUILTY PLEA

Andrew Garson pled guilty in New York federal court on Nov. 1 to charges that he defrauded his former employers MWWPR and Catalyst PR of millions of dollars, and agreed to pay \$3.8M in restitution. He will be sentenced on Feb. 28 and could serve up to 20 years in prison.



Andrew Garson

The 41-year-old was arrested and charged [with wire fraud on Oct. 2, 2019](#) and for a subsequent scheme to obtain New York State unemployment benefits.

US attorney Damian Williams said: “Andrew Garson betrayed his employers time and time again, causing millions of dollars in losses, and when he no longer had an employer to defraud, he applied for and received thousands of dollars

in unemployment benefits to which he was not entitled.

“He has now admitted to greedily exploiting his employers’ trust to line his own pockets.”

The charges cover the period from 2013 to 2018 when Garson was executive VP at MWWPR and VP at Catalyst PR.

DALLAS SCHOOLS SEEK BRAND SUPPORT

The Dallas Independent School District is gathering marketing proposals designed to position it as a premier urban system that is focused on preparing college and career-ready students.



DISD runs 230 schools with a student body of more than 150K. It has 23K teachers and staff members.

The RFP calls for project-based PR services to help DISD create a stronger positive brand.

It wants a partner able to create compelling marketing collateral and communicate information about programs to ethnically diverse community stakeholders.

DISD plans to offer a three-year contract with options to renew for two one-year periods.

Proposals are due Nov 9.

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

DUBLIN (OH) NEEDS DIGITAL MARKETING

The City of Dublin, a suburb of Ohio’s capital city of Columbus, is seeking a digital marketing partner to support its economic development efforts. Wendy’s, Cardinal Health, IGS Energy and Stanley Steemer are headquartered in Dublin.

The RFP calls for paid media planning, execution, channel strategy and design & copywriting support.

The selected firm will review Dublin’s existing marketing program to assess what tactics are working best, as well as which messages are resonating and align with the economic development strategy, as the basis for the new digital outreach.

Dublin wants the effort to begin Jan. 1 and run throughout 2024. It may renew the contract for another year. The budget is capped at \$60K.

Proposals are due Nov. 10. They go to Aisling Babbitt, Public Affairs Officer, at ababbitt@dublin.oh.us.

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



ACCOUNTS IN TRANSIT

SPARK is named creative marketing agency of record for **Visit Baltimore**, the city’s official destination marketing organization. It will work to evolve Visit Baltimore’s brand, which was launched in 2020. The scope of work includes a refresh of visual elements along with devising new campaigns that best represent Baltimore, from its diverse neighborhoods to its arts and culture institutions.



Quinn PR is engaged to handle real-estate and consumer lifestyle communications for **Andermatt**, a Swiss Alpine Resort. The agency will work to raise awareness of Andermatt as a year-round destination through media relations, creative campaigns and sales-focused activity, in addition to supporting the destination on brand partnerships, sponsorships and events. The account will be led by Quinn VP Camila Gamero. Just under two hours’ drive from Zurich, Andermatt has been undergoing a major redevelopment program which, when completed, will give the mountain resort town six hotels, 42 luxury apartment buildings and Alpine villas.

Crowe PR signs on to work with **Crystal Head Vodka** and **Rabbit Hole Spirits**. For Crystal Head Vodka, which was founded by actor Dan Aykroyd and artist John Alexander, Crowe PR will focus on thought leadership for the executive team, strategic communications, media relations, limited-edition product launches and event support. Rabbit Hole Spirits, part of the Pernod Ricard portfolio and helmed by Kentucky Bourbon Hall of Fame Whiskey Maker Kaveh Zamanian, will depend on the Crowe team to increasing awareness for the brand through media relations, thought leadership and overall strategic communication.

Bob Gold & Associates is named PR agency of record for **Willow**, which offers live, streaming and on-demand cricket coverage. BG&A will work to elevate Willow’s profile, emphasizing its dedication to delivering premier cricket content to fans and promoting the network’s fan-centric approach. “Bob Gold & Associates, with its proven award-winning track record in effective storytelling and strategic marketing, stood out as an exemplary choice,” said Willow COO Todd Myers.



Zapwater Communications is selected by **The Inn at Stonecliffe**, a property on Michigan’s Mackinac Island owned by the Pulte Family Charitable Foundation, as its US agency of record. Zapwater will spearhead integrated communications to magnify the property’s renovation, enhanced experiences, expansive guest accommodations. and more. The agency’s scope of work will include ongoing strategic planning, media relations, influencer marketing, event support and social media campaigns.

The Brandman Agency signs on as PR agency of record for **Domes**, a collection of 11 luxury properties in the Mediterranean. Brandman will be handling all US media relations and influencer relations for the client. Domes features four differentiating brands: Domes Originals, Domes Reserves, Domes Noruz and Domes Aulūs. The company also runs Makris, a fine-dining restaurant-concept that operates at several Domes resorts as well as in a standalone restaurant in Athens.

BUILDING ENGAGING HEALTHCARE STORIES

In the modern world, where digital platforms teem with information, the quest for visibility and relevance is more challenging than ever. This challenge becomes exponentially more complex in the healthcare sector, where the stakes are high: emotionally, physically and, sometimes, a literal matter of life and death. One proven tactic to capture attention, foster trust and, most importantly, influence change is through authentic storytelling.



Kevin Lamb

The essence of authenticity

In healthcare communications, authenticity isn't just an accessory; it's a critical cornerstone upon which trust and communications are built. While the term itself is used frequently, its interpretation may vary. It's best defined by how the audience interprets the message. Rather than being an inherent trait, authenticity is best achieved by constructing stories that resonate with the audience, with the consistent core principles of reliability and believability.

While patient testimonials are the conventional way to connect with audiences, authentic storytelling taps into the emotional fabric of an audience, weaving narratives from real experiences and borrowing from time-tested narrative elements like plot, character, thought, diction and spectacle.

Strategies for authentic storytelling

As you prepare for your next big campaign, here are three impactful approaches to consider when building authentic and engaging storytelling strategies:

The power of inspiration

Inspirational stories can uplift an entire community. Take, for example, the Humana Game Changers, a program we created with Humana to highlight athletes aged 50 and over who are participating in the National Senior Games. Selected from tens of thousands of participating athletes, each "game changer" personifies the attributes of active aging through their own awe-inspiring life story, from surviving near-fatal accidents to achieving sobriety to receiving a liver transplant.

Their authentic impact lies not in their athletic abilities but in their true selves. They're not professional athletes but everyday people who embody the concept of active aging and, in doing so, enable a ripple effect of inspiration through storytelling.

Stories of tragedy and triumph

Narratives around struggle and resilience strike a chord with virtually everyone. The opioid crisis, a challenge many face but few discuss, was explored profoundly in "GATEWAY," a documentary film project we developed in collaboration with Pacira BioSciences, Inc.

The project delved into the often-underreported avenue of surgery as a gateway to opioid addiction. Evolving from a series of testimonials into a full-length documentary, "GATEWAY" looked at the impact of opioid misuse and the resilient spirit of individuals battling addiction through their personal journeys: a resilient woman from Maryland who faced addiction following a C-section; a high school athlete from New Mexico who battled opioid misuse following a sports injury; a tenacious young woman from New Jersey fighting addiction for several years; and a nationally-recognized clinician whose

mission is to reduce opioid prescriptions following surgery.

By blending the elements of tragedy and triumph, this film turned a clinical debate into a compelling and authentic call to arms, providing a body of work to educate various stakeholders about the issue to influence change.

Embracing vulnerability

A genuine connection comes when people share vulnerabilities. Baseball legend and entrepreneur Alex Rodriguez partnered with OraPharma to share his journey with gum disease, a common yet stigmatized chronic oral health condition.

Rodriguez's collaboration with OraPharma to discuss his experience with gum disease brings authenticity to a new level. A condition that often goes undiagnosed yet is especially prevalent among Latino men, Rodriguez's openness struck a chord with the media and the community, garnering almost 1,000 stories and more than five billion media impressions in just one day. Most importantly, though, is that in his willingness to share his journey, Rodriguez illustrated the strength and power that comes from vulnerability and the impact one authentic story can have on countless others.

The authentic takeaway?

Storytelling in healthcare isn't merely a box to be checked; it's an impactful strategy that, when done authentically, can drive engagement and change lives. Whether it's inspiring audiences through the real-life stories of "game-changing" individuals, raising awareness about the complexities of a critical public health crisis or destigmatizing common health issues through celebrity narratives, the foundation starts with authenticity. Authentic storytelling builds trust, catalyzes behavioral change and fosters a sense of community, ultimately amplifying the effectiveness of healthcare brands and the value they bring to patients and their families.

By leaning into the authentic narrative, using well-crafted stories rooted in the principles of inspiration, tragedy, triumph and vulnerability, PR professionals can deliver campaigns that resonate with audiences and have a lasting impact. Authenticity isn't just a buzzword; it's essential for meaningful engagement and impactful healthcare communications.

Kevin Lamb is Senior Vice President at Coyne PR.

NC DISABILITIES COUNCIL SEEKS PR

North Carolina Council on Developmental Disabilities wants a firm to create a strategic communications plan to promote its work and remove barriers erected against people with intellectual and developmental disabilities (I/DD).

The selected firm will raise general awareness that people with I/DD "share the same desires to learn, to move freely through their own homes and out in the public, to have meaningful jobs, and to earn a meaningful wage," according to the RFP.

In addition, they want to exercise the right to choose where they live, where they work and where they go.

The communications partner will develop editorial themes to create engagement among targeted audiences, pitch reporters, support special events and handle social media activities.

The Council, which is a unit of NC's Dept. of Health and Human Services, has budgeted \$225K for the one-year effort.

Responses are due Nov. 15. Firms must register at [NC's vendor portal](#).

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



FINN ACQUIRES C. BLOHM & ASSOCS.

[Finn Partners](#) has acquired C. Blohm & Assocs., a 12-person Monona, WI-based shop, focused on the B2B education and edtech markets. The shop will be recast as CB&A, A



Charlene Blohm

FINN Partners Company.

Charlene Blohm, CB&A founder/CEO; and Emily Embury, executive VP, will report to CEO Peter Finn and midwest lead Dan Pooley.

Launched in 1991, CB&A provides brand awareness, thought leadership, lead generation and customer retention services to emerging and established brands.

The shop has worked for clients such as BloomBoard, Funds for Learning and National Math and Science Initiative.

Blohm noted that the pandemic accelerated the need for learning of all kinds and she chose Finn as a partner “to expand our ability to serve clients as we deliver PR and content marketing campaigns that meet their evolving and expanding needs.”

Cornerstone Business Practices’ Scott Bushkie facilitated the acquisition.

INVARIANT HIRES CNN, WAPO PR PRO

Kristine Coratti Kelly, who exited her EVP & global head of communications and marketing post at CNN in June, has joined Invariant.



Kristine Coratti Kelly

She will oversee Washington-based Invariant’s brand strategy & executive engagement offering from a perch in New York.

Prior to her 11-month stint at CNN, Kelly rose to the chief communications officer spot at the Washington Post during a nearly 14-year stint.

She also led Washington Post Live, the journalism platform that features global leaders, policymakers, CEOs, Hollywood talent and newsmakers talking about the vital issues of the day.

JOELE FRANK, FGS GLOBAL RIDE PARKS DEAL

[Joel Frank](#) and [FGS Global](#) handle the \$8B “merger of equals” between Cedar Fair and Six Flags Entertainment.

The combined company will have 42 amusement parks and nine resorts in 17 states, Canada and Mexico.



Cedar Park shareholders will hold a 51.2 percent of the new entity, while Six Flags owners take a 48.8 percent stake.

Richard Zimmerman, CEO of Cedar Park, will helm the company. Six Flags chief Selim Bassoul is slated for the executive chairman position.

The merged company will take on the Six Flags name, be headquartered in Charlotte, NC, and maintain finance and administrative operations in Sandusky, OH, where Cedar Fair’s HQ is located. Six Flags is based in Arlington, TX.

Joel Frank, Wilkinson Brimmer Katcher’s Joel Frank, Andrew Siegel and Lucas Pers handle Cedar Fair.

FGS Global has Robin Weinberg, Hayley Cook and Bridget Nagle representing Six Flags.

MEDIA MANEUVERS

At **Condé Nast** this season, the big color is pink—with about 5 percent of the company’s work force set to get pink slips. Condé Nast chief executive Roger Lynch said in an Oct. 31 note to employees that about 270 of them would be affected by the move, which he said was a response to such factors as a drop in social media traffic, a slowdown in digital advertising and altered video viewing habits, which have resulted in audiences moving to such platforms as YouTube and TikTok. That move results in less revenue going into the publisher’s pocket. The main thing being scaled back seems to be the company’s ambitious plans for creating an in-house video studio.



Meta surpassed revenue expectations for revenue and profit in 2023’s third quarter. Revenue for the quarter was \$34.15 billion, a 23 percent increase from the \$27.71 billion it reported during the same period a year prior. The Facebook, Instagram and WhatsApp parent reported that ad impressions delivered across Meta’s suite of apps increased by 31 percent year-over-year, even though the price per ad decreased by 6 percent during the same period. In its quarterly report, Meta said it expects fourth-quarter 2023 total revenue to be in the range of \$36.5-40 billion. In a call with analysts, Meta chief financial officer Susan Li said that outlook had been hampered somewhat by the Israel-Hamas conflict, contributing to “softer ads” that the company has observed with the beginning of the fourth quarter.



NewsMatch, a collaborative fundraising movement to support independent, public service journalism, is leveraging a \$6.3 million investment in order to attract donations to nonprofit news organizations across the United States. The campaign will include 353 nonprofit outlets across 46 states, 16 percent more than participated in the effort last year. This year’s program funders include Heising-Simons Foundation, Jonathan Logan Family Foundation and William and Flora Hewlett Foundation, along with hundreds of local and issue-oriented funders that directly supported news organizations during the year-end NewsMatch campaign. NewsMatch has helped power the growth of the INN Network, an alliance of nonprofit newsrooms that includes more than 4,000 journalists—which the organization says is more than any commercial newspaper group. In addition, nearly one in five newsrooms participating in NewsMatch 2023 has a primary mission to serve communities of color, and 22 percent said their organizations are led by individuals who are Black, Indigenous, or people of color.

Global investment firm **KKR** officially closes its \$1.62 billion all-cash deal with Paramount Global for **Simon & Schuster**. Now a private standalone company, Simon & Schuster is now the only independent major trade publisher in the US. Simon & Schuster president and CEO Jonathan Karp remains at the helm of the company.

ALASKA LOOKS FOR PR FOR HEALTH PUSH

Alaska has budgeted \$200K for a communications push to promote its “[Healthy Alaskans 2030](#)” program.



Healthy Alaskans is a statewide health improvement plan that contains 30 health objectives to achieve by 2030.

Each objective has strategies and actions designed to reach the health goals.

The Dept. of Health’s Division of Public Health wants the PR outreach focused on high-risk and

underserved communities throughout the Last Frontier.

It will offer a contract beginning Dec. 15 and running through May 31, 2025.

Bidders are required to have at least five years of experience over the past decade working in Alaska and its rural communities.

Proposals are due Nov. 13.

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

FGS BURNISHES GREEN CREDENTIALS

[FGS Global](#) is providing DC representation to the Environmental Defense Action Fund, the advocacy arm of the Environmental Defense Fund.



EDAF supports moves to tackle the climate crisis, address environmental justice, improve public health and accelerate the

transition to an economy powered by clean energy.

FGS is focused on issues related to the Farm Bill and Inflation Reduction Act.

EDAF has praised the IRA as “the biggest investment that our nation has ever made to transform our energy economy and address the climate crisis.”

Grant Leslie and Jacqlyn Schneider, FGS partners and co-heads of its food practice, lead the account.

They are supported by Kevin Bailey, managing director; and Jenny Hopkinson, director.

PURDUE’S BRADEN TRANSFERS TO TEXAS A&M

Texas A&M University names Ethan Braden as VP and chief marketing and communications officer.



Ethan Braden

Braden comes to Texas A&M from Purdue University, where he most recently served as EVP, as well as chief marketing and communications officer for both Purdue and its online university for working adults, Purdue Global.

Before that, he was at Eli Lilly for over a decade in a range of leadership positions.

In an email sent to students, faculty and staff, Texas A&M interim president Mark Welsh said that “Ethan will leverage his skills and extensive experience to amplify the university’s national prominence.”

NEWS OF FIRMS

Accenture and **TD Bank** form a cross-industry coalition of CMOs and CCOs with the goal of accelerating disability inclusion across the marketing and communications professions.

Under the guidance of Disability:IN, a global organization driving disability inclusion and equality in business, the coalition’s agenda and activities will be directed by Accenture chief marketing and communications officer Jill Kramer and TD Bank chief communica-



tions officer John Pluhowski, who serve as its co-directors.

It also includes CMOs and CCOs from such Disability:IN partner companies as Adobe, Experian and SAP. Members of the coalition are committed to focusing on measurable and tangible actions related to six shared objectives: representation, education, employment, thought leadership, accessibility content and community. “Bringing together this group of cross-industry marketing leaders has the power to shift the narrative around the way we, as a society, view disability,” said Disability:IN president and CEO Jill Houghton.

The New York Chapter of the Public Relations Society of America will honor Carol Cone, founder of Carol Cone ON PURPOSE, as the recipient of the first Barbara Way Hunter Trailblazer Award, sponsored by HUNTER, at the 2023 Big Apple Awards gala at TAO Downtown in New York City on Nov. 15. The Barbara Way Hunter Trailblazer Award recognizes the female

leaders who have helped pave the way for future generations of women to excel in their careers in the communications industry. The award is named for Barbara Way Hunter, who founded HUNTER



Carol Cone, Babara Way Hunter

in 1989. Cone is being recognized for her pioneering work in purpose, social impact and ESG.

TiiCKER, the verified shareholder loyalty and engagement platform led by Lambert CEO Jeff Lambert, forms a partnership with sports-first live TV streaming platform Fubo. The partnership gives Fubo shareholders access to a tiered perks program that includes a 20 percent discount on a one-month subscription to Fubo Pro for new subscribers and exclusive early access to product features through the company’s beta testing program. “TiiCKER’s partnership with Fubo connects the dots for the consumer and retail investor and continues our efforts to revolutionize how public companies connect with and reward shareholders,” said Lambert.

Gravitate PR, which works with tech companies, launches a data-driven storytelling practice. The new practice will help clients build a data program, including a “data-driven storytelling” initiative that audits a company’s existing data, provides recommendations on data development, and solidifies the right set of messages, narratives, content and approaches to maximize the information and insights. It also offers an integrated marketing communications initiative that conducts all of the above, with additional content creation spanning report copy, as well as owned, earned, social and paid media content.

COMMENTARY



Mohammed bin Salman

Crown Prince Mohammed bin Salman is poised to pull off the ultimate sportswashing caper by landing the right to host the 2034 World Cup. It could bite him.

The Saudi \$1B-plus investment in the PGA Tour is chump change next to the billions required to prepare the Kingdom for the World Cup.

Qatar, which hosted the 2022 World Cup, shelled out \$225B to build the required infrastructure to host the big event.

The Saudis haven't officially won the hosting rights yet, but the fix is in after FIFA, soccer's governing body, decided to fast-track the bidding process for the 2034 Cup.

Hardly paragons of virtue and integrity, FIFA officials had planned to announce the 2034 host in 2027 or 2028, but then mysteriously moved up the announcement to next year.

Within an hour of that shocker announcement, MBS told FIFA said Saudi Arabia is willing to spend whatever it takes to establish itself as a sports powerhouse.

Unwilling to go toe-to-toe on the financial front, Australia withdrew and wished the Kingdom well.

MBS, though, won't have a lot of time to savor his soccer victory.

The Kingdom must be ready to mount a full-blown PR campaign to counter critics, who have 11 years to put Saudi Arabia's awful human rights record under intense scrutiny.

Human Rights Watch has already entered the fray. It claims that the Kingdom's human rights record has deteriorated under MBS, including [mass executions](#), and the killing of hundreds of migrants at the Saudi-Yemen border.

"With Saudi Arabia's estimated 13.4 million migrant workers, inadequate labor and heat protections and no unions, no independent human rights monitors, and no press freedom, there is every reason to fear for the lives of those who would build and service stadiums, transit, hotels and other hosting infrastructure in Saudi Arabia," said Minky Worden, director of global initiatives at Human Rights Watch.

Thousands of migrant workers, who were involved in the construction of facilities needed for Qatar's World Cup, died.

How many will die in the heat and repressive human rights climate in Saudi Arabia?

Aggressive PR played a big part in the United Auto Workers' smashing labor victory over the Big Three car companies that resulted in 25 percent pay hikes over the next four and a half years. The rank and file have yet to ratify the new contract.

The *Wall Street Journal* credited UAW communications specialist Jonah Furman for coordinating a publicity campaign that made union president Shawn Fain and the strike of 45K workers ubiquitous in the media.

Furman ran PR campaigns for Vermont Senator Bernie Sanders and New York Congresswoman Alexandria Ocasio-Cortez.

He spearheaded the UAW's take-no-prisoners social media

strategy that reported on the labor negotiations and taunted the Big Three over CEO pay.

Fain said in a livestream that Ford CEO Jim Farley earned \$21M last year. "We need him to do two things right now: Look in the mirror and look in Ford's bank account." He also noted that GM factory workers need to work years to make what CEO Mary Barra earns in a week.

Barra best summed up the effectiveness of the PR push, saying that Fain "wants to make history for himself."

In winning a huge pay boost for UAW, getting rid of the hated two-tier wage system, and arranging for Joe Biden to be the first president to walk a picket line, Fain certainly did.

UAW leadership now awaits as the rank and file begin voting on their contract. And then Fain is on to the next battle: organizing Elon Musk's non-union Tesla.

Ukraine takes fight to Nestlé. The country's National Agency on Corruption Prevention has branded the Swiss food giant "an international sponsor of war" for continuing to sell products and pay taxes in Russia.

NACP feels it has been hoodwinked by Nestlé. Oleksandr Novikov, NACP head, told Bloomberg his organization was under the impression that Nestlé was pulling out of Russia after it had announced the suspension of exports and imports to it.

Nestlé says it only delivers essential and basic foods in Russia and has halted all non-essential imports and exports.

The company claims that it stands with the people of Ukraine and its 5,500 employees there.

It looks forward to further developing Ukraine's agricultural sector. Post-war Ukraine will need Nestlé's investment.

Tucker Carlson and the misinformation gang can breathe a sigh of relief as Denmark's Ørsted has decided to abandon two offshore wind projects off the Jersey coast due to supply chain issues, high interest rates and rising costs.

They claimed dead humpback whales were washing up on Jersey's coast were due to construction activity related to the wind turbines.

The reality: the whales were colliding with ships.

Rutgers researchers found a big increase in the number of humpback whales visiting the shores of Jersey and New York as the water warms due to climate change.

Prey fish are swimming closer to shore habitats, luring the humpbacks into one of the world's busiest shipping channels.

Tucker and his gang face a moment of truth. If whales continue to wash up on the shore after the wind turbines are gone, will they now admit that global warming is the cause of the whale deaths?

Right on target. Elon Musk paid \$44B for Twitter a year ago. Under his mismanagement and buffoonery, the social media platform, which is now called X, is now worth \$19B.

In November, Musk joked that best way to make a "small fortune" in social media is to start out with a big one.

Elon has a bright future as a stand-up comedian.

—Kevin McCauley