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FINN PARTNERS ACQUIRES ANTHOLOGY

[Finn Partners](#) has acquired Anthology Marketing Group, the 86-member Honolulu-based integrated marketing communications shop with a robust travel and tourism practice.



Dennis Christianson

The firm counts Hawaii Tourism Authority, Hawaii Visitors & Convention Bureau, Guam Visitors Bureau, USS Missouri Memorial and Hyatt Regency Waikiki Beach Resort and Spa as clients.

Dennis Christianson, Anthology's founder/CEO, will join Finn Partners as managing partner.

Anthology's Mary Fastenau, David Pettinger, Wenona Harris and Na-

than Kam will become senior partners.

Peter Finn said the addition of Anthology will significantly expand the travel practice that earned [the No. 3 spot in O'Dwyer's rankings](#) with fees of \$10.4M in 2020.

Debbie Flynn, global travel practice leader, called Hawaii "the gold standard of travel destinations" and praised Anthology's "innovative, cutting-edge integrated work."

Anthology also handles clients in the financial, healthcare, communications, retail, sustainability, education and transportation sectors, including Hawaii Pacific Health, Hawaiian Telcom, PACCAR and Kenworth Trucks.

[Finn Partners chalked up \\$108.9M](#) in overall 2020 fees.

BRUNSWICK'S ANDERSON JOINS ABMAC

Brunswick Group's Akeem Anderson has joined Abernathy MacGregor as senior VP to oversee the launch of its dedicated digital offering. He is to team with AbMac's creative services and research, data and insights unit to build out the digital practice.



Akeem Anderson

Prior to Brunswick, Anderson held posts at Zeno Group (director of paid media), Kivvit (principal of digital strategy) and APCO Worldwide (senior associate director of digital strategy).

He has worked for clients such as Marriott, Obama Foundation, NAACP, Hyundai and Kellogg Co.

Anderson also was a reporter for the Tallahassee Democrat and producer at WJBK Fox 2 Detroit.

AbMac is part of France's Havas Group's AMO network.

CROSBY SIGNS UP FOR PEACE CORPS DUTY

The Peace Corps has signed [Crosby Marketing Communications](#) to a five-year brand strategy and integrated marketing services contract worth an estimated \$20M. WPP's Ogilvy had the business.

The Annapolis-based firm will help bolster national awareness of the Peace Corps and drive recruitment efforts aimed at a diverse universe of candidates in terms of age, background and experience.

Ray Crosby said working for such "an iconic organization" will provide an "incredible opportunity to help evolve the brand and inspire service-minded Americans to partner with communities to make a difference.

His firm registered \$29M in 2020 fee income, which took the [19th spot on O'Dwyer's rankings of PR firms](#).



Peace Corps

MIAMI BEACH SEEKS PR FOR ARTS PROGRAM

Miami Beach is accepting bids to handle strategic communications and publicity services for its cultural and Art in Public Places program.

Launched in 1984, Miami Beach's arts program has awarded \$18M in cultural arts grants. The Art in Public Places program has scored coverage in the *New York Times*, *Condé Nast Traveler*, *Forbes*, *Artnet News*, *Art Newspaper*, *Vogue International*, *Galerie Magazine* and *Financial Times*.



Miami Beach, which will issue a one-year contract, wants a PR partner to stress its unique character and presence in the art world that is emerging from the COVID-19 pandemic.

Proposals are due Nov. 12 at <https://www.periscopeholdings.com>.

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

ALLISON+PARTNERS LANDS GROUPON

[Allison+Partners](#) has been named public relations agency of record for Groupon. The agency will support Groupon's brand and corporate positioning efforts by executing ideas that leverage its expanded local experience inventory and improved customer and merchant experiences. Allison+Partners will also help drive Groupon's holiday campaign that positions experiences as the must-have gifts this holiday season.

"We're excited to have Allison+Partners help us tell our story," said Groupon chief communications officer Jennifer Beugelmans. "A+P's fresh perspective and ability to think outside the box are already helping move the needle with our core audiences."

GETTING HARDER TO GET HITS ON PITCHES

Getting journalists to pay attention to pitches from PR pros has always been a challenge, but according to a new study from public relations management software company Propel, it's gotten considerably more difficult over the past year.

[The Q4 2021 Propel Media Barometer](#) finds that the industry average response rate to pitches slid by 32 percent from Q3 2020 to Q3 2021. That translates to an overall response rate of 3.49 percent, down from 4.62 percent in Q3 2020.

Open rates also fell, going from 36 percent to 28 percent.

This trend is not quite as strong at what Propel refers to as "top performing PR agencies," where open rates fell just slightly, from 45.04 percent to 44.51 percent. Response rates also dipped just a bit, from 8.89 percent in Q3 2020 to 8.70 percent in Q3 2021.



Some topics fared better than others, the report found. Pitches related to art and entertainment had the best open rate in both Q2 (37.33 percent) and Q3 (34.96 percent) of this year. However, food and drink came out on top in terms of response rates, racking up 4.44 percent in Q2 2021 and 4.69 percent in Q3.

It also matters where you send your pitches. The *Wall Street Journal* "consistently opens the most pitches sent through our software," the study's authors say, with an 85.58 percent open rate in Q2, which dropped to 63.41 percent (still placing it at No. 1) in Q3. The top response rates came from *Forbes* in Q2, with a rate of 4.84 percent, and Sky News in Q3 (6.19 percent).

The study concludes that the overall drop in the effectiveness of pitches places a greater weight on "having targeted, high-quality pitches" that address the appropriate targets.

"We all know that paid media dollars are migrating toward earned media due to rising PPC costs, the death of the cookie, ad blocking and the increasing importance of brand credibility," said Propel co-founder and CEO Zach Cutler.

TOROSSIAN HELMS ADAMS VICTORY BASH

[SW Public Relations](#) CEO Ronn Torossian organized the victory celebration for incoming NYC mayor Eric Adams that was held at downtown Manhattan's Zero Bond.

About 125 business leaders, celebrities and supporters nibbled on sliders and sushi as they hailed Adams for his pro-business stance.

The Zero Bond festivities began at 10:30 p.m. after Adams delivered his acceptance speech at Brooklyn's Marriott Hotel, where Gov. Kathy Hochul made an appearance.



Eric Adams

Torossian, a long-time friend of Adams, put together the guest list that included Madison Square Garden CEO James Dolan, ex-Google chief Eric Schmidt, Softbank CEO Marcelo Claure, comedian Chris Rock, rapper Ja Rule, Jefferies Financial boss Rich Handler, actor Forest Whitaker and City Council president Corey Johnson.

Zero Bond is a members-only club that charges \$3K for an annual membership and \$1,000 initiation fee. The Adams campaign picked up the tab at the swanky club.

ACCOUNTS IN TRANSIT

[Evins Communications](#) picks up PR work for *Forbes Travel Guide*. Evins will oversee Forbes Travel Guide's core marketing communication campaigns, including the promotion of the Forbes Travel Guide 2022 Star Ratings and Forbes Travel Guide Luxury Summit. The agency's efforts will include brand communications positioning, media relations and thought leadership platforming. "Evins first joined the Forbes Travel Guide family in 2020, and we are excited to expand our partnership as we enter a post-pandemic world and develop unique strategies that cater to the pent-up demand for travel," said Forbes Travel Guide CEO Filip Boyen.

[Trevelino/Keller](#) is partnering with [Century Pacific Food](#), a global company based in the Philippines, to launch unMEAT, a 100 percent plant-based product line that includes burgers, nuggets, sausages and ground meat, in the US. The agency supported the soft launch of unMEAT earlier this year. "The pandemic has driven an increased focus on health and interest in vegetarianism and flexitarianism, priming the market for a new and clean option for those seeking plant-based foods," said Trevelino/Keller principal Dean Trevelino.



[Puzzle Partner](#), a B2B travel and hospitality technology marketing agency, is named agency of record for **APS (Above Property Services)**, which provides scalable and services-oriented platforms. Puzzle Partner will lead marketing, content, and public relations strategy to support the company's future growth and brand-building initiatives. The APS Hotel in a Box offers an all-in-one solution for independent hotels that includes a booking engine, GDS connectivity and channel manager.

[Firecracker PR](#) picks up media relations work for the **American Battery Technology Company**, which is preparing for national rollout. Firecracker will work with the company to handle media messaging for upcoming national partnership announcements between the federal government and large enterprises as it relates to battery technology. ABT, which was started by ex-Tesla executive Ryan Melsert, has built a clean technology platform that increases production of primary metals used in the batteries that power electric cars, grid storage applications, consumer electronics and power tools.



[Colangelo & Partners](#) lands **Foods and Wines from Spain**, a brand that belongs to ICEX Spain Export and Investment. The agency will oversee and collaborate on media relations, as well as supporting trade and consumer relations, event production and digital marketing. For the 2021-2022 campaign year, FWFS is partnering with Colangelo & Partners to organize several events where trade members and consumers can discover and learn more about Spain's gastronomic offerings.

[W Communications](#), a London-headquartered agency that launched in the US earlier this year, is chosen to deliver a PR strategy for **Cult Wines**, a fine wine collection and investment management company. The agency's efforts, aimed at propelling growth for Cult Wines in the UK and North America markets, will include amplifying a new brand identity to cement the company's place as a leader in the wine investment category through a reinigorated media relations program.

ACCOUNTABILITY THAT MEETS THE MOMENT

One in 500 American lives has now been lost in the war on COVID-19, and the fight shows no signs of ending anytime soon. In fact, most epidemiologists believe the best we can hope for is to eventually downgrade SARS-CoV-2 to a permanent endemic threat.



Ryan Kuresman, Kim Sammons and Trey Watkins co-authored this article.

Yet, in the most literal Darwinian sense, we're adapting. More people are using telehealth to provide quality care to Americans in their homes using technology-enabled remote

patient monitoring. We're seeing a commercial explosion of new technology and innovative approaches with the promise to transform drug development and prognostic and diagnostic medicine. Our regulatory system has learned to move faster without compromising safety or efficacy.

Meanwhile, new biotech/biopharma partnerships have married innovation and manufacturing might to speed vaccines and therapies to market as never before. And the pandemic's tragic toll on underserved ethnic and racial groups has forced our nation to open a new dialogue on inequities that have perpetuated poorer health for too many people for too long.

As COVID-19 spread with astonishing alacrity, we've been reminded about just how globalized and interconnected we are. And while the virus has been a great divider as it exacerbated longstanding disparities and injustices, it also leveled the field as it ravaged communities and systems, regardless of GDP. It has reiterated the core of global health security: none of us is healthy until all of us are healthy.

Yet even that word itself—"health"—has taken on a more expansive meaning. No longer limited to its more classic definition of "lack of disease or ailment," health has become synonymous with the human experience, simultaneously social, economic, political, medical and emotional in nature.

Healthcare communicators and public affairs leaders are now on the front lines to add our skills and experiences to perhaps one of the biggest global public health campaigns of our lifetime: to vaccinate the world, educate our fellow global citizens to help save lives and elevate the reputation of an industry more crucial than ever to human survival.

Progress demands sustained actions

In 2019, Americans were more than twice as likely (58 percent) to rate the pharma industry negatively than positively (27 percent), according to a Gallup poll. However, as the world battled a pandemic and drug companies worked to discover and test crucial diagnostics, therapies and vaccines, positive sentiment soared. A Harris Poll released this May found that 60 percent of consumers now rate pharma companies favorably.

Yet, the pressure on the industry remains intense. While progress has been made, fresh scrutiny builds in Congress, with a sharpened focus on health policies that have left too many behind. And, as policymakers consider the meaning of infrastructure and what constitutes a system, global leaders find themselves reconsidering the value of intellectual property.

The new normal of COVID-19 requires a new social contract focusing squarely on the comprehensive needs of all societies—one that leverages value chains across the board to ensure the health and safety of our people, our economies and our environment. Such a contract must maintain a long-term

commitment to yield real impact, beyond image or reputation.

Pre-pandemic, we saw a growing expectation of investors and the public that industry do more to demonstrate its commitment to the public good. A substantial majority of biopharma industry players answered that call through corporate social responsibility programs and philanthropic investments.

Today, however, our global social contract requires a new level of corporate social accountability in which companies are answerable for their actions.

Biopharma is uniquely equipped to deliver a healthier future

Health communications professionals find themselves at a historic juncture, with an opportunity to leverage the unprecedented public perception of the biopharmaceutical industry to broker a new path forward—one that unites industry, communities and policymakers together in service of a collective vision: a healthier future for all.

By bringing traditionally separate functions together, organizations can more agilely work toward a set of shared goals, rather than being divided by brand, function or discipline.

The Public Affairs Trifecta model is built on the premise that global health, advocacy and public policy should exist interdependently, whenever possible. As in a horse racing trifecta, every horse runs the race, but when bet on together, they have the potential to yield a far greater return.

A trifecta strategy

Global public health: In an increasingly globalized world, we've seen that what happens in Wuhan, China impacts what happens in Lincoln, Nebraska. Companies must ensure that their efforts are grounded in a true public health need validated by epidemiological trends, one that drives a global agenda and transcends borders, whether that be a community, a population or the world.

Advocacy: Knowing the problem you want to solve goes a long way in aligning on an agenda. As critical as having those impacted at the table, regardless of disease, gender, race, identity or geography, we should also look to non-traditional voices to find unique opportunities for meaningful change.

Policy: Long-term change is solidified through policy. By identifying and overcoming the policy barriers and gaps that can lead to sustainable change, we can ensure greater public health impact for more people. If we always think with policy goals in mind, asking first what solution is needed and what role we can play as citizens and corporate partners, we can better anticipate the human infrastructure required, bring the right people to the table and activate communities.

A winning way forward

Companies are no longer beholden to their shareholders alone; they're accountable to their stakeholders across a broad ecosystem. People expect more, and their demands for corporations to be held accountable for their commitments and actions will remain.

As public perception—and expectation—continues to rise, public affairs and communication teams in the health space have never held a greater opportunity or responsibility to help their clients' deliver on their bottom lines by helping human-kind weather this season of strife.

Kim Sammons is Executive Vice President, Advocacy Patient Engagement at GCI Health. Ryan Kuresman is Executive Vice President, Global Public Affairs and Health Policy Lead at GCI Health. Trey Watkins is Executive Vice President, Global Health and Corporate Responsibility at GCI Health.

UN WANTS PR FOR ITS AFRICA COVID PUSH

The United Nations Development Programme wants a strategic communications partner to develop a push that “captures the stories” of its effort to combat the COVID-19 pandemic in west and central Africa.



COVID-19 killed and infected millions of people living in the UN’s 24-nation west and central African region.

“UNDP personnel serving in the region have not been spared the same fate,” according to the RFP. “While the hope is that the worst is over, this is an opportunity to capture and tell deep stories of how UNDP personnel have pushed through the pandemic.”

The PR firm will conduct remote interviews with UNDP personnel and create “an emotive and engaging digital media campaign” that is adaptable to other platforms.

For the “UNDP through COVID” PR push, the firm will handle messaging, communications channel management, media outreach, podcasts, short documentaries and teaser videos.

The firm will work from its home base and create a campaign in English and French.

Proposals are due Nov. 18 at rcd.soumissions@undp.org. [Read the RFP \(PDF\)](#).

FGH’S HAVERLY TO INTERNET ASSN.

Tiffany Haverly, who was at Finsbury Glover Hering, has joined the Internet Association as director of communications.

She has Capitol Hill experience gained from a stint as communications director for the Republicans on the House Energy & Commerce Committee. She dealt with issues surrounding data privacy, Section 230, 5G/spectrum and broadband accessibility.



Tiffany Haverly

Earlier, Haverly was communications director for the House Veterans’ Affairs Committee and an Rep. Phil Roe of Tennessee. She also is a former PA director for PhRMA.

K. Dane Snowden, IA CEO, called the recruitment of Haverly “a potent flourish to a savvy and strategic communication team.”

WAGSTAFF SIGNS UP BEARD FOUNDATION

Wagstaff Media & Marketing takes on the James Beard Foundation. The firm will represent the Foundation in its marketing and communications efforts surrounding its national programming, awards and leadership. The team will be led by Valerie Wilson, who recently rejoined Wagstaff as managing director, culture and lifestyle, and brings over 20 years of hospitality, lifestyle, and cultural marketing experience.



“Wagstaff’s breadth of industry knowledge, demonstrated commitment and alignment to the foundation’s core values, and its national and international reach make them ideal partners to help us amplify this work,” said James Beard Foundation CEO Clare Reichenbach.

QUESTIONS ABOUT ‘RESPONSIBLE’ BRANDS

Americans think companies should take more responsibility for their role in society and admit they’re more likely to support brands when they take a stance on important social or political issues they agree with, yet they remain skeptical of the motives behind the private sector’s forays into social activism, according to [a survey by PR and marketing agency Method Communications](#).



Method’s report found that two-thirds (66 percent) expressed skepticism when brands speak out on social or political issues, either because they think brands are doing it simply for media attention (41 percent) or because it’s the popular thing to do (32 percent).

Only about a quarter (25 percent) said they believe companies genuinely believe in the issues they tout, and less than a third (29 percent) think taking a public stance on a social or political issue is an effective way of practicing empathy.

In addition, nearly two-thirds (63 percent) said brands should stay away from supporting specific political campaigns or candidates.

On the other hand, 92 percent of respondents said they’d like to see brands practice empathy, and 55 percent said they believe one such demonstration of empathy is when a company takes a stance on a social or political issue.

In total, nearly half (46 percent) of those polled said brands should take more responsibility for their role in society, 37 percent said they want brands to take a stance on public issues and 29 percent think taking a public stance on a social or political issue is an effective way of practicing empathy.

More than half (55 percent) of respondents admitted that they’re more likely to purchase from a brand that shows empathy, with virtually the same number (54 percent) claiming that they’re similarly more likely to shop with a brand that takes a stance on a cause they agree with.

Americans think the most effective ways the private sector can show empathy are through paying higher wages (43 percent), employing a more diverse workforce (40 percent) and being more accommodating with customers (37 percent). Respondents specifically believe brands today should take a stance on the minimum wage (67 percent), COVID-19 policies (64 percent) and women’s rights (62 percent).

Americans particularly believe the technology sector, due to its relative influence and power, bears a responsibility in promoting empathy. More than half of respondents (51 percent) said tech brands have a greater responsibility in promoting empathy, and 30 percent said they want tech companies to take the lead in promoting empathy because of their positions as thought leaders in our current culture.

Nearly half (42 percent) of respondents said they think empathy has decreased over the past year and 81 percent expressed concerns about this perceived decline. Nearly three-quarters (73 percent) said they think it would be better for society if people became more empathetic, though about a quarter, on the other hand, said empathy “doesn’t matter.”

Method’s report, “Is Empathy Dead In America?” surveyed more than 2,000 U.S. residents ages 16 to 76 in July. Data was collected via online survey using market research firm Dynata.

AFRICAN AMERICAN MUSEUM SEEKS PR

The California African American Museum is looking for a partner to oversee its marketing and communications strategies and practices.



CAAM

Formally opened in 1981, CAAM features a collection of more than 4K art objects. It is the first African American museum of art, history and culture fully supported by a state.

The museum wants a firm to work with its staff on media relations, social media, direct mail, newsletter, marketing partnership, stakeholder outreach and advertising activities.

The desired partner will stay up-to-date and open communications to peer institutions on best practices, both on a day-to-day and emergency basis, according to the RFP. It will devote 36 hours per month to assignments determined by CAAM.

CAAM will issue a contract to run from Jan. 1 through 2023.

Proposals are due Nov. 16 and go to Joycelyn Caparas at jcaparas@caamuseum.org.

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

ELLIOTT HEADS CORP. AFFAIRS AT MOODY'S

Moody's Corporation names Christine Elliott managing director – global head of corporate affairs, a newly created role. Before joining Moody's as global head of communications and branding earlier this year, Elliott was executive vice president worldwide communications at Mastercard and chief communications officer at S&P Global.



Christine Elliott

"Christine has significantly evolved our approach to communications and brand management since joining Moody's, and she is well-positioned to further enhance our outreach, engagement, and external relationships," said Moody's president and chief executive officer Rob Fauber.

In her new position, she heads an entity that brings together Moody's global communications & brand management, corporate social responsibility (including the Moody's Foundation), and government relations & regulatory affairs.

TRAILRUNNER, ICR, MKA REP BLACK RIFLE

Trailrunner International, [ICR Inc.](#) and MKA Communications are working the SPAC deal that is taking Black Rifle Coffee Co. public via a deal valued at \$1.7B.

Founded in 2014 by Green Beret veteran Evan Hafer, Black Rifle Coffee Co.'s mission is to better the lives of US military veterans, active-duty members and first responders.

It has more than 270K active coffee club subscribers and seven "outposts," which it plans to boost to 78 stores by 2023.

The Salt Lake City coffee roaster plans to rename itself BRC Inc. following completion of the SPAC transaction.

It will restructure as a public benefit corporation and donate 530K shares to combat veteran homelessness and mental health issues. BRC Inc. plans to hire 10K veterans as it expands into new markets.

Trailrunner International's Pat Shortridge, ICR's Brian Ruby and Dawn Francfort; and MKA's Greg Marose and Charlotte Kiaie are working the deal.

ON THE MOVE

[Edelman](#) names **Lex Suvanto** managing partner and CEO of Edelman Financial, a newly created position. Suvanto has been with Edelman since 2013, most recently serving as global managing director. He has advised on transactions, activism defense situations and IPO as well as high-profile crisis situations. Prior to Edelman, Suvanto was managing director and CMO at Abernathy MacGregor. In addition, Edelman named regional leaders for financial communications in the US (Katie Spring and Josh Hochberg), EMEA (Alex Simmons), APAC (Chad Tendler) and Canada (David Ryan).



Lex Suvanto

[The Bliss Group](#) hires **Bill Smith** as SVP to lead paid, earned, shared and owned (PESO) communications strategy and corporate storytelling for healthcare, finance, technology, and professional services firms. Smith joins The Bliss Group from Makovsky, where he was a group vice president. He has also served as a vice president at BCW Global and a senior account executive at Dukas Linden Public Relations. In his new position, Smith will be responsible for helping the agency introduce "search media relations."

MERGE recruits **Justine Fedak** as chief marketing officer and a member of the company's executive committee. She most recently ran her own firm, Corporate Hippie; worked as chief brand strategist at Pollara Strategic Insights; and held a variety of senior marketing positions at BMO Financial Group. Fedak also co-founded Instant Impact Group, a diversity and marketing consulting firm, with Star Jones.

MEDIA MANEUVERS

Voting technology company **Smartmatic** has filed defamation suits against Newsmax and One America News Network, adding them to a list that already includes Fox News, several of its on-air personalities and pro-Trump lawyers Rudy Giuliani and Sidney Powell. The new suits were filed on the one-year anniversary of Election Day 2020. While Smartmatic has not specified how much money it is demanding from the two networks, it claims conspiracy theories that were aired concerning the work it did during the 2020 election have cut the company's value by \$2 billion. Dominion, another voting tech company, filed a defamation suit against the two networks in August.

Facebook is shutting down its facial recognition system. Launched in 2010, the feature has sparked privacy concerns, a class-action lawsuit and various regulatory problems. More than a third of Facebook's users have opted into the system, resulting in what the company says are more than one billion facial recognition templates. While those templates are set to be deleted, Facebook says the software used to operate the system will remain, and that it will not rule out incorporating the system into future products.

New York Times paid subscriptions hit the 8.3 million mark at the end of Q3 2021, a 21.6 percent jump from the end of Q3 2020, according to results released on November 3. According to NYT Co. president and chief executive officer Meredith Kopit Levien, there were 455,000 net new digital subscriptions in the quarter—320,000 for the paper's digital news product and 135,000 for its games, cooking and Wirecutter platforms.

COMMENTARY



Prince Charles

Though the UN Climate Change Conference may produce more hot air verbiage than solid plans to cool global warming, the confab provided a valuable platform for PR people to polish the green credentials of their clients.

Prince Charles used the Glasgow conference to announce the first winners of the Terra Carta Seal.

It's the royal seal of approval awarded to companies that commit to taking actions to achieve net-zero emissions by 2050.

Terra Carta derives its name from the Magna Carta, which inspired the belief that people have fundamental rights and liberties. It aims to reunite people and the planet by giving fundamental rights and value to Mother Earth.

In announcing the first 45 winners, the future King of England touted the PR benefits of his award. The Terra Carta Seal "allows consumers to see which companies are taking genuine actions in the right direction," said the Prince of Wales.

IBM, L'Oreal, Bank of America, Xerox and Unilever were among the companies to bag the award.

Spice marketer McCormick & Co. was first out of the gate to publicize its win of a Terra Carta Seal. Malcolm Swift, president, global flavor solutions, EMEA & chief administrative officer at McCormick, received the award from Charles.

He expressed delight "to be recognized as a global leader for our ongoing sustainability journey," according to the company's Nov. 3 press release.

FTI Consulting handles media inquiries about the award earned by the 132-year-old company based in Hunt Valley, MD.

The PR community says thanks, Chuck. If the king gig doesn't work out, give Hill+Knowlton a call.

Washington Post thumps Trump. After running a well-regarded investigative series about the Jan. 6 assault on the US Capitol, the DC Post decided to avoid the fate of the *Wall Street Journal* by not running Donald Trump's "response."

The WSJ on Oct. 27 ran Trump's letter complaining about its Oct. 25 editorial that was slugged "The Election for Pennsylvania's High Court."

Trump's 600-word broadside was packed with lies and misinformation pertaining to the "rigged election."

In its editorial, the WSJ noted that Joe Biden beat Trump by 80,555 votes in Keystone State.

Trump responded: "Well actually, the election was rigged, which you, unfortunately, still haven't figured out." He then served up nonsensical claims about the "stolen" election.

In nixing the former president's letter, WaPo backed its reporters who poured over thousands of pages of court documents, hundreds of videos and interviews with 230 people who played a role in the day that Trump supporters attempted to overthrow America's democracy.

The paper did report that Trump's letter claimed that the Post's reporting was "fake news" and denied the rioters had anything to do with Trump.

But they sure did like to wave those Trump flags.

The times they are a-changin' at the NYT... A year ago, the New York Times Co. viewed itself as "a global media organization dedicated to enhancing society by creating, collecting and distributing high-quality news and information," according to its third-quarter press release.

No more. The Old Gray Lady is fun & games these days. It now calls itself "a trusted source of quality, independent journalism whose mission is to seek the truth and help people understand the world," says the Q3 2021 release.

"With more than 8 million subscriptions across a diverse array of print and digital products—from news to cooking to games—The Times has evolved from a local and regional news leader into a diversified media company with curious readers, listeners and viewers around the globe."

CEO Meredith Kopit Levien plans to test digital products for audio and kids in the coming months.

Can digital comics be far behind?

Telling it like it is... "There are markets we put a lot of money in that didn't work out," said Arvind Krishna, CEO of IBM, which has just spun off its IT services business.

The new company named Kyndryl, which generated 25 percent of IBM's \$74B revenues last year, began trading on the Big Board on Nov. 4 and opened at \$28.50.

IBM has been in constant shrinkage mode since revenues peaked at \$107B in 2011. Wall Street valued Microsoft and IBM at more than \$200B ten years ago.

Microsoft hit the \$2.5T mark last week to pass Apple as the world's most valuable company. IBM is a mere speck in Microsoft's rear view window with a market value of \$100B.

Krishna, who took over IBM a year ago, promises shareholders that the company will reinvent itself once again. He says "Today's IBM" will focus on the "two most transformational technologies of our time: hybrid cloud and AI."

A person who has her head in the clouds is said to be scatterbrained, absentminded or impractical. For IBM, getting its head in the clouds is a matter of life or death.

News flash: Newsmax says it strongly believes and has reported that the COVID-19 vaccines are safe and effective.

It does not believe the vaccines contain any toxic materials or tracking markers and has never reported such false claims.

The network issued that statement following a Nov. 1 tweet from its Washington correspondent, Emerald Robinson, that the vaccines contain "a bioluminescent marker called Luciferase so you can be tracked."

Eliot Jacobson, Newsmax EVP and chief content officer, shot down that nonsense via a Nov. 2 statement to Mediaite.

Robinson's tweet has been deleted. But she has enough gems on Twitter to keep her more than 437K followers happy.

Here's one from Halloween:

"The Biden Administration is not inept or incompetent or making lots of mistakes because its real goal is to demoralize the nation. That's why biological men dressed as women who flood nursing homes with COVID patients are chosen as 4-star admirals."

Go figure.

—Kevin McCauley