



**Kevin McCauley**  
Editor-in-Chief

# O'Dwyer's

The Inside News of Public Relations  
& Marketing Communications [odwyerpr.com](http://odwyerpr.com)

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## WAYNE CO. WANTS TO HIKE VISIBILITY

Wayne County, which includes Detroit and is home to a diverse population of more than 1.8M people, is looking to hire a strategic communications firm to elevate its national visibility and reputation.



It has a first-class business environment, a top-rated international airport, diverse residential areas, expansive parks, and a multitude of recreational facilities, according to the RFP.

Wayne County is proud of its role as Michigan's cultural epicenter. It is home to the Detroit Symphony Orchestra, Michigan Opera Theater, Detroit Institute of Arts, the Henry Ford, and dozens of theaters, art galleries and concert halls.

The RFP calls for strategic planning, media relations, crisis communications, content creation, event planning, measurement and analytics, employee engagement and media pitching.

The selected firm will have a large network and established relationships with corporate and government influencers who can help deliver the county's messages to their networks.

Wayne County wants to maintain a positive public image, and earn national news coverage.

It plans to sign a one-year contract with an option to renew for an additional one-year period.

Proposals are due Oct. 27. They go to the [BidNet Direct \(MITN\) Bid System](#).

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

## MADON TO RUN LINCOLN'S INVESTOR RELS.

Lincoln Financial Group names Tina Madon senior VP, head of investor relations, effective Oct. 25.

Madon joins Lincoln from Focus Financial Partners, where she was SVP, head of investor relations and corporate communications. She was previously head of public markets investor and creditor relations at Och-Ziff Capital Management Group, and before that she led global corporate and finance efforts related to operational efficiencies and investor relations at Merrill Lynch.



**Tina Madon**

At Lincoln, Madon will focus on enhancing Lincoln's investor relations strategy, as well as managing the communications and interactions with shareholders,

analysts and the broader financial community.

## INTERPUBLIC POSTS FLAT Q3 REVENUES

Interpublic reported flat Q3 net revenues (+0.6 percent) of \$2.3B as its financial performance did not live up to expectations, said CEO Philippe Krakowsky.

He cited lagging activity in the technology and telecom sectors, and clients delaying projects due to concerns over the macroeconomic conditions as crimping Interpublic's onboarding of new business.

"We are focused on closing the year as strongly as possible and, specific to areas of underperformance, will simultaneously assess internal structural solutions in order to improve our growth profile," said Krakowsky.

He projects 1 percent organic growth during Q4, compared to the 0.4 percent decline in Q3.

Krakowsky called PR a positive contributor to growth during the period.

On the PR front, IPG's specialized communications & experiential solutions division, which includes Weber Shandwick, Golin, Current Global, R&CPMK, DeVries Global, Jack Morton, Momentum, and DXTRA Health, reported 7.7 percent growth to \$371.3M. It was up 6.5 percent organically.

The unit registered 4 percent growth to \$1.1B for the nine-month period, and a 4.5 percent advance on an organic basis.



**Philippe Krakowsky**

## PR SLIPS AT OMNICOM

The FleishmanHillard, Ketchum, Porter Novelli, Mercury and Marina Maher Communications collection of PR firms at Omnicom reported a 0.2 percent decline in Q3 revenues to \$392.4M and a 5.5 percent fall, organically.

For the nine-month period, PR posted 1.1 percent growth to \$1.2M and was flat on an organic basis.

CEO John Wren highlighted the acquisitions of Plus Communications and FP1 Strategies as the major PR achievements during the quarter.

The DC-based firms expand OMC expertise in PA and crisis management, especially in the technology and healthcare sectors.

Omnicom posted a 3.9 percent rise to overall revenues to \$3.6B. It was up 3.3 percent on an organic basis.



**John Wren**

## **FGS GLOBAL ACQUIRES PROSPERO LATINO**

[FGS Global](#) acquires Prospero Latino, a Latino-focused bilingual strategic communications firm based in Miami and Washington, DC. Prospero Latino will be fully integrated into



FGS Global as FGS Prospero and Jose Parra, CEO of Prospero Latino, will join FGS Global as a partner.

The agency, which works with corporate, political and non-profit clients to effectively connect with American Latinos, offers a range of services including advocacy communications, corporate communications and cultural consulting. Its Latino-focused public relations strategies include Spanish language and Latino earned media outreach, third-party and community engagement, and Spanish language media training.

“Joining forces with FGS Global will allow us to extend our expertise in communicating with the Hispanic community to many more companies and organizations,” said Parra.

## **AJWS SEEKS MARKETING SERVICES**

American Jewish World Service is requesting proposals from agencies providing digital marketing services.

AJWS is an international development and human rights organization dedicated to ending poverty and promoting human rights in the developing world as well as working to educate the American Jewish community about global justice.



AJWS is seeking an agency that can lead and implement a digital strategy for the organization’s email, website and advertising portfolios in an effort to successfully tell AJWS’s story and grow

its community of advocates and supporters.

AJWS wants interested firms to respond by 5 p.m. (EST) on Oct. 30 by sending an email to [rfp@ajws.org](mailto:rfp@ajws.org) with a detailed description of their general approach and capabilities.

On Nov. 13, AJWS will invite select firms to submit detailed proposals. Those proposals will be due on Dec. 15.

Questions should be directed to [rfp@ajws.org](mailto:rfp@ajws.org).

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

## **DISNEY’S ADJEI MOVES TO CBS STATIONS**

Elita Fielder Adjei, who was VP-corporate communications at Disney General Entertainment, has joined CBS Stations as VP-communications.



**Elita Fielder Adjei**

Based in Los Angeles, Adjei will support the 27 CBS-owned TV stations in 17 markets.

She will work with Adrienne Roark, president of content development & integration at CBS News, Stations, and Media Ventures; Jennifer Mitchell, president of CBS Stations; and Mike Nelson, SVP-communications at CBS Stations.

At Disney, Adjei oversaw National Geographic’s internal/external communications, issues/crisis management, and executive communications.

Earlier, she directed publicity & communications for Disney’s ABC Owned Television Stations Group.

## **NEWS OF FIRMS**

WPP merges **Wunderman Thompson** and **VMLY&R** into a combined entity known as **VML**, which it says will be the industry’s largest creative company, with more than 30,000 people in 64 markets.

The new company will be operational from Jan. 1, 2024. **VM-LY&R** global CEO Jon Cook takes the same post at the new unit and Wunderman Thompson global CEO Mel Edwards will be **VML** global president, and the broader management team will bring together leaders from across both companies. Wunderman Thompson and **VM-LY&R** have previously partnered globally across clients such as Colgate-Palmolive, Dell, Ford, Microsoft, Nestlé and The Coca-Cola Company.



**Jon Cook, Mel Edwards**

**FGS Global** forms a partnership with Drury Communications, an Irish strategic communications and public affairs consultancy. The partnership gives FGS Global clients access to services in Ireland across financial communications, public affairs & regulatory and campaigning, while providing Drury and its clients access to FGS Global’s team of more 1,200 communications experts in 27 offices around the world. Drury will continue to operate under its own brand and identity, while the new relationship has no impact on the independent company’s leadership or ownership structures.

**Cision** launches **CisionOne**, a media monitoring and outreach solution, in the US, following a launch in the UK in July 2023. In addition to providing PR and comms professionals with live, in-depth media insights, **CisionOne** will have offer exclusive access to paywalled content including the *Wall Street Journal*, *Barron’s*, *MarketWatch*, *Investor’s Business Daily*, the *New York Times* and *Dow Jones Newswires*.

**Kismet Group**, an Australian private equity group, acquires **Media.com**, an internet domain that will equip users with text, video and audio-based capabilities to publish their stories, communicate their views and confront misconceptions. Unlike social networks, which are advertiser-driven, **Media.com** is a subscription-based network, enabling profile holders to have “clear air” to express their views. The company’s decision to disallow comments means users can tell their stories and state their position without harassment or objection.

**Elev8 New Media**, which specializes in securing media and press coverage for its clients, launches an influencer marketing division. The new division’s services will include influencer strategy development, influencer identification, campaign execution, measurement and analytics, and compliance guidance. “We are excited to harness the power of influencer marketing to help our clients connect with their target audiences on a more personal level,” said **Elev8New Media** co-founder and CEO Jessica Starman.



**Ripley PR**, which specializes in home service and building trades, franchising, B2B tech and manufacturing public relations, is named PR Agency of the Year in the Southeast United States by the Corporate LiveWire Prestige Awards for 2023-2024. The awards are based on factors including a nominee’s service excellence, innovative practices, ethical or sustainable methods of working, and consistency in performance.



## **THE ESSENTIALS OF THOUGHT LEADERSHIP**

As the climate has changed drastically, so has the communications environment. This includes the opportunities—and expectations—for executives to step forward as thought leaders.

While it was once enough for leaders to focus on balance sheets and quarterly earnings, these basic, public-facing, corporate communications duties no longer provide a platform



**Fern Lazar,  
Arielle Bernstein Pinsof**

to elevate the visibility, nor to distinguish the reputation, of the individual or their organization. True thought leadership ties executives and companies to their purpose—and in so doing, creates consumer affinity with their causes and brands.

It's proven that companies that align business strategy with culture and purpose outperform other companies. The leader of an organization sets the tone for the culture and purpose of the enterprise, but one of the things that's happened in this changing environment is that corporate leaders have become hesitant to take strong public positions. When we look at those leaders who are willing to do so, we see executives whose sustained communications programs are building trust and reputation in the wider community.

This doesn't happen by accident or through lucky alignment; it takes intentional preparation. Here are five ways thought leaders are made, and how their leadership can align organizational culture and build brands.

**Authenticity requires depth and alignment.** Authenticity comes together when an executive's passion and personal belief are aligned with business imperatives to drive real, measurable action on behalf of a key societal issue. For example, longtime Merck CEO Ken Frazier, through his public positions, principled actions and alignment with company purpose, won the respect of those who were openly critical of the pharmaceutical industry.

**Unite around campaignable themes.** It's essential to first define campaignable themes that align to business objectives as well as mission. Then, define "swim lanes" for each executive that differentiate their areas of focus and ensure that they complement each other while supporting the company's commitment to advancing issues that promote societal good.

**Create emotional connections with essential audiences.** Each executive can speak to the patients and providers their company serves, but they also have the ability to address those with whom a company needs to connect in the wider ecosystem, including policymakers, payers and others, to rally support for critical issues. By sharing personal stories of their own struggles, failures and triumphs in seeking to affect change, leaders show they've faced challenges and have persevered, making them more approachable.

**Bring a face and human voice to science.** By conveying the humanity of those who are committed to improving life through medical research, it's possible to re-establish trust and build better relationships. U.S. Surgeon General Vivek Murthy's recent, candid assessment of the potential harms posed by social media to America's teens and young people conveyed a humane, responsible, scientific voice.

**Choose platforms wisely.** Accessibility is valuable, but so too is positioning a thought leader to convey their viewpoints with clarity and impact, unfiltered by an editor's judgment or

the confusing flurry of personal opinions that inevitably follow social media posts. To communicate thought leadership effectively, our strategies favor opinion pieces over interviews, and blogging on LinkedIn and Medium over posts to X.

For years, CEOs were judged by performance alone, but those days are past. Performance is table stakes: Executives today must take actions that build trust and demand respect.

In the health sector, this is all the more essential. Lives, and quality of life, are at stake. Stepping apart from the crowd with authentic and differentiated points of view is the key; simply being quoted in a press release about earnings or regulatory milestones isn't enough.

At its heart, thought leadership is about effecting positive change. Expressing thought leadership is the chance to share what you believe, to take a position on a high-level issue, to outline how that issue can be effectively addressed and to rally society, colleagues, co-workers and specific stakeholders to solve that issue. And by rallying support to drive change, a successful corporate thought leader elevates their brand by actually making a difference in the world.

*Fern Lazar is Global Health Practice Leader at Finn Partners. Arielle Bernstein Pinsof MPP, is Senior Partner at Finn Partners.*

## **SWITZERLAND TARGETS TEXAS**

The Government of Switzerland is running a marketing and PR push in Texas to position it as a good place to invest for business and universities in the Lone Star State looking to expand to Europe.

The "X Marks the Spot" campaign promotes Switzerland as the location that will give Texans an extra edge in developing profitable, resilient and sustainable businesses.



Backed by Presence Switzerland and Switzerland Global Enterprise, the campaign pivots the cross on the Swiss flag to make it look like the letter X. Handled by Los Angeles-based Thrill Communications, features roadshows by Swiss officials, branded electric vehicles, advertising kiosks, digital outreach and sponsored events.

## **SUNWEST PICKS UP SPAETH COMMUNICATIONS**

Sunwest Communications acquires Spaeth Communications, bringing together two Dallas-based firms.

Spaeth Communications founder Merrie Spaeth will join the Sunwest team as founder, Spaeth Training and will lead Sunwest's portfolio of communications training services, including spokesperson media training, presentation skills, witness preparation, leadership training and building a corporate culture.

Before founding Spaeth Communications in 1987, Spaeth was a producer for ABC's "20/20," director of public affairs for the Federal Trade Commission, and director of media relations at the White House in the Reagan administration.

"With the addition of Merrie Spaeth, we're continuing to grow Sunwest's expertise and resources," said Sunwest Communications owner and CEO Crayton Webb.



**Merrie Spaeth, Crayton Webb**

## **TENEO PREPS ABU DHABI OIL CO. FOR COP28**

Teneo hauled in \$1.6M for three months of communications counsel and strategy development work for Masdar, the renewable energy unit of Abu Dhabi National Oil company.



مصدر  
MASDAR

The representation concerned the United Nations climate conference (COP28) that is set for Nov. 30 to Dec. 12.

It is to be held in United Arab Emirates (Dubai's Expo City). Teneo's COP28 effort included email outreach to Mike Allen (Axios), Ben Smith (Semafor), and Daniel Lippman (Politico).

Geoff Morrell, president of Teneo's global strategy & communications practice, led the PR that began in July following receipt of a \$700K sign-on payment.

Cassandra Simpson, SVP at the strategy & communications unit; and former Tulchan Communications executives Ed Cropley and Jackson Wild also handle work for Masdar.

Teneo acquired Tulchan, UK, financial PR shop, in March.

## **MONTGOMERY COLLEGE (MD) NEEDS PR WORK**

Montgomery College, which is Maryland's second oldest community college, is looking for strategic marketing and brand strategy development services.



It educates about 47K students each year at its non-residential campuses in Germantown, Rockville and Takoma Park/Silver Spring.

Montgomery College's brand platform has three elements: educational excellence, social justice and community impact.

It wants a partner to conduct a brand story/architecture for its workforce development and continuing education model.

The selected firm will gather input from current students, alumni, employees, Montgomery County residents and government officials.

Proposals are due Oct. 27 at Montgomery College's [electronic portal](#).

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

## **BLACKROCK, ISS VETS JOIN LONGACRE SQ.**

Jessica McDougall, who was director of BlackRock's investment stewardship team, and Heath Winter, VP at Institutional Shareholder Services' special situations research unit, have joined Longacre Square Partners financial PR firm.



**Jessica McDougall,  
Heath Winter**

As partners, McDougall will chair and Winter will vice chair Longacre's expanded corporate governance and shareholder engagement practice.

During her seven-year run at BlackRock, McDougall focused on companies in the industrials and materials sectors. She handled shareholder activism, governance, board composition, M&A, and ESG matters.

At ISS, Winter worked with management teams, directors, investors, and other market participants in developing analysis and publishing shareholder voting recommendations for proxy contests, contested M&A, governance trends, and other shareholder proposals.

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## **ACCOUNTS IN TRANSIT**

IPG units [Weber Shandwick](#), [Jack Morton](#) and [Genuine](#) will jointly serve as global agency of record for [Mimecast](#), an email and collaboration security company. The strategic alliance will work to expand awareness of Mimecast's worldwide impact through an integrated array of communication and marketing services. The scope of work includes strategic communications, crisis and issues management, executive positioning, reimagining digital and live customer experiences and the development of integrated marketing strategy including creative, earned and experiential. "The unique capabilities that these agencies offer, combined with their forward-thinking approach to the client-agency partnership, makes this a natural extension of how Mimecast operates," said Mimecast CMO Norman



[5WPR](#) picks up [Deako Lighting](#), creator of a modular smart lighting system. With a focus on brand awareness and media relations, 5W will first target the builder and electrician communities, then switch gears to refocus on consumers as well. Known for inventing plug-and-play light, Deako Lighting offers products designed to give homeowners the ability to customize lighting in their homes while future-proofing their living space with emerging technologies. "After working with 5W earlier in my career, I was impressed with their results, ability to dig deep into a brand," said Deako Lighting VP of marketing Robynne Curry.

[JC Communications](#) lands [Upside](#), a digital marketplace which partners with over 100,000 grocery stores, restaurants, gas stations and convenience stores nationwide to drive customers to their brick-and-mortar locations through personalized cash back incentives delivered to consumers via the Upside app. The agency will be working on the education process for how Upside works and also storytelling to relate Upside use to current events – e.g., when gas prices surge they'll focus on how Upside can save money on gas.

[Hemsworth Communications](#) adds [LFD Productions](#), which focuses on showcasing the Caribbean and The Bahamas through visual productions, to its client roster. Hemsworth will work with LFD founder Stephanie Nihon and the brand's team to drive a public relations strategy spotlighting its approach to entertainment and talent development. Nihon is a Bahamian creative director, film/tv producer and visual artist. Established in 2006, LFD Productions specializes in photoshoot and TV/film production based in Nassau, Bahamas



[Allen & Gerritsen](#) comes on board as media agency of record for the [Boston Symphony Orchestra](#). A&G will collaborate with the BSO to develop media tactics and provide data-driven analytics to enhance the orchestra's visibility across traditional and digital platforms. "Having a strategic and innovative partner to help us navigate the ever more complex media landscape and to achieve our organization's mission is crucial," said BSO vice president, marketing, sales and communications Jesse Needleman.



## **JOELE FRANK WORKS RITE AID'S BANKRUPTCY**

[Joele Frank](#) is handling the bankruptcy filing of Rite Aid as the company seeks reorganization after years of heavy losses, failed mergers and exposure to hundreds of opioid-related lawsuits, according to the Wall Street Journal.



**RITE AID**

Rite Aid contends Chapter 11 protection will enable it to optimize its footprint (e.g., close lots of its 2,100 retail outlets), slash debt, and deliver on its promise to help people achieve whole health for life.

With the reorg, Rite Aid has named Jeffrey Stein CEO and chief restructuring officer. He helms Stein Advisors, which has worked the reorganizations of Whiting Petroleum, Westmoreland Coal, Liberty Steel Group and Philadelphia Energy Solutions.

Stein takes over for interim Rite Aid CEO Elizabeth "Busy" Burr.

Joele Frank, Wilkinson Brimmer Katcher has Michael Freitag, Meaghan Repko, Aaron Palash, Aura Reinhard, Charlotte Burch and Nick Jannuzzi working the Rite Aid business.

## **JPA HEALTH ACQUIRES TRUE NORTH**

[JPA Health](#) has acquired True North Solutions, a Cambridge, MA-based consulting firm with expertise in predictive analytics, AI and data-driven solutions.

Founded by Colin Baughman in 2016, TNS has handled projects in therapeutic areas such as CNS, oncology and infectious/rare diseases.

Prior to starting TNS, Baughman was senior director, decision analytics & strategic planning at Biogen; finance controller, biopharmaceutical process solutions at Merck KGaA; and rational software pipeline analytics & sales operations at IBM. He will join JPA Health as executive VP in its Boston office.

The TNS deal is JPA Health's first acquisition since Carrie Jones launched the firm in 2007.

## **PENTA MAPS BRAZIL'S GLOBAL TOURISM PLAN**

Embratur, which is the Brazilian Agency for International Tourism Promotion, has signed Penta Group to help position it in key overseas markets.

Penta will carry out research and strategy consulting to identify target audiences through statistical analysis. It will receive \$315K for its work on behalf of Brand Brazil in ten major markets.



The US ranks as Brazil's No. 2 tourist market, trailing Argentina.

Embratur is a major exhibitor at IMEX America 2023 in Las Vegas from Oct.

17-19. IMEX is the largest trade fair in the USA for the global event and incentive travel sector.

Penta has Lauren Morgan, partner-intelligence; Lauren Blake, VP-brand marketing; and Julie Decerega, director-strategy, working for the Brazilians.

The firm reports to Marcelo Ribeiro Freixo, CEO of Brazil's Ministry of Tourism.

Washington-based Penta, which calls itself the "world's first comprehensive stakeholder solutions firm," launched in September 2022 via the merger of six firms, including Hamilton Place Strategies and Ballast Research.

## **ON THE MOVE**

[Taft Communications](#) brings on [Lindsey Pascarella](#) as its first chief client officer. Pascarella was most recently senior VP and managing director at Krupp, a NYC-based firm specializing in developing and amplifying platforms for thought leaders, authors and experts. She was previously a senior VP at MWWPR, where she worked for 15 years. At Taft, Pascarella oversees account operations, as well as working with account teams to provide high-level strategic guidance, drive strategic growth, and optimize clients results. She joins the executive committee alongside agency CEO Ted Deutsch CFO Mark McNulty.



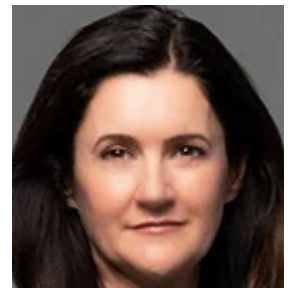
**Lindsey Pascarella**

[MetroPlusHealth](#), which provides health insurance as part of NYC Health + Hospitals, New York City's public health system, names [Laura Santella-Saccone](#) as chief marketing and brand officer. Santella-Saccone joins MetroPlusHealth from Array Behavioral Care, where she was senior VP of marketing & strategy. Before that, she served as CMO at Cure Urgent Care and Specialty Infusion Center. In her new post, Santella-Saccone will be responsible for all aspects of MetroPlusHealth's marketing strategy.

[MMGY Wagstaff](#) brings on Jessica Ware as account director, travel and tourism. Ware was previously VP, marketing and editorial director at travel agency Skylark, spearheading the company's brand positioning, sales strategies, data and results-driven marketing and strategic partnerships. In her new role, she will play an essential role in the company's new business efforts, as well as leading account strategy and travel trade relations.

[Development Counsellors International](#) promotes senior VPs Susan Brake and Daniella Middleton to partners in the firm. Brake has been with the agency since 2007. She has focused on counseling governors, mayors and senior business leaders on economic development issues. Middleton, who has been with DCI since 2013, has contributed across the tourism practice and built the agency's influencer marketing service. They will join DCI's partnership team alongside chairman Andy Levine, economic development.

[Bentley Systems](#), an infrastructure engineering software company, hires [Kristin Fallon](#) as CMO, based in Annapolis, MD. Fallon joins Bentley from GE HealthCare, where she served as global head of brand and digital marketing. She was previously VP, global brand & content at GE Power and the founder and CMO of Thompson Consulting, a consultancy based in Jakarta, Indonesia.



**Kristin Fallon**

[Constant Media](#), which provides point-of-care marketing and healthcare content in doctors' offices, brings on [Kevin Holowicki](#) as executive VP, marketing & sales. Holowicki previously handled global media and marketing procurement for pharmaceutical company GSK. Before that, he was executive VP, managing director at Spark Foundry.

## COMMENTARY



Sean Hannity

**Sean Hannity is the big loser in the Jim Jordan fiasco...** The Fox News personality led the charge of the Jim Jordan for Speaker brigade, ridiculing Republicans who voted against the right-winger as “snowflakes.”

Hannity said he was only advocating to end the drawn-up battle for Speaker in order to “reopen the People’s House amid growing chaos both at home and abroad.”

He posted on X: “Any member of Congress would be crazy not to support Jim Jordan for Speaker. He is a natural born principled leader.”

That natural born principled leader served as a lapdog for Donald Trump in his effort to overturn the 2020 presidential election, and is presiding over an over-the-top “weaponization of the federal government committee” fishing expedition trying to dig up dirt on the Biden administration.

Good thing for America: Hannity’s “snowflakes” didn’t melt under his pressure.

**Stamping out hate on social media.** New York attorney general Letitia James wants to know what actions social media have taken to “address the possibility that their platforms may be used to plan, encourage or disseminate acts of violence.”

She sent a list of questions to Google, X, Meta, TikTok, Reddit and Rumble about how they are dealing with calls of violence against Jewish and Muslim people in the wake of the terror attacks in Israel.

James wants to find out about how content moderation policies and terms of service are being used to limit hate-based threats and reduce the likelihood that the platforms are used to plan acts of violence.

**Elon’s got some work to do...** Elon Musk’s blue-checked “verified” user system on X is a boon for spreaders of misinformation about the war between Israel and Hamas.

In March, Musk allowed users to pay \$8 a month to show a blue checkmark and have their posts prioritized on X.

According to Steve Brill’s [NewsGuard October misinformation monitor](#), 74 percent of the false or unsubstantiated claims about the conflict were posted on verified accounts on X. They include doozies such as Ukraine selling weapons to Hamas.

NewsGuard also found widespread misinformation on Facebook, Instagram, TikTok and Telegram but chose to focus on X because Musk has been most public about the cut in its moderation efforts.

NewsGuard emailed questions to X about its findings but only received a “busy now, please check back later” response.

Brill’s team may have to wait a bit for the answer.

After Tesla reported a 44 percent decline in third-quarter earnings on Oct. 18 and said that it faces “enormous challenges” in scaling up production of the much-anticipated Cybertruck, Musk certainly is busy now.

**Run, Bobby, Run...** An independent presidential run by Robert F. Kennedy Jr. would be a boost for Joe Biden’s re-election campaign, according to a [NPR/PBS NewsHour/Marist poll](#) released Oct. 17.

In a head-to-head rematch, Biden beats Trump by a 49 percent to 46 percent margin among registered voters.

In a three-way contest, Biden snags 44 percent of the vote, compared to 37 percent for Trump and 16 percent for RFK.

With Kennedy in the race, Biden support among Democrats drops five percentage points, while Trump loses 10 percent among Republicans.

Lee Miringoff, director of the Marist College Institute of Public Opinion, said Kennedy alters the race in Biden’s favor.

**Hold those pitches.** Beach House, which launched 14 years ago in Newport Beach, CA, is offering to remove the names of people on its pitch list who do not want to be contacted due to the conflict in the Middle East.

In announcing a client win on Oct. 18, Beach House said: “We understand this is a difficult time for many and want to let you know Beach House is here. If you’d prefer not to receive any pitches at this time, let us know and we will temporarily remove you from our lists.”

Beach House staffer Racine Diaz told O’Dwyer’s she didn’t have a count of the number of names dropped from the list.

**PRSA-NY president Carmella Glover sent an email to members on Oct. 17 to offer a “heartfelt apology” on behalf of the chapter for her Oct. 14 message that “caused disappointment and hurt to some of our valued members.”**

The earlier email was about how PRSA-NY is deeply saddened and troubled by the recent acts of terrorism in Israel and Gaza.

The subject line read: Statement and Pledge of Support for Israel, from PRSA-NY President Carmella Glover.”

In the Oct. 17 email, Glover expressed regret about the “insensitivity in our subject line, which was thoughtless, partial and irresponsible.” She knows it was “especially disheartening coming from a professional association that advocates for ethical behaviors and messaging.”

Her original intention was to convey a message of support and unity for all those who are affected by the violence in Israel and Gaza. “However, I acknowledge that we missed the mark (to say the least), and for this, I take full responsibility,” she wrote.

In PRSA-NY’s haste to show solidarity, it failed to consider the broader implications of our message.

PRSA-NY plans to donate a portion of ticket sales to its Big Apple Awards ceremony on Nov. 15 to ALLMEP (Alliance for Middle East Peace), which is a network of Palestinian and Israeli peace builders; Doctors Without Borders; and Project C.U.R.E., which delivers medical supplies and equipment to hospitals and clinics in the under-resourced world.

Glover did not respond to an email from O’Dwyer’s about how many PRSA-NY members expressed disappointment over the subject line.

—Kevin McCauley