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WPP'S BCW, H+K POST Q3 REVENUE SLIDES

WPP's BCW and Hill+Knowlton Strategies posted Q3 declines in like-for-like revenues due to "macroeconomic uncertainty in the US, while FGS Global "continued to grow well," according to the British PR/ad conglomerate's trading update.



Mark Read

The PR group suffered a 4.9 percent drop in reported revenues to \$283M and a 0.9 percent dip on a LFL basis.

"Our public relations and public affairs businesses had a tougher Q3, very much in line with what we hear elsewhere in the industry with pressures most felt in the United States," Mark Read, WPP CEO, told O'Dwyer's.

WPP reported a 1.8 decline in overall reported revenues to 4.2B and a 2.3 percent LFL gain. In its big North America market, WPP recorded a 9.6 percent plunge to \$1.4B in revenues less pass-through costs. The US was down 4.2 percent.

China fell 4.2 percent; Germany declined 3.8 percent; India registered a 7.3 percent gain; and UK inched ahead 1.1 percent to round out the top five markets.

Read issued his second profit warning this year, cutting predicted growth in half to 0.5 to 1.0 percent. He also sliced margin growth. He promised to update investors on about WPP's strategic roadmap to drive growth, further cutbacks, and margin expansion plans over the next three to five years during Capital Markets Day in January.

H&R BLOCK PICKS DALEY TO HEAD COMMS

H&R Block hires Teri Daley as VP of corporate communications. Daley was most recently director of corporate communications at F5, a multi-cloud application services and security company.



Teri Daley

She has also held executive PR and comms positions at Huawei Consumer Business Group, HTC, Microsoft and Samsung Mobile.

At H&R Block, Daley will lead internal, external, and reputation communications "Her experience working with global technology and consumer brands strengthens our ability to communicate how the innovations we bring to market will benefit our customers," said H&R Block chief marketing and experience officer Jill Cress.

ARKANSAS SEEKS HELP TO GROW ECONOMY

The Arkansas Dept. of Commerce is looking for PR, marketing and advertising services to generate awareness that it is a desirable place to grow, locate or start a business.



ACOM is charged with creating economic opportunity by attracting higher paying jobs, expanding/diversifying local economies, increasing investment and generating a positive image for The Natural State.

The RFP also calls for educating the public about the services that ACOM offers to support unemployed citizens and job training available for students and employees looking for new careers.

The selected firm(s) will get involved in content creation, media relations, branding, event support, video production, direct mail, social media outreach and media buying.

ACOM prefers a partner that is experienced in economic development projects. It must be results-driven and possess a collaborative culture.

It plans to offer a one-year contract with options to renew for up to six additional one-year periods.

Proposals are due Nov. 7. They go to: AR Department of Commerce; Attn: Teresa Funderburg, Procurement Administrator; 1 Commerce Way, Suite 601; Little Rock, Arkansas 72201-1023

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

MOD OP ACQUIRES CRENSHAW

Crenshaw Communications is acquired by Miami-based digital marketing agency Mod Op, which also has offices in Dallas, Kansas City, Los Angeles, Portland, Minneapolis, New York, Cleveland, Toronto and Panama City, Panama. The move marks Mod Op's first strategic move into public relations.

Crenshaw founder Dorothy Crenshaw now takes on the role of Mod Op chief public relations officer. "We were attracted to Mod Op because its leadership has their eyes on the bigger picture. They not only respect the power of PR, but they understand how our industry is growing and changing," said Crenshaw. Mod Op was drawn to Crenshaw Communications' use of AI to support and optimize communications programs and processes. Crenshaw is Mod Op's fourth acquisition this year and its eighth in the past five years.



FEWER AMERICANS FOLLOW THE NEWS

Americans are following the news less closely than they used to, according to a recent survey released by the Pew Research Center.



The survey, which polled U.S. adults about their news consumption habits, suggests that day-to-day consumption of the news is going out of favor. Only a little more than a third (38 percent) of American adults said they follow the news—via television, radio, print publications or digital devices—“all or most of the time.” Compare this to a previous Pew survey conducted in 2016, when more than half (51 percent) of U.S. adults reported that they followed the news all or most of the time.

Instead, it appears a growing number of Americans are now becoming what can only be described as casual news consumers. About one in five (19 percent) said they follow the news “only now and then.” By contrast, only 12 percent of Americans said the same in 2016.

The number of Americans avoiding the news altogether appears to be growing as well: 9 percent reported that they “hardly ever” follow the news, compared to 5 percent who said the same in 2016.

These findings fit squarely among other recent studies that suggest news consumption rates are declining in the U.S., due either to changing media consumption habits or a growing skepticism among Americans that national media organizations trade in false or biased information. Lending support to the latter theory, only 15 percent of Americans surveyed said they trust the information they get from national news organizations “a lot” (compared to 18 percent in 2016). On the other hand, 26 percent said they have “not too much” trust in the news (compared to 18 percent in 2016) and 13 percent they don’t trust the news “at all” (compared to 6 percent in 2016).

A recent Gallup survey found that 39 percent of Americans said they have no confidence in the news media’s reporting.

While Pew’s findings suggest that Americans’ attention to the news in recent years has declined across all age groups, it appears that younger Americans are becoming especially news averse. Only 19 percent of Americans between the ages of 18 and 29 follow the news “all or most of the time” (down from 27 percent in 2016). For Americans aged 30-49, that number stands at 27 percent (compared to 46 percent in 2016).

Older adults are more likely to say they still follow the news avidly, but media consumption has dipped among that demographic as well, with 64 percent of those aged 65 years and older claiming they follow the news all or most of the time (compared to 75 percent in 2016). Among those ages 50-64, less than half (46 percent) claimed they follow the news all or most of the time, compared to 61 percent in 2016.

The Pew survey reinforces findings from other recent studies suggesting that the decrease in news consumption is particularly pronounced among conservatives. Only 37 percent of those who identify as Republicans or Republican-leaning said they follow the news “all or most of the time” (down from 57 percent in 2016). News consumption habits among Democrat and Democrat-leaning Americans shifted to 42 percent day-to-day news watchers from 49 percent in 2016.

Respondents were drawn from the Pew’s American Trends Panel, a nationally representative list of randomly selected U.S. adults.

ON THE MOVE

Havas Formula founder and chairman **Michael Olguin** announces his retirement, effective Dec. 31. Olguin founded Formula in 1992. The agency was acquired by Havas in 2014 and rebranded to Havas Formula. In January 2023, Tara Reid, CEO of Havas Formula, and Adrienne Cadena, CEO of Havas Street, took the helm of the agency when Olguin transitioned from CEO to chairman. Havas Formula currently has nearly 150 clients, six offices across the country, and a leadership team averaging a 10-plus year tenure. “One of many things Michael has instilled in us is to never rest on our laurels or become complacent,” Reid said.



Michael Olguin

CLYDE Health hires **Kate Rom** as a VP. Rom was most recently at imre as group account director, client experience. She has also held managerial positions at Centretrek Solutions and ADG Creative. Clients she has worked with include GSK, AstraZeneca and Genentech/Roche. In her new position, Rom will collaborate with CLYDE Health’s leadership team to direct and grow existing client business as well as support new client acquisition. “She brings a wealth of experience in healthcare, having been on the front lines of the development of innovative digital campaigns for some of the industry’s most impactful leaders,” said CLYDE president and COO Michael O’Mara.

Contentsquare, a digital experience analytics company, appoints **Jean-Christophe Pitié** as chief marketing & partnerships officer. Pitié was most recently COO for Microsoft France, responsible for executing the company’s go-to-market and strategy with the French market. In his new role, Pitié will lead Contentsquare’s global marketing initiatives, focusing on strengthening the brand and driving customer demand. He will also be responsible for identifying, nurturing and enhancing strategic alliances with key partners.

Stratacomm LLC hires **Katie Gardner** as VP of events. Gardner joins the agency from The Hill/Nexstar Media, where she served as director of events, overseeing editorial and brand engagement events planning for a team that executed more than 70 live and virtual events annually, managed production operations and analyzed key event metrics to maximize client and attendee engagement. She was previously director of events at Foreign Policy magazine. In her new post, Gardner will lead Stratacomm’s event planning and execution team and expand the agency’s offerings for both federal government and private sector clients.



Katie Gardner

Coalfire, a cybersecurity services and solutions company, appoints **Ashley Hart** as CMO. Hart was most recently founder and CMO at Ashley Hart Marketing, working with tech, entertainment and fashion clients. She previously held leadership roles at companies including Oracle, Microsoft and Incor. In her new role, she will lead Coalfire’s brand management, communications, and marketing efforts.

HAWAII ISSUES BRAND MANAGEMENT RFP

The Hawaii Tourism Authority, the state agency responsible for managing the Hawaii brand and for driving tourism to the Aloha State, is requesting proposals from agencies that can support HTA's visitor education efforts as well as provide



brand management support services for the islands of Kauai, Oahu, Maui, Molokai, Lanai and Hawaii.

The HTA wants an agency that can provide a range of brand management and marketing services on each island as well as in HTA's major market areas (the U.S., Canada, Japan, Oceania, Korea, China and Europe).

Scope of the work includes: serving as an on-island representative for visitor education, visitor industry engagement and public relations activities; advising the HTA on the Hawaiian Islands brand as well as respective islands' brands; and coordinating with city and county government officials on crisis management support.

The contract will run from Jan. 1 to June 30, 2024, with an option to extend for an additional four one-year terms.

Proposals, due by 2 p.m. (HST) on Nov. 6, should be submitted via Hawaii's State eProcurement System, [HiePRO](#).

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

TESLA VET BROOKLYN TO HIMS & HERS HEALTH

Khobi Brooklyn, who was head of global communications at Tesla and led comms for Nike's Converse division, is joining wellness company Hims & Hers Health as chief communications officer.



Khobi Brooklyn

Brooklyn was most recently SVP of communications at self-driving technology company Aurora, leading all communications and marketing efforts. She has also served as director, product communications and brand marketing at Square.

At Hims & Hers, Brooklyn will oversee the company's communications function which includes corporate, consumer and internal, reporting to the CEO.

JOELE FRANK FLIES AIR METHODS' CHAPTER 11

Joele Frank is handling Air Methods Corp., the helicopter ambulance company based in Greenwood Village, CO, that filed for Chapter 11 in its bid to reduce its \$1.7B debt load.



The reorganization will enable Air Methods "to continue supporting patients with lifesaving care," said CEO JaeLynn Williams.

Air Methods has a fleet of 365 medical helicopters and fixed-wing aircraft that serve 47 states from 275 bases. It transports about 100K people per year.

Williams said the Chapter 11 protection will position Air Methods "to deliver the highest quality air medical care for generations to come."

American Securities, private equity firm, acquired Air Methods in 2017.

Joele Frank, Wilkinson Brimmer Katcher's Andy Brimmer and Aura Reinhard represent Air Methods.

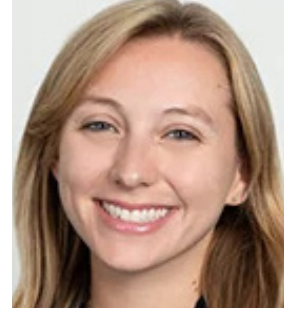
MANN EXITS DGA FOR TLG

Sarah Mann has signed on at [The Levinson Group](#)'s New York office as a managing director.

She joins from Dentons Global Advisors, where she was an associate partner.

Mann also did a stint at WeWork as corporate communications manager and FTI Consulting as a senior director in the strategic communications practice. She has handled litigation support, regulatory challenges, employee issues, technology matters, PA campaigns, media relations and government investigations.

TLG also has offices in Washington and London.



Srah Mann

BROWNSTEIN DELIVERS PITCH FOR SYRIANS

Brownstein Hyatt Farber Schreck has signed a six-month \$300K pact to supply government relations and strategic counsel to the US mission of the Syrian Democratic Council.

The SDC is the political arm of the Autonomous Administration of North and East Syria and the Syrian Democratic Forces, which liberated those regions from the Islamic State in partnership with the US and the Global Coalition to Defeat ISIS, a group of about 80 countries.

Brownstein's engagement agreement calls for helping AANES gain political recognition as the legitimate local government in Syria and positioning it as the "best solution to achieve the enduring defeat of terrorism and a lasting solution to the Syrian crisis."

The firm will assist AANES in "reaching out to various media outlets to shed light on its successfully efforts to promote and safeguard core human values." Brownstein also will forge relationships with federal agencies to promote economic investment to meet the economic challenges faced by north and east Syria.

Former California Republican Congressman Ed Royce, who chaired the House Foreign Affairs Committee, and Samantha Carl-Yoder, a 20-year State Dept. veteran, handle Brownstein's effort for the SDC.



KURA SUSHI TAPS COYNE PR

[Coyne PR](#) has picked up AOR duties for Kura Sushi USA restaurant chain of more than 50 units in 15 states and DC.

Kura Sushi offers diners an "eater-tainment" experience as the food is delivered via a conveyor belt filled with prizes, and robots carry drink orders tableside.

Coyne will promote Kura Sushi's commitment to serving food in a fun-filled atmosphere. It also will promote the chain's expansion.

Kura Sushi USA tapped Coyne PR because it "understood the importance of creative storytelling and strong media relationships," according to Lauren Murakami, PR and communications manager, for Kura Sushi US.

The chain's parent company, Japan's Kura Sushi Inc., has been in business for 45 years and has more than 600 restaurants worldwide.



VCU SEEKS PUBLIC FUNDRAISING SUPPORT

Virginia Commonwealth University's development and alumni relations office seeks branding, marketing and communications support for its planned largest-ever public fundraising campaign.



VCU enrolls more than 31K students in two downtown campuses in Richmond. The school generates about \$6B in yearly economic activity in Virginia that supports more than 63K jobs.

VCU VP John Davenport heads the 230-member development and alumni office that will oversee the launch of the public fundraising effort in 2025.

His team is looking for a firm to provide collaborative brainstorming sessions to uncover opportunities for storytelling, engagement and giving; develop multichannel communications; create a campaign "look and feel" and a guide for branding standards; forge key messaging for specific audiences; and create content for the life of the campaign in all formats, including print, digital, web, video and audio.

Proposals are due Nov. 7 at [VCU's electronic portal](#).
[Read the RFP \(PDF\)](#).

JPA HEALTH TO SUPPORT SAMHSA CAMPAIGN

Healthcare agency JPA Health announced that it has been awarded a multi-year, multimillion-dollar contract from the Substance Abuse and Mental Health Services Administration.



JPA will support the Maryland-based federal agency's

efforts by helping to develop and launch a National Recovery Campaign aimed at encouraging young adults to seek or continue their recovery efforts for substance use disorder and/or mental illness.

As part of its work, JPA will focus on three main efforts: conducting research to better understand the needs for and barriers to accessing treatment and recovery supports; creating and developing messages and materials that support public education efforts highlighting the issue of recovery; and monitoring and measuring the campaign's messaging reach.

KEKST CNC, GREENBROOK DRIVE SVP DEAL

Kekst CNC represents Strategic Value Partners as the Greenwich CT-based alternative investment firm acquires APCOA Parking Holdings in Stuttgart.

APCOA provides car park management services (1.8M parking spaces) in more than 400 cities across Europe. It generates annual revenues in the \$960M range.

SVP, with \$18B in assets under management, has owned a minority stake in APCOA since 2014.



"We are excited to partner with the team at APCOA to unlock significant value, particularly around increasing automation, capitalizing on underutilized space and monetizing EV charging," said John Brantl, co-head of SVP's European investment team.

Kekst CNC's Todd Fogarty and Richard Goldman handle North American PR for SVP, while London's Greenbrook Communications works the European beat.

NEWS OF FIRMS

Zeno Group forms a partnership with Qu Hong, who was most recently head of BCW in China. Qu Hong will serve as founder and CEO of Zeno China Consulting, which will operate independently of Zeno's current China operations. Ruby Fu, who remains as president of Zeno's existing China business, will be a senior advisor to Zeno China Consulting. Before joining BCW, Qu Hong was chief consultant at the Beijing offices of Edelman and Weber Shandwick, and led public policy consulting at Burson-Marsteller China. He has also worked with China's Ministry of Commerce. "Partnering with Qu Hong on this joint venture re-imagines the traditional agency model in China," said Zeno CEO Barby Siegel.



Qu Hong

Hill+Knowlton Strategies launches its global Intelligence + Technology capability. Led by Grant Toups, Hill+Knowlton's first global chief technology officer, the I+T group is comprised of 50+ technologists. The company has also partnered with Pendulum Intelligence, an AI and machine learning company, to codevelop products and services that address the evolving risk management needs of clients. The first of these is H+K Sonar, a tool built to address the commercial and reputation risk related to the rise of disinformation. The tool includes coverage of niche channels like Bitchute and Rumble, both of which have been recognized as breeding grounds of disinformation and malicious content.

Accenture agrees to acquire Stagwell subsidiary **ConcentricLife**, a healthcare marketing agency with expertise in helping life sciences brands build an optimal brand experience. The deal is intended to reinforce Accenture Song's continued investment in creating end-to-end solutions for its life sciences clients. ConcentricLife's team has subject-matter expertise in rare diseases, healthcare and wellness. "This transaction will enhance our ability to help our clients achieve this vision in addressing the challenges of tomorrow," said ConcentricLife CEO Ken Begasse Jr.

AH&M, Inc., a B2B communications agency that works with clients in the industrial and technology markets, was purchased by company president and CEO Amy Godfrey on Oct. 20, following the retirement of agency co-founder Jim Allison. The agency, which was founded in 1988, will continue to operate as AH&M, Inc. Since joining AH&M as an account coordinator in 2000, Godfrey has held several positions of increasing responsibility and led many of the agency's key accounts.

The Martin Group, a Buffalo-based integrated communications firm, acquires boutique creative firm **Spiral Design Studio**. The Martin Group will engage Spiral's existing client roster, including more than 30 branding, marketing and digital services accounts. Spiral Design Studio founder and president Lauren Payne will join The Martin Group as a senior advisor and all Spiral Design Studio staff members are now full-time employees of The Martin Group.



PTA SEEKS FIRM FOR DIGITAL SAFETY PUSH

National PTA, the country's largest child advocacy association, is seeking a firm to handle media outreach for its digital safety program.



Kicking off Dec. 1, the seven-month campaign is budgeted at \$115K.

As part of the PTA Connected Initiative, the effort seeks to improve digital access, equity, safety, well-being, cybersecurity and literacy for all children through tailored programs; distribution of resources and tools; and community conversations.

The selected partner will advise and support media outreach at four marquee events, target ten priority markets, pursue speaking/op-ed opportunities, and raise overall awareness of the Connected Initiative.

Proposals are due Nov. 3. They go to Kisha Lester, NTLA's director of strategic communications, at klester@PTA.org.

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

EX-QORVIS CEO CONSULTS FOR SAUDI ARABIA

Former Qorvis CEO Michael Petruzzello has registered as a \$60K a month consultant for the Saudi Embassy in Washington. His work is in collaboration with Qorvis, which picked up the Saudi Arabia business in the aftermath of 9/11.



Michael Petruzzello

Matt Lauer succeeded Petruzzello at the helm of Qorvis following the management-led buyout of the firm on Dec. 31, 2022.

He joined Qorvis in 2004 after serving as executive director of the US Advisory Committee on Public Diplomacy under Secretary of State Colin Powell.

Princess Reema Bint Bandar Bin Sultan is Saudi Arabia's ambassador to the US. Appointed in 2019, she is the first woman to serve as an ambassador for the Kingdom. Her father, Prince Bander, was the Saudi ambassador to the US from 1983 to 2005.

TRAVEL PR LEGEND MORRIS SILVER DIES

Travel PR legend Morris Silver, who founded M. Silver Assocs. with his wife Virginia Sheridan, died Sept. 24.

Following a stint at the Newark News, Silver opened Morris Silver PR in New York to focus on entrepreneurs and consumer product companies.



**Morris Silver,
Virginia Sheridan**

On a trip to Bahamas and observing the investment made in the travel market, Silver recast his shop as M. Silver Assocs., with a focus on travel PR and marketing.

Finn Partners acquired M. Silver Assocs. in 2013 as its first acquisition as an independent firm. Morris and Virginia became managing partners. He retired in 2019, while she continues at the firm.

In an email to his staff, Peter Finn called Morris "a legend in our industry, a highly respected leader who had a powerful, lasting impact on our company's growth and culture."

Tribute donations go to http://act.alz.org/goto/Morris_Silver.

ACCOUNTS IN TRANSIT

[French/West/Vaughan](#) to promote cell phone service provider **PureTalk** and its program that will provide financial support for more than 6,500 U.S. Veterans and their families. FWV is leading all U.S. national, regional and local media relations outreach for the program, including coordinating media interviews with brand ambassador Clint Romesha, a Medal of Honor Recipient. PureTalk has announced that it will contribute a portion of every new order to relieve \$10 million in debt for retired military men and women. It also extends a 15% military discount and provides customers with the option to round up their total at checkout in support of America's Warrior Partnership, an organization dedicated to preventing veteran suicide.

Stanton Communications

president Lori Russo is named by **The Comité Champagne**, the trade association representing the houses and winegrowers of Champagne, France, as director of the Champagne Bureau, USA, effective Jan. 1, 2024. In that position, Russo will represent the interests of some 16,200 growers, 130 cooperatives and 370 Champagne houses. Her team's efforts will include engaging the media, trade professionals, importers, distributors, policymakers and wine lovers across the country.



[Relevance International](#) lands Lamda Development for **The Ellinikon**, an urban regeneration project in Greece that is expected to generate 85,000 jobs. The firm is responsible for creating project recognition across markets on five continents, working to expand the digital footprint of The Ellinikon through strategic multi-channel paid ad campaigns that create brand awareness and drive traffic to The Ellinikon website.

Powerhouse+Co. picks up **Nick the Greek**, a rapidly growing Greek street food chain. Alongside the chain's ownership and leadership teams, Powerhouse will develop and execute strategic, comprehensive communications and influencer programs focused on launching the brand in new markets and differentiating it from other Mediterranean concepts. Established in 2014, the chain operates almost 70 restaurants throughout California, Nevada, Arizona, Texas, Kansas, Missouri and Utah, almost doubling its footprint since 2020.

[Marino](#) adds **Tourmaline Capital Partners**, a real estate private equity firm providing office environments across the country. The agency will partner with key Tourmaline executives, to develop a PR program at the corporate brand and local level. The program will focus on introducing the firm nationally, as well as on establishing and growing its presence in the real estate and business community.

[The Zimmerman Agency](#) lands **Atlantis The Royal** and **Atlantis, The Palm**, two luxury hotels in Dubai. Atlantis The Royal's amenities include the 12,000-square-foot Royal Mansion duplex penthouse as well as 17 restaurants from such restaurateurs as Ariana Bundy, Heston Blumenthal, Nobu Matsuhisa and José Andrés. Located at the center of the crescent of The Palm island in Dubai, Atlantis, The Palm bills itself as the first entertainment resort destination in the region.



COMMENTARY



What were the editors of the *New York Times* thinking? The national “paper of record” suffered a huge self-inflicted blow to its reputation on Oct. 17 when it published a story that basically accused Israel of committing a war crime in Gaza City.

The initial report blamed an Israeli airstrike for an explosion at a Gaza City hospital that left “hundreds of people dead or injured.”

In running the story, the NYT threw the journalism textbook out the window. It shattered basic tenets of journalism, such as verifying information and relying on reliable sources.

The Times based its initial story on claims by Hamas government officials, who saw a golden PR opportunity to gain worldwide support by fingering Israel for the attack.

Israel, which had denied any role in the carnage, said a misfired rocket by Islamic Jihad caused the explosion. US officials echoed that assessment.

The Times updated its initial coverage to include the dispute over who was responsible for the attack and noted that the death toll may be lower than the “hundreds of dead or injured” that was initially reported.

The paper ran [an Oct. 23 editors’ note](#) acknowledging that the explosion coverage left readers with an incorrect impression about what was known and how credible the account was.

But the damage in loss of credibility had been done.

Since the Times sets the tone of the nation’s news coverage, the Gaza hospital coverage deals a major blow to the media’s already low standing in the US.

[Gallup reports](#) that only 32 percent of Americans trust media “a great deal” or a “fair amount” to cover stories in a full, fair and accurate way.

If the NYT can’t cover a story like the Gaza hospital explosion accurately, what chance is there that other news outlets—with far fewer resources—will get things right?

Meet the Pied Piper of the Big Apple. Take a bow, Mayor Eric Adams. He can take some credit as New York slipped a notch to No. 3 on America’s “rattiest cities” list compiled by Orkin, pest control company.

Los Angeles, No. 3 last year, supplanted New York as the second rattiest city, while Chicago was on top for the ninth consecutive year. The rats love Chicago’s deep dish pizza.

Orkin based its survey on new rodent treatments in residential and commercial buildings from Sept. 1, 2022 to Aug. 31, 2023.

NYC has fined Adams four times since December for rat infestation fines at his row house in Bedford-Stuyvesant that he rents to tenants. He also designed a special rat trap during his time as Brooklyn’s Borough President.

Adams in April went nuclear on rats, declaring them NYC’s “Public Enemy No. 1” and naming Kathleen Corradi, who is not a “rodentologist,” the city’s first “rat czar.”

Dylan, who? Bud Light, seeking to forever eradicate the memory of its partnership with transgender influencer Dylan Mulvaney, has signed a multiyear sponsorship with the UFC, mixed martial arts league.

How’s that for a tough guy image? Kid Rock, who used Bud Light cans for target practice, would approve of the UFC link-up. Unfortunately for phony baloney Kid, he was later caught drinking the Bud swill.

Beginning Jan. 1, Bud Light becomes the “official beer partner” of the UFC. Bloomberg reported that the transaction is the UFC’s biggest-ever sponsorship, topping the \$175M [crypto.com](#) deal.

Dana White, UFC CEO, said the sponsorship came about because Bud Light and parent Anheuser-Busch are “very aligned with our values and what the UFC brand stands for.” Does that mean that Bud Light and A-B are aligned with beating the living daylights out of somebody?

Bud Light does exact a measure of revenge. It takes over the UFC sponsorship from Modelo.

The Mexican brew replaced Bud Light as America’s top-selling beer in the aftermath of the Mulvaney brouhaha.

One wonders if Dylan likes Modelo.

As Republicans get ready to pull the plug on Ukraine, Ukrainian support for their president and military remain near the highs of more than 600 days ago when Russia launched its invasion.

Despite a sluggish counter-offensive, heavy battlefield losses, constant bombardment of their infrastructure and serious economic challenges, 81 percent of Ukrainians back president Volodymyr Zelensky, and a whopping 95 percent are confident in the military, according to a Gallup poll released Oct. 16.

The Biden Administration has promised to work with Congress to help Ukraine secure its future but it can’t do it alone.

Ukraine supporters must step up their PR efforts to keep Congress in the fight, especially with the rise of “MAGA Mike” Johnson to the House Speaker post and calls for increasing military support for Israel.

The United Help Ukraine nonprofit organization, which was formed in Washington in 2014, is looking for [a PR firm to mount a pro bono campaign to build support for Ukraine](#).

PR firms should rise to the occasion.

The Committee to Protect Journalists reports that 27 journalists have been killed since Hamas launched its attack on Israel on Oct. 7. The death toll includes 22 Palestinian, four Israeli and a Lebanese reporter.

Another nine journalists are either missing or detained, while eight reporters have been injured in the fighting.

“CPJ emphasizes the journalists are civilians doing important work during times of crisis and must not be targeted by warring parties,” Sherif Mansour, CPJ’s Middle East and North Africa program coordinator said in a statement on Oct. 27.

He also noted that many journalists have lost family members and their homes due to the conflict. —Kevin McCauley