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WPP POSTS 3.8% Q3 GROWTH

WPP reported a 3.8 percent jump to \$3.5B in adjusted like-for-like revenues as clients bolstered investments in marketing, ecommerce and digital transformation.



Mark Read

The PR/PA group, which includes Hill+Knowlton Strategies, [BCW](#), Ogilvy and [FGS Global](#), posted 5.8 percent growth to \$343M.

“It’s been another strong quarter for our public relations business, CEO Mark Read told O’Dwyer’s. “Each of BCW, FGS Global and Hill and Knowlton have seen strong demand from their clients for their expertise. It’s not a surprise given

the talented people inside each firm, but reassuring nonetheless and a sign of the importance of managing reputation.”

WPP bolstered the PR operation during the quarter via the acquisition of the [Jeffrey Group](#), which has 330 people and a strong Latin American network.

Read said WPP chalked up \$1.7B in net new business during the quarter, including assignments from SC Johnson, Nestle and Samsung.

He credits the new business success to strong creative work, strength in media and the ability to deliver integrated solutions to clients.

Read upped full-year guidance to 6.5-7.0 percent from 6.0-7.0 percent.

GOLDMAN'S SINGER SHIFTS TO BRUNSWICK

Craig Singer is leaving Goldman Sachs after a nearly 10-year run to become a partner in the New York office of Brunswick Group, effective November 1.



Craig Singer

At Goldman, Singer served as managing director of IR in the executive office, where he managed relations with sell-side investors and rating agencies.

He also was global CFO in the consumer & wealth management division.

Previously, Singer worked in equity research at Citigroup capital markets and began his career at Legg Mason.

Singer will advise Brunswick clients on M&As, IPOs and shareholder activism.

JACKSONVILLE, FL FLOATS TRAVEL PR RFP

Jacksonville, Florida has issued a request for proposals for public relations agencies specializing in travel.

Visit Jacksonville, the destination marketing organization responsible for championing Jacksonville’s leisure and tourism business, is looking for a PR agency that can strengthen the city’s brand awareness as a travel destination and drive growth, visits and overnight stays.



Scope of the work includes: creating buzz-worthy public relations campaigns, conducting media relations initiatives with key journalists, establishing target media lists, engaging with digital influencers, preparing pitches and press materials, coordinating group and individual familiarization trips, delivering monthly reports on results, collaborating with Visit Jacksonville’s creative and agencies as needed and assisting with crisis communications if/when necessary.

The contract calls for the work to start in January 2023.

Proposals, due by 5 p.m. (ET) on Nov. 4, should be mailed to the following address: Visit Jacksonville; Attn: Katie Mitura; 100 N. Laura St. Suite 120; Jacksonville, FL 32202.

All agencies submitting bids should include one unbound original and ten copies of their proposals.

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

BOEING ALUM MCCORMACK JOINS CHEVRON

Former Boeing VP, communications Sean McCormack will take the same title at Chevron on Nov. 1.

McCormack was most recently managing director at TrailRunner International. Before spending nine years with Boeing, he was a foreign service officer, posted to assignments in Turkey and Algeria, as well as serving as deputy White House press secretary and assistant secretary of state for public affairs.



Sean McCormack

In his new post, McCormack will be responsible for corporate and brand communications, in addition to reputation management, employee and executive communications.

“Sean brings fresh perspective and a diverse background to the company and has a track record of building strong teams and helping organizations navigate complex issues,” said Chevron Corporation VP, corporate affairs Al Williams.

SLOWDOWN SLOWS DOWN ESG INITIATIVES

The worldwide economic slowdown appears to have led many organizations to cut back on their use of digital tools, content and infrastructure, as well as lessening their emphasis on corporate social responsibility and ESG projects, according to a new study from Team Lewis.



The agency's "[Global Marketing Engagement Index 2022](#)" found that companies are scaling down in several key areas of their online communications. The biggest drop was in the emphasis given to media content on company websites—an area that includes case studies, product or service news, or leadership interviews or quotes. While the overall score for companies in that area in 2021's survey was 56 percent, it dropped to 35 percent this year.

The presence of CSR/ESG initiatives on company websites was also down, going from a 65 percent rating last year to 56 percent this year.

The Marketing Engagement Index also names what it calls "the Most Engaging Brands in the World." Globally, the top company was Microsoft, followed by TD Bank, abbvie and General Motors.

DENTONS ADDS HUMAN RIGHTS VET VIVANCO

José Miguel Vivanco, Americas director of Human Rights Watch and legal advisor to the Inter-American Commission on Human Rights, has joined Dentons Global Advisors as a partner.



José Miguel Vivanco

In his three decades of work, Vivanco has dealt directly with heads of state, parliaments, corporate executives, community leaders and NGO officials.

Based in Washington, he will advise DGA clients on labor practices, human rights issues, supply chain engagement, risk management and business intelligence.

Ed Reilly, CEO of DGA, cited Vivanco's experience navigating high-stakes situations, finding common ground and devising sustainable business strategies.

VERIS USES GASTHALTER IN TAKEOVER BID

Veris Residential is using Gasthalter & Co. as it receives a hostile takeover bid from Kushner Cos.

The bulk of the Jersey City-based real estate investment trust's properties are located in the Garden State. They include complexes such as Harborside and Port Imperial on the Hudson River overlooking Manhattan.

In his Oct. 20 letter to VR's board of directors, Charles Kushner notes that he is willing to negotiate but has been "effectively ignored."



He claims Veris has a bloated overhead and management with little experience in the management of multi-residential units.

Kushner also takes a swipe at Veris CEO London-based Mahbod Nia. "Veris cannot continue to be operated from Europe," wrote Kushner.

Veris is evaluating Kushner Cos. \$16-per-share offer.

Gasthalter & Co. has Amanda Shipner and Grace Cartwright representing Veris.

NEWS OF FIRMS

Weber Shandwick Paris has devised an awareness campaign aimed at normalizing breastfeeding in public spaces. "The uncover," an optical illusion that can transform any person reading in public spaces into a breastfeeding mother, was designed to fit over magazines because they can be read anywhere — at the beach, on the subway, in the library or in a park. It also contains testimonies of parents and health professionals, with additional videos accessible by scanning a QR code. "The uncover" will be distributed in France and can be downloaded on www.uncover-project.com and used wherever women are harassed for breastfeeding in public spaces.

Clarity acquires **Political Intelligence Ltd**, the UK division of public affairs and strategic communications consultancy Political Intelligence. The independent Political Intelligence businesses in Belgium, Spain and Portugal are not part of this agreement and will continue to operate under the Political Intelligence brand, though they will continue to maintain a collaborative working relationship with Clarity. Political Intelligence founder and UK chairman Nicholas Lansman, as well as managing partner Philip Reid, will join Clarity.



Be—it Agency, based in Kyiv, Ukraine, is elected to membership in PROI Worldwide. Founded in 2003, Be—it Agency is part of the One Philosophy group, which includes centers of expertise in resilience consulting solutions, health-care, public affairs, strategic communications, leadership consultancy, culture transformation and human-centered brands and solutions design. PROI Worldwide global chair and Lambert Global chair Jeff Lambert said "Ukraine was a key growth market for PROI prior to the war, and we believe working with a market leader like Be—it in the future will be an important resource for our partners and clients seeking to help rebuild the country in coming years."

The Next Practices Group adds content intelligence and strategy company **Content Science** to its network of companies. Content Science founder and president Colleen Jones will join NPG. "Content Science's unique expertise, proven methods, award-winning results, and entrepreneurial mindset will further unlock all of our firms and capabilities for creating content that matters," said NPG founder and chair Bob Pearson.



Buerman Miller Fitzgerald, Inc., a New Orleans-based public relations, marketing and advertising agency and member of IPREX, acquires Bond Moroch. The acquisition involves the transition of approximately a dozen existing Bond clients and provides BMF with additional strength in mainstream public relations and marketing including food and beverage, hospitality, and arts and culture.

Crosby Marketing Communications recently held its tenth annual Inspiring Actions That Matter Day of Service. Since the program's start in 2013, the firm has donated a total of 4,012 hours of employee time and \$141,600 to support local nonprofits and charities. This year, 102 Crosby employees spent the day working with two local charities, performing 612 hours of volunteer service, and the firm donated \$5,000 to each organization for a total of \$10,000.

SPEAKING OUT AGAINST ANTISEMITISM

The national media spotlight has been on the antisemitic rants and abhorrent [antics by rapper](#) and clothing designer Kanye “Ye” West. Say what you will about Ye and his lyrics,



Lilia Dashevsky

fashion choices, his mental illness, or just about anything else, the man commands and harnesses attention.

But why is it that it has taken weeks—years, really—for corporate America to finally stand up in defense of Jews, and for once and for all, publicly decry antisemitism?

Jewish people around the world just celebrated Simchat Torah, marking the conclusion of publicly reading the Torah in its entirety and starting the reading cycle once again. The very first portion, [in Genesis](#), that was read across synagogues on Saturday begins with God speaking light into existence. As I sat in my temple listening to my Rabbi, I was struck by the paradox and the timing of this particular verse and line.

However, what I couldn’t comprehend is why Ye was willingly given a platform to spew his antisemitic hatred on.

Everyone from Fox News’ [Tucker Carlson](#) all the way to [Chris Cuomo](#) and [Drink Champs](#) welcomed him. What exactly were their expectations aside from going viral on Twitter? (Missions which were sadly accomplished, by the way.)

The blame for elevating his antisemitic rhetoric shouldn’t be exclusively put on the media. Time and time again, corporations have led the way in supporting diversity, equity and inclusion movements.

In fact, the private sector has often acted in a bigger and bolder fashion than elected officials or governments, which has garnered them immense trust with the public.

The largest brands in our country, and even across the world, were [at the forefront](#) of the Black Lives Matter movement in the summer of 2020, and stood shoulder to shoulder against Asian American and Pacific Islander [violence in 2021](#).

When I advise clients through a media crisis or a reputation management moment, I encourage them to reflect on their organization’s values, act accordingly and ensure that the message we are projecting is poignant and above reproach, even from the staunchest of detractors.

However, somewhere down the line, Adidas made the decision to do the worst possible thing a company can do in a public crisis: take no substantive action at all.

The result was further emboldening Ye and the extremist voices looking to advance their agendas. What’s worse is that other major brands and corporations did and said nothing at all. Corporate social responsibility, at this moment, simply wasn’t convenient or on message.

What bystanders and culprits alike don’t seem to understand is that antisemitism is at the highest point it has ever reached in our country.

According to research from the [Anti-Defamation League](#) (ADL), there were 7,343 antisemitic incidents in 2021, reflecting a 5 percent jump from 2020 and a staggering 55 percent increase from 2019. These reported cases only tell a fraction of the story for the [5.8 million Jews](#) living in the U.S.

All brands, organizations, employers, communications professionals, elected officials and Americans must speak out and thwart antisemitism.

Simply posting an Instagram story and a Tweet is not enough. We must do more. [Donate to groups](#) aimed at rooting out antisemitism. Take the time to [educate yourself](#) and your community about the forms of antisemitism.

Use your public platforms like your website, blogs and social media to consistently decry violence, extremism, hate and antisemitism. Ask members of your local Jewish community to tell you their own stories and experiences.

Your Jewish colleagues, friends and neighbors do not deserve to live in fear and wonder when or where the next attack on our communities or institutions might be.

“Let there be light” is not a simple phrase from the Torah, as my Rabbi explained last Saturday. Rather, it’s an unspoken mission statement for how we should go about everyday life by bringing light, equality and peace to all. Let this latest public incident serve as the light that ignites real change.

Lilia Dashevsky is VP-Public Affairs at Clyde Group in Washington, DC, and a member of the Anti-Defamation League’s D.C. associate board.

OHIO CO. SEEKS PR FOR HEALTH OUTREACH

Hamilton County, which is in southwestern Ohio, wants a partner to handle education and outreach to improve the health in “disproportionately impacted communities.”

The COVID-19 pandemic has heavily affected people already suffering from cardiovascular-related conditions (e.g., high blood pressure, high cholesterol, and obesity).

The outreach will focus on areas with the highest concentrated disadvantaged communities, including the City of Cincinnati.

It will educate people in a culturally and linguistically appropriate manner about the treatments and resources available to reduce and prevent chronic diseases.

Proposals are due Nov. 10. They go to: Jill Williams, Purchasing Director; Hamilton County Purchasing Department; 138 East Court Street, Room 507; Cincinnati, Ohio 45202

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



WEBER’S GIUDA TO HELM KRACH INSTITUTE

Michelle Giuda, [Weber Shandwick](#) executive VP of geopolitical strategy & risk, will join the Krach Institute for Tech Diplomacy at Purdue University as its director on Nov. 1.

She will take over for Bonnie Glick, who headed the Institute, which promotes “tech statecraft,” since its founding in Sept. 2021.

Prior to joining Weber Shandwick in 2013, Giuda was national press secretary for Newt Gingrich’s presidential run in 2012 and communications director for GOPAC.

She rose to senior VP global corporate communications before departing to the State Dept. as assistant secretary of state for public diplomacy and global PA in 2018.

At the State Dept., she restructured and modernized the propaganda unit.

Giuda rejoined the Interpublic unit in 2020.

In conjunction with Purdue, the Krach Institute works with diplomats and policymakers to help them understand the technologies vital for US foreign policy and national security.



Michelle Giuda

FTI CONSULTING'S Q3 PR REVENUES RISE 4.3%

[FTI Consulting's Strategic Communications unit](#) posted a 4.3 percent jump in Q3 revenues to \$72.4M due to increased demand for its corporate reputation services.



Mark McCall

For the nine-month period, adjusted EBITDA grew 1.8 percent to \$40.1M.

Nine-month revenues advanced 8.3 percent to \$214.3M.

Mark McCall's stratcomm unit expanded its headcount 16.4 percent to 951 compared to the year-ago period.

That employment growth helped trigger a 16.8 percent decline to \$12.9M in adjusted EBITDA as the increase in revenues failed to offset higher compensation costs.

PA PRO COPELAND LANDS AT APCO

Ami Copeland has joined [APCO Worldwide](#) as public affairs head in its Washington, DC office.

Most recently, Copeland did a nearly five-year stint at Resolute Public Affairs in Chicago.



Ami Copeland

in the Israeli Defense Forces and worked as an investment banker and business journalist in Europe.

He was executive director of Business Forward, the nonprofit advocacy group that helps business leaders advise Washington officials on crafting policies to spur job creation and economic growth.

Copeland served as deputy national finance director for Obama for America and a top fundraiser for Democratic Senators Bill Nelson and Tom Daschle.

Before entering the PA/political arena, Copeland served as a first sergeant

SAN LUIS OBISPO NEEDS TRAVEL MARKETING

Visit SLO CAL, the official destination marketing and management organization for California's San Luis Obispo County, is looking for an agency to develop, execute and deliver a comprehensive travel-trade and media relations program in an effort to generate increased awareness of the destination among travelers from the United Kingdom and Ireland.

Scope of the work includes: increasing the tour operators, retail agencies and distribution channels that feature and promote SLO CAL; assisting in scheduling and escorting educational/familiarization visits; coordinating and attending industry trade shows, product launches, seminars and annual visits; and providing crisis communications support.



Terms of the contract begin on Jan. 1, 2023 and end on June 30, 2024, with the chance of annual renewal.

Proposals are due by Nov. 18 and can be submitted electronically to marketing@slocal.com.

Agencies can also submit their proposals to the following address: Cathy Cartier; Visit SLO CAL; 81 Higuera Street, Suite 220; San Luis Obispo, CA 93401.

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

ACCOUNTS IN TRANSIT

HZ is named branding agency of record by **Monumental Sports & Entertainment** for the integration and rebranding of NBC Sports Washington and the Monumental Sports Network. HZ will develop the design, look and feel for the network, which will be articulated across its production facility, broadcasts, digital and streaming properties, and all advertising executions. The brand is expected to be revealed in 2023. NBC Sports Washington is the exclusive local TV rights holder for the NHL's Washington Capitals and NBA's Washington Wizards games. Both teams are owned by MSE.



Nickerson is named agency of record for virtual real estate platform **Infinity**. Nickerson has been working with the company from brand and name conception to its go-to-market strategies. Infinity allows people to connect, tour, and share properties together in customized Infinity Rooms using its patented collaboration platform that leverages existing content, such as 3D tours and multi-media. "The Nickerson team has been an integral part of getting Infinity to this very important launch," said Infinity CEO and founder Jim Schoonmaker.

New Engen is selected by **AgriFORCE**, an AgTech company focused on advancing sustainable cultivation and crop processing, to support the upcoming launch of its un(Think) Awakened Flour. The agency will execute digital, social and influencer campaigns to support AgriFORCE's aim of driving e-commerce sales across multiple platforms. The company says that its product is made using a 100-percent natural, patent-pending process that creates a whole wheat optimized sprouted flour that is more nutritious, easier to digest and better tasting than traditional alternatives.

Matter Communications adds security and compliance automation platform **Drata** to its roster of cybersecurity clients. Matter will be providing PR and thought leadership services for the platform, which continuously monitors and collects evidence of a company's security controls to ensure audit readiness. "We partnered with Matter because we needed an agency that understands our business, is steeped in security and compliance, and can deliver results quickly," said Drata vp of marketing Sarah Lubeck. Matter has recently made several other additions to its cybersecurity roster as well, including ABS Group, a risk management company and Beyond Identity, which provides unphishable multi-factor authentication solutions.



House of Success PR, which works with clients in the beauty and lifestyle space, signs on with **Firstline Brands**, a manufacturer of beauty and grooming styling tools and accessories. The agency will drive Firstline's national PR efforts through strategic media relations, influencer partnerships and creative campaigns and executive thought leadership. Firstline, a Black-owned company founded in 1986, is focused on accommodating the often-overlooked haircare needs of multi-cultural groups and hair types.

Markacy is named agency of record for **Scheid Family Wines**. The agency will work to drive growth for several of Scheid's key brands and create a unified digital go-to-market strategy for the Scheid organization. It will also develop a multi-channel integrated program to expand Scheid's direct-to-consumer footprint.

SOCIAL MEDIA COULD ERODE TRUST IN TECH

While the general level of trust in the tech sector globally remains high, there are signs of it slipping, and at least one potential crack could put a major dent in its reputational armor—social media.



The latest Edelman Trust Barometer special report, “[Trust and Technology](#),” found that out of the 12 sectors examined, technology came out on top, deemed trustworthy by more than three-quarters (76 percent) of respondents.

However, most other sectors did rather well too. Food & beverage (74 percent), healthcare (73 percent) and manufacturing (73 percent) were all very close behind. In fact, out of the categories examined in the study, only one did not have the approval of more than 60 percent of respondents. That one is social media, which recorded a trust rating of just 47 percent.

Social media’s low rating could turn out to be a big factor in the decline of the tech sector’s reputation as a whole. More than nine in 10 respondents (91 percent) said that they now think of social media and/or digital applications as being part of the tech sector. Although including digital apps and services as part of “tech” results in a 14 percent jump trust in the sector, adding social media accounts for a 4.3 percent drop.

As regards reasons for the slide in trust, the usual suspects come in for their share of the blame. Almost three-quarters of respondents overall (73 percent) say that they worry about their data privacy, with 71 percent adding that cybersecurity is also a concern. False information, fake news and “deepfakes” are also cited as big problems.

Nonetheless, respondents did see a positive side to the tech industry’s innovations, indicating that they think technological innovations can solve urgent societal challenges such as access to healthcare, economic competitiveness, availability of good-paying jobs, and information quality.

BOCA RATON AIRPORT FLIES OUT PR RFP

The Boca Raton Airport Authority wants pitches for a three-year PR and marketing communications campaign to promote its value to the community and the positive economic impact that it has on the south Florida region.



Located next to I-95, midway between Fort Lauderdale and West Palm Beach, the airport puts travelers just minutes easy from business centers, arts & entertainment venues, shopping and beaches.

The BRAA wants a partner to handle a range of services including PR, community engagement, internal/external communications, graphic design, web hosting, media engagement and media relations.

It retains the option to renew the contract for two additional one-year terms.

BRAA also is interested in getting pitches for a one-year push to celebrate the airport’s 75th anniversary, beginning in January.

Proposals are due Nov. 10.

They must be labeled “RFP 2022-BRAA-007” and sent to: Boca Raton Airport Authority; Front Desk Reception Desk; 903 NW 35th St.; Boca Raton, FL 33431.

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

ON THE MOVE

The Cleveland Cavaliers name **Susan Oguche** EVP and CCO. Oguche most recently served as director, consumer product communications at Nike. She was previously head of communications at Sleep Number Corporation and has also held several senior communications posts at Procter & Gamble. In her new role, she will be responsible for the communications and public affairs strategy for the Cavaliers, as well as for Rock Entertainment Group and Rocket Mortgage FieldHouse. “Her well-rounded experience, strategic vision and passion for storytelling will have a positive impact on our business and brand,” said Cavaliers CEO Nic Barlage.



Susan Oguche

Konnect Agency appoints **Ben Garnero** as CMO. Garnero has held senior marketing and brand management positions at companies including Coca-Cola, Vitaminwater, KIND Snacks and Chef’s Cut Real Jerky. He was most recently vp of marketing at Ellenos Greek Yogurt. At Konnect, Garnero will oversee the development and execution of comprehensive 360 marketing solutions for clients. “Ben brings deep experience in executing wildly successful digital and experiential campaigns,” said Konnect Agency president Amanda Bialek.

42 West brings on **Hilda Somarriba** as VP in its Los Angeles entertainment marketing division, according to Deadline. Somarriba launched film PR and film marketing firm Prism Media Group in 2008 and has represented more than 100 films at film festivals including Sundance, Berlin, Cannes and Toronto. Before forming Prism, she was a publicist at PMK/HBH, and she has also worked at HBO and Telemundo.

Signal Group names managing director Blake Androff as the firm’s chair, public affairs. Before coming to Signal Group in 2019, Androff served as executive director of the U.S. House Democratic Policy & Communications Committee and director of communications at the Department of the Interior. “Blake’s integral role in expanding Signal’s public affairs offerings and delivering countless successful outcomes for clients is invaluable,” said Chelsea Koski, the chair of Signal’s communications practice and a member of the Management Committee.



Blake Androff

Manifest Melbourne brings on Meta senior creative **Katie Harrison** as the group’s deputy creative director. Harrison was a part of Meta’s in-house creative unit, Creative X. She was previously at Wieden+Kennedy. Harrison will join Manifest’s creative team, which includes studios in London, Manchester, Stockholm, New York and Melbourne.

Cornerstone Government Affairs adds **Kara van Stralen**, most recently director of policy and research for Colorado Governor Jared Polis, to the agency’s Colorado team. Van Stralen will focus on state matters in Colorado, and also work at the federal level on behalf of a number of clients. Cornerstone has also hired **Jeremy Payne**, most recently executive director of Maine Renewable Energy Association, as a principal in its Maine office, and **Rachel Farmer**, most recently vice president of external affairs at UnitedHealth Group in Louisiana, joins the team in Baton Rouge.

COMMENTARY

How could a German company, especially one that had close ties to Adolf Hitler and the Nazi party, wait so long before cutting ties with a business partner that spews anti-Semitic hatred?

That's a great question for adidas CEO Kasper Rorsted and supervisory board chairman Thomas Rabe.

The duo waited nearly a month before cutting ties with rapper Kayne West (aka Ye) for his anti-Semitic tirades. Were they hoping the controversy would just go away?

Adidas on Oct. 25 terminated its relationship, effectively immediately, with West because it finally decided that it "does not tolerate antisemitism and any sort of hate speech."

West, who was at the Paris Fashion Show earlier this month wearing a "White Lives Matter" shirt, appeared on Fox News' Tucker Carlson's show on Oct. 6 and other programs, making offensive remarks about the Jewish people. He also tweeted about "going death con 3 on Jewish people."

Italian fashion brand Balenciaga and talent agency CAA severed ties with the rapper, while adidas decided to put the relationship with West under review.

Adidas says it will take a \$250M 2022 profit hit by dropping its deal with West.

That's chump change compared to the long-term reputational damage that adidas would have suffered had it maintained ties with the disgraced West.

Meta, Twitter, YouTube and TikTok failed to deliver on their promises to put reforms in place to curb misinformation, disinformation and hate speech on their platforms, according to a report called "[Empty Promises](#)" compiled by FreePress.

Members of a coalition of more than 60 civil and consumer rights groups met with executives of the social media companies and presented 15 priority reforms to implement ahead of the midterm elections to fight amplification of hate and lies.

The effort was all for naught.

"The platforms' promises of improvement amount to little more than public-relations exercises in a dysfunctional system where changes to policies can't be checked comprehensively for accuracy and real-world impact," says the report.

Disinformation and misinformation are as bad today as they were during the 2020 election.



View full version of above chart in "[Empty Promises](#)" report.

WSJ Takes Cheap Shot at RS. *Rolling Stone* magazine ran an exclusive bombshell report on Oct. 23 about how Donald Trump and his cronies plan to challenge the midterm election results in Philadelphia and elsewhere in Pennsylvania.

It reported that Trump told his legal advisors to "prepare scorched-earth tactics" to challenge the tally as a "dress rehearsal" for his potential run for president in 2024.

The *Wall Street Journal* on Oct. 27 ran an op-ed by Stephen Moore, former president of the Club for Growth and economist for FreedomWorks, that hit the RS for a "history of making reckless and defamatory accusations."

In 2019, RS ran a profile of Moore in which it claimed he owed the IRS \$75K in taxes when he actually overpaid on taxes dating back to 2014.

In Moore's broadside, RS, "once a fun pop-culture magazine, has evolved into a dreary leftist propaganda outlet."

That same dreary propaganda outlet is warning Americans about Trump's bid to steal another election.

Sign of these troubled times... Ketchum has launched a trauma-informed consultancy to support clients dealing with traumatic events.

Jim Joseph, Ketchum US CEO, cited the pandemic and non-stop and disturbing news about acts of violence against marginalized communities, as well as women's and LGBTQ+ rights, as some of the issues that companies, governments and communities are struggling with.

The Omnicom-owned firm in September picked up agency of record duties for The Anxiety and Depression Association of America.

Amateur time for the Congressional Progressive Caucus. The CPC released a letter to Joe Biden on Oct. 24 that urged him to "pair the military and economic support for Ukraine" with a proactive diplomatic push aimed at war criminal Vladimir Putin.

After jaws dropped on Capitol Hill, Rep. Pramila Jayapal, chair of the CPC, backtracked.

She issued a statement on Oct. 24: "We are united as Democrats in our unequivocal commitment to supporting Ukraine in their fight for their democracy and freedom."

Too little too late.

On Oct. 25, the very embarrassed CPC said, "never mind." It withdrew the Biden letter.

Elon Musk, founder of SpaceX satellite company, has launched his own flight of fancy, telling shareholders that Tesla's stock market capitalization will one day exceed the combined market cap of Saudi Arabian Oil Co and Apple.

Aramco's market cap stands at \$7.7T as shares trade at \$34.90 on Oct. 31. Apple checks in at \$2.5T as the stock changes hands at \$153.82 each.

Tesla's market cap is \$712B at \$227 per share. The electric vehicle company's cap capped out at \$1.2T in April before Musk made his audacious \$44B offer to buy Twitter.

Elon's market cap goal to top Aramco and Apple is just a pipedream.

—Kevin McCauley