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# O'Dwyer's

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## **PPHC ACQUIRES KP PUBLIC AFFAIRS**

Public Policy Holding Company, owner of Seven Letter, Crossroads Strategies, Alpine Partners, O'Neill & Associates and Forbes Tate PA shops, is acquiring KP Public Affairs in Sacramento for a maximum outlay of \$35M.



It's the first major deal for PPHC since it went public on the London Stock Exchange in December 2021 and marks the initial foray into the California lobbying, PA and government relations arena.

Stewart Hall, CEO of PPHC, said the transaction delivers on the strategy to broaden the firm's reach into key state capitals and deepen its expertise in areas such as technology, renewable energy and natural resources.

KP has 31 professional staffers. It generated revenues of \$10.9M during 2021 and chalked up \$3.2M in pretax profit.

PPHC will initially shell out a payment of \$11.4M, of which 90 percent will be cash and 10 percent stock for KP.

Future cash/stock payments are based on KP's profit growth through December 2026.

## **ZICHAL TO HEAD SUSTAINABILITY AT JPMORGAN**

Heather Zichal, who was CEO of the American Clean Power Assn, is joining JPMorgan Chase as global head of sustainability on Oct. 20.



**Heather Zichal**

Prior to joining the ACP, Zichal served in the Obama administration (deputy assistant to the president for clean energy & climate change) and worked as VP corporate engagement for the Nature Conservancy.

JPMorgan in 2021 pledged to invest \$2.5T over a ten-year period to address climate change and spur sustainable development.

She's helmed the ACP for two years and helped advocate for the passing of the infrastructure law and the Inflation Reduction Act, which will give a major boost to the clean power sector. Under her leadership, membership grew to 750 companies and revenues doubled.

JC Sandberg, chief advocacy officer, is now interim CEO, and Jason Clark is interim president.

Executive search firm Russell Reynolds is handling the hunt for Zichal's successor.

## **ST. LOUIS SEEKS ECODEV BOOSTER**

The St. Louis Economic Partnership is looking to hire a strategic communications firm to promote diversified economic growth to advance the quality of life in the county and city of St. Louis.

The selected firm will handle media relations, serve as liaison to SLEP's stakeholders and assist the Partnership with "high-level reputation management during emergencies," according to the RFP.

Minority-owned shops are in line for a five percent proposal discount. That discount shall lower the eligible firm's price proposal but shall not reduce the contract award amount.

SLEP plans to award a one-year contract with options to renew for two additional one-year periods.

Proposals are due Oct. 13. They go to: St. Louis Economic Development Partnership; Atten: Howard Bean; 7733 Forsyth Blvd., Ste. 2200; St. Louis, MO 63105.

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



## **SEC NABS KIM KARDASHIAN**

The Securities and Exchange Commission announced charges against Kim Kardashian for promoting an Ethereum-Max crypto asset security on her Instagram account without disclosing that she received a \$250K payment for the plug.

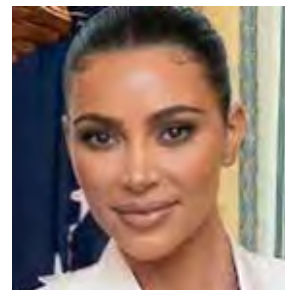
She agreed to settle the charges, paying \$1.26 million in penalties and cooperating with the SEC's ongoing investigation.

Kardashian posted about EMAX tokens and published a link to the EthereumMax website, which provided instructions for potential investors to purchase EMAX tokens.

"This case is a reminder that, when celebrities or influencers endorse investment opportunities, including crypto-asset securities, it doesn't mean that those investment products are right for all investors," SEC chair Gary Gensler said in a statement.

The SEC found that Kardashian violated the anti-touting provision of the federal securities laws. Without admitting or denying the SEC's findings, her payment breaks down as \$260,000 in disgorgement, which represents her promotional payment, plus prejudgment interest, and a \$1M fine.

Kardashian also agreed not to promote any crypto asset securities for three years.



**Kim Kardshian**

## **APCO REPS BELARUS OPPOSITION LEADER**

[APCO Worldwide](#) is providing strategic communications and media relations in the US for Sviatlana Tsikhanouskaya, the leader of the democratic opposition to Belarus president Alexander Lukashenko, who has been in power for 28 years.



**Sviatlana  
Tsikhanouskaya**

She stepped in for her husband, video blogger Siarhei Tsikhanouskaya, and ran for president in the 2020 election after he was arrested and sentenced to 18 years in prison.

Independent monitors said the election was rigged by Lukashenko, a close ally of Russian president Vladimir Putin. Rioting broke out following

the vote, which led to the arrests of more than 3,000 people and Putin sending tanks to Minsk to put down the uprising.

Tsikhanouskaya, who is currently living in exile in Lithuania, visited New York last month for the opening of the UN general assembly.

## **FINN PROMOTES 'SAY THEIR NAMES MEMORIAL'**

[Finn Partners](#) has partnered with the San Diego African American Museum of Fine Art to promote the “Say Their Names Memorial” augmented reality exhibition to honor the victims of racial injustice in the US.

The AR experience enables visitors via smartphones and other devices to learn about the lives of people such as Amadou Diallo, George Floyd, Malcolm X, Eric Garner and Breonna Taylor.



The exhibit is virtually sited on Manhattan’s West 86th St, site of the historic Seneca Village. Until it was demolished in 1857 to pave the way for Central Park, Seneca Village was one of the largest Black settlements in the US.

“Say Their Names NYC” will be on view through Oct. 17 before going on a national tour.

Helen Shelton, Finn Partners’ global chief diversity officer, said the memorial “honors the countless African Americans who have lost their lives to racism.”

## **BLAU TAKES CLIMATE POST AT BRUNSWICK**

Wolfgang Blau, co-founder of the Oxford Climate Journalism Network at Oxford University and advisor to the UN’s climate unit, is joining Brunswick Group in London on Oct. 3.

He will be managing partner at the climate hub.

At Oxford, Blau helped train more than 250 journalists on how to improve their coverage of climate change.



**Wolfgang Blau**

Blau is the former international president and global COO of Condé Nast, where he launched its first carbon audit and chaired the sustainability group.

He also was executive director for digital strategy at *The Guardian*.

Neal Wolin, Brunswick CEO, said Blau will help clients understand the effects of climate change and how

they can play a role in the energy transition.

## **ACCOUNTS IN TRANSIT**

[MikeWorldWide](#) signs on to rep **Sodexo Live!**, which manages conferences, cultural and sporting venues and major events. As agency of record, MikeWorldWide will work with the Sodexo Live! brand & communications team to provide strategic counsel, spearhead development and deployment of the company’s new message architecture, and expand media outreach and engagement to national, top-tier media. The agency’s team will be led by founder and CEO Michael Kempner. With more than 40,000 employees at over 500 sites, Sodexo Live! has handled hospitality services for 15 Super Bowls, manages the restaurants of the Eiffel Tower and is the catering partner to the Royal Ascot.



**Ditto** adds **Kalshi** and **NAXO** to its client roster. For Kalshi, the first federally regulated exchange dedicated to trading on event outcomes, Ditto has been engaged to provide a full spectrum of PR services, from messaging and positioning, media training and media relations to content creation and ongoing strategic advice. NAXO, an investigative firm working with law enforcement, legal teams, and individuals to deliver solutions to complex cybersecurity needs, is relying on Ditto to boost awareness for the firm via messaging, media relations, executive thought leadership, social and digital media services, and event management.

[Hemsworth Communications](#) adds [Honor Flight South Florida](#), a 100-percent-volunteer organization dedicated to honoring veterans in Broward, Dade and Monroe counties, to its service roster. Hemsworth is responsible for driving local PR and thought leadership efforts, elevating awareness around the organization’s mission—transporting America’s veterans to Washington, D.C., to visit memorials dedicated to honor their service and sacrifices. The veterans are paired with a guardian to accompany them on the one-day mission, including round-trip airfare, deluxe bus transportation, meals, commemorative T-shirts, and other amenities. Special accommodations for disabled veterans are available.



**Current Global** has been selected to provide strategic communications and influencer marketing services to **Sonesta International Hotels**. The agency’s scope of work will include developing integrated storytelling across media channels and supporting new property openings, with the goal of helping Sonesta stand out in the market. Over the past three years, Sonesta has increased the number of its U.S.-managed hotels from 58 to more than 200 properties, including Royal Sonesta, Sonesta Hotels & Resorts, Sonesta Select, Sonesta ES Suites and Sonesta Simply Suites.

**W Communications**’ New York and London hubs have been appointed work on the launch of Italian gin brand **ENGINE**. W has already worked with the brand on the creation of a 15-second ad that ran on Times Square’s iconic billboard. The agency will continue to collaborate with ENGINE on efforts set to run across earned and owned media, with support from W’s creative services and talent & influencer divisions. The organic Piedmont-base London dry gin is distributed by Disaronno International B.V., which is responsible for all Illva Saronno brands.

## **PR ARGUMENTS TO CARRY THE MIDTERMS**

One telling barometer of the cumulative intelligence of a society is the content of its political advertising.

Here's a representative sample of the unassailable quality of the \$10 billion in political advertisements that will honor the effort of those competing in November for 435 seats in the U.S. House of Representatives, 35 seats in the U.S. Senate and 36 gubernatorial seats.



**Fraser Seitel**

- Oklahoma GOP Gov. J. Kevin Stitt was accused of the largest mass release of felons in U.S. history, one of whom murdered his neighbor and tried to feed her organs to his family.

- Arizona GOP gubernatorial candidate Kari Lake told ad viewers they were “watching fake news, because they won’t cover the biggest story out there ... the rigged 2020 election.”

- Wisconsin senatorial candidate Mandela Barnes was branded a “different kind of Democrat” because “he wrote the bill saying courts may not use the nature, number and gravity of the offenses as the sole sufficient reason for releasing the defendant.”

- Texas Democratic Congressman Henry Cisneros was accused of “political corruption” after FBI agents gathered evidence at his house for a DC grand jury.

Is the paranoia of the Trumpsters and the Cruzes of the right and the Sanders and the Occasios of the left destined to be America’s lot in life forever more?

Maybe. But maybe not.

Here are five moderate positions for political consultants and their candidates of either party, to consider if next month’s mid-terms trigger a return to political sanity.

### **Argument #1: back off abortion.**

The Supreme Court’s decision to strike down Roe v. Wade was a mistake. Abortion is a loser issue, period.

Smart Republicans should favor allowing abortions for rape, incest, the safety of the mother, etc., and otherwise avoid the issue as much as possible. Democrats, on the other hand, owe a great debt to the Supreme Court for giving them an issue they will—and should—optimize.

### **Argument #2: support the police.**

Democrats finally seem to realize that nobody—regardless of race, religion, ethnicity or social status—likes crime..

No self-respecting Democrat this side of Rashida Talib would any longer be caught preaching “Defund the Police.” The disasters that are Portland, Chicago, Minneapolis et al., have motorized Republican momentum.

Smart Democrats have no choice but to adopt a policy of “well-funded but smarter policing” and hope for the best.

### **Argument #3: build back the border.**

The same is true with the mess that is America’s southern border. The Biden “policy” that has uncontrollably ushered in millions of unchecked migrants is toothless, rudderless and leaderless, not to mention “feckless.”

Smart Democrat candidates will back off the showboat shenanigans of divisive Republican governors and focus, instead, on taking the border crisis more seriously.

### **Argument #4: confront economic reality.**

Here’s the cold, hard truth: No politician running for office can do a whit to revive the economy. We’re stuck with a period

of rising prices, high inflation and ultimate economic downturn.

That translates into limiting federal spending, avoiding tinkering with the tax laws and generally preaching patience while we experience the inevitable recession that lies ahead.

It also means ...

### **Argument #5: adopt rational climate change.**

Today, few can deny that the climate is a-changin’, with higher winds, heavier rains, hotter hots and colder colds.

So, we’ve got to do something. The Biden climate bill—with its alternative energy tax credits, battery storage incentives, clean hydrogen and carbon capture, etc.—is a helpful start. But what’s unhelpful are the zealots on either side who refuse to compromise on transitioning to lasting solutions.

There’s a reason why trust in politicians has descended steadily over the last half-century. But a month from now, we get yet another opportunity to set things right. We live in hope.

*Fraser P. Seitel has been a communications consultant, author and teacher for 40 years. He is the author of the Pearson text “The Practice of Public Relations,” now in its 14th edition, and co-author of “Rethinking Reputation” and “Idea Wise.” He may be reached directly at yusake@aol.com.*

## **TENEO HIRES SCOTT**

David Scott, a veteran of National PR and [FleishmanHillard](#), has joined Teneo as managing director in Toronto.

Prior to joining the PR firms to lead their corporate and financial practices, Scott served as senior VP-PA at Scotiabank, responsible for communications for domestic banking, retail lending, wealth management, capital management and economics.

He also was a senior advisor to the president of York University and advisor to two Ontario cabinet members.

Scott, who has been running his own consultancy for the past five years, has served energy, financial services, higher education, professional services, governmental and natural resources clients.



**David Scott**

## **BRITISH COLUMBIA SEEKS TRAVEL PR**

Destination British Columbia wants a firm to promote its PR and marketing activities in Australia and New Zealand.

Pre-pandemic, tourism was one of the province’s biggest economic drivers. The number of travelers to BC grew from 650M in 2000 to 1.5B in 2019.

DBC doesn’t expect the number of visitors to return to pre-COVID levels in the next three-to-five years.

It has budgeted \$250K per year for the mainly Australia and New Zealand outreach.

The selected firm will handle media relations with the print, broadcast and online press; handle outreach to tour operators; identify FAM opportunities; keep an eye on competitive markets; coordinate special events; and provide insights on consumer trends.

DBC will offer a three-year contract with options for two additional one-year periods.

Proposals are due Oct. 10 at the BC Bid electronic portal.

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



## **H+K CRAFTS CRISIS PLAN FOR PEMEX UNIT**

Hill+Knowlton Strategies has been hired to provide “an all-inclusive crisis communications and training plan” for Deer Park refinery that is owned by Mexico’s state-owned oil company, Petroleos Mexicanos.



Pemex in January took over the 340K barrel-a-day refinery that is located east of Houston from its partner Shell Oil, which had owned and operated the facility for more than 90 years, in a deal worth about \$600M.

On Sept. 22, Pemex filed a report with the Texas Commission on Environmental Quality saying that a compressor trip occurred at Deer Park that lasted more than two hours and sent some 4,800 pounds of sulfur dioxide into the atmosphere.

H+K’s contract went into effect on Sept. 26.

## **MANCHIN AIDE SHIFTS TO DOE**

Jeremy Ortiz, who was deputy press secretary for Senate Energy and Natural Resources Committee chairman Joe Manchin, has joined the Dept. of Energy as deputy press secretary in the PA group.



**Jeremy Ortiz**

His job is to promote the Biden administration’s goal of 100 percent clean electricity by 2035 and a net-zero economy by 2050.

Manchin, D-WV, was a last-minute supporter of Biden’s Inflation Reduction Act, which is designed to spur investments in the clean energy sector.

Ortiz developed Manchin’s energy communications strategy; created social media content for Twitter, Facebook and Instagram; organized events; handled press relations and arranged media interviews.

Previously, he was professional development director for the Congressional Hispanic Staff Association and aide to Maryland Congressman Steny Hoyer.

## **ICR, EDELMAN SMITHFIELD REP NAUTILUS**

[ICR Inc.](#) and Edelman Smithfield represent Nautilus as the Vancouver, WA, -based home exercise equipment company launches a strategic review, which may result in its sale.

Nautilus’ Q1 fiscal 2020 revenues crashed 70 percent to \$54.8M as the pandemic-driven home exercise boom went bust. Its net loss soared to \$60.2M compared to a \$13.9M year-earlier profit.



The strategic review is designed to give Nautilus time to identify opportunities to accelerate its digital transformation.

Its so-called North Star strategy aims to shift Nautilus’ orientation from a product-led hardware company to a consumer-driven, digitally connected company, according to chairman Anne Saunders.

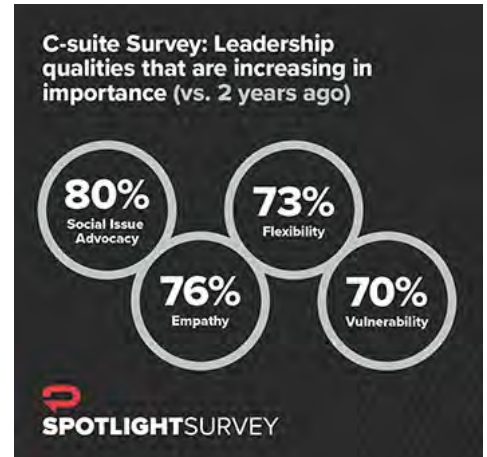
ICR’s John Mills handles the investment community, while Edelman Smithfield’s Ted McHugh fields media inquiries for Nautilus.

## **ISSUE ADVOCACY TOP ISSUE FOR C-SUITE**

A series of near-historic disruptions that have taken place in the last two years—among them: the COVID-19 pandemic, an increasingly polarized political environment and ongoing geopolitical and economic uncertainty—has kicked off a dramatic change in corporate culture, affecting employee engagement, leaders’ managerial approaches and whether companies take public positions on social issues.

The result?

According to a [three-part research study](#) conducted by public relations agency [Padilla](#), today’s business leaders find themselves conflicted, presenting broad implications regarding the need for strategic communications counsel.



The study, which explored how leadership approaches have changed in recent years and what those changes mean for companies’ communications functions, discovered that the challenges facing business leaders today are manifold. Nearly half (42 percent) of respondents said that coping with economic uncertainty accounts for the top challenge facing business leaders today. A third (33 percent) cited rising inflation, followed by public health incidents such as COVID-19 (32 percent), supporting employee well-being (29 percent) and attracting and retaining employees (27 percent).

When asked what single component in their role as leaders has increased most in importance during the last two years, a whopping 80 percent of business leaders cited social-issue advocacy, followed by empathy (76 percent), flexibility (73 percent), vulnerability (70 percent) and possessing a growth mindset (68 percent).

When it comes to what factors leaders consider when determining if and when it’s appropriate for their company to take a stand on a high-profile social issue, nearly half (47 percent) said it depends on whether the issue in question will remain important for years to come, followed by whether the company is a credible authority on the topic at hand (42 percent) and whether the issue is timely and relevant (42 percent). More than a third (34 percent) said a determining factor is whether declining to respond will negatively affect the company’s business and culture, and 30 percent said it depends on whether the issue ties in with the company’s strategic objectives.

Business leaders believe that credibility remains the single most important communications quality (74 percent), followed by authenticity (73 percent), confidence (66 percent), ethics (65 percent) and transparency (63 percent).

Padilla’s study, “The Changing Face of Leadership Communications,” surveyed 100 C-suite executives and business owners, as well as more than 1,000 company employees online in June. The study additionally conducted one-on-one interviews with 25 CEOs.

## LEESBURG LOOKS FOR ECODEV PLAN

Leesburg, a Virginia town of 55K people located 35 miles west of DC, is looking for a partner to help create a comprehensive economic development strategic plan.



The town has done a number of economic studies over the past several years focused on specific market segments, but hasn't funded an overall plan, especially one that addressed

local and regional tourism.

The plan will address all factors that make Leesburg a destination for business, consumers and visitors.

Leesburg's partner will identify specific target markets to develop that coincide with its infrastructure and workforce, and opportunities that align with newly developing economic and visitor trends, according to the RFP. Additionally, a focus will be on local visitors, particularly "day-trippers," and how best to reach and utilize this particular market.

The study will consider consumer preferences, including how they shop and what area visitors/tourists are looking for differs greatly from the past.

Proposals are due Oct. 13 and go to [www.eva.virginia.gov](http://www.eva.virginia.gov). [Read the RFP \(PDF\)](#).

## SKDK PUTS LYONS ON PAYROLL

SKDK has named Sarah Lyons senior VP in the public affairs practice of the Stagwell unit. She had been serving as a consultant.



**Sarah Lyons**

Lyons will counsel corporate, technology and healthcare clients at both SKDK and [Sloane & Co.](#)

In her more than 20-year career, Lyons was VP corporate communications at AMC Networks, where she was responsible for internal/external PR in support of content, creative deals, advertising sales and new business.

She had a 10-year run at Cablevision, exiting as VP-media relations, and did a six-year stretch in Oxygen Media's PR unit.

Whit Clay, co-CEO of Sloane, described Lyons as "strategic, creative and collaborative."

## LAMBERT & CO. DIGS RARE EARTH DEAL

[Lambert & Co.](#) is working for GX Acquisition Corp. II blank check vehicle, that is merging with NioCorp Developments Ltd, a miner of rare earth minerals.



The deal will raise \$285M to develop NioCorp's Elk Creek mine, which has the second largest reserves of rare earth elements in the US.

The Nebraska mine has reserves of niobium, scandium and titanium, which are vital for the production of electric vehicles and smartphones.

NioCorp CEO Mark Smith said the company's goal is to "rapidly build secure and reliable US supply chains of the critical minerals that multiple industries need to help us build a more sustainable and less carbon-intensive future."

China is the No. 1 producer of rare earth minerals.

The Elk Creek mine is expected to create about 450 permanent jobs and 1,200 construction over the next three years.

Lambert's Lisa Baker represents GXII.

## ON THE MOVE

[Sloane & Company](#) hires **TJ White** as managing director and head of special situations. White joins the agency from FGS Global (formerly Sard Verbinnen & Co.), where he most recently served as a director, providing strategic communications counsel and support to clients on complex transactions and special situations, including M&A, capital markets events, shareholder activism defense, crises, executive leadership transitions and litigation.



**TJ White**

In his new position, he will lead and refocus Sloane's issues and advisory practice for executives, boards, and alternative asset management clients, while also fostering new connections and opportunities that contribute to growth for the company.

[FINN Partners](#) promotes **Laura Shuey-Kostelac** to partner, global public affairs. Shuey-Kostelac has been with the agency since 2014, most recently serving as VP. She has worked with clients focused on emerging issues in economic development, sustainability, green energy, social justice, international affairs and consumer education. As a partner, Shuey-Kostelac will drive the continued expansion of the global public affairs team's portfolio of engagements advancing public art, social justice and global economic development.

**Bastion Insights**, which has rebranded from Bastion db5 to reflect the increasing globalization under its Australian parent company Bastion Agency, names **Joanna Fanuele** CEO. Fanuele comes to Bastion from Hall & Partners, where she worked for the past eight years, most recently as managing partner, East Coast & U.S. Health. In her new post, she succeeds outgoing CEO Chris Hubble, founder of the agency.

**Mondavi & Family** promotes **Pam Novak** to VP of marketing. Novak has been with the winery since 2015, most recently serving as senior director of marketing. Before coming to Mondavi, she held marketing positions with Clos Du Val Winery, Rodney Strong Vineyards and Kendall-Jackson Wine Estates. In her new post, Novak will oversee marketing efforts for C. Mondavi & Family's entire portfolio and serve as a member of its executive leadership team.

**Signal AI**, a market and media monitoring company, appoints **Nancy McNeill** as global chief revenue officer. McNeill was most recently CRO at Dow Jones. She was previously global head of sales and account management at Thomson Reuters. At Signal AI, McNeill will be tasked with overseeing the company's growth globally, with a specific focus on identifying and building market opportunities and go-to-market strategies.



**Nancy McNeill**

Real estate investing platform **Landa** brings on **Andrew Yolín** as chief marketing officer. Yolín was most recently CMO at TD Ameritrade. Prior to TD Ameritrade, he spent five years at American Express on the Platinum Card Product team. At Landa, Yolín will work to drive investor growth and market expansion for the platform, which currently enables individuals to access the real estate markets in Atlanta and New York, with Charlotte, Birmingham, Tampa, Orlando and Jacksonville soon to follow.

## COMMENTARY



**Tucker Carlson**

**Tucker Carlson, a guy who doesn't like to leave his compound in Maine,** traveled to Stockton, CA, on Sept. 24 to pay tribute to Sonny Barger, who founded the Oakland chapter of the Hells Angels in 1957.

More than 7,000 bikers attended the funeral held at Stockton 99 Speedway.

Carlson told the audience to follow Barger's credo of "Stand tall, stay loyal, remain free and always value honor."

He didn't mention Barger's rap sheet.

The SFGate, the digital arm of the *San Francisco Chronicle*, reports that Barger was sentenced to six years in prison for conspiring to violate federal explosives laws, convicted of aggravated assault for beating his ex-wife and was charged with attempted murder, kidnapping and racketeering.

That's the guy that Tucker paid tribute to. The trek to Stockton was all about Carlson, who is as blue-blooded as they come, trying to create a tough guy facade.

**Another PR embarrassment for Trump.** Digital World Acquisition Corp., the SPAC that is supposed to take Trump Media and Technology Corp. public, has changed its corporate address, according to the *Financial Times*.

It now uses 3109 Grand Ave, #450 in Miami, as its principal corporate address. That's the site of a UPS Store that is located between an Italian restaurant and a nail salon.

UPS charges \$50 for a mailbox.

DWAC previously was housed in a WeWork in Miami's Brickell Center Centre, paying \$15K a month for space and administrative support.

Its stock is trading at \$17.68, far off the \$97.54 high it hit in March.

**Lessons (hopefully) learned.** Francis Collins, former director of the National Institutes of Health, said the biggest PR mistake made during the COVID-19 pandemic was the failure of health officials to communicate the ever-changing science behind the recommendations made to fight the disease.

Communicators failed to stress that COVID-19 was an evolving crisis that might require different and changing recommendations, Francis told a Sept. 16 conference at Babson College in Wellesley, MA.

"We lost a lot of consumer confidence because of that," he said, according to a report in Stat.

Collins admitted a failure to issue scientific information in a compelling fashion. "We were basically outgunned dramatically by lies and conspiracies in social media. We should have had our version of flooding the system with truth instead of having the system completely flooded with lies."

Collins suggested that the US create a communications corps because trust in science is on a downward spiral.

Collins currently serves as Joe Biden's science advisor.

**The union label is looking up...** Anybody watching television during the late 70s and early 80s couldn't dodge the

"Look for the Union Label" ad from the International Ladies' Garment Workers Union.

Though the spot earned kudos from creatives in adland, it failed to halt the demise of the largely domestic textile industry that was wiped out by an onslaught of cheap imports.

While those ladies were urging shoppers to buy American goods, support for unions hovered around the 50 percent mark.

Guess what? More than seven in ten (71 percent) Americans approve of labor unions today, according to a Gallup poll released Aug. 30—the highest level recorded since 1965.

Though organizing drives at Amazon and Starbucks got a lot of media attention, they resulted in a tiny number of employees actually getting union cards.

The bigger impact of those organizing drives: the National Labor Relations Board reported a 57 percent surge in the number of "under the radar" union elections during 2021.

Members of the garment union would have been proud of organized labor's PR comeback.

They would also be wary, as the upcoming recession could wipe out any leverage that workers have over their employers.

**What a difference a new administration makes...** The US and Uruguay on Sept. 22 became the 46th and 47th members of the International Partnership for Information and Democracy.

The US joined, according to a "signing statement" released by the State Dept., because of the IPID's emphasis on respecting human rights and the rule of law, including the protection of freedom of expression.

America also "recognizes the importance of protecting the freedom of individuals to seek, receive, and impart information through media of their choice."

The IPID was created in 2019 during the presidency of Donald Trump, a guy who considers the media "the enemy of the people." All bets are off on America's continued membership in the IPID following the 2024 election.

**Prior to industry consolidation, the airline business** used to be a very competitive one.

United, Delta, American, TWA, Pan Am, Eastern Air Lines and Continental would spend millions of advertising dollars to woo passengers.

Those ads were pulled in the event of a plane crash due to a deal with media outlets. Publishers would be liable for a "make-good" if an ad ran after an airline disaster.

I was thinking about the airline crashes after being bombarded by financial services ads during the current stock market "crash."

Battered investors these days are not inclined to make the plunge into the shaky market—the opposite is more likely.

So why are Fisher Investments, Fidelity, Ameriprise Financial and TD Ameritrade advertising on TV?

Though it appears to be a waste of money, there is a reason behind the financial services advertising madness.

The companies are following that old advertising chestnut: "When times are good you should advertise. When times are bad you must advertise."

—Kevin McCauley