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# O'Dwyer's

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## MONTANA WELCOMES TOURISM PITCHES

Montana budgets \$9M for an integrated campaign that showcases it as a year-round travel destination and drives economic development.



An estimated 11.1M visited and spent \$3.2B in Big Sky Country during 2020. Travel rebounded to an all-time record in 2021 and continued strong into early 2022, though inflation and a potential recession could cool the market.

Montana's RFP covers four tracks: creative marketing, data & research, media planning & buying, and web. Firms may pitch individual tracks or the entire package.

The creative marketing track, which will account for about 35 percent of the budget, calls for development of a "foundational, creative, big idea that will serve as the brand catalyst and platform for content."

The selected partner will work with Montana to create a 12-month, proactive, integrated content strategy that includes PR, social media, advertising, promotions/events and digital outreach.

It will support domestic and international media relations pushes, create releases, host press events and assist with crisis communications.

Proposals are due Oct. 24.

[Read the RFP.](#)

## GENNARO TO LEAD COMMS AT NEW YORK LIFE

New York Life brings on Paul Gennaro to succeed Kevin Heine, who is retiring, as its head of communications.



**Paul Gennaro**

Gennaro joins the company from Voya Financial, where he was SVP, chief brand and communications officer and chief of staff.

Before coming to Voya, Gennaro was SVP for corporate communications and CCO of global support services firm AECOM. He has also led communications at Johns Manville (a subsidiary of Berkshire Hathaway), Ingersoll-Rand, Dell and American Express.

At New York Life, Gennaro is responsible for leading corporate communications and overseeing roughly 60 employees. Heine is set to retire at the end of the year and is working to ensure a smooth transition through then.

## TEAM FARNER ACQUIRES LANSONS

Switzerland's Team Farner has added London's Lansons to its line-up of 16 integrated communications shops throughout Europe.

Backed by Waterland private equity firm, Team Farner has outposts in Germany, France, Spain, Netherlands, Italy, Switzerland and Belgium.

Lansons, which was launched by Tony Langham and Clare Parsons in 1989, will serve as Team Farner's UK flagship. It offers corporate, financial, public affairs, crisis management and sustainability services.

Roman Geiser, executive chair of Team Farner, said the addition of the London firm puts his shop into "one of the most important communications markets in Europe" and internationalizes its business.

Langham, executive chair, and Parsons, non-executive director, will remain in their Lansons' posts, along with CEO Gordon Tempest-Hay, who took the top spot in January 2022.

Team Farner says its annual volume is in the \$125M range. It has more than 700 staffers.



**Roman Geiser**

## NATIONAL SECURITY PRO JOINS FGS GLOBAL

Chad Ensley, a national security and tech expert who has worked for the CIA, Pentagon, White House and State Department, comes on board at FGS Global as partner, based in Washington, DC.

Serving as a senior program manager overseeing work on emerging technology and liaising with the private sector, Ensley has helped implement programs producing analytic research and insights on such critical sectors as artificial intelligence, biotechnology and financial services.

He began his career in national security following 9/11, serving as an intelligence analyst at the Pentagon. At the CIA, he developed, analyzed and synthesized intelligence on strategic technology and geopolitical competition.

He is also CEO and co-founder of Khyros, an artificial intelligence startup that has developed analytic software to automate geospatial intelligence analysis.

Carter Eskew, FGS co-chair, said Ensley will help the firm develop scalable, data-driven products.



**Chad Ensley**

## **NYS BAR ASSN. SEEKS MARKETING SUPPORT**

The New York State Bar Association, which has 55K members, is looking for a firm to support the launch of a new subscription membership model.



has collected membership fees, which range from \$95 to \$275 based on the number of years of experience, via one-time payments. Most members pay via check.

The new plan would have members provide the NYSBA a credit card or bank account information, with the option to be billed monthly or annually.

The selected firm's mission is to create, develop and execute a compelling membership marketing campaign to highlight the value of NYSBA and the new payment scheme.

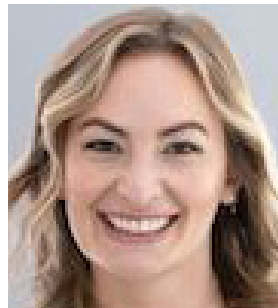
NYSBA is looking to increase membership by 8-12 percent by 2025.

Proposals are due by Oct. 25.

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

## **FCB SNAGS WPP'S CROMER FOR CCO SLOT**

Ad giant FCB has named Martina Suess Cromer global chief communications officer, a new position at the Interpublic unit.



**Martina Suess Cromer**

She joins FCB from WPP, where she was VP-communications and stakeholder engagement for the past four years.

Based in New York, Cromer will develop the agency's overall PR strategy, spark creative storytelling, forge a greater connectivity among its worldwide network of offices, and handle reputational matters.

She reports to CEO Tyler Turnbull and global chief creative officer Susan Creadle. Cromer joins the former Foote, Cone & Belding agency as it celebrates its 150th anniversary.

## **EX-REP MORAN ADVOCATES FOR UKRAINE AID**

Former Congressman James Moran has signed on to represent Ukraine's Ministry of Strategic Industries, which formulates military-industrial policy and defense procurement for the embattled country.



**James Moran**

The 79-year-old Virginia Democrat will provide government relations services and advocate before the US Congress, Administration and other political stakeholders.

He is charged with furthering the Ministry's interests before the defense and intelligence sectors, as well as federal agencies.

Moran stepped down from Congress in 2014 after 12 terms in office. He was a member of

the Foreign Affairs, Appropriations, Banking, Government Reform and Oversight committees.

Moran Global Strategies' one-year contract, is worth \$300K. It is funded by the Ukraine Freedom non-profit group.

The firm also represents Qatar's DC embassy.

## **NEWS OF FIRMS**

**G&S Business Communications** expands into the landscaping & outdoor living market. The agency's new Landscaping & Outdoor Living segment will offer companies in the sector a range of services including branding & purpose, creative & storytelling, corporate reputation & ESG, employee engagement and media relations. It will be led by agency VP Lyndsey Newnam. "Our G&S team has proven expertise in helping industry-leading brands grow their business and tell their stories of creating a greener, more harmonious world," said G&S Business



**Lyndsey Newnam**

Communications chief growth officer Steve Halsey.

**Litzky Public Relations**, which works with brands targeted at kids and families, announces the retirement of founder/CEO Michele Litzky. Agency president Josslynne Welch, who has managed LPR's operations since 2018, becomes its sole proprietor. Litzky will continue to operate Michele Litzky Consulting, which works with clients including toy analyst, researcher and consultant Chris Byrne.

**Tier One Partners**, a women-owned PR, digital, and content agency, celebrates its 20th anniversary by making a donation to the Cathy Hughes School of Communication Annual Fund at Howard University, one of the country's leading HBCUs. Earlier this year, the agency, a Diversity Action Alliance signatory member, kicked off its third decade of operation with a new brand identity inspired by client feedback on what they valued most in working with the agency.

**WPP** launches a strategic, global partnership with **Shopify** that brings the companies together to jointly develop products. It will also pair WPP's network of commerce experts with Shopify's platform to help brands scale faster and reach more customers.

The collaboration will cover targeted solutions across such sectors as consumer packaged goods, health and wellness, and fashion. The companies will also roll out global customized training and certification pathways for WPP employees across WPP's global network within the first year of the partnership.



**Quinn**, which represents clients in travel, hospitality, food & drink and real estate, opens an office in London. The new business, which joins the agency's existing offices in New York, Miami and Los Angeles, will help service its European, US and global clients from the UK. Quinn London is led by UK industry veteran and consultant director Alan Twigg, who will work alongside Quinn VP Camila Gamero, who is relocating to London from Miami.

**Gusto**, a **Matter** company that provides video, animation and podcast production services, releases a guide to maximizing event ROI with video, showing brands successful video assets to use before, during and after events to help engage key audiences and create lasting brand affinity. The guide outlines video assets that can be employed to create stronger audience engagement with your audience—from pre-event (teaser videos, save-the-date videos) to during the event (live stream or pre-recorded segments, on-site testimonials) and post-event (recap videos, sizzle reels).

### **THREE SECTORS SHAPING HEALTHCARE MEDIA**



**Nicole Das**

#### **Closing the gap in women's health with technology**

The changes in healthcare policies and regulations that affect women's access to healthcare services, insurance coverage, reproductive rights, maternal health and more have sparked media conversations around women's healthcare accessibility in the U.S., health equity and how health technology companies can bridge gaps to improve care outcomes.

Historically, society has subscribed to an outdated vision of women's health and as a result, health measures commonly used to monitor women's health represent only a small part of women's needs. The good news is that more attention is being put on diseases that only impact women, which have historically been underfunded areas of research. Additionally, motherhood can be an important aspect of healthcare for many women, resulting in increased media conversation around how to support related aspects, from menstrual tracking to fertility.

Companies that challenge the status quo and continue to elevate solutions that support women in their unique healthcare journeys while helping to address gender inequity will rise above the noise.

#### **Telehealth is here to stay**

We all know the use of telehealth exploded in 2020 and has only continued to grow. Already this year we've seen big moves that have impacted the market, including the introduction of Amazon Care, UnitedHealthCare's \$5 billion investment in virtual health and Teladoc's deeper integration with BetterHelp—all stories that dominated headlines.

In addition to the milestones above, much of the conversation has centered around the COVID-19 public health emergency, outlining the "new normal" of a post-pandemic era with potential impacts on telehealth reimbursement.

Looking ahead, we see an opportunity for brands to facilitate a "rebrand" of sorts for the telehealth market, highlighting the true impact that technology continues to have on how patients access whole-person care, including routine consultations, mental health support and more.

#### **Prioritizing behavioral health and mental wellness**

The prioritization of mental health continues to have its moment, thanks to brave politicians, athletes and celebrities, who are opening up and sharing their struggles, inspiring others to share their own stories and get the help they need.

We see this change reflected through growth in the behavioral health market. Data from Fortune Business Insights project the U.S. behavioral health market to grow to \$105.14 billion by 2029. The stress brought on by the global health crisis in large part continues to fuel the need for virtual be-

havioral health services, a prevailing narrative.

While the healthcare ecosystem may not be able to solve this crisis overnight, stories that present solutions to alleviate some of the burden on healthcare professionals and include their voices in the discussion will continue to educate and move the conversation toward improving care outcomes and providing support for patients.

Practice what we preach

The healthcare landscape has experienced seismic shifts, and the corresponding narratives playing out in the media—centered on these three sectors in particular—continue to evolve rapidly. Differentiating in an increasingly crowded market will require healthcare companies to actively monitor the trends important to their stakeholders to adjust their strategy accordingly. By demonstrating how they're embracing technology, fostering diversity and inclusion and championing new approaches, brands can effectively position themselves as changemakers.

To explore some of these trending conversations further, visit our [website](#).

*Nicole Das is Senior Account Supervisor at PAN Communications.*

### **YUKON WANTS PR TO GET WEED OFF THE ROAD**

The Yukon Dept. of Highways and Public Works wants a firm to create a marketing campaign that links the use of cannabis and impaired driving.

Targeted at marijuana users, the effort will highlight how drugs impair a person's ability to drive safely and increases the risk of having a collision.

Yukon conducted a roadside survey in 2018 that found 22.3 percent of drivers testing positive for alcohol, drugs or both. Of those tested, 17.8 percent tested positive for drugs.

That figure is considerably higher than in other Canadian jurisdictions. British Columbia reported 7.4 per cent in 2012 and Ontario reported 10.5 per cent in 2017.

The Dept. plans to issue a three-year contract. The campaign will build on its "Decide Before You Ride" program.

Proposals, due Oct. 16, go to [yukon.bidsandtenders.ca](http://yukon.bidsandtenders.ca). [Read the RFP \(PDF\)](#).



### **FTI WORKS SMILEDIRECTCLUB'S CHAPTER 11**

FTI Consulting represents SmileDirect Club, the once high-flying teeth alignment company, that has filed for a Chapter 11 reorganization.

The Nashville-based operation posted a \$39.2M first-half loss on a 20 percent decline in revenues to \$207.5M.

Prior to going public, SmileDirect raised \$380M from private equity firm Clayton Dublier & Rice, according to the *Nashville Post*. The company went public on Sept. 12, 2019 at \$23 a share for a market cap of \$8.9B.

CD&R sold its stake in SmileDirect at the end of 2022. The company's shares now trade at 16 cents each.

With the Chapter 11 move, SmileDirect founders Alex Fenkell and Jordan Katzman agreed to pump \$20M into the company to bolster its balance sheet.

An extra \$60M in capital is available, subject to such conditions as the favorable conclusion of a marketing process.

FTI's Rachel Chesley, Tom Becker and Riley Jasser handle SmileDirect.



## CA COUNTY LOOKS FOR POST-COVID-19 PR

The San Joaquin County Public Health Services is looking for a firm to handle its “Post-COVID-19: Emerging Diseases Program Communications Plan.”



The California county of 800K people experienced 207K positive COVID-19 cases and 2400 deaths during the pandemic.

SJCPHS wants a communications partner to highlight its commitment to health equity as it works to increase COVID-19 vaccination, testing and treat-

ment rates among vulnerable populations. It requires a firm with at least five years of experience, working with public health and/or the business community and leaders.

Social marketing skills and the ability to implement campaigns across multiple platforms (e.g., web-based, social media, print, radio, television, etc.) are musts.

Proposals are due Oct. 17. They go to: San Joaquin County; Purchasing and Support Services; County Administration Building; 44 N. San Joaquin Street, Suite 540; Stockton, CA 95202.

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

## EDELMAN SMITHFIELD REPS KRISPY KREME

Edelman Smithfield represents Krispy Kreme as it explores strategic alternatives for its 250-member Insomnia Cookies chain.



Krispy acquired Insomnia, which is expected to generate \$230M in fiscal 2023 revenues, in 2018.

Headquartered in Philadelphia, Insomnia offers cookies, ice cream and sweet treats in-store, for local delivery and nationwide shipping. About 45 percent of

its revenues is generated digitally.

Krispy CEO Mike Tattersfield said the divestiture of Insomnia will enable his company to focus on doughnuts.

He oversees operations in 37 countries and looks to move into three-to-five new nations each year, and develop new channels such as quick service restaurants.

Edelman Smithfield’s Ashley Firlan and Ashna Vasa handle Krispy, which is based in Charlotte.

## EX-REP BUSTOS, SON TOP TANKS WITH E15 GAS

Cheri Bustos, the former Illinois Congresswoman who co-chairs Mercury Public Affairs’ DC office, and son, Nick, represent the Renewable Fuels Assn. as it works to make the sale of E15 ethanol gas available throughout the year.

The Environmental Protection Agency had banned the sale of E15 gas during summertime due to concerns that it contributes to smog during warm weather.

The Biden administration temporarily lifted the ban this past summer and supports year-round sales beginning in 2024. The president, though, conceded that only a few thousand gas pumps currently offer ethanol fuel.

The five-term Democratic Congresswoman, who also heads Mercury Public Affairs’ midwestern region, joined the shop in January 2023. Nick, who is based in Chicago, signed on as senior VP in May after an eight-year stint as VP-marketing at Calmer Corn Heads, a maker of agricultural machinery.

Omnicom owns Mercury PA.



## ON THE MOVE

The Next Practices Group names **Robert Lardon** as chief strategy officer, a new role. He has served as senior partner and chief strategy officer at Porter Novelli; managing director of PricewaterhouseCoopers’ Shareholder Value Strategies Practice; and founder and CEO of Outdoorfever.com, a new media company serving the outdoor recreational market which introduced one of the first mobile applications of GPS-based, hyperlocal, crowdsourced content. “Bob’s responsibilities will reflect our growth path, which will include strategy, architecture of firms and offerings and how we provide services to founders that free up their time to spend with our clients,” said NPG founder and chair Bob Pearson.



**Robert Lardon**

Narrative Strategies hires **Ellie O’Shei** as head of design. O’Shei most recently served as director of creative strategy at Targeted Victory. Before that, she was deputy creative director for the Republican National Committee. “Throughout her career, Ellie has been a rising star and a leader within the public affairs industry—working directly with clients; managing teams of graphic designers; and launching innovative, large-scale creative campaigns across a multitude of platforms,” said Narrative Strategies Founding Partner Ken Spain.

Appian, a cloud computing and enterprise software company, brings on **Randy Guard** as CMO. Guard comes to the company from digital payments startup Spreedly, where he served as CMO and chief product officer. He was previously with software development company SAS for 20 years, ultimately serving as CMO for five years. At Appian, Guard will oversee the company’s global marketing efforts, focusing on delivering Appian’s end-to-end process automation vision and the Appian Platform to organizations worldwide.

IPG agency **Current Global** names **Mike Fair** executive VP, strategic planning, effective Oct. 9. Fair was most recently executive director, strategy and insights at VMLY&R. He previously held strategy roles at Weber Shandwick, Havas, FCB, and Commonwealth/McCann, working with such clients as AutoZone, Chevrolet, Coca-Cola, TracFone Wireless and Walmart. In his new post, Fair will oversee strategy across Current Global’s North America corporate, consumer and healthcare practice groups. “He will help us differentiate our strategic process, develop our talented team, and deliver authentic and impactful work for our clients,” said Current Global CEO Virginia Devlin.



**Mike Fair**

BoardroomPR welcomes **Jessica Shein** back to the firm as an account director. Shein was an account executive at BoardroomPR from 2012 to 2017. She was most recently an account director at PressFriendly, a San Francisco-based agency. Before that, she served as director of communications for Whole Woman’s Health, a national healthcare and advocacy organization, and WorldStrides, a Virginia-based international educational travel company.

## **R&CPMK BOLSTERS JORDAN'S FILM BIZ**

Rogers and Cowan PMK has signed on to bolster the profile of the Royal Film Commission-Jordan, which is celebrating its 20th anniversary.



The IPG DXTRA Entertainment unit began work on Sept. 18. Its tasks include writing and pitching press releases, sourcing thought leadership activities and speaking opportunities, arranging events and leveraging industry relationships and connectivity, according to the firm's agreement with RFC.

King Abdullah led a royal delegation that attended a ceremony in September to mark the RFC's anniversary and the opening of the Olivewood Film Studios complex.

The RFC has produced 31 Jordanian films and six others with international partners during its 20-year run.

RFC plays an important role in the King's Economic Modernization Vision program.

R&CPMK's pact with the RFC runs through Dec. 18 and is worth \$35K. Dennis Dembia, R&CPMK's co-president-entertainment, heads the RFC team.

Interpublic owns DXTRA Entertainment.

## **EGA'S SMITH SHIFTS TO ROKK SOLUTIONS**

Kristen Smith, who was senior VP & head of health policy communications at [Edelman](#) Global Advisory, has joined



**Kristen Smith**

ROKK Solutions as a senior VP.

At ROKK, Smith will counsel clients as they develop targeted campaigns to influence policy discussion and advance their PA and strategic communications initiatives.

Prior to EGA, Smith spent about two years each in the communications shops of Caterpillar and Aetna, and did a seven-year run as VP at Powell Tate.

She has government experience, earned as director of strategic initiatives and partnerships at the Food and Drug Administration and speechwriter at the Energy Dept.

## **POSNER TAKES TENEO POST**

Lester Posner, who was director of communications for the Health and Safety Executive, UK workplace regulator, has joined Teneo as a managing director in its strategy and communications practice.



**Lester Posner**

Based in Dubai, Posner is to counsel Teneo's clients across the Middle East on communications, public affairs and shareholder relations.

At the HSE, Posner handled media relations, external affairs, internal communications and social media activities. He worked with business owners and employees to make workplaces safer and healthier.

During the COVID-19 crisis, Posner served as deputy director of the Cabinet-level National Resilience Communications Hub. He coordinated pandemic responses across governmental agencies and did outreach to communities throughout the UK.

## **GA SEEKS COMMUNITY HEALTH PR GUIDANCE**

The Georgia Dept of Community Health is looking for a firm to work with its leadership to develop messaging, respond to media inquiries and deal with any potential crisis situation.

The DCH oversees Medicaid, PeachCare for Kids, State Health Benefit Plan and regulates healthcare facilities.



The selected firm will "prospectively and reactively" strategize with DCH officials to ensure appropriate messaging is communicated to targeted audiences, according to the RFP.

It will serve as a "sounding board and response expert" for matters of importance to the DCH, and provide content for press releases, websites, social media, and other collateral.

DCH requires a firm with knowledge of the Georgia media landscape and seven years of consulting experience.

It will offer a contract from the effective date through June with four additional one-year option periods.

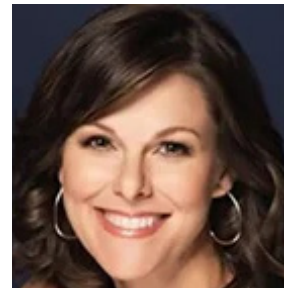
Responses are due Oct. 25.

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

## **MEDIA MANEUVERS**

*Fortune* CEO Alan Murray is stepping down at the end of April 2024. Murray, who joined *Fortune* as top editor in 2014, saw the magazine through its 2017 sale as part of Time Inc.'s deal with Meredith, as well as its subsequent establishment as a stand-alone company after being sold for \$150 million to Thai entrepreneur Chatchaval Jiaravanon. Murray then became its chief executive. Before coming to *Fortune*, Murray led the Pew Research Foundation and worked at the *Wall Street Journal* for nearly 20 years. In a memo to staff, Murray said that during his tenure, *Fortune* "grew our digital audience by 6X, increased our revenues by 50%, and produced three straight years of profits, while incubating new business."

**Campbell Brown**, who has been the face of the news business at Meta since coming on as Facebook VP of global news partnerships in 2017, is exiting the company. While Brown says that she will "remain affiliated with Meta in a new consultant capacity," she added that more information about her new role with the company will be released in the coming weeks.



**Campbell Brown**

After working on air for both NBC News and CNN, Brown co-founded The 74 Media, a nonprofit media company focused on education in America, in 2012. She was brought to Facebook in attempt to strengthen its ties with the news industry and oversaw partnerships with news organizations that used the platform, as well as piloting such initiatives as Facebook News and the newsletter Bulletin.

*TIME* promotes Kiasia Truluck to director, communications. Truluck was previously a senior manager. Prior to joining *TIME*, she held positions at Metro PR and Dan Klores Communications. In her new position, Truluck will lead strategic communications for *TIME* Studios, the company's film and television division *TIME* Studios. She also leads oversees media relations and publicity efforts for *TIME*'s journalism and breaking news content, global live events, and major corporate announcements and brand partnerships.

# COMMENTARY



**Richard, Renée and Mike Edelman**

**Congratulations to Richard Edelman**, who followed in his father Dan's footsteps in winning the Publicity Club of Chicago's Lifetime Achievement Award on Oct. 4. Dan scooped up PCC's inaugural award in 2003.

PCC president Dominic Calabrese called the Edelmans Chicago's first family of PR. "What the Daleys are to politics, the Pritzkers to philanthropy, the Fields to retailing and the McCormicks to agribusiness and journalism, they are to public relations," he said.

Edelman said the smartest decision that his family ever made was to stay independent, focused on results for clients instead of financial returns for shareholders.

He paid tribute to his late mother Ruth and his sister Renée and brother John, who play important roles in preserving the firm's history and ensuring its future through sustainability commitments.

Edelman said his daughters Margot, Tory and Amanda are prepared to take the company forward into the future as they are working hard to learn the business on the front lines.

They have big shoes to fill.

**Biden risks it all.** It's either Joe Biden's excessive pride or downright stubbornness that prevents him from coming to grips with the simple fact that he is too old to run for another term in office.

Biden, 80, has accomplished more than any other president since FDR, yet he recklessly puts that legacy at risk.

By running again, future historians may overlook his achievements, and instead profile him as a desperate politician who tried to cling to power.

Biden's "I know best" attitude also is evident in the saga of his German shepherd, Commander.

CNN reported that Commander has been involved in more biting incidents than the 11 reported by the Secret Service.

Team Biden made various excuses for the dog (e.g., Secret Service agents wear sun glasses and are fidgety, making Commander nervous) before removing him from the White House.

The president's loyalty to the dog is admirable, but his refusal to admit that Commander has a biting problem posed a threat to the health and safety of the Secret Service.

It also was a sign of presidential hubris.

There is still time for Biden to face the facts and open the Democratic presidential nomination race to the party's next generation of leadership.

The ramifications of grifter Donald Trump defeating Biden in 2024 would be a horror for the US and the world.

**Kenny isn't cutting it.** TikTok has been running a [TV ad featuring retired 80-year-old Navy vet "Patriotic Kenny"](#) to divert attention that the platform is owned by China's ByteDance.

Festooned with US flags, the ad tells how Kenny became depressed when his electric scooter broke down, but was able to raise \$5K to fix it once his plight was posted on TikTok.

That sum soon ballooned to \$110K and 1M followers for Kenny, who now provides mobility scooters for veterans.

That tale doesn't exactly warm the hearts of Sens. Richard Blumenthal and Marsha Blackburn. They fear the replacement of American executives at TikTok with ByteDance people from China calls into question the independence of TikTok and the security of its US users' information.

The Senators sent a letter on Oct. 3 to TikTok CEO Shou Ze Chew, asking for the security protocols on ByteDance employees that transfer from China to the US.

They also should ask whether Kenny will soon don the uniform of the People's Liberation Army.

**Tom Hanks does it again...** Tom Hanks and wife, Rita Wilson, announced March 11, 2020 that they had been diagnosed with COVID-19. His Instagram message occurred at a time when few people knew anything about the virus.

He posted: "Well, now. What to do next? The medical officials have protocols that must be followed. We Hanks' will be tested, observed, and isolated for as long as public health and safety requires."

After his image was used to plug a dental plan, Hanks is now using his high-profile and credible brand to warn about the dangers of artificial intelligence.

"Beware! There's a video out there promoting some dental plan with an AI version of me. I have nothing to do with it," he posted on Instagram.

Here we go again. Hanks has raised the profile of AI beyond the worlds of technology and communications. He uses his everyman celebrity well.

The Public Relations Society of America should persuade Tom to become its honorary chair.

**Journos for Ukraine.** The Society of Professional Journalists has established a fund to support embattled journalists in Ukraine.

Sixty-six journalists have been killed since the launch of the invasion, ten while carrying out their reporting duties.

Russia's secret police has rounded up another 22 journalists in its quest to suppress the free flow of information.

The war also has resulted in the shutdown of 233 media outlets and the seizure of equipment at other editorial offices.

SPJ Foundation president Hagit Timor said contributions to the fund will help publications reopen to deliver the vital information that citizens need. "They deserve the insight that can only come from local journalists who are able to report independently," added Limor.

SPJ is working in conjunction with the [National Union of Journalists of Ukraine](#). [Click to donate](#). —Kevin McCauley