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TRIDENT BACKS ISRAEL DEMOCRACY PUSH

Trident DMG, the DC shop, has signed on to provide strategic communications services to support the pro-democracy movement in Israel.



**BLUE WHITE
FUTURE**

The Blue and White Future organization, a registered non-profit group in Tel Aviv, is paying Trident DMG a \$25K monthly fee for an initial three-month engagement that began Sept. 5.

It was founded in 2009 to resolve the Israeli-Palestinian conflict on the basis of “two states for two peoples” and work on methods to absorb the settlers within Israel’s 1967 borders.

Trident DMG co-founder Eleanor McManus, a former CNN journalist and SVP at Levick Communications, heads the firm’s BWF team.

Helen McCarthy, director; Taylor Pearson, senior account manager; and Emma Novak, account manager; round out the group.

FINN PARTNERS GUIDES TRAVEL ALBERTA

[Finn Partners](http://FinnPartners.com) is handling Travel Alberta’s \$6M three-year PR services push under its contract that went into effect June 15.

The independent firm is charged with the development of an annual media relations strategy with the goal of “driving consideration for travel to Alberta among high-value travelers in the U.S. and from key international markets,” according to the pact.



It is to “identify and secure opportunities for earned media coverage through creative and reactive pitching” and have a constant pulse on current events and market trends

for opportunistic Alberta story placements.

Travel Alberta also wants to increase collaboration with its destination management organization partners, including Tourism Calgary, Explore Edmonton, Banff & Lake Louise Tourism, Indigenous Tourism Alberta, Tourism Jasper and Tourism Canmore Kananaskis.

Finn Partners is to assist Travel Alberta in executing four to eight group media visits and 10 to 15 individual media to the province each year. That assistance includes pitching, vetting and inviting media, providing feedback on story angles and itinerary timing, and working closely with the client on travel logistics and expectations.

Samantha Lacher, partner, leads the firm’s Travel Alberta account team.

DALEY STEPS DOWN AT WELLS FARGO

Bill Daley, vice chairman for public affairs at Wells Fargo, will retire at the end of the year.

Joining Wells Fargo from BNY Mellon in 2019, Daley assumed the newly created PA post that included government relations, corporate communications, branding, community relations and the bank’s foundation.

Wells Fargo CEO Charlie Scharf said Daley has been “an invaluable asset” to the company.

“During his time at Wells Fargo, we’ve strengthened our relationships with the communities we serve; established new programs in housing, small business, and other areas that have had an impact on hundreds of thousands of people; and worked to rebuild our reputation both nationally and locally,” said Scharf.

Daley, a key player in Democratic politics, was chief of staff to president Obama and commerce secretary in the Clinton administration.

Wells Fargo, which has \$1.9T in assets, will announce plans for its PA group at a future date.



Bill Daley

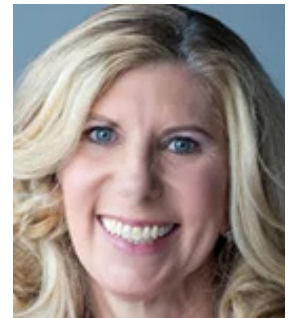
RAFFERTY JOINS MORROW SODALI

Barri Rafferty, former Ketchum CEO, has joined Morrow Sodali stakeholder engagement and ESG consulting firm as CEO of the Americas, a new position.

She exited the Omnicom unit in 2020 after a more than 25-year stint for Wells Fargo, where she was head of communications and brand management.

Rafferty left the bank in May. Alvise Recchi, CEO of Morrow Sodali, said Rafferty “has global experience as a senior leader at dynamic companies and a track record of enhancing sales, building organizational effectiveness and creating collaboration across teams.” He’s confident that Rafferty will drive growth across the Americas.

Rafferty also will work with TPG Growth, Morrow Sodali’s investment partner, to leverage the recent acquisitions of HXE Partners and Framework ESG, strategy and implementation firms.



Bari Rafferty

UNH UNVEILS PUBLIC RELATIONS RFP

The University of New Hampshire is requesting proposals from public relations agencies.

UNH is looking for a communications and/or public relations firm to partner with its marketing and public affairs department and support its public relations and media relations efforts through a range of communications activities.



**University of
New Hampshire**

Scope of work includes: developing marketing and communications strategies; managing brand identity and positioning; supporting media relations efforts; developing and implementing a thought leadership program; crisis management; and reporting.

Proposals are due by 12 p.m. (ET) on Sept. 15 and should be submitted electronically through the University System of New Hampshire Supplier Portal, [UShopNH](#). All submission documents should be uploaded as a single PDF document.

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

[Download the General Response Worksheet \(XLSX\)](#).

BCW'S HENDERSON EXITS FOR TRAILRUNNER

TrailRunner International signs up BCW Global vice chair, client strategy Teresa Henderson as a managing director based in Texas. Henderson had been with BCW since 2016,



Teresa Henderson

...serving in roles that included Southwest Market Leader, Corporate and Financial Communications Managing Director, President of the Midwest/Southeast Region, and Chief Operating Officer for North America.

She was previously senior VP and general manager at Pierpont Communications, executive VP/GM and Southwest corporate practice leader at Edelman, and senior VP/director at Ketchum.

“Her deep expertise will further enhance our ability to serve TrailRunner clients in energy and in other highly regulated industries,” said TrailRunner International CEO Jim Hughes.

FTI'S WONG RETURNS TO FLEISHMANHILLARD

[FTI Consulting Strategic Communications](#) senior managing director Joanne Wong is headed back to [FleishmanHillard](#),



Joanne Wong

where she will be president of the agency's Asia Pacific operations.

Wong was previously with FH from 2000 to 2019, last serving as its executive vice president, managing director – client service and head of business development for APAC.

In her new position, Wong's responsibilities will include developing and organizing new-business efforts, managing the region for growth and profitability, and developing high-functioning colleagues and teams.

“She has a proven track record of growth achieved by supporting colleagues and teams,” said FleishmanHillard CEO John Saunders.

NEWS OF FIRMS

Moonshot, a venture studio focused on purpose-driven brands and products, is started up by the leaders of three enthusiast lifestyle agencies: Ryan Chuckel, CEO and founder of Gunpowder Inc.; Tihomir Liptak, CEO and founder of Bodhi; and Aaron Hitchins, partner at Rockhouse Motion & founder of the Rockhouse Agency. In addition to helping clients create companies from scratch and helping early-stage companies or startups with investment or growth opportunities, Moonshot will partner with companies to provide access to world-class talent and resources. Services it will offer include brand development, creative and production, digital growth strategy, public relations, operations, recruiting and human resources.



5WPR acquires **YC Media**, a food and beverage communications firm. YC Media founder Kim Yorio comes on board at 5W as senior VP. YC's clients will continue to receive hands-on strategic consultation from Yorio while gaining access to 5W's service offerings and client network, including full-service digital capabilities through the firm's recently launched agency, The HOW Agency.

In Truth is launched by sustainability consultants Emma Steele, Sally Cornelius and Bethan Pugh to help businesses and brands keep track of their reputations on environmental sustainability. In Truth canvasses stakeholders and examines a brand's media coverage to provide a comprehensive report on perceptions. The report is geared toward helping companies understand how their messaging and initiatives are playing out, helping to minimize any accusations of greenwashing.

Notified, a tech partner for investor relations, PR and marketing professionals, files a patent application to develop new artificial intelligence-enabled features for its IR Event Platform. The company says that the new AI capabilities—including an Earnings Call Coach—are aimed at empowering investor relations teams to tell their investment story more effectively by analyzing trends, predicting questions, and grading the performance of past and planned capital markets communications.



Ripley PR is partnering with Bradford White Corporation, a leading manufacturer of water heaters, boilers and storage tanks, on a series of 10 “For the Pro” videos focused on helping professional contractors take their business to the next level with PR. In the videos, which are based on Ripley PR CEO Heather Ripley's 2021 book “Next Level Now: PR Secrets to Drive Explosive Growth for Your Home Service Business,” she shares actionable insights on how to grow a contracting business through PR.

Stagwell Marketing Cloud's **PRophet**, a generative and predictive AI SaaS platform for PR professionals, partners with its Multiview B2B digital marketing and publishing solutions unit, on “Taylor,” an AI writing tool designed to help communications professionals create and test the “mediability” of content. The platform is intended to help associations anticipate press sentiment, measure campaign impact and enhance PR strategies intended to reach members, prospective members, and other critical stakeholders.

GENERATIVE AI AND THE SEC MARKETING RULE

In today's financial environment, wealth management firms must navigate volatile markets, persistent inflation, escalating interest rates and a potential recession.



Joe Anthony

But within this maelstrom of economic uncertainty, prime growth potential beckons as well. Two key developments—generative AI and the new SEC marketing rule—hold the promise of transforming the way RIAs approach marketing and client engagement.

Make no mistake, the arrival of social media, the emergence of influencers and the continued erosion of newsrooms have created an environment where financial industry firms across the board have to revisit how they're telling their story and what tools they use to get the right information in front of the target markets they are after. Crisp, on-point content is a big part of meeting the need for an "always on" brand voice. Fortunately, the arrival of generative AI—hello, ChatGPT—has come at this time when brand marketers need more help delivering timely, fresh content.

Power of real-time, personalized communication

AI is poised to revolutionize the marketing landscape, thanks to its ability to generate high-quality, context-specific content in real-time. This feature empowers RIAs to operate at "newsroom speed," delivering up-to-the-minute market insights and responses to their clients.

Generative AI's capabilities are both extensive and highly adaptable. This advanced technology can be used to generate personalized market updates for each client based on their unique portfolio, creating a more individualized and engaging client experience.

Additionally, RIA firm marketers looking to stretch the impact of their thought leadership, earned media or award recognition can lean on generative AI as a means to dispatch the information through different formats. This isn't about replacing your top-shelf content writers or social media team, but rather making them more potent and efficient!

What makes generative AI such an invaluable tool for RIAs is its capacity to augment how firms manage client relationships with more active communications while supporting their ability to deliver fresh insights in a timely fashion, covering a range of financial planning and investment issues relevant to a variety of clients.

Communicators and marketers don't need to think of generative AI for output alone. It can be a powerful tool for brainstorming, for idea organization and for finding different ways to package the message. Remember, you can ask ChatGPT to deliver content in conversational tones or in a more studied or academic style. This helps marketing content come alive with a different range of styles and relatability to the inevitably varied audiences you are working to reach.

Amplifying social proof and building credibility

Meanwhile, the redefinition of the SEC marketing rule also promises to be a boon for RIAs. This update—the first of its kind in more than half a century—enables financial advisors to share client testimonials and endorsements, a practice that was previously prohibited.

The implications are massive, offering advisors a new platform for social proof and injecting fresh life into referral

networks. Positive testimonials and endorsements can bolster a firm's reputation, enhance client trust and facilitate relationship-building. This update also serves as an acknowledgment of the profound changes in communication technology and investor expectations since the Investment Advisers Act of 1940.

Under the revised regulations, advisors can tap into the power of their satisfied clients' voices to vouch for their services, providing an influential new level of validation and credibility. In uncertain times, when potential clients may be hesitant or anxious, testimonials from satisfied clients can serve as powerful reassurance of an advisor's expertise and trustworthiness.

The average RIA firm needs to recognize that the new marketing rule changes some of how they have met compliance requirements but the goal is to make the style of engaging would-be customers more relevant to an age when influencers impact just about every other buying decision we make, from clothing to sports teams to who we elect to political office.

It's not simply taking advantage of new rules; it means that RIA firms can catch up to how other industries have marketed themselves.

Pathway to the future

In the face of 2023's economic uncertainties, the combination of generative AI and the new SEC marketing rule provides RIAs with a comprehensive toolkit for driving growth. When effectively leveraged, these tools can supercharge an RIA's efficiency, timeliness and credibility, enabling them to not just navigate but thrive in challenging conditions.

Rather than merely representing survival strategies, these twin engines offer new areas of experimentation and potential innovation in how firms create more efficient and potentially more productive marketing programs to fuel organic growth.

As we look ahead, it's clear these developments are not just game-changers—but rather the new rules of the game.

Joe Anthony, President and Co-Owner of Gregory FCA, has led the firm's financial services unit since 2003. He's responsible for the agency's specialized public relations, content marketing and social media services for asset management, mutual fund, ETF, RIA, insurance, broker-dealer and financial service firms.

ORANGE CO. NEEDS INFRASTRUCTURE PR

The Orange County Transportation Authority wants to hire a partner for a public outreach program to educate people about the need to protect a vital part of its railroad infrastructure.

Storm surges and other environmental factors frequently damage a seven-mile stretch of track between Los Angeles and San Diego causing emergency repair work and triggering service disruptions and delays.

The Defense Dept. has designated the impacted area as part of the strategic rail corridor deemed vital to national defense.

OCTA wants a firm to gain public feedback on strategies to address short- and mid-term solutions to address rail infrastructure protection and to maximize distribution of information to stakeholders.

It must present technical information in ways that can be clearly understood by the public, and identify strategies to engage with hard-to-reach and disadvantaged communities.

Proposals are due Sept. 19. They must be submitted electronically to OCTA's [portal](#).

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



EDELMAN PITCHES SAUDI ARABIA'S OXAGON

[Edelman](#) is providing global PR services for Saudi Arabia's Oxagon, a "reimagined" industrial city that is part of crown prince Mohammed bin Salman's \$500B Neom project.



OXAGON

Oxagon, which will be the world's largest floating industrial complex, is to be the gateway to the development of advanced and clean industries in Neom.

It will be supported by a fully integrated port and supply chain ecosystem and feature residential communities, urban plazas, sports/wellness centers, hotels, restaurants and retail facilities.

Edelman's job is to communicate Oxagon's business and corporate strategies, programs, announcements, white papers and opportunities to local, regional and global media outlets.

It is to position Oxagon executives as industry and innovative thought leaders and establish working relationships with influential global media.

Edelman's work began Aug. 1 and runs through July 2025. It is to receive \$1.4M for the effort.

EX-BUTTIGIEG AIDE LANDS AT SKDK

Maxwell Nunes, who was director of paid media for South Bend mayor Pete Buttigieg's bid for the Democratic presidential nomination, has joined SKDK as executive VP.



Maxwell Nunes

For the Pete for America campaign, Nunes oversaw online acquisition, persuasion, and mobilization efforts. Earlier, he was senior digital strategist for Hillary for America and did digital work for the Terry McAuliffe for Virginia campaign.

Most recently, Nunes served as co-founder and partner at Steamship Media digital shop.

SKDK CEO Doug Thornell called Nunes one of the most well-regarded digital strategies in Democratic politics. He will "help our candidates win races and help our corporate and non-profit clients reach their audiences in the most targeted, strategic, and creative ways possible," said Thornell.

Stagwell owns SKDK.

LSP SNAGS BCW'S HOUSEHOLDER

BCW executive VP Joe Householder has joined Longacre Square Partners to lead its new Washington office.

As partner at the financial PR firm, Householder will focus on PA, litigation communications, crisis PR and issues management.



Joe Householder

Householder also was a senior VP at Hill+Knowlton Strategies, consultant at Purple Strategies, managing director at Public Strategies Inc. and communications director for New York Senator Hillary Clinton.

New York-based Longacre Square, which launched in January 2022, now has offices in DC, Dallas and Palm Beach.

ACCOUNTS IN TRANSIT

[V2 Communications](#) adds [CalypsoAI](#), [Schellman](#) and [RiskOptics](#) to its cybersecurity client portfolio. For CalypsoAI, an AI security company, V2 is leading a media relations program that includes thought leadership, issues response, and news. The agency led CalypsoAI's Series A-1 funding announcement, reaching its target B2B tech, business, and investor audiences. IT compliance and cybersecurity assessments company Schellman is working with V2 to leverage the company's thought leaders to increase its profile in the market. RiskOptics, formerly Reciprocity, partnered with V2 on a project to launch its new brand, working to educate CISOs on the relationships between governance, risk and compliance, and establishing the brand as a preferred partner as companies mature along their governance, risk management and compliance journey.

[Nike Communications](#) has been appointed agency of record for [Shutters on the Beach](#), a seaside retreat in Santa Monica, CA. Nike will lead the PR strategy for the property, overseeing media and influencer relations, brand partnerships and community relations to support its overall growth and public awareness, as well as promoting its spa, food & beverage outlets and catering services. Shutters on the Beach recently celebrated its 30th anniversary.

[5WPR](#) comes on board as PR agency of record for [Tour-Box](#), a controller for photo, video and audio editing. The agency will head up media relations and thought leadership efforts, focusing on product launches, product reviews, coverage in the photography and videography industry and expert commentary from the company's executives. 5W will be working on the launch of the company's WonderFlow software.

[DRIVEN360](#) is named global agency of record for [MAVTV](#), a media platform targeted at motorsports, powersports and automotive fans. The agency will manage all MAVTV PR/brand communications and corporate communications efforts, as well as providing strategic counsel regarding the platform's operational direction and growth plans. MAVTV says it has a global reach of more than 467 million, with 22 million households in North America (DIRECTV, Spectrum, YouTube TV and more), free ad-supported streaming television channels across 25 countries, 175 million connected devices and a loyal social following.

[ARGONAUT](#) is tapped by [Pernod Ricard USA](#) as agency of record for Código 1530 Tequila in the U.S. market. Pernod Ricard USA took a majority stake investment in Código 1530 last year. ARGONAUT will collaborate with Código to develop its brand story by working to drive awareness and differentiation in the agave category.

[The James Collective](#) signs on to represent product discovery platform Marmalade and lighting and lifestyle goods company Schoolhouse. The agency will handle strategic marketing for the brands, as well as developing and executing media relations, partnerships, events, storytelling and gatekeeper relations. Marmalade connects consumers with independent brands that align with their interests, needs and values. Schoolhouse offers products that are designed, manufactured, and shipped within the walls of its century-old brick factory in the heart of Portland, OR.



OMC ACQUIRES PLUS COMMS, FP1 STRATEGIES

Omnicom PR Group acquires public affairs firm PLUS Communications and FP1 Strategies, a political consultancy.



The PLUS and FP1 management teams will remain in place, and the agencies will continue to operate under their current brands.

PLUS Communications provides multinational corporations, trade associations and non-profit organizations with corporate and crisis communications. Its services include coalition building, grassroots mobilization, advertising, digital engagement and media relations. Founded in 2011, FP1 Strategies has helped elect 31 U.S. senators, 8 governors, 56 members of congress and 4 attorneys general.

“With the addition of PLUS Communications and FP1 Strategies and their deep expertise in healthcare, technology and crisis communications, our ability to serve our clients on the global public affairs stage is now at a whole new level,” said OPRG Global CEO Chris Foster.

BRUNSWICK TOUTS LONDON DEVELOPMENT

Brunswick Group has been hired by the London Legacy Development Corp. to promote the East Bank, a new cultural center located in Queen Elizabeth Olympic Park.



Formed to deliver the legacy of the 2012 Olympic Games, LLDC oversees the development of the East Bank as a brand new destination for innovation, the arts, creativity and learning.

The East Bank is expected to attract 1.5M visitors per-year, create 2,500 jobs and generate a \$1.8B annual boost to the economy.

Brunswick is handling a six-month campaign to forge foundational messaging for the East Bank, which won't be fully opened until 2025.

The firm notes tensions between positioning East Bank as the “coolest new place to visit in London” and being sensitive to “local engagement and the benefits to local communities.”

Brunswick believes the East Bank pitch is “pivotal in showing how London has gone from strength to strength since the Olympics, despite Brexit and Covid.”

GMMB'S BATAILLE MOVES TO ALEDADE

GMMB managing director and senior VP Julie Green Bataille joins Aledade, a network of primary care practices with nearly 1.7 million patients, as its senior VP of communications.



Julie Green Bataille

Bataille had been with GMMB since 2015, working with non-profit, public and private sector clients on issues affecting the healthcare system.

Before that, she was director of the office of communications at the Centers for Medicare & Medicaid Services.

She has also served as associate VP of communications at Georgetown University, deputy director of communications for Al Gore's 2000 presidential campaign, press secretary for the U.S. Department of Education and assistant press secretary in the Clinton White House.

ALBERTA'S ENERGY REGULATOR NEEDS PR

The Alberta Energy Regulator, which oversees development of the Canadian province's hydrocarbon resources, is looking for strategic communications support to complement its in-house PR team.

AER also is responsible for allocating and conserving water resources, managing public lands, and protecting the environment while providing economic benefits for all Albertans.



It is seeking subject-specific expertise in “traditional and social media, issues management, crisis communications, research and monitoring, communications planning,” according to its RFP.

AER would prefer to work with a single firm to service communication and reputation support requirements. However, it reserves the right to award two or more separate contracts based on availability and specialization.

It plans to issue a three-year contract with two additional one-year renewal options.

Proposals are due Sept 15 at Alberta's [procurement portal](#). [Read the RFP \(PDF\)](#).

WILSON-PALMER EXITS EDELMAN FOR NRDC

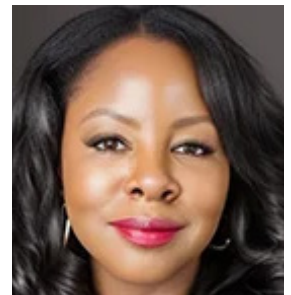
Kristin Wilson-Palmer, who has been a senior VP in Edelman's Washington, DC office since 2021, joins the Natural Resources Defense Council as chief communications officer.

At Edelman, Wilson-Palmer led accounts for the agency's global financial communications practice, with a focus on earned media, corporate social responsibility, ESG and DEI.

She previously held positions including CCO at the Insurance Information Institute; VP, media relations at AARP; and communications manager for the National Association of Black Journalists.

“She brings the skills, the judgment and the dedication necessary to help drive the change we need to see in the world,” said NRDC chief policy impact officer Christy Goldfuss.

NRDC is has more than 3 million members and online activists.



Kristin Wilson-Palmer

COLLECTED STRATEGIES HIRES MACPHERSON

Collected Strategies, which was launched by five Joele Frank veterans and business journalist Ed Hammond this summer, hires Paige Macpherson as a VP.

Macpherson joins the firm from [Dukas Linden](#), where she was an account supervisor. Before that, she was a senior account executive at Joele Frank.

“Paige is an experienced communications professional on whom countless companies have relied for sophisticated advice, and she is an incredible addition to the firm and the culture that we're building here at Collected,” said Collected Strategies founding partner Jude Gorman.



Paige Macpherson

COMMENTARY



Joe Biden

Which Democratic Party leaders will finally tell president Joe Biden that he is too old to seek re-election? Time is running out.

Loyalty to the president is an admirable trait, but 80-year-old Biden has lost more than a step or two.

He cannot use the same “bunker” campaign that he employed in the 2020 run during the pandemic.

He will be expected to launch an aggressive public campaign and

press-the-flesh with voters throughout the land.

That’s especially true if Biden’s opponent is not 77-year-old Donald Trump. The younger and more energetic Republican opponent will jump on every Biden “senior moment” and trash him as a doddering old fool hungry to hang on to power.

Mitch McConnell’s recent mental freezing episodes came at a very bad time for Biden. The Senate Minority Leader is 81.

McConnell’s health scare is providing good fodder for Republican presidential primary candidate Nikki Haley. “We can’t worry about Mitch McConnell being frozen at a podium,” she said. “We can’t have Joe Biden forget where he is.”

Haley, 51, makes a strong case for overthrowing America’s political gerontocracy. “Our enemies are watching all of this. And every time they have an instance like that America is less safe because our enemies think we’re out of control.”

The former UN ambassador doesn’t expect Biden to serve a full-term in office, campaigning that a vote for him is actually a vote for vice president Kamala Harris, who is not exactly ready for prime-time.

Biden is the most consequential American president of the 21st Century.

With little or no Republican support, he guided the country through the COVID-19 pandemic, crafted a huge infrastructure program, spurred the rebirth of the manufacturing sector, passed a comprehensive program to tackle global warming and rallied NATO allies to back Ukraine after Russia’s invasion.

By running for a second term, Biden risks tarnishing his legacy of excellence. And what does he expect to accomplish? He’s got to say more than just “finishing the job.”

A feeble presidential campaign would result in the Democrats losing control of the White House, Senate and the opportunity to re-take the House.

Democrats should follow the playbook used by Republicans to get Richard Nixon to resign in Watergate’s aftermath.

On August 7, 1974, Republican Senators Barry Goldwater (AZ) and Minority Leader Hugh Scott (PA), with House Minority Leader John Rhodes (AZ), met with Nixon to inform him that he was likely to be impeached and removed from office.

Tricky Dick announced his resignation the next day.

Biden has a deep respect for the institution of the Senate. That’s why Senate Majority Leader Chuck Schumer (NY), Chris Coons (DE) and Chris Murphy (CT) should tell the president it’s time for him to announce that he is not seeking re-election.

The Democrats have plenty of candidates, such as gov-

ernors Gavin Newsom (CA), Gretchen Whitmer (MI) and Josh Shapiro (PA), who could mount a primary challenge to Harris. But they need time to set up a campaign apparatus.

During the 2020 campaign, Biden ran as the candidate who was the bridge to the future.

It’s time for him to make good on his promise.

What a hypocrite! Shooting his mouth off is long-shot GOP presidential candidate Vivek Ramaswamy’s way of drawing media attention to himself.

He has just achieved that. The 38-year-old biotech entrepreneur and founder of Roivant Sciences got some media notice for calling the Food and Drug Administration “corrupt” and in desperate need to be gutted.

FDA drug approvals are how Ramaswamy, who owns seven percent of Roivant, built his \$1B fortune.

Mat Gline, Roivant CEO, distanced the company from Ramaswamy’s hit on the FDA.

“Vivek’s views on the FDA are different from my personal views on the FDA and different from Roivant’s views on FDA,” Gline told the *Financial Times*. “We have an enormous amount of respect for FDA as our regulator,” he said.

Ramaswamy resigned as Roivant chairman in February to run for president. He can’t vanish from the national spotlight soon enough.

Remote and disengaged. A Gallup report released Aug. 24 found that only 28 percent of exclusively remote employees feel connected to their employers. These disconnected workers view their jobs as “gigs” and become generally less productive.

“The pattern of eroding mission and purpose for remote-ready jobs, particularly, speaks to an unintended consequence of physical separation. If not managed intentionally, this can lead to psychological separation,” reports Gallup.

To prevent disconnection, managers need to have one “meaningful conversation” per-week of 10 to 15 minutes with remote workers. Gallup found that such conversations “develop high-performance relationships more than any other single leadership activity.”

Putting an end to exclusively remote work is another way to build teamwork.

Trump’s SPAC deal goes off life support. Shareholders at Digital World Acquisition Corp. voted on Sept. 6 to extend the deadline to Sept. 8, 2024 to complete the merger with Trump Media & Technology Group, owner of the Truth Social platform.

Eric Swider, DWAC CEO, said many headwinds are now behind the company as it works to complete the merger as quickly as possible.

He is overlooking the potential monster hurricane that could knock DWAC off course.

What if Donald Trump, the star of Truth Social, is denied access to a cellphone when he enters prison? Who is going to pick up the slack? Don, Jr.? Kimberly? Eric? Ivanka?

—Kevin McCauley