



Kevin McCauley
Editor-in-Chief

O'Dwyer's

The Inside News of **Public Relations**
& **Marketing Communications** odwyerpr.com

271 Madison Ave., New York, NY 10016
212/679-2471. Fax: 212/683-2750
www.odwyerpr.com; jobs.odwyerpr.com

September 18, 2023 Vol. 56 No. 37

ICR ACQUIRES UK'S CONSILIUM

ICR has acquired Consilium Strategic Communications, the London-based [healthcare communications](http://healthcarecommunications.com) and investor relations firm.



The deal caps about a decade of joint venture activity between the firms. It will combine Consilium's 45 staffers with ICR's Westwicke and its more than 70 healthcare pros to create an entity that serves nearly 200 clients.

The Consilium acquisition provides ICR its first official on-the-ground presence in Europe, broadening its global footprint from North America and the Asia Pacific regions.

Tom Ryan, ICR CEO, said: "Consilium has long been recognized as the preeminent healthcare communications and advisory firm across Europe."

Mary-Jane Elliott, managing partner, and Amber Fennell, senior partner, launched Consilium in 2013. They will join the ICR healthcare leadership team that includes Mark Klausner and Bob East (IR); and Terri Clevenger and Michael O'Brien (PR).

"I am excited by our next phase of growth as part of ICR, which is backed by two leading global private equity firms—CDPQ and Investcorp, and what opportunities this offers, particularly in the US, to our clients and colleagues, including offering a broader range of capabilities," said Elliott.

SKDK RECRUITS JILL BIDEN'S SPEECHWRITER

SKDK has hired Amber Macdonald, longtime chief speechwriter for First Lady Jill Biden, for its executive communications practice.



Amber Macdonald

She will co-lead the message development, ghostwriting and media training team with Stephen Krupin, a former senior speechwriter for President Barack Obama.

Before joining the Biden Team, Macdonald was director of speechwriting to HHS Secretary Sylvia Burrell and deputy director of speechwriting for Secretary Kathleen Sibelius. A former playwright and actor, she has performed with

the improv comedy theater Upright Citizens Brigade.

SKDK CEO Doug Thornell said Macdonald's arrival "reinforces our dedication to providing unparalleled executive communications services."

Stagwell owns SKDK.

CA PLANS \$45M MENTAL HEALTH PUSH

The California Dept. of Public Health is looking for a firm to develop a statewide multimedia campaign to reduce the stigma around mental, emotional, and substance use disorders, and to increase the number of people seeking behavior and wellness support.

The campaign, which will run from Dec. 1 to June 30, 2026, will be especially targeted at children, youth, families, and caregivers. It will be budgeted up to \$45M.

Due to California's diversity, it is anticipated the selected firm will most likely need to subcontract with one or more agencies with demonstrated knowledge, experience, and marketing capacity, according to the RFP.

Interested firms must submit a non-binding intent to bid notification to CYPHIMedia@cdph.ca.gov by 3 p.m. (PST) on Sept. 19.

Responses are due Sept. 29 at: California Department of Public Health MS 7206; P.O. Box 997377; Sacramento, CA 95899-7377.

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



HALE DITCHES FTI CONSULTING FOR BAH

FTI Consulting's Brian Hale has moved to Booz Allen Hamilton as VP-Public Relations.

He joined FTI's cybersecurity unit in February 2022 after a more than 25-year run in law enforcement, national intelligence and the media.

Hale served in the Federal Bureau of Investigation's public affairs unit, counseling leadership on cybersecurity, operational, policy matters, and national crisis response to high-stakes issues. He also was the FBI's liaison to the National Security Council, federal agencies and foreign intelligence services.

Prior to becoming assistant director at the FBI, Hale worked at the US Office of the Director of National Intelligence and at the Dept. of Homeland Security.

At Booz Allen, he will position the management consultancy as it steps up its VoLT (Velocity, Leadership, Technology) strategy.



Brian Hale

STAMFORD SEEKS VAX CONFIDENCE PR

Stamford's Dept. of Health and Human Services wants proposals for an educational campaign and media outreach to promote vaccine confidence and address hesitancy of some to get shots.



The selected partner will develop educational materials or use existing ones from the Department, Centers for Disease Control and Prevention and the US Department of Health and Human Services.

It will work with local print, radio and TV outlets in the region and conduct social media immunization educational campaigns in the common languages of the communities within the Connecticut city.

The firm must "demonstrate cultural competence by exhibiting behaviors, skills, attitudes, awareness, acceptance, and respect for differences among people," according to the RFP.

Stamford will award a one-year contract with options to extend for another two years.

Proposals are due Sept. 29 at [Stamford's e-portal](#).
[Read the RFP \(PDF\)](#).

FORD MOTOR SNAGS TOYOTA'S MATERAZZO

Ford Motor Company recruits Toyota North America group VP, marketing Lisa Materazzo as global CMO. Materazzo succeeds Suzy Deering, who exited the company late last year.



Lisa Materazzo

During two decade-long stints at Toyota, Materazzo's responsibilities included leading marketing for the company's Lexus unit, as well as overseeing market planning, advertising, digital platforms, experiential marketing, motorsports and the Toyota Dealer Association.

In her new post, she heads up product planning and marketing across Ford's customer-centered

business groups. She also is responsible for marketing for Ford Performance, the company's high-performance motorsports and racing division, and its Lincoln luxury-vehicle unit.

WATSON FLIES TO ORIOLES

Kerry Watson has joined the Baltimore Orioles Major League Baseball team as EVP, Public Affairs, a new position.



Kerry Watson

He will oversee government affairs, communications, community development, and creative content.

Watson joins the team from MGM Resorts International, where he rose to the regional VP-government affairs post in DC.

Earlier, he was government relations consultant for Alexander & Cleaver lobbying firm in Annapolis and senior advisor to Prince George's County Executive Rushern Baker.

Before entering the government affairs business, Watson was a police officer for Prince George's County.

The Orioles also promoted SVP-Administration & Experience Greg Bader to EVP and COO.

NEWS OF FIRMS

MMGY Global acquires Germany-based PR and marketing firm **Lieb Management**, expanding the company's European footprint. Lieb Management will now be known as MMGY Lieb, with founder and managing director Ralf Lieb remaining integral to the MMGY Lieb brand. MMGY Lieb offers marketing, sales, public relations and influencer relations services for the tourism and MICE



(meetings, incentives, conferences & exhibitions) industries in Europe's Dutch- and German-speaking markets. With MMGY Lieb comes other travel firms working in the German-speaking market, including LMG Management, specializing in international PR, and Piroth Kommunikation, which focuses on the German-speaking European market.

Fish Consulting is acquired by **Big Rock Brands**, a private-equity owned holding company specializing in serving the marketing needs of the franchising sector. Fish will continue operating as an independent brand under Big Rock Brands and remain headquartered in Fort Lauderdale, FL. Agency president Lorne Fisher will continue to lead Fish and serve on Big Rock Brands' board of directors. The acquisition of Fish Consulting marks the fourth by Big Rock Brands since it was created in 2020, when investment partners Greens Farms Capital LLC and Landon Capital Partners LLC acquired content marketing agency 919 Marketing.

The Plank Center for Leadership in Public Relations board of advisors has announced the appointment of two new board members: Papa Johns chief corporate affairs officer Madeline Chadwick and Dr. Marlene Neill, an associate professor in the Department of Journalism, Public Relations & New Media, and graduate program director for the Journalism and American Studies programs at Baylor University.

Cornerstone Government Affairs opens a Concord, NH office. The office will initially include Marc Goldberg, former chief of staff for Sen. Maggie Hassan (D-NH), and Mike Vlacich, former senior advisor to Sen. Jeanne Shaheen (D-NH) and Biden appointee at the U.S. Small Business Administration. Goldberg, who managed a team of nearly 50 staffers while working for Sen. Hassan, will assist clients with their public affairs, strategic communications and government relations objectives. Vlacich will leverage his nearly 30 years of expertise and leadership at the state and federal level in public policy strategy, government management and political campaign success.

Feintuch Communications launches a practice focused on supporting start-ups, emerging companies and challenger brands in the consumer electronics market. Its customized package of PR services will seek to build or expand market awareness for b2b and b2c companies on a limited budget. Led by agency VP Doug Wright and president Henry Feintuch, the new practice's offerings will include messaging, website copy, media training, proactive media relations, press releases, analyst relations, speaking platforms and awards/honors support. "Given the uncertainty of the economy, we've created a lower-cost, special package of essential entry-level services designed to help launch or propel them," said Feintuch.



Henry Feintuch

CULTURE CHANGE 'AWOKE' TRUMP'S CHANCES

I'm going to go out on a limb and suggest that there was a time when people generally approached the world with a bit more perspective, a greater understanding of proportionality and a keener sense of what's meaningful and what isn't than they do in 2023.



Fraser Seital

Exhibit A is doomed former President of the Royal Spanish Football Federation, Luis Rubiales, who was railroaded into resigning this month for audaciously kissing Jenni Hermoso after her Spanish team won the Women's World Cup in August. Mr. Rubiales' errant public smooch landed him squarely as news story numero uno on every

broadcast channel, front page and website in the world.

And Rubiales' story—which has since escalated into nationwide protests, the championship team's coach being fired and government charges against Rubiales of sexual assault and coercion—won't end until he loses everything.

The global uproar over the Spanish kiss, while clearly not the most urgent item in today's news, nonetheless reveals much about the state of popular opinion in society, including why the next President of the United States may well be—alas—Donald J. Trump.

The aftermath

Predictably, in the weeks that have followed the Rubiales kissing catastrophe, the Spanish women's historic futbol victory has been forgotten in a sea of sexism stories in the worldwide media.

Also predictably, leading the charge is the ever-crusading *New York Times*, which has averaged a story a day about Spanish soccer sexism: “Spanish Soccer Official Apologizes, Sort of, For Kissing World Cup Winner,” “Pressure Mounts on Spanish Soccer Chief Over Nonconsensual Kiss at World Cup,” etc., treating Luis Rubiales as the second coming of Harvey Weinstein.

The truth, of course, is a lot more nuanced than the media hysteria promulgated by the kiss. No one questions the fact that Mr. Rubiales is a boor, whose spontaneous public display of affection was completely inappropriate and grounds for suspension. Nor is there any doubt that the history of Spain's women's soccer program is fraught with sexism and should be corrected. Nor, for that matter, is there any question that the FIFA governing board of international soccer, which also suspended Mr. Rubiales, is, itself, the most corrupt sports body in the world. And finally, no one doubts the sincerity of many of the observers who labeled Rubiales' action as “offensive.” It was offensive.

None of that is in doubt.

But what's dubious is that throwing not only the book but also the entire library at the Spanish soccer federation President for this one boneheaded action is not only blatant overkill but also emblematic of the so-called “wokeism” that permeates today's media and society, where we conflate every questionable affront into a prime example of sexism, racism or bigotry.

And that leads us directly to the growing possibility that Donald—shudder—Trump could be reelected President.

The fallout

According to most polls, Republican primary candidates' calls for “a culture war on wokeism” haven't particularly

resonated with voters. Most Americans just don't seem to care that much about fighting things like critical race theory or transgender healthcare or abortion services for women.

But they do care about common sense. And they particularly resent establishment elitists dictating how the rest of us ought to think about such abominations as out-of-touch octogenarian politicians clinging to power or accusations of police racism for every split-second judgment they're forced make or even the ruination of a man's career for one cringeworthy kiss.

Common sense is a value treasured by people who think for themselves and aren't driven by any particular ideology. These are the very people—in swing states like Ohio and Pennsylvania, Wisconsin and Arizona and Georgia and Michigan—who will ultimately determine the next President of the United States.

Between now and election day, the more examples these people see that society is losing its collective mind—like the overblown brouhaha over the Rubiales' kiss—the more likely they'll be to vote for an anti-establishment disruptor as President, no matter how odious, arrogant or divisive that individual might be.

So, if you think there's no way that Donald Trump could ever be reelected President, wake up.

Fraser P. Seital has been a communications consultant, author and teacher for 40 years. He's 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.

SMOKIES SEEKS BRANDING, TOURISM PLAN

Haywood County, North Carolina, has concurrently issued two tourism-related public relations RFPs.

Visit NC Smokies is the operating name of The Haywood County Tourism Development Authority, the entity responsible for driving tourism to Western North Carolina's Haywood County, home to Great Smoky Mountains National Park.

Visit NC Smokies is looking for firms in the travel and tourism sector that can develop a tourism master plan and destination development plan as well as undertake a brand assessment and develop a messaging platform in an effort to promote Haywood County as a premier destination.

Scope of work includes stakeholder and community engagement, research, destination assessment, product inventory; strategic development, conducting a brand audit, creating a sustainable and authentic destination brand promise, developing a visual and verbal brand identity and recommending strategies for introducing the brand to stakeholders.

The destination branding services RFP calls for developing a positioning and messaging platform to build equity and interest in Haywood County. Scope of work includes evaluating the current perceptions of Haywood County as a destination, identifying emotional brand drivers and producing a brand standards manual and brand identity.

Agencies have the choice of submitting proposals for both RFPs or for only one project.

Proposals are due by 3:00 p.m. (ET) on September 26 and should be submitted electronically to: Hayley Printz, Administrative Assistant, Hayley@VisitNCSmokies.com.

[Download the tourism master plan RFP \(PDF\).](#)

[Download the destination branding services RFP \(PDF\).](#)



META STILL DOMINATES SOCIAL MEDIA

Despite increased competition as well as experiencing a slight dip in monthly users in late 2020, Facebook still leads the pack as the most widely used social platform, according to a report conducted by audience research company GWI.



GWI's flagship report, which highlights trends in the global social media landscape, found that Facebook still accounts for the lion's share of social media activity worldwide among almost all generations. The lone exception to this comes from members of the Gen Z demographic, who cite Instagram as their favorite app by a significant margin.

Facebook also enjoys the most usage overlap among users with social media accounts elsewhere—87 percent of LinkedIn users also have a Facebook account they use at least once a month. The same is true for 83 percent of Twitter users, 83 percent of Snapchat users, 83 percent of TikTok users, 82 percent of Instagram users and 81 percent of Pinterest users.

When breaking out people's preferred uses for each platform and what content they turn to when they use these apps, Facebook once again proved itself to be a top performer for users' favorite social activities. 69 percent of Facebook users said they primarily use the mainstay social network to message friends and family, while 61 percent said they use it to post and share photos or videos. Surprisingly, however, news gathering remains a big selling point for the site, as more than half (53 percent) said they use it to keep up-to-date with news and events occurring around the world.

Once again, Facebook's photo-sharing cousin Instagram came in second place. The same number of Facebook users who use that site to message friends/family use Instagram to post and share photos or videos (69 percent), while two-thirds (66 percent) use it to find funny or entertaining content. Instagram remains especially popular with brands, as 58 percent of users said they turn to the platform to research and discover more information about products.

Twitter remains popular despite its myriad troubles under the leadership of Elon Musk. More than half of its users (59 percent) said they use it to keep up-to-date with the news and goings on around the world.

As other recent studies have discovered, the GWI report found that Gen Z's social media habits are far different from other generations. While older generations typically use social media to keep in touch with friends/family, fill spare time or read news stories, Gen Z bucks this trend, as they're more interested in seeing what's trending or being talked about, as well finding content and looking for inspiration for things.

A growing number of Gen Z respondents also said they use social media to discover products more than they use search engines.

Gen Z also spends more time online than their older counterparts. Across every region worldwide, Gen Z members spend more daily time on social media: an average of two hours and 51 minutes every day. Perhaps as a result of this, Gen Z are also 30 percent more likely to say they worry about the amount of time they spend on social media, as a third (33 percent) of these respondents said they now try to limit their time on social media, a 15 percent increase from last year.

GWI's "Social: Behind the Screens" report was based on figures from its internal annual research of more than 950,000 Internet users between the ages of 16-64 in 52 global markets.

FGS GLOBAL LANDS \$540K COLOMBIA PACT

[FGS Global](#) is providing strategic communications support for the Colombian Embassy to advance the South American country's interest in the US. The one-year \$540K contract kicked off Sept. 1.

Colombia elected Gustavo Petro, its first leftist president, in 2022, who has pledged to shift the focus from fighting drugs to bankrolling more social programs. The US has pumped more than \$12B in security and anti-drug enforcement funds into Colombia since 2000.

FGS' work includes support for Colombia's Office of the Presidency and Ministry of Foreign Affairs.

The firm will handle outreach to media, opinion leaders, think tanks, academic communities and others relevant to the U.S.-Colombia bilateral relationship.

Partners Brett O'Brien and Joshua Gross are handling the Colombia work with managing director Adam Sharon.

O'Brien was national security leader to House Minority Leader Dick Gephardt and foreign affairs counselor to Senate Majority Leader George Mitchell.

Gross had managed press and public engagement for the Embassy of Afghanistan.



FTI HANDLES \$5.6B TWINKIES DEAL

FTI Consulting handles Hostess Brands as the marketer of Twinkies, Ding Dongs and Zingers agrees to be acquired by J.M. Smucker Co. in a deal worth \$5.6B.

The \$34.25 cash/stock transaction represents a 54 percent premium from Hostess' closing stock price on Aug. 24, the day prior to news reports about the potential takeover.

Mark Smucker said his company is adding "an iconic sweet snacking platform, enhancing our ability to deliver brands consumer love and convenient solutions they desire."

His Orville, OH-based company markets Smucker's jellies/jams, Jif peanut butter, Milk Bone dog treats, Meow Mix cat food and Folgers coffee.

FTI Consulting's Pat Tucker, Brian Waldman and Kyla MacLennan represents Lenexa, KS-headquartered Hostess.



REES JUMPS FROM KNICKS TO TIMBERWOLVES

The Minnesota Timberwolves (NBA) and Lynx (WNBA) have hired Patrick Rees as chief communications officer.

Rees joins the organization from Madison Square Garden Sports Corp., where he was senior VP of communications for the New York Knicks and Rangers, overseeing all corporate, internal and team public relations efforts.

He has also served as VP, communications for the Philadelphia 76ers and director of basketball communications for the Washington Wizards.

In his new role, Rees will oversee all Timberwolves and Lynx day-to-day communications, inclusive of internal and external communications, executive communications, and media strategy.



Patrick Rees

QORVIS REPS BANNED HAITIAN EX-PM

Qorvis is working to overturn the visa ban imposed by the US on former Haiti prime minister Laurent Salvador Lamothe. Secretary of State Anthony Blinken announced the ban on June 2, charging Lamothe was involved in “significant corruption.”



“Lamothe misappropriated at least \$60 million from the Haitian government’s PetroCaribe infrastructure investment and social welfare fund for private gain,” said Blinken.

Qorvis is to engage with Washington thought leaders, key decision-makers in the U.S. Department of State, Homeland Security, the U.S. Congress, and influential media and think tanks that can serve as third-party advocates. The intended outcome is to have the visa ban lifted.

Qorvis began its six-month project for Lamothe on Aug. 22. It is in line for a \$23K monthly retainer from Equity Savvy Ventures, which is owned by Lamothe.

Qorvis CEO Matt Lauer and general counsel Aliya Manjee handle the Haitian politico.

PPHC RECORDS 27% 1H GROWTH

Public Policy Group Holdings chalked up 27 percent growth to \$65.7M during the first half as CEO Stewart Hall used an aggressive M&A strategy to supplement organic growth, which rose 4 percent during the period.



It acquired MultiState Assocs. in March, which now gives the government relations/PA holding company seven operating entities, including Crossroads Strategies, O’Neill & Assocs., Seven Letter and Alpine Group Partners.

Hall views PPHC as “a natural sector consolidator” with a pipeline of acquisition opportunities in the US, UK and Continental Europe.

PPHC firms added General Electric, The Aluminum Assn., Hertz, Morton’s Salt, Life Science Logistics and Veterinary Medical Assn. to their client lists during the first-half.

VRANA CHECKS IN AT BANC OF CALIFORNIA

Banc of California, Inc., a bank holding company, hires Debora Vrana as executive VP and chief communications officer. Vrana was most recently CCO for Los Angeles-based City National Bank, which she joined in 2007.



Debora Vrana

Before that, she was a journalist at the *Los Angeles Times* for more than a decade. In her new post, Vrana will oversee internal and external communications, marketing, brand strategy and integration of communication with digital channels.

“Debora brings to Banc of California a strong track record of leadership and demonstrated ability to work strategically with business lines to support growth,” said Banc of California president and CEO Jared Wolff.

ACCOUNTS IN TRANSIT

French/West/Vaughan picks up US national, regional and local media relations outreach for the launch of the 2024 edition of **Guinness World Records**, released in stores and online on Sept. 14 in honor of National Literacy Month, which encourages everyone to pick up a book. FWV’s scope of work includes coordinating media interviews with talent globally. This year’s record breakers from the US include the world’s tallest steer, oldest competitive ninja athlete, largest male afro, largest Care Bears memorabilia collection and more.



Kiterocket signs on as agency of record for **DSV Inventory Management Solutions**, which provides supply chain and vendor managed inventory (VMI) services for advanced manufacturing operations. DSV is the latest addition to the agency’s technology practice portfolio, which specializes in the semiconductor and emerging technologies sector. The agency will work to reinforce DSV’s global position and propel its solutions in all its vertical markets.

SWPR is named PR agency of record for team development and employee engagement software platform **Rising Team**, which joins the agency’s HR tech and future of work client roster. 5W will work to expand Rising Team’s brand awareness in the US and highlight the thought leadership of company CEO and founder Jennifer Dulski. Its efforts will focus on magnifying the benefits of Rising Team’s platform, especially as it pertains to remote and hybrid work.

Hemsworth Communications picks up **911 Restoration Franchise**, which specializes in residential and commercial property damage mitigation. The agency will be responsible for crafting a robust public relations strategy to highlight the brand’s approach to customer service. Founded in 2003, 911 Restoration offers services that include water damage restoration, mold removal, fire and smoke damage repair, sewage clean-up and sanitation services.



Warner Communications is named agency of record for **Lithos Energy**, which manufactures high-performance lithium-ion battery systems. Warner will work to increase the company’s brand awareness in the U.S. and abroad, as well as positioning it as a leader in the battery technology industry.” Lithos’ battery systems are used by clients in the automotive, e-mobility, marine, off-highway, energy storage, defense, construction, mining, and agriculture who are implementing electrification initiatives.

Civilian Agency signs on with the **California Department of Public Health’s Office of Suicide Prevention** to design a campaign focused on preventing youth suicide, suicide attempts, self-harm behaviors, and suicidal ideation; the **Office of the California Surgeon General** to raise awareness of Adverse Childhood Experiences, foster community-based healing, and equip individuals and organizations with the tools to prevent toxic stress and promote positive childhood experiences; and the **California Victim Compensation Board** to work on initiatives to connect victims of crime with access to and utilization of support services, financial aid, and resources.

COMMENTARY



Vladimir Putin

MAGA Nation Loves Vlad....
Will Vladimir Putin appear in campaign ads for Donald Trump? He's gearing up to back his guy.

The Russian leader on Sept. 12 echoed Trump in calling the indictments against the former US president a "political persecution" waged by a political rival. He took the words right out of The Donald's mouth.

Trump posted on Truth Social:

"The many Biden Election Interference Cases against me, both Criminal and Civil, are Unconstitutional for many reasons, including the fact that delay for political reasons is a taking away of my RIGHTS, as well as the RIGHTS of a vast majority of the Country whose views and opinions I represent. Think of it, they could have filed these cases YEARS AGO, but waited until "campaign season" for maximum negative impact." Okay, Putin is a tad more eloquent than his biggest fanboy.

Putin said the charges against Trump demonstrate the "rottenness of the American political system." He conveniently forgot that he had just carried out a "hit" on his one-time chef and Wagner Group chief.

He also is "pleased" that Trump offered to negotiate the end of the war in Ukraine. Of course, he's pleased as punch. Putin's lapdog Trump would make cutting off military assistance to Ukraine a top priority.

US intelligence says Russia ran influence operations in support of Trump during the 2016 and 2020 elections.

Putin last week began the process of Russia's interference in the 2024 US election. His reward: an invitation to be the first foreign leader to visit the Trump White House II.

Caught between a rock and a hard place. The gang at GZERO Media says House Speaker Kevin McCarthy's desperate decision to launch an impeachment inquiry against Joe Biden may turn out to be an "over-reachment." Hats off.

His shameful bid to appease MAGA wingnuts such as Matt Gaetz, Dan Bishop, Chip Roy and Lauren Boebert, who was last seen being booted from a Denver theater for causing a disturbance during a musical production of "Beetlejuice," leads to a road to nowhere.

Even Boebert's rival, the despicable Marjorie Taylor Greene, has had it. She wants no more of the "burn-it-down caucus."

Launching an impeachment inquiry against a president without a shred of evidence will not go well in the 18 Congressional districts won by Biden but represented by Republicans. When those districts swing back to Democrats in 2024, McCarthy will have to turn over his gavel to Hakeem Jeffries.

McCarthy will rue the day that he sold his soul to the MAGA crowd in order to get his dream job.

WaPo Got Style. The *Washington Post* staff felt the need to explain its "Style" section on Sept. 11.

They said Style goes beyond fashion coverage. It's about

characters who shape politics and the "new behaviors that are changing contemporary life."

Those new behaviors apparently cover the actions of a rogue group of dog owners known as the Ratscallions who are tackling DC's rat problem by letting their pooches hunt down the rodents during their nightly patrols.

The Sept. 13 story is headlined: "[Washington is full of rats. These dogs are happy to help with that.](#)" It begins with: "The sound of a rat screaming in the jaws of a terrier is the same sound that a stuffed squeaky toy makes."

Tender readers are warned they may be upset with descriptions and images of dogs killing and munching on rats.

What would Kay Graham think? Has her paper gone to the dogs?

Kenvue suffers PR stuffiness. Kenvue rejoiced on August 23 as the consumer healthcare products firm celebrated its formal separation from former parent Johnson & Johnson.

CEO Thibaut Mongon noted the "historic moment" for Kenvue. "As the home to some of the world's most beloved brands, we step into the future as a fully independent company from a position of strength." Wait a second.

An advisory panel to the Food and Drug Administration on Sept. 12 took aim at some of those beloved brands, ruing that versions of Benadryl, Sudafed and Tylenol cold medicines containing phenylephrine don't work.

The millions of people who used Benadryl, Sudafed and Tylenol with phenylephrine over the years just might as well have thrown their money away.

Phenylephrine formulations are safe but no better than placebos in relieving nasal congestions from cold, flu or allergies.

"We really should not have products on the markets that are not effective," said Diane Ginsburg, a member of the FDA panel. Good idea.

Kenvue, which could simply reformulate the affected brands, has kept silent about its plans.

That's not a good PR position for a company that aims "to write the next chapter of consumer health."

Fox panders to viewers... NYC pension funds are suing Fox Corp.'s board of directors for breaching their fiduciary duties by allowing a business model that invites defamation litigation.

The complaint alleges that Fox broadcasts stories that appeal to their viewers regardless of the truth or factual basis, and that the board disregarded any risk.

It charges the directors failed to take any meaningful steps to protect the company from litigation.

"Clear governance systems are absolutely necessary for the long-term health of a company," said NYC comptroller Brad Lander. "As Fox's board continues to ignore these red flags, we are holding them accountable as long-term shareholders."

Fox's board includes former Speaker of the House Paul Ryan, ex-Ford Motor chief Jacques Nasser and one-time Telemundo Group CEO Roland Hernandez.

—Kevin McCauley