



Kevin McCauley
Editor-in-Chief

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

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H+K PUTS TERRY IN GLOBAL HEALTH CHAIR

Hill+Knowlton Strategies has named Brenna Terry global chair of healthcare, effective September 19. Terry was most recently senior director of enterprise engagement and communication at Janssen North America, which is part of Johnson & Johnson. She previously held the same post at J&J, and has also worked at Ogilvy, Syneos Health Communications and Porter Novelli.



Brenna Terry

In her new position, she will be responsible for the vision, strategy, client relationships and development of H+K's healthcare business. "She deeply understands the scientific, regulatory, and commercial dynamics across the industry; she is a respected agency veteran; and she brings substantial client-side experience," said H+K Strategies global chairman and CEO AnnaMaria DeSalva.

FINN PARTNERS ADDS WINSTON AGENCY

[Finn Partners](http://FinnPartners.com) has acquired Georgetown-based Winston Agency, a purpose and sustainability advocacy shop, a move that powers the number of staffers in the independent firm's social impact group to about the 100 mark.

Bess Winston launched her firm in 2013 after senior VP stints at Golin and Ogilvy PR. She also was PR director-finance & economics for the Cayman Islands and deputy chief of staff for Illinois Democratic Congressman Bobby Rush.



She will become Finn's senior partner for global purpose and social impact in the DC region.

WA will be rebranded "The Winston Agency, a Finn Partners Company," and its people will move into Finn's Washington office early next year.

Winston will work closely with Jessica Berk Ross, managing partner of Finn's PA practice, and Gil Bashe, global health & purpose chair.

WA represented clients such as World Bank Group, Avery Dennison, Meals on Wheels, Northrop Grumman, Farmers Insurance, Global Food Safety Partnership, Amazon Biodiversity Center and Armstrong World Industries.

Art Stevens of The Stevens Group represented WA in the transaction.

Finn ranks [No. 1 in O'Dwyer's purpose/corporate social responsibility category](#) with \$9.3M in 2021 fee income.

EDELMAN, PHARRELL HAVE MIGHTY DREAM

[Edelman](#) and rapper Pharrell Williams have launched Mighty Dream as a creative advocacy shop to serve communities of color.

Mighty Dream aims to effect change through social action campaigns, product development and policy initiatives.

It will partner with brands to take on issues such as food deserts, creditworthiness, home ownership and mental health.

Edelman US CEO Lisa Osborne Ross joins Williams as co-chair and founder of Mighty Dream.

She said Mighty Dream, which will have a majority BIPOC creative staff, will be built for tangible, real-world outputs.

"For Black and Brown communities, it's a creative advocacy agency that's for us, by us," said Ross, who will retain her Edelman US responsibilities.

Mighty Dream's has recruited Todd Triplett, former head of creative lab at TikTok, as its first hire.



Pharrell Williams, Lisa Osborne Ross

BRUNSWICK GROUP TAPS SUZY WELCH

Suzy Welch, former Bain consultant, *Harvard Business Review* editor-in-chief and wife of the late "Neutron Jack Welch," will be joining Brunswick Group on Sept. 19 as a senior advisor.

The adjunct professor at NYU's Stern School of Business is a regular contributor on "The Today Show" and CNBC.

She co-wrote *Winning* in 2005 and *The Real-Life MBA* in 2015 with the former General Electric CEO and authored *10-10-10: A Life-Transforming Idea* in 2008.

At the HBR, Welch edited articles on strategy, economics, operations and organizational behavior, and wrote dozens more on leadership, change and crisis management, boards, HR and career dynamics.

Brunswick CEO Neal Wolin said Welch has helped top executives deal with critical issues during defining moments.



Suzy Welch

GETTING HARDER TO LAND NEW BUSINESS

Obtaining new business has gotten considerably more difficult for agencies over the past year, according to the new edition of [an annual study](#) from lead generation/business development firm RSW/US.



While last year's study reflected an environment in the midst of a recovery from the lockdowns and uncertainty of 2020, this year the momentum of that comeback has slowed down. In 2021, just 28 percent of respondents said that pulling in new business was harder than it had been the year before. This year, that

number rose to 43 percent.

In addition, only 17 percent reported that snagging new business is easier in 2022 than it was in 2021—a big drop from the 38 percent who made that claim in last year's survey.

The top hurdle cited was the difficulty agencies have in “breaking through” with clients. Even so, fewer respondents named this as a factor in 2022 (55 percent) than did so last year (59 percent).

Coming in next was the lack of opportunities. Almost four out of ten respondents (39 percent) said there were fewer opportunities out there in 2022 than there had been last year, up from the 23 percent who said that in the 2021 survey.

The inability to find “the right person to drive the new business program” is also emerging as a major problem. While that was not mentioned at all last year, it was on the radar for 31 percent of respondents this year.

When it comes to what does succeed at bringing in new business, getting additional work from existing clients tops the list, followed by referrals and networking. Ranking much further down are such techniques as phone calls, social media, paid online marketing and traditional mailings.

Emails also get a big thumbs down. Almost nine out of ten (88 percent) said that fewer than 10 percent of the emails they receive are effective.

The RSW/US Agency New Business Report surveyed over 3,000 agency executives nationwide.

DONEGAL TARGETS REMOTE WORKERS

Donegal, Ireland's most northerly county, noted for its rugged landscape and wild Atlantic coastline, wants to be known as a “desirable and viable” relocation option in today's remote working environment.



The Donegal County Council is looking for a communications partner to develop a PR campaign targeted at Dublin, Belfast, Galway; the Irish Diaspora living in North America, UK, Australia and New Zealand; relocators seeking a work life balance in an idyllic rural setting and digital entrepreneurs.

The County has an emerging fintech/insurtech/medtech sector and a burgeoning “blue economy” (marine services, engineering, renewables, commercial fishing/processing). Many of Donegal's companies operate on a hybrid work schedule.

Proposals are due Sept. 30 at www.etenders.gov.ie. [Read the RFP \(PDF\)](#).

NEWS OF FIRMS

ICR introduces Investor Access, a program that will work directly with management teams to help them identify, prioritize and prepare for meetings with investors. It will also collaborate with companies represented by sell-side firms or brokers to ensure optimal impact from all investor marketing efforts. Geared solely toward the needs of corporate clients, the program aims to facilitate meetings that best suit their long-term goals and objectives. ICR Investor Access is led by Meaghan Montegari, who has nearly two decades of equity sales and corporate access experience at firms including Wells Fargo, Citi, Bank of America/Merrill Lynch and Scotia Capital.

PAN Communications launches PAN P.R.E.P. (Public Relations Experience Program), which creates opportunities for undergraduate senior students pursuing a bachelor's degree in Communications or Journalism at HBCUs (Historically Black Colleges and Universities). Participants receive hands-on work experience in an agency setting. The program is an expansion of PAN's existing PAN Portal Program, which advises students on how to present their experience in the public relations job market.



Barkley has acquired **Smiths Agency**, an independent marketing company based in Pittsburgh that works with food and beverage brands. Smiths will transition to the Barkley brand to become part of one agency, and Smiths co-chief Creative Officers Lindsey Smith and Bronson Smith will join the agency as well.

Colangelo & Partners, which works in the food, wine and spirits sectors, opens an office in Miami, adding to its home base in New York and presence in San Francisco. The Miami office opens with a staff of five led by account supervisor Andrew Quinzi. “Miami is becoming increasingly important to many of our clients,” said agency president Gino Colangelo.

Muck Rack receives a \$180 million Series A minority investment from Susquehanna Growth Equity. This is the first institutional capital investment the public relations management platform has received since its founding in 2009. Muck Rack will continue to be founder-controlled. SGE managing directors Josh Elser and Scott Feldman will join Muck Rack's board.



Paul Wilmot Communications opens an office in Nashville. The new office will focus on VIP relations, earned media, digital services, celebrity dressing and events. Jenny Cox, who spent nearly a decade at PWC before launching Jennifer Cox Public Relations, has been tapped to oversee PWC Nashville's VIP arm, with agency CEO Hampton Carney and president Samantha Kain managing operations, business development and talent procurement.

Moore Media International Public Relations, which works in the US, UK and African markets, joins **Allison+Partners**. CMM founder Claudine Moore has become a managing director at Allison+Partners and will focus on growing the agency's DE&I service offerings, as well as expanding the agency's capabilities in African markets. Moore has led Pan-African and global communications for business leaders, including former United Nations Secretary-General Kofi Annan and Tony O. Elumelu, chairman of the United Bank for Africa.

THE UPSURGE OF LATINO GEN Z

Those born after 1996 are considered Gen Z and their evolving profile as consumers is catching the attention of marketers as a generation born and raised in a digitally dominant world. Gen Z Latinos are leading the way in a growing



Gloria Rodriguez

Hispanic population, and are on their way to becoming the main engine of population and economic change in the U.S. within the next decade.

[One in four Gen Zers are Hispanic.](#)

The explosive growth of the Latino Gen Z market requires consideration now. All companies, both small and large, must pay close attention. Gen Z has faced the COVID pandemic, the acceleration of global warming, a divided nation due to social unrest and

are a force to reckon with in elections as a mighty voter bloc.

Hispanics were also responsible for 81 percent of [U.S. labor force growth](#) from 2008 to 2018, and Gen Z is key to recruitment by corporate America and across most industries for the foreseeable future.

Also, worth noting is the median age for Hispanic Americans: 29.8—nearly nine years lower than the median age of 38.5 for the U.S. population as a whole and a catalyst for Hispanic trends fueling the economic engine in the U.S., which include:

1. Increased homeownership
2. Increased wealth
3. Increased representation in the Labor Force
4. The rise of Gen Z

According to Pew Research, “Members of Gen Z are more [racially and ethnically diverse](#) than any previous generation, and they are on track to be the most well-educated generation yet. They are also [digital natives](#) who have little or no memory of the world as it existed before smartphones.”

I believe that creating pathways for educational, entrepreneurial and economic opportunities for Hispanics is the driver for job creation and consumer spending, and is key to building intergenerational wealth. Identifying allies within the nonprofit Hispanic organizations and forming partnerships to address diversity, equity and inclusion in companies is a proven strategy to leverage Hispanic representation and progress across all industries.

Moreover, investing in DE&I initiatives is most effective when the C-Suite leads a company’s transformation as a business imperative. An effective DE&I model digs deep and wide across an enterprise to have a clear assessment of how a company is poised to manage growing expectations from the people they desire to engage.

Is your company ready to include Hispanic marketing as a business imperative? Get going!

Gen Z is the demographic power block of future consumers. Most 11-year-olds in the U.S. are Hispanic, so, in effect, the future is now. They are establishing brand loyalty, are tech savvy and leading the way in the metaverses.

Once referred to as the sleeping giant, this community is no longer drowsy.

Gen Z Latinos are ready, and able, to live the American Dream all of us are afforded, if given the hard-earned opportunity.

Gloria Rodriguez is president and CEO of Comunicad.

REEVEMARK GOES FOR GOLD

Gold Corp. has tapped [Reevemark](#) to develop a comprehensive communications program that supports its legal strategy.

Owned by the Government of Western Australia, Gold Corp. operates the Perth Mint and markets Australian nugget, platinum, silver, coins and jewelry.

On Aug. 30, the Australian Transaction Reports and Analysis Centre ordered an audit of Gold Corp’s. compliance with the Anti-Money-Laundering and Counter-Terrorism Financing Act 2006.

Reevemark may respond to US media inquiries and distribute press releases on behalf of its client.

That activity will be coordinated with Gold Corp.’s outside counsel, Davis Wright Tremaine LLP.

Beginning Sept. 1, Reevemark’s initial compensation payable in advance is set at \$150,000, against which it will accumulate time charges at current hourly billing rates.

When the actual time charges hit the \$125K mark, Reevemark will notify Gold Corp. and issue an invoice for an additional non-refundable fee of \$100,000.

Reevemark founding partners Paul Caminiti and Delia Cannan bill at the \$1,050 hourly rate. Senior associate Jessica Engle bills at a \$500 rate, associate David Roberts charges \$375 per hour.



EVENTS

The New York Chapter of the Public Relations Society of America will present its inaugural Daniel J. Edelman Award to Al Roker at the [35th annual Big Apple Awards](#) on September 22 at ASPIRE at One World Observatory. The award recognizes a public relations or media industry leader whose work embodies Edelman’s commitment to improve society. Roker, CEO of Al Roker Entertainment, has appeared on television for over 40 years and has received 14 Emmy Awards. “Al Roker is the ideal recipient of this inaugural award because he embodies the values and principles that Dan Edelman founded our firm on,” said Edelman global CEO Richard Edelman. . [PRSA-NY recently announced the shortlist of award winners for the awards.](#)

New York Women in Communications is holding its 52nd annual [Matrix Awards](#) on Oct. 26 at the Ziegfeld Ballroom in New York. This year’s award winners include Ogilvy global chief executive officer Devika Bulchandani, “PBS NewsHour” anchor and managing editor Judy Woodruff, American Express CMO Elizabeth Rutledge and Tiffany R. Warren, EVP, chief diversity & inclusion at Sony and founder of ADCOLOR.

The USC Annenberg Center for Public Relations is presenting its third “Lead On! Women in Leadership Forum” on November 10 and 11 at USC. The summit is geared toward mid-career women in PR and communications. Among those scheduled to present at the event are career & dialect coach Samara Bay and Humu head of content & communications Liz Fosslien, along with senior PR leaders from corporations and agencies including Microsoft, Edelman and Golin. There will also be interactive workshops and networking sessions to enhance leadership and communication skills. [Registration for the summit](#) is now open.



HOUSE ASKS IF PR STALLS CLIMATE ACTION

The U.S. House Subcommittee on Oversight and Investigations held a September 14 hearing titled “The Role of Public Relations Firms in Preventing Action on Climate Change.”



Katie Porter

The oversight hearing, which focused on how PR firms work to improve the images of oil, gas and coal companies and trade groups and what effects that work has on our current climate-change debate, included testimony from witnesses such as Climate One founder/CEO Christine Arena and Melissa Aronczyk, a Rutgers University associate professor whose work specializes in corporate political advocacy and branding.

Oversight and Investigations Subcommittee Chair Katie Porter (D-Calif.) opened the session, claiming that oil and gas companies today are waging “information warfare” by hiring PR firms to support their position in the debate surrounding America’s energy crisis.

Climate One founder Arena, a former Edelman executive with two decades of experience in the PR world, stated that “the link between misleading communications and climate policy obstruction is well-documented,” and claimed that disinformation surrounding the subject of climate action has become more detailed and more nuanced in recent years.

Arena detailed some of the recent strategies and techniques used by the PR industry “to mislead the public,” and said that until now, the PR firms responsible for this work “have escaped scrutiny” and have “flatly denied responsibility.”

Speaking on the role of PR firms in preventing action on climate change, media studies scholar Aronczyk said a central finding of her research is that “the public relations industry has, for several decades, been a major actor in the strategic planning and execution of campaigns for the fossil fuel industry to influence what we know and how we act on environmental issues.”

The lone dissenting witness was Amy O. Cooke, CEO of Raleigh-based free-market think tank the John Locke Foundation and an expert in energy policy. Cooke said factors like efficiency, cost and land use also need to be added to the energy conversation and said she trusts Americans to put good policy ahead of partisan ideology.

“I don’t think anytime you hear another voice, even if you disagree with it, it’s disinformation,” Cooke said. “It’s public debate. It’s not disinformation just because you disagree with it. It’s another perspective that needs to be heard. That’s how we come up with solutions.”

Pushback on the witnesses from the subcommittee’s conservative flank was considerable.

“It must be election season,” said Rep. Blake Moore (R-Utah). Moore called it a “disservice to the American people” that committee hearings are now focused on going after energy companies and “public relations professionals doing their job” to score political points.

A [September study](#) from London-based think tank Influence Map, which examined how oil and gas companies use marketing to improve their public image, found that while more than 60 percent of energy companies’ advertisements contain green messaging of some kind, only about 12 percent of industry expenditures end up allocated toward climate solutions.

Researchers at Brown University similarly found [in a](#)

[study last year](#) that most advertising for oil and gas companies contains misleading information or factual distortions, and cited PR and marketing as one of the greatest barriers to climate action.

Porter in August [threatened the possibility of a subpoena against consulting firm FTI Consulting](#) for failing to respond to the Natural Resources Committee’s previous request to produce documents relating to its communications work for fossil fuel companies.

CLEAN PATH NY TAPS TBA FOR DC WORK

Tonio Burgos & Associates is providing DC support for Clean Path New York, which has proposed an \$11B emissions-free energy transmission project comprised of more than 20 wind and solar installations throughout the Empire State.



A new underground 175-mile transmission line will deliver more than 7.5M megawatt-hours of power into NYC, according to the organization. Clean Path claims the project will create more than 8,300 jobs, save ratepayers’ money and help the state meet its ambitious climate goals.

The Hudson Yards-based entity is a partnership between New York Power Authority and Forward Power, a joint venture between energyRe and Invenergy.

Tonio Burgos, a long-time aide to New York Governor Mario Cuomo and one-time Port Authority of New York and New Jersey commissioner, spearheads the Clean Path team. He is joined by Steve Fier, TBA’s DC president; Tim Ursprung, VP-legislative affairs; and Kristen Walsh, aide to NY Senators Chuck Schumer, Hillary Clinton and Kirsten Gillibrand.

NC STATE UNIVERSITY NEEDS BRAND REFRESH

North Carolina State University is seeking proposals from agencies that can provide communications, marketing and branding services.

The Raleigh-based public land-grant research university, which was founded in 1887, counts more than 37,000 students and a faculty and staff of approx. 9,000.



NC State’s Communications and Marketing department is looking for an agency that can provide brand-building services to help the university evolve, articulate and further differentiate its brand.

Scope of the work includes reviewing NC State’s current branding identity and communications strategy and providing recommendations for updating the brand; conducting focus groups, one-on-one interviews and additional appropriate research with students, faculty, staff, alumni, Board members, business leaders and other specific groups; working with internal departments to create campus-wide feedback regarding brand refresh efforts; and providing analysis related to NC State’s visual identity of the use and placement of logos, marks and graphic identity elements.

The agency hired for the retainer will begin work sometime in the Fall of 2022. Terms of the contract call for a one-year commitment, with the possibility to extend the contract for two additional one-year periods.

Proposals are due by 2:00 p.m. (ET) on September 26 and should be uploaded electronically to: <https://ncsu.bonfirehub.com/opportunities/74165>.

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

PANAMA PICKS POTOMAC PARTNERS DC

Panama has selected Potomac Partners DC for a push to amend the US Passenger Vessel Services Act to designate Panama as a “distant foreign port.”

That reclassification would help Panama “obtain a more strategic advantage in shipping and tourism,” according to Potomac’s government relations proposal.

The firm will develop a narrative that outlines the US national security benefits that will result in granting the DFP designation to a top US ally in Central America.

The DFP also may help Panama to develop a new manufacturing base in the region.

Rick Alcalde, owner of Potomac, and Dan Feliz, managing partner, handle the Panama push. Alcalde has extensive experience working with the Cruise Lines International Assn. and several of its members. Feliz is a graduate of the US Naval Academy, nuclear engineer and former submarine officer.

Potomac will receive a \$100K advocacy fee for the Panama program that began Aug. 26 and runs through this year.

INVARIANT REPS UNDERWOOD FOUNDATION

Invariant is providing DC support for the Colton Underwood Legacy Foundation, an organization launched by the veteran of ABC TV’s Bachelor franchise to help people living with cystic fibrosis.

The 30-year-old Underwood was a contestant on “The Bachelorette” (2018), “Bachelor in Paradise” (2018) and lead on “The Bachelor” (2019). He made news by being the first lead in the Bachelor franchise to come out as gay.

Prior to the reality show, he was a member of the practice squads of the National Football League’s San Diego Chargers, Philadelphia Eagles and Oakland Raiders.

Invariant has Annabell McWherter (former Republican counsel on the Senate Committee on Veteran Affairs), Christopher Gillott (deputy chief of staff for Louisiana Republican Senator Bill Cassidy) and Katie Wise (legislative director for Florida Republican Congressman Vern Buchanan) handling the Foundation.

THOMPSON COMMS FOUNDER DIES AT 85

Robert Jeffrey Thompson, who founded Thompson Communication Breakthroughs, died on September 12 in Clemmons, NC at the age of 85.

Thompson founded the Winston-Salem, NC, firm, which provided communication consulting as well as media interview and presentation training, in 2006, and ran it until his retirement in 2012.

Earlier in his career, he was executive vice president and lead trainer for the MediaCom media training division of Carl Byoir & Associates. After Hill+Knowlton bought the firm in 1986, Thompson stayed on to lead its training division until he left to establish James A. Fyock & Associates.

Before that, he anchored the “Stock Market Observer” on WOR-TV, and subsequently worked as an anchorman and news reporter for NBC radio and 1010AM WINS.

In lieu of flowers, donations may be made in Thompson’s name to the [Alzheimer’s Foundation of America](#).



Robert Jeffrey Thompson

ON THE MOVE

Charge Enterprises, which provides charging infrastructure for communications and electric vehicles, names **Jeffrey Kuhlman** CCO, with responsibility for handling public relations, corporate communications and marketing. Kuhlman comes to the company from Bentley Motors, where he served as chief communications and marketing officer. He was previously vice president, communications at Nissan and CCO at Audi of America. “Jeff Kuhlman’s distinguished expertise with premier global automotive companies and technology will align with our foundation of delivering the highest level of integrity and exceptional quality service to our customer base,” said Charge Enterprises founder, chairman and CEO Andrew Fox.



Jeffrey Kuhlman

11:11 Media, a company founded by Paris Hilton and entertainment veteran Bruce Gersh, hires **Krystal Hauserman** CMO, a newly created role. Hauserman was most recently global head of marketing at gaming company Evil Geniuses. She has also held senior marketing and communications posts at WarnerMedia and Fullscreen. At 11:11, Hauserman will be responsible for building the company’s marketing and creative team from the ground up.

Lambert hires **Beth Wiegard** as a director in its capital markets group. At Ogilvy Adams & Rinehart (now Ogilvy), Wiegard developed and implemented client programs in the financial services, energy, defense and telecommunications industries, including work on M&A transactions, proxy fights and crisis communications. In her new post, she will be an integral member of the firm’s private equity practice. “Beth’s expertise in financial communications and public relations will be a great asset to us in advancing the growth and development strategies of our current and future PE clients,” said Lambert Managing Director Cornell Hazelton.



Beth Wiegard

Fossil Group, which owns or licenses such brands as Fossil, Armani Exchange, Diesel and DKNY, hires **Lisa Marie Pillette** as senior vice president and CMO. Pillette was most recently chief marketing officer for direct-to-consumer brand Casper. She has also held executive marketing positions at Lacoste, HSN and Ralph Lauren. At Fossil Group, Pillette will lead the company’s global marketing and center of excellence capabilities. “Lisa has tremendous depth and breadth of marketing experience with iconic brands,” said Fossil Group executive vice president and chief digital officer Holly Briedis.

Wagstaff Media and Marketing promotes **Ernst Flach** to managing director, destination marketing & representation. Ernst Flach has been an executive director at the firm since 2015. Prior to joining Wagstaff, he was executive director, global communications at The Canadian Tourism Commission (now Destination Canada). Wagstaff has also promoted **Jessica Levine** to director, east coast, Europe and Caribbean; **Shannon Crosby** to director, destination marketing & representation, and **Lauren Green** to director, west coast, Hawaii, and Mexico.

COMMENTARY



Eric Adams

“Guns don’t magically appear in the hands of shooters,” said New York mayor Eric Adams during his Sept. 14 speech at the National Press Club.

He thinks one way to tackle the gun violence epidemic is for the media to name and shame the CEOs of gun manufacturers and their marketing enablers.

Adams wants the media to train their sights on those responsible for gun violence. He named names:

“People like Marty Daniel, CEO of Daniel Defense, makers of the gun used to kill at Robb Elementary School in Uvalde.

“Ron Cohen, president and CEO of Sig Sauer, makers of the guns used to kill 49 people at the Pulse nightclub in Orlando and 60 people at a music festival in Las Vegas.

“Christopher Killoy, president and CEO of Sturm, Ruger & Company, makers of the weapon used by the killer who murdered 26 people at a Baptist Church in Sutherland Springs, Texas.

“And Mark Smith, president and CEO of Smith & Wesson, makers of the gun used to kill parade goers on the 4th of July in Highland Park, Illinois.”

The mayor also put the communications business on notice.

He wants Americans “to learn the names of every firm and agency that has been paid to shamelessly market guns, promote the ‘tactical lifestyle’ or mislead the public.”

Media missed the boat on child poverty. The US has cut child poverty by 59 percent since 1993. The drop occurred in every state and among white, Black, Hispanic and Asian kids living with one parent or two.

David Leonhardt, who writes the *New York Times*’ “This Morning” newsletter, calls the downward childhood poverty trend one of the biggest unreported stories of recent times.

He blames the media’s “bad news bias” for the lack of attention. “Journalists and academic experts are often more comfortable reporting negative developments than positive ones,” he wrote. “We worry that we come off as blasé or Pollyannaish when we report good news.”

Joe Biden wants the media to snap out of it.

It’s just business. The offices of King Charles and the Queen Consort are moving to Buckingham Palace in the aftermath of the death of Queen Elizabeth II.

That means up to 100 staffers at Clarence House, the residence of Prince Charles and Camilla, may be getting the boot.

And the kicker: they received notifications of redundancies during the Sept. 12 thanksgiving service for the Queen that was held at St. Giles’ Cathedral in Edinburgh.

A union official blasted the timing of the notifications as “heartless.”

It certainly was a bad PR move.

US News & World Report has killed the goose that laid its golden egg. Did the magazine really think it was doing

Columbia University a favor by including it in the annual college rankings list that was released Sept. 12?

It demoted the Ivy League school from No. 2 to the No. 18 position, alongside Notre Dame University.

The inclusion in the latest rankings was news to Columbia, which didn’t submit the required data this year, after one of its professors in February questioned the numbers that the school submitted last year.

Following that revelation, Columbia promised a review and said it wouldn’t participate in this year’s rankings.

The magazine, in turn, removed the No. 2 ranking from Columbia in July and put it in the “unranked” category.

Perhaps in a fit of pique, USN&WR came up with its own numbers from various sources and the Department of Education. Columbia ranked No. 18, lowest of the Ivies on the list.

How many other colleges would fall in the rankings if USN&WR used the same yardstick it used to rank Columbia?

Had USN&WR left Columbia unranked, there would be no current controversy about the integrity of the rankings.

The college’s dramatic 16-position plunge from No. 2 to 18 discredits USN&WR’s rankings.

Glory to Ukraine and to its social media heroes. Its intelligence forces recovered a letter from the body of a 26-year-old Russian soldier who was killed during the Ukrainian offensive in Kharkiv province. It was posted on Facebook.

The soldier wrote in the good-bye letter to his wife: “*Tell our son what kind of dad I was, that we were sent as cannon fodder to Zaliman village without armor, without ammunition, without normal weapons. This is about our situation.*”

Alexander Motyl, a Rutgers University political science professor who specializes in Russia, Ukraine and nationalism, said the soldier’s letter might also foretell Putin’s rapidly approaching end.

Using his own soldiers as cannon fodder mocks the notion that Vladimir Putin was concerned about saving the Russian speakers of eastern Ukraine from some Nazi threat.

“*Putin has evinced a profoundly cavalier attitude toward lives—not just of innocent Ukrainians, who’ve been the targets of genocide, but also of Russian soldiers and residents of the self-styled Luhansk and Donetsk ‘people’s republics’ that were recognized by Russia,*” Motyl wrote in a Sept. 13 op-ed piece for *The Hill*.

Tucker’s last hurrah on Russian TV? Fox News blowhard Tucker Carlson has been the toast of Moscow’s propaganda channels, singing the praises of Putin and the Russian Army, which when last seen looked more like an Olympic sprinting team racing home.

He has ridiculed president Joe Biden as a weak and out-of-touch leader.

His Fox News segments have been translated into Russian to run on Channel One and Russia-1 TV.

One sees the propaganda value for the Russians in having Carlson shilling for Putin, but what’s in it for Tuck?

And how much longer will Rupert/Lachlan Murdoch and Fox TV viewers put up with his nonsense? —*Kevin McCauley*