



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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METRO DC REGION SEEKS CLEAN AIR PR

The Metropolitan Washington Council of Governments, which represents 24 local governments between DC and Baltimore, is looking for a firm to handle PR, marketing and fundraising for its Clean Air Partners program.



CAP educates people about the health risks associated with poor air quality and the impacts everyday actions have on the environment.

It encourages activities such as teleworking, taking transit, carpooling, and using electric lawn and garden equipment in a more environmen-

tal-friendly way.

The selected firm will base its outreach on existing resources such as public awareness surveys, campaign results, strategic plan, and other research performed for Clean Air Partners.

The budget for the one-year effort is capped at \$350K. The contract will include a one-year renewal option at \$209K. The campaign is to kick off on Jan. 1.

Responses are due Oct. 5. Proposers must register at the [Mid-Atlantic Purchasing Team Vendor Registration System](#). [Read the RFP \(PDF\)](#).

RUPERT MURDOCH RELINQUISHES HIS CHAIRS

Rupert Murdoch, 92, is stepping down as chairman of Fox Corp and News Corp. effective at the November annual meeting of each company. He will take on the chairman emeritus post at both companies.



Rupert Murdoch

Lachlan Murdoch will become the chair of News Corp. and continue as CEO and executive chair at Fox Corp.

He congratulated his father on his "remarkable" 70-year career. "We thank him for his vision, his pioneering spirit, his steadfast determination, and the enduring legacy he leaves to the companies he founded and countless people he has impacted," Lachlan said in a statement.

Rupert's decision to step down comes as Michael Wolff's much anticipated book, "The Fall: The End of Fox News and the Murdoch Dynasty" is set for release this week.

EX-US CHIEF PROTOCOL OFFICER JOINS FGS

Former Chief of Protocol of the United States Capricia Penavic Marshall has joined [FGS Global](#) as a partner, based in DC.

Marshall also served as deputy assistant to the president and White House social secretary under President Bill Clinton and special assistant to then-first lady of the United States Hillary Rodham Clinton.

Most recently, she was president, CEO and founder of CPM Global Engagement Strategies, working with clients in sectors including healthcare, consumer products and financial services.



Capricia Penavic Marshall

She is also ambassador-in-residence at the Adrienne Arsht Latin America Center at the Atlantic Council, where she works with the CEO and executive leadership to promote the organization's goals and to broaden its reach and influence.

"Capricia's exceptional understanding of foreign policy and decades as a strategic advisor at the pinnacle of the public and private spheres are without equal," said FGS partner and co-chairman of North America Mike Feldman. "Her insights will be invaluable to clients as they navigate today's complex geopolitical landscapes, and her influence in cultural diplomacy cannot be overstated."

COYNE PR HOOKS STARKIST

Coyne PR is partnering with StarKist to drive awareness and trial of the company's portfolio of protein products, including tuna, salmon and chicken.

Coyne will lead the brand's public relations and influencer efforts, working collaboratively with the brand's integrated agency partners in advertising, paid media, social media and e-commerce. The PR outreach will rely on a more prominent role for StarKist mascot Charlie the Tuna.

"StarKist's partnership with Coyne Public Relations represents our dedication to addressing our brand's evolving needs through innovative PR and influencer outreach," said StarKist head of corporate affairs and government relations Michelle Ford Faist.



NASSAU HEALTH CARE CORP. SCOUTS FOR PR

Nassau Health Care Corp, which serves Long Island, is looking for a firm to provide PR and marketing services.

The system includes Nassau University Medical Center, a 530-bed tertiary care teaching hospital, and the A. Holly Patterson Extended Care Facility, a 589-bed skilled nursing facility.



NHCC also co-operates various community health practices to help address the health needs of the region's most vulnerable populations and is affiliated with the Health Sciences Center of the State University of New York at Stony Brook.

The RFP calls for development and implementation of a marketing and PR strategic plan for NHCC, both verbal and visual; outreach to engage healthcare consumers through targeted tactics; media relations, crisis management, and ally development.

Proposals, due Oct. 3, go to: Nassau Health Care Corporation; 2201 Hempstead Turnpike; East Meadow, NY 11554.

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

DANDRIDGE RETURNS TO AIG

Ed Dandridge, who served as chief marketing & communications officer of general insurance at AIG from 2018-2020, is returning to the organization as executive VP and chief marketing & communications officer, effective October 16.



Ed Dandridge

Dandridge rejoins AIG from ScaleWith, an environmental- and social impact-focused tech company, where he served as president. Before that, he was senior VP and CCO at Boeing.

In his new post, Dandridge will lead the global teams that shape AIG's corporate reputation including brand, marketing, and external and internal communications. He

will also collaborate with AIG's investor relations, government relations and corporate social responsibility teams.

TABLOID STAR HOGE DIES AT 87

James Hoge, who was editor of the *Chicago Sun-Times* and *New York Daily News*, died on Sept. 19. He was 87.

He became one of the youngest editors at a major daily newspaper, when he was named the Sun-Times' city editor at age 29. He rose to editor-in-chief at 33 and publisher at 44.



James Hoge

The Sun-Times won six Pulitzers Prizes under Hoge's leadership.

Hoge left Chicago in 1984 after a group he led to buy the Sun-Times was outbid by Rupert Murdoch.

Returning to New York, Hoge became editor and publisher of the struggling Daily News and exited in 1991 after the paper was bought by Robert Maxwell.

Hoge then left the tabloid world for the editor slot at the more sedate *Foreign Affairs* magazine.

He went on to chair Human Rights Watch and the International Center for Journalists.

At his death, Hoge was a senior advisor at Teneo.

ACCOUNTS IN TRANSIT

Axia Public Relations is tabbed to handle national media relations for **Aeroseal**, a climate-tech company that reduces air leaks in buildings. Axia will work to help Aeroseal raise awareness through media coverage of its technology and ability to reduce homeowners' energy bills. Aeroseal's patented technology delivers sticky, non-toxic polymers into air ducts and building envelopes to create seals where manual sealing methods aren't reliable. "Their public relations expertise in the construction and home improvement industries will help us reach consumers and companies like home builders, commercial building owners, energy companies, and specialized HVAC dealers in new ways," said Aeroseal VP of marketing Bethany Sanker.



Powers Brand Communications, a **360PR+** agency, is selected by franchisor **Authority Brands**, the parent company of 15 home service companies, as public relations agency for three of its brands: Monster Tree Service, Mosquito Squad and DoodyCalls. Powers has been tapped to help raise awareness for the brands on both national and local levels. Headquartered in Columbia, MD, Authority Brands' companies serve customers through more than 1,000 franchise owners.

MZ Group forms a strategic partnership with pre-clinical-stage pharmaceutical company **MIRA Pharmaceuticals**. The agency is tasked with enhancing MIRA's visibility within the investment community and spotlighting the potential of its drug candidate, MIRA 1a, in treating anxiety, cognitive decline and neuropathic pain. "MZ's impressive track record and global network will help us reach a broader audience, enabling us to convey the significant potential of MIRA 1a in treating neuropsychiatric, inflammatory, and neurologic disorders," said MIRA Pharmaceuticals CEO Erez. Aminov.



LDPR signs on to work with the family-owned **Hotel Las Torres Patagonia** in Chile, which has offered environmentally-conscious hospitality for more than 30 years. The agency will be overseeing all PR programming, including print and digital media relations, influencer and brand partnerships and media visit programs. Located in a natural and cultural reserve in the heart of Torres del Paine National Park, the brand's environmental commitment led to the establishment of the AMA Torres del Paine NGO in 2004, dedicated to conservation, research and education. The park is open from January to April and October to December.



Firecracker PR is selected as agency of record for strategic communications and media relations by **Atlas Lithium Corp**. The agency will work to raise the profile of the company's exploration project for lithium and other battery materials. Atlas is a U.S.-based mineral exploration company with the largest size and breadth of exploration projects for strategic minerals in Brazil, a premier mineral jurisdiction.

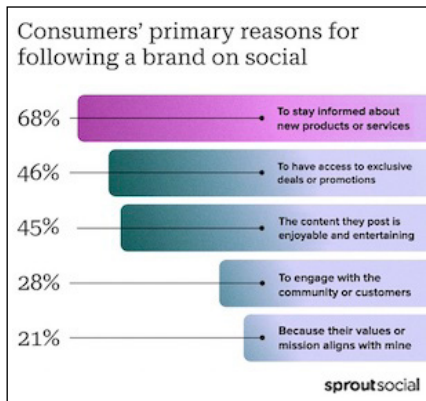
PRODUCT INFO, DEALS DRIVE SOCIAL USAGE

People are spending more time than ever on social media, according to a new study from cloud-based social media management platform Sprout Social, and while a focus on issues and causes may be top of mind for many brands when it comes to social media priorities, that isn't necessarily the case for many consumers.

In the latest edition of the Sprout Social Index, more than 1,800 consumers and 900 marketers in the US and UK weighed in with their opinions, and more than half of them (53 percent) said that their social media usage "has been higher over the last two years than in the previous two years."

What drives them to follow a brand on social? Only about one in five (21 percent) said "because their values or mission aligns with mine." Other, more prosaic concerns were considerably more popular. Top of the list: "To stay informed about new products or services," which was cited by almost seven in 10 (68 percent) respondents. "Access to exclusive deals or promotions" came in next at 46 percent.

Another big plus is when customers feel like brands are listening to them. 51 percent of respondents said that the "most memorable brands" on social media are the ones that respond to them. More than three quarters (76 percent) said that they notice and appreciate it when customer support is a priority for a brand, and nearly as many (70 percent) expect that support to take the form of "personalized responses to customer service needs."



They also want those responses to be timely. Only 12 percent of respondents to this year's survey said that response time does not matter to them. For 16 percent, a response "within minutes" is expected and another 23 percent want to hear back "within 1-2 hours."

The marketers surveyed indicated that they expect advances in technology to help them boost levels of customer care. More than half (54 percent) expect to use "customer self-service tools and resources like FAQs, forms and chatbots" to help them scale customer care on social media. They also say they plan to employ advanced social media management tools (50 percent) as well as artificial intelligence and automation (47 percent) to handle basic customer inquiries and tasks.

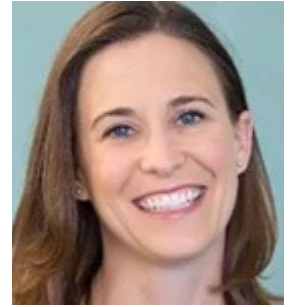
In general, marketers seem bullish about the prospects of AI as a tool. More than eight in 10 (81 percent) said that AI has already had a positive impact on their work. In the coming year, they expect to use AI for such tasks as analyzing social media data, content creation and sentiment analysis.

That does not mean there aren't some reservations. 49 percent said they saw job displacement or reduced human involvement in social media management as potential dangers.

The 2023 Sprout Social Index was conducted online between June 12 and 23.

ON THE MOVE

Tiger Hill Partners hires **Holly Radel** as executive VP of public affairs and communications. Radel was most recently COO and managing director, institutional relations at the Global Private Capital Association, leading strategic growth initiatives, communications, and advocacy work for the international organization and its more than 200 investment firms. She has also worked to bring greater visibility to the private capital industry's implementation of ESG best practices and verifiable impact outcomes. At Tiger Hill, Radel will lead key client partnerships, particularly in the financial services and technology sectors.



Holly Radel

The Jackson Laboratory, an independent, nonprofit biomedical research institution, hires **Meghan Finn** as VP and chief communications officer. Finn was most recently chief communications and engagement officer with the Breast Cancer Research Foundation, the world's largest private funder of breast cancer research. Before that, she served as VP of brand and communications at the National Multiple Sclerosis Society. In her new role, Finn will be responsible for promoting JAX's brand, reputation and visibility as a leader in genetics and genomics with key audiences around the world.

Nature's Sunshine Products, which manufactures herbal and nutrition products, names **Sarah Crockett** global CMO, effective October 30. Crockett joins the company from VF Corporation, where she was global CMO of lifestyle brand Dickies. She was previously CMO at Backcountry.com and Burton Snowboards. At Nature's Sunshine, she will be tasked with helping the company bring its approach to life with a new generation of consumers.

Narrative Strategies hires **David Pasch** as managing director. Pasch joins Narrative from Targeted Victory, where he was most recently executive VP, helping to construct the firm's public affairs practice. He previously served as digital director at the U.S. Department of Health and Human Services and as communications director for U.S. Rep. Peter Roskam (R-IL).

160over90 brings on **Jody Friedericks** as executive creative director. Friedericks has served as head of agency creative/ECD at ATTN., senior VP/head of brand creative at Known, and worked in-house as global senior creative director at Princess Cruises. At 160 over 90, she will lead the global creative team, working with existing clients and across new business efforts.

Sage Growth Partners, a Baltimore-based healthcare research, strategy and marketing firm, hires **Jennifer Walsh** as senior VP of sales. Walsh was most recently a director of strategic growth, healthcare and life sciences for global law firm Nixon Peabody. Before that, she was director of client engagement at New Jersey-based CMK Select, and has held director level roles for IMS Health, EKR Therapeutics and Strativa Pharmaceuticals.



David Pasch

BALTIMORE CO. SEEKS IMMIGRANT OUTREACH

Baltimore County seeks a partner to conduct PR services and outreach for its New American Community program.

County Executive Jimmy Olszewski on June 7 announced the formation of a New Americans Task Force to build and maintain positive relationships with members of the immigrant community.



The NATF is to share research on policies, practices and services that impact immigrant health, well-being, economic success and safety.

Baltimore wants a partner to facilitate meetings with County Immigrant Affairs staffers to help shape the community engagement plan.

It also will meet with residents, neighborhood groups, faith communities, athletic leagues, and cultural/ethnic groups to address issues such as economic development, entrepreneurship, education, equitable access and the needs of the New American Community.

The firm will handle social media activity and attend resource fairs and other community events.

The NATF will submit a report to Olszewski on March 31. Proposals are due Sept. 29 at Baltimore County's [e-portal](#). [Read the RFP \(PDF\)](#).

INVARIANT ARMS ARM HOLDINGS' DC PUSH

Invariant is providing DC representation to Arm Holdings, the British semiconductor design company that completed a blockbuster \$5B IPO on the NASDAQ on Sept. 14.

Trading opened at \$56.10 and closed at \$63.59 in the IPO that ranked as the largest US listing in a decade. The stock is currently trading at \$53.27.



Invariant will focus on computer, technology, and international trade matters for Arm.

Its three-member Arm team includes Sam Love (co-chair of the technology, judiciary & commerce practice), Eric Rosen (technology practice group leader), and Kevin Walsh (former IBM government & regulatory affairs executive).

H+K MAKES SCHROEDER GERMANY CEO

Hill+Knowlton Strategies names Geraldine Schroeder CEO, Germany, effective October 9. Schroeder was most recently CEO of Grayling in Germany.

Prior to that, she was managing director of strategic communications consultancy Johanssen + Kretschmer, working on projects in both the private and public sectors. She has also led the communications function at ENGIE's gas storage company, Storengy, and was head of corporate communications at Voith Hydro, a global leader in large hydropower solutions.

At H+K, she will be based in Berlin, and join the firm's global leadership council. "She brings

a valuable combination of agency and corporate executive leadership experience," said H+K Strategies global chairman and CEO AnnaMaria DeSalva.



Geraldine Schroeder

BGR REPS UKRAINIAN ADVOCACY GROUP

BGR Government Affairs has signed on to provide strategic counsel and advocacy services to New York-based Razom, the nonprofit group that supports democracy in Ukraine.



Formed in 2014 in the aftermath of the Dignity Revolution, Razom delivered more than \$62M in medical supplies, communications equipment, generators and food to Ukraine in 2022.

The Razom Advocacy unit serves as the voice of the Ukrainian-American community and uses its platforms to connect experts, change-makers and supporters to push pro-Ukraine policies.

CEO Dora Chomaik, a native NYer and former marketing executive at McGraw-Hill and Thompson Reuters, heads Razom, which means "together" in Ukrainian.

BGR will push for increased support for Ukraine through financial aid packages, military support, investment and sanctions against Russia.

Its Razom team includes Fred Turner, former chief of staff to Senate Foreign Affairs Committee chief Bob Menendez; Lester Turner, a veteran of the US Agency for International Trade & Development; and Joseph Lai, special assistant for legislative affairs for President Trump.

FTI CONSULTING ADDS CNBC'S HUNGERFORD

FTI Consulting has hired Nancy Hungerford as managing director in its [strategic communications group](#). She is based in Washington.

Hungerford served as an anchor for CNBC International in Singapore and hosted Squawk Box and Street Signs Asia programs.

She led coverage of the International Monetary Fund and World Bank meetings in Bali, Asia-Pacific Economic Cooperation business summit in Vietnam, and the G20 Summit in Japan.



Nancy Hungerford

Hungerford was also a general assignment reporter and producer for CNBC in London, and led coverage of the European auto sector as well as French corporate sector, government, public and media scrutiny.

JOELE FRANK READIES MEI'S DEFENSE

Joelle Frank represents MEI Pharma, a clinical development company working on cancer drugs, as it confirms it has received nominations of three director candidates from Anson Advisors Inc. and Cable Car Capital to stand for election at its 2024 annual meeting.

"Anson and Cable Car have been running an opportunistic campaign to take control of the company without paying what the board believes is an appropriate premium to do so," said MEI's statement.

After discussions with Anson and Cable Car reps, MEI claims "they have a single-minded agenda to obtain the company's cash now without paying a premium."

MEI's board will review the Anson and Cable Car nominees in according with corporate governance guidelines and its fiduciary duties to all stockholders.

Joelle Frank, Wilkinson Brimmer Katcher has Dan Katcher and Aaron Palash repping San Diego-based MEI.



SDPD SEEKS RECRUITMENT / RETENTION PUSH

The San Diego Police Dept. is looking for a firm to create a branding and marketing campaign to support its recruitment and retention efforts.



The average age of a police recruit is 27 years old and about 65 percent hold college degrees. The Department seeks new ways to reach that demographic.

San Diego's four police academies recruit up to 50 individuals per year but 241 cops left their jobs in 2022.

The selected firm will develop a slogan and tagline to reflect the mission, goals and culture of the SDPD. The messaging must be used for all marketing media and communications delivery methods, according to the RFP.

SDPD plans to issue a one-year contract with options to renew for four additional one-year periods.

Proposals are due Sept. 29.

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

BALLARD HIRES JILL BIDEN'S SPOKESPERSON

Michael LaRosa, former press secretary for First Lady Jill Biden, has joined Ballard Partners' DC office as a partner.

Serving as her chief spokesperson and strategic communications advisor, LaRosa handled Biden's events at the 2021 Summer Olympics in Tokyo, NATO conference in Madrid, G-20 Summit in Rome and the Summit of the Americas in Los Angeles.



Michael La Rosa

He also created the communications strategy for her secret trip to Ukraine, the first time a First Lady visited an active war zone without the protection of US troops.

LaRosa previously handled communications for the Senate Committee on Energy and Natural Resources, and the House Democratic Policy Communications Committee. He spent seven years as a television producer for cable news, at MSNBC's Hardball with Chris Matthews.

Most recently, LaRosa was managing director at the Penta Group, a global PA firm.

CORNERSTONE RECRUITS ARMY VET

Cornerstone Government Affairs has added Rick Zampelli, who was director of the US Army's liaison office to the House of Representatives, to federal government relations team.



Rick Zampelli

As the Army's direct rep to Congress, Zampelli handled contact with Members of Congress and their staffs, responded to inquiries, and synchronized communications among the Army's senior leaders. Before that, he served as chief of staff for the U.S. Army Aviation and Missile Command in Redstone Arsenal, AL, and commander of the 128th Aviation Training Brigade in Fort Eustis, VA.

Zampelli will work to help Cornerstone clients develop strategies to deliver advanced warfighting capabilities to the nation's soldiers, sailors, airmen and marines.

NEWS OF FIRMS

The Next Practices Group makes a strategic investment in **104 West Partners**, a communications agency for innovative companies. Terms of the investment

were not disclosed. The addition of Denver-based 104 West Partners is intended to augment NPG's communications solution for B2B technology companies, their innovations, products and ideas. Patrick Ward, 104 West's founder and CEO, will serve in NPG's founders' group, which includes fellow leaders specializing across communications, marketing, public affairs, security, software, analytics, brand purpose, digital transformation and digital media. Through NPG's growing global presence, 104 West will expand its reach in critical geographies including New York, Austin and London. NPG's founder-driven network of firms and their clients will gain access to 104 West's robust communications team, including its experienced leadership team.



104 West
GO BEYOND

Grossman Marketing Group, a Woburn, MA agency that provides marketing materials and solutions to customers including the Boston Bruins, Boston Celtics, Mass General Brigham, athenahealth, Columbia University, Hewlett-Packard and John Hancock, acquires Sarasota, FL-based **Links Marketing Group**. Links has served a client roster that includes multiple national charities along with PGA, LPGA and Senior PGA Tour events, insurance companies and retail brands. With this acquisition, Grossman will be expanding their internal service offerings along with their geographic footprint as they now offer expanded services to clientele in the Southeast.

The MRKT, the multicultural marketing and PR unit of entertainment-focused firm Terry Hines & Associates, is branching off as a standalone agency. The new agency will be co-owned by THA chief executive officer Grant Nemirow; The MKRT executive VPs Vanessa Fraguio and Bree Bosselmann and THA president, targeted marketing Marcos Barron. The MRKT Co. is actively pursuing the Minority Business Enterprise (MBE) and Women's Business Enterprise (WBE) certifications.



PR Newswire introduces SocialBoost, a tool that facilitates the social sharing of press releases. This offering is powered by SoSha, a platform that provides combines embeddable sharing buttons, advanced analytics and Generative AI content creation to help marketers run organic social media amplification campaigns as a reliable and effective alternative to digital advertising solutions. "The addition of SocialBoost will enable our clients to readily amplify their story by empowering their audience to easily share their message through social media," said Cision COO and president of PR Newswire Nicole Guillot.

Pink Shark PR, a women-owned international public relations agency, launches its Startup Press Accelerator program, which is focused on securing press opportunities for early-stage companies and founders to raise their profile, increase their brand awareness, and help them catch both investor and customer attention. Those taking part in the program receive guidance in message crafting, assistance in press release production, and an introduction to a wide range of industry specific journalists. Current participants have received interviews with Fast Company, INC, CNBC, CBS, Business Insider, TechCrunch, Yahoo!, and more.

COMMENTARY



See you later. Rupert Murdoch impacted the lives of countless people, said Lachlan Murdoch in announcing his father's decision to resign as chair of Fox News and News Corp. He sure got that right.

His Fox News impacted the lives of all Americans by undermining our democracy through spreading lies and disinformation about the

“stolen election” in the quest for profits.

It provided a megaphone to climate warming deniers; reported medical misinformation during the COVID-19 crisis, putting the lives of its loyal viewers at risk; and provided a platform for dangerous wingnuts like Tucker Carlson, Laura Ingraham, Jeanine Pirro and Sean Hannity.

The 92-year-old Murdoch, who says he enjoys robust health, isn't going anywhere. His good-bye memo sounds like a “see you later” message.

He promised to stay involved in the contest of ideas. “I will be watching our broadcasts with a critical eye, reading our newspapers and websites and books with much interest, and reaching out to you with thoughts, ideas, and advice,” he wrote.

Murdoch warned his companies and executives to stick around the office late on Friday afternoons because that's when he might swing by to check up on things.

Forewarned is forearmed.

Taking a leave. Lisa Osborne Ross, one of the most powerful Black executives in PR, has taken a leave of absence from Edelman, where she was US CEO.

She joined Edelman in 2017 from APCO Worldwide, where she was the managing director of the firm's DC office, and previously headed PA at Ogilvy.

Osborne Ross served in the Clinton administration as communications director for the US Department of Labor's effort to promote high-performance workplaces, deputy director of the bipartisan Federal Glass Ceiling Commission and chief of staff of the White House Office of Women's Initiatives and Outreach.

She was gracious enough to talk with Doug Simon for the “PR's Top Pros Talk” video series (co-sponsored with O'Dwyer's) on March 30, 2021, talking about the challenges of communicating with the Biden administration.

Matthew Harrington, Edelman global president & COO, has assumed the duties of Osborne Ross.

Good job, Ron. Florida has overtaken Texas in public school book ban cases, according to the “Banned in the USA: The Mounting Pressure to Censor” report by the PEN America writer advocacy group.

Driven by Governor Ron DeSantis' “Don't Say Gay” law, Florida accounted for more than 40 percent of book bans in the 2022-2023 school year.

The Sunshine State recorded 1,406 book bans, compared to 625 in Texas, 333 in Utah and 186 in Pennsylvania.

PEN America noted that the school districts that have

banned books either have a chapter or an affiliate of Moms for Liberty, Citizens Defending Freedom and Parents' Rights in Education nearby.

CEO Suzanne Nossel said those suppressing stories and ideas “are turning our schools into battlegrounds, compounding post-pandemic learning loss, driving teachers out of the classroom and denying the joy of reading to our kids.”

Saudi Arabia's PR team faces scrutiny. Senator Richard Blumenthal has expanded his probe into Saudi Arabia's Public Investment Fund's deal with the PGA Tour to “effectively control professional golf in the US” to include all PIF investments in this country.

In his Sept. 13 memo to members of the Senate's Permanent Subcommittee on Investments, Blumenthal noted that PIF has invested in Meta Platforms, JPMorgan Chase & Co., Starbucks, Microsoft, Lucid Motors, Activision Blizzard, Electronic Arts, Live Nation Entertainment and Uber.

PIF's venture capital firm, Sanabil Investments, has purchased stakes in equity firms Blackstone, KKR, Apollo, General Atlantic, Hellman & Friedman, and CVC.

The Connecticut Democrat sees the potential to use PIF investments to suppress unfavorable narratives about Saudi Arabia. He cited a report that Vice Media removed an unfavorable documentary about Crown Prince Mohammed bin Salman after it merged with a Saudi Arabia government-owned media company.

Blumenthal issued a subpoena to Jason Chung, who heads PIF's US office, to appear before the Subcommittee.

Chung is to produce all records about current and planned investments in the US by PIF.

Blumenthal also wants names of any US-based PR agencies, strategic/crisis consultants, lobbyists and law firms that currently or previously worked for the PIF.

The slated October 13 hearing should be a good show. The PR world will be watching.

Giving credit where credit is due. Environmental champion Al Gore believes the world has finally mustered the political will to deal with the climate crisis and is nearing the “tipping point” where greenhouse gas missions will peak and then fall.

Russia's invasion of Ukraine has much to do with the good news on the climate front. The war triggered the first global energy crisis with soaring prices and fears of supply shortage.

“For many countries, escaping their addiction to Russian fossil fuels converged perfectly with their ambition to switch to clean energy” said the chair of Generation Investment Management upon the Sept. 14 release of its Sustainability Trends Report.

Gore tips his hat to Joe Biden's Inflation Reduction Act, which could spell the end of the climate change denier crowd. “The IRA is building a new political constituency for the energy transition which over time could make opposition less tenable,” said Gore, especially in red states where the bulk of the green investments are being made.

—Kevin McCauley