



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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NO. VIRGINIA'S NATIONAL LANDING NEEDS PR

National Landing, a public-private partnership formed to promote the businesses and communities of northern Virginia, seeks a PR firm to pitch it as the nation's most dynamic urban downtown district.



The NL Business Improvement District, which encompasses Crystal City, Pentagon City and the Potomac Yard-Arlington neighborhoods, has a population of 26K, 12M sq. ft of office space, 5,500 hotel rooms and more than 450 restaurants and shops. Amazon will join the fray when it opens its second headquarters in Crystal City in mid-2023, a \$2.5B investment. It plans to hire 25K workers.

NL wants a firm to develop a narrative that positions it "as the region's next great destination for premier entertainment, culture and innovation in an effort to drive excitement for future residents, visitors and businesses," according to its RFP.

The PR partner will develop messaging; conduct media outreach to national/regional/local/trade outlets; support thought leadership; and execute a social media influencer program. Proposals are due by Oct. 1.

The one-year contract will cover work that begins early next month. There is an opportunity for a renewal.

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

TEMPEST-HAY TAKES OVER AT LANSONS

Gordon Tempest-Hay, who headed Teneo in the UK and Blue Rubicon, will succeed Tony Langham at Lansons on January 1. Langham, co-founder of the London-based firm, will become executive chairman, focusing on client work.



Gordon Tempest-Hay

Fellow co-founder Clare Parsons will shift from non-executive chair to non-executive director.

Tempest-Hay, who just wrapped up his non-compete after exiting Teneo two years ago, said it's time to get back to the fray and make up for lost time.

"You know in your gut when you've found the right place and have an opportunity to build something truly special. Lansons is that place," he said. Langham said he

and Parsons felt it was time to put a succession plan in place and called Tempest-Hay "our number one target."

Lansons, which acquired New York-based Intermarket in 2019, has 100 people serving clients such as JPMorgan Private Bank, Cayman Islands and Fidelity International.

WPP TO PAY \$19M TO SETTLE SEC CHARGES

WPP agreed today to pay \$19M to settle Securities and Exchange Commission charges that it violated anti-bribery and internal accounting controls measures of the Foreign Corrupt Practices Act.

The SEC alleges WPP carried out an aggressive acquisition push in high-risk markets and failed to apply its internal accounting controls and compliance policies, allowing financial autonomy to the founders/CEOs of the target companies.



The federal watchdog claims that due to structural deficiencies, WPP failed to promptly respond to warning signs of corruption at various subsidiaries.

It will pay \$10.1 million in disgorgement, \$1.1 million in prejudgment interest, and an \$8 million penalty.

"A company cannot allow a focus on profitability or market share to come at the expense of appropriate controls," said Charles Cain, the SEC's FCPA unit chief.

WPP notes the SEC probe covered activities that occurred under the leadership of founder/Martin Sorrell, who stepped down in 2018. "WPP's new leadership has put in place robust new compliance measures and controls, fundamentally changed its approach to acquisitions, cooperated fully with the Commission and terminated those involved in misconduct," it said in a statement.

EX-REP. SCHWARTZ JOINS FTI'S PR UNIT

Former Congresswoman Allyson Schwartz has signed on as senior advisor at [FTI Consulting's strategic communications unit](#). She will counsel clients on healthcare policy and how to navigate the regulatory thicket.

The Pennsylvania Democrat served on the Ways and Means and Budget Committees during her 10-year stint on Capitol Hill. The ex-commissioner of Philadelphia's Dept. of Health, she led the Congressional push to reform the doctor payment system and promoted primary care and integrated care delivery. Most recently, she was CEO of the Better Medicare Alliance lobbying group.



Allyson Schwartz

Charlene MacDonald, Americas healthcare & life sciences head in the stratcomm unit, said Schwartz's decades of experiences in local, state and federal government will prove invaluable to FTI's clients.

MERCEDES TAKES MARKETING COMMS TO OMC

Omnicom has picked up global marketing communications duties for Mercedes-Benz, edging Publicis Groupe in the competition for the account.



Mercedes-Benz

It will launch Team X in January to develop communications content across all Mercedes' channels to deliver a data-driven, personalized and seamless brand experience for customers across all touchpoints worldwide, according to Britta Seeger, who leads sales at M-B.

CEO John Wren said Team X will create a streamlined global structure with clear single points of contact as well as innovative data and analytics connected in every layer.

Team X will have cross-divisional responsibilities for M-B business units in more than 40 countries.

OMC also has acquired Oliver Schrott Kommunikation, a top German PR and communications shop, and antoni, Berlin-based digital ad agency, that handle M-B's accounts. Both will join Team X.

Established in 1993 by journalist Oliver Schrott, OSK has more than 225 people in Germany, China and the US. It also works for Siemens, Harma and ZF. Launched in 2015 to handle Mercedes, antoni has grown to more than 170 staffers.

STAUNTON (VA) SEEKS ECODEV PARTNER

The City of Staunton is looking for a partner to develop a marketing and communications plan for a 300-acre property at the intersection of Interstates 81 and 64 in Virginia.

Staunton Crossing is the site of the old Western State Hospital campus of the Virginia Dept. of Behavioral Health and Developmental Services, which the City acquired in 2009.

Demolition of 19 buildings of the former hospital began in January and is expected to be completed early next year.

The City pitches Staunton Crossing as a premier economic development site with easy access to DC, Hampton Roads and rail service. It also emphasizes low business costs and a high quality of life for area residents.

The marketing partner will prepare a community profile featuring Staunton Crossing's location, infrastructure, workforce data; identify target market segments, develop a brand strategy, conduct outreach and handle social media activity.

Responses are due Oct. 6. Send proposals via FedEx, UPS to: City of Staunton; Chad Horvat; Finance Business Manager; 116 W. Beverley St. 3rd. Floor; Staunton, VA 24401.

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

FGH HIRES EX-EPA PA ADVISOR BLOOMGREN

Finsbury Glover Hering has named former EPA senior advisor for public affairs David Bloomgren as managing director for its DC-based energy & sustainability team.

Bloomgren comes to FGH from energy company Enviva, where he was vice president, media and communications. He has also served as executive director at Golin and a senior vice president at both Hill+Knowlton Strategies and Edelman.



David Bloomgren

At FGH, he will serve clients across the clean energy and industrial sectors, joining a team that focuses on domestic and international climate advocacy, clean energy, cleantech and ESG work across a broad spectrum of industries.

ACCOUNTS IN TRANSIT

Rubenstein Public Relations is named agency of record for **Panther Protocol**, an interoperable privacy solution company focused on the needs of decentralized finance traders and investors. Panther Protocol plans to leverage Rubenstein Public Relations' media connections and expertise in the blockchain, crypto, privacy and technology industries as it works to expand its consumer base and market share. Panther Protocol co-founder and CEO Oliver Gale said that in addition to the agency's expertise in those markets, Rubenstein Public Relations was chosen for its ability to deliver "comprehensive branding, messaging strategies and top tier results."



Darby Communications, an Asheville, NC agency representing outdoor, wellness and mountain lifestyle companies, signs on as PR agency of record for **Devil's Foot Beverage Company**, a craft soda maker specializing in farm-to-can beverages. The agency will work to spread awareness of Devil's Foot's line of non-alcoholic beverages made with organic and locally sourced ingredients. It will also promote the latest flavor collaboration from Devil's Foot, Ben's Friends Sparkling Peach Lemonade, as well as the brand's distribution expansion to Alabama.

KCSA Strategic Communications is selected as agency of record by **EzFill Holdings, Inc.**, the first publicly traded on-demand mobile fuel company. KCSA is tasked with implementing a communications program aimed at educating investors, fleet owners, and consumers about EzFill's value proposition as the largest app-based mobile fuel delivery provider in South Florida, and the only company to offer subscription-based, on-demand fuel delivery service to customers in three vertical segments: consumer, commercial and specialty including marine, construction and agriculture.

Hemsworth Communications runs national media relations push for **The Beaufort Bonnet Company**, upscale baby and children's clothing brand. The agency will also lead brand partnership development and drive PR efforts surrounding the brand's new corporate stores, the first two of which are slated to open in the coming months. "We love nothing more than aligning with other female-founded companies and are so impressed by what The Beaufort Bonnet Company has already created, as well as the ambitious plans they have for the future," said Hemsworth Communications founder and president Samantha Jacobs.



Cindy Riccio Communications is named agency of record for British footwear brand **Sans Matin**. CRC will handle the US launch of the brand, which sells handmade unisex sneakers. The brand plans to introduce one new shoe every month over the next few years, which will include espadrilles and platform sneakers. It donates two percent of all sales to charity and is also in a partnership with Children Change Colombia, which works with children and their families to challenge poverty, inequality, discrimination and violence. "Sustainability is at the forefront of our minds at SANS MATIN," says co-founder Lockie Cunningham. "Our ethically and locally sourced materials minimize our carbon footprint and waste."

THE IMPORTANCE OF LEADING BY EXAMPLE

The importance of leading by example and creating an environment where communicators can be inspired and succeed in their positions was the focus of the Washington Women in Public Relations Sept. 15 webinar on “The Intersection of Leadership Coaching and Communications.”



**Lisa Osborne Ross,
Dani Veira**

[Edelman US](#) chief executive officer Lisa Osborne Ross and WWPR past president Dani Veira, a veteran communicator working in nonprofit and advocacy as well as the founder of leadership coaching and communications firm Minerva’s Legacy Consulting Group, led a spirited meeting on the importance of

having a coach and mentor throughout one’s career and how a communicator can become a good coach.

Veira said being a good coach requires staying true to yourself and your beliefs in all areas of your life. “Who you are as a leader at work is very similar to who you might be as a leader in your household or in your relationships or in your friendships,” she stated.

Edelman’s Ross agreed that “being your authentic self” is critical. She said that when counseling CEOs, she might ask them, “You’re willing to post Black Lives Matter on your website, you’re willing to sign a petition or something, but who are you at home? Are you willing to put a Black Lives Matter sign on your lawn?”

“You have to be who you are and then execute that in the world around you,” she added.

“I 1,000 percent agree,” Veira said. “As communicators we don’t get to not be our authentic selves.”

Coaching is critical

That is where coaching comes in. “People don’t sometimes even know that they need coaching,” asserted Ross, adding “you’re constantly having to grow and having to evolve and you need a coach to kind of walk you through that.”

When talking about today’s communications world, Ross said, “As communicators this is our time.” Now more than ever, communications pros and human resources managers are a big part of the team providing counsel to the heads of corporations.

When talking about the importance of how coaching is so vital to helping people in their careers, Veira said, “So many of us could be that supervisor.”

Employees want to trust their CEO

According to Ross, Edelman’s 2021 Trust Barometer revealed that “CEOs and business leaders are whom people trust right now.” For CEOs, she said, “It still comes down to trust,” adding that “a lot of boards are making changes in that CEO role because the requirements are different right now. You’ve got to lean into the empathy part of that in order to lead.”

She also stressed how important it is to take care of yourself physically when working. “You have to take care of yourself,” she said, adding that “I try to lead by example.”

Veira agreed that leading by example is key: “You create the culture and everybody follows your lead.”

When talking about retaining employees, Ross said that people will leave a job “as a part of running a business.”

However, she said leaders must still work on retention of employees. “When I think about my colleagues, I want to create an environment where they see a path forward and they can do well,” she said.

RF FINDS AMERICANS BULLISH ON FUTURE

Despite the difficulties and challenges of the past year, a new report from Ruder Finn finds that many Americans have a positive view of the past 12 months, and a majority think that things will improve in the future.

Overall, almost half of the respondents (48 percent) to [Ruder Finn’s FutureThink Index study](#) said that they felt positive about the events of the past year, with 37 percent saying their feelings were neutral, and only 15 percent labeling the last 12 months as negative.

When it comes to the future, 58 percent said they think their lives in terms of career, health and technology will improve, with 24 percent registering a neutral take on their prospects and 18 percent having a negative view.

In two measures of who picks up much of the tab for work-from-home living, parents and women both had significantly less positive views than did men and non-parents. While 58 percent of men said they thought positively about the last 12 months, that number drops to 35 percent for women. A similar gap exists between non-parents (53 percent positive) and parents (37 percent positive).

Not surprisingly, economic status was another major marker of how respondents viewed the past year. Almost seven out of 10 (69 percent) of those who described their financial status as wealthy were positive about the past year, while only 31 percent of those who said they were low-income felt the same.

The study also finds that business leadership can boost positivity levels. It measured respondents’ connection to employers, healthcare and technology providers in terms of transparency, dialogue and knowledge-sharing (or TDK, as the study puts it). A big majority (82 percent) of those who said they felt a high level of TDK with those groups also took an optimistic view of what the future holds, with only 31 percent of those reporting a low level of TDK having a positive outlook.

A high level of TDK with healthcare providers was linked to an increased likelihood of getting a COVID vaccine or using a wearable health device, while those with a closer TDK connection to their employers were more likely to update their resumes or take a professional development course.

PUBLICIST BOBBY ZAREM DIES AT 84

Bobby Zarem, the legendary press agent who represented Hollywood’s top celebrities, died Sept. 26 of complications from lung cancer. He was 84.

He is remembered for his over-the-top exuberance, showmanship, temper, 24/7 work schedule and fierce loyalty to his clients. After dumping a career on Wall Street, Zarem went on to represent Woody Allen, Cher, Sophia Loren, Jack Nicholson and Sylvester Stallone.

He began at Rogers & Cowan in 1969 and launched Bobby Zarem Inc. in 1974.

In its obituary, the *New York Times* profiled Zarem as the super flack who made superstars.

Margaret Meade, author of a biography on Allen, wrote that Zarem “was fueled by an inexhaustible tank of hot air.”



Bobby Zarem

LIVINGSTON SEEKS JUSTICE FOR SIKHS

Former House Speaker-designate Bob Livingston is representing New York-based Sikhs for Justice on issues related to the intimidation and harassment of US citizens of Sikh ethnicity by individuals and entities outside of the US for expressing their personal and political views.



Bob Livingston

[In an open letter to president Biden and vice president Harris](#) that was published in Politico on Sept. 23, SFJ said “India has been criminally charging American Sikhs who have been advocating for the Khalistan referendum from US soil.”

Gurpatwant Singh Pannun, general counsel for SFJ, told *O’Dwyer’s* his group has launched an email campaign directed at UN secretary general Antonio Guterres.

The Livingston Group has Livingston, who was a Republican Congressman from Louisiana; Allen Martin, managing director and ex-chief of staff for Livingston, and Cathryn Kingsbury, international practice area director, working the SFJ business.

WEBER FLIES WITH BLACKBIRD.AI

[Weber Shandwick](#) has joined with Blackbird.AI, the disinformation platform, to offer clients tools to increase their media security by understanding the risks that may damage their businesses. Chris Perry, chief innovation officer at the Interpublic unit, said the capability will help clients enhance decision-making abilities and build out deception detection as an essential practice.

Blackbird.AI on Sept. 21 announced that it completed a Series A fundraising effort led by Dorilton Ventures.

Richard Clarke, former chief counter-terrorism advisor for the National Security Council, participated in the funding round for the New York-based company.

Disinformation and digital manipulation threats cost businesses and governments \$78B in 2020, according to a report by the University of Baltimore and CHEQ Cybersecurity.

FREDERICK COUNTY (MD) WANTS PR PARTNER

The Frederick County Health Department wants to sign up a marketing services firm to help promote the initiatives designed to promote the health and wellness of the 250K people living in that Maryland county.



The selected firm may get involved in communications projects in behavioral health, maternal/child health, infectious disease testing, and health insurance access. It will conduct research and market analysis to provide information about target audiences and the most effective media placements to reach them.

The communications partner will “conceptualize, develop, produce, implement, and evaluate” the overall marketing strategy, according to the RFP.

The one-year contract with four one-year renewal options is valued in the \$1.4M range. Work will begin on or around Dec. 1.

Proposals are due Oct. 6 at www.publicpurchase.com
[Read the RFP \(PDF\)](#).

EDELMAN NAMES REID CHIEF EXP OFFICER

[Edelman](#) has appointed Taj Reid its first-ever global chief experience officer to drive creative technology prototyping and innovative design across the network of the No. 1 independent PR firm.

Reid, who held the executive VP & US head of connected experiences title at Edelman, rejoined the firm in June 2019 from consulting firm Slalom in Seattle.

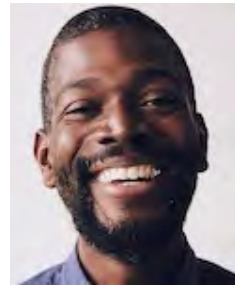
Prior to Slalom, he was principal creative director at Microsoft and helped launch [HoloLens](#), and other digital products like Remix 3D, Paint 3D, Office, Mixed Reality Viewer for Windows.

He did a VP creative director stint at Edelman from 2014 to 2016, handling clients such as Samsung, Unilever, Schick, Heineken, Mars, eBay and the American Heart Association. Most recently, Reid worked on design projects including Scholastic’s social bookshelf and e-Bay’s AR-powered sneaker drop.

In his new post, Reid reports to Tristian Roy, global chair of digital.

“Taj has the unique ability to help our clients navigate their present and architect their future,” Roy told *O’Dwyer’s*.

Roy is excited that Reid will help more clients “leverage design, technology and experience, as well as answer different and even yet-to-be-asked questions.”



Taj Reid

EMPLOYEES, EMPLOYERS SYNC UP ON VALUES

About two-thirds (64 percent) of employees think that the organization they work for reflects their values, according to [a new survey from The Harris Poll and employee activation agency Integral](#), resulting in benefits for employers.

Pluses of an alignment between employee values and those of the companies they work for include an increased sense of loyalty and a greater likelihood that those employees will become online advocates for their organization.

The price of a disconnect between employee values and those of the companies they work for was noted as well. Employees who feel that their organization performs poorly in areas important to them are more likely to change jobs.

However, there is less agreement on the value of sharing political views in the workplace. Less than half (48 percent) said that “people should have the ability to express their political views in the workplace,” with slightly more (51 percent) saying that they are comfortable sharing their own political views at work.

Employees from families with children placed a greater emphasis on their organization’s values than did those from those without kids. While 87 percent of those from households with children thought their employer should take positive action on data privacy, only 65 percent of those without kids agreed. Similar gaps exist when it comes to such issues as abortion, climate change, immigration and LGBTQ rights.

The study’s authors suggest that organizations “create formal and informal roads to help employees share their positive energy and mindsets to communicate, influence, and reinforce aligned values.”

Over 2,000 employed people were surveyed for the study by The Harris Poll in mid-summer 2021.

QORVIS MAKES PR CALLS FOR CAMBODIA

Qorvis has picked up a \$70K monthly retainer pact for strategic communications and media relations services for Cambodia. The DC-based firm also will work to promote public awareness of Cambodia along with the opportunities for travel and tourism.

The contract went into effect Sept 1. It is an open-ended pact that may be terminated by either party with 30 days written notice. Under the agreement, Cambodia is responsible for the “accuracy, completeness and propriety of information” that it supplies to Qorvis.

It notes that Qorvis can guarantee neither that the media will use the PR material nor report it in a way that Cambodia intended. The Publicis Groupe unit also retains the right to reject material it considers “untrue, indecent, libelous, unlawful, or otherwise prejudicial” to its interests of that of the client.

Chum Sounry, Cambodia’s ambassador to the US, Qorvis president Michael Petruzzello and VP-finance Jonathan Nicholas signed the PR contract.

MURDOCHS TAKE COVID COMP CUT

Fox Corp. chairman Rupert Murdoch, 90, suffered an 8.4 percent drop to \$31.1M in total compensation for fiscal '21.

Son & CEO Lachlan Murdoch, 50, took a 5.1 percent hit to \$27.6M.

Both took part in Fox’s “voluntary base salary reduction plan” put into place to deal with the COVID-19 pandemic.



Rupert Murdoch

The Murdochhs agreed to forgo their base salaries from May 1 until Sept. 30.

They signed agreements acknowledging that the cuts would not be a breach of the employment arrangements, trigger severance or amend or modify the employment pact, according to Fox’s proxy statement for broadcaster’s Nov 10 annual meeting.

COO John Nallen, who earned \$12.5M; chief legal & policy officer Viet Dinh (\$12.4M); and CFO Steven Tomsic (\$7.4M), also participated in the salary reduction plan.

Other key executives reporting to Lachlan took 50 pay cuts from May 1 to Sept. 30.

Vice presidents received 15 percent pay cuts from May 1 through July 31.

TENEO ENDS TIPPERARY GAA SPONSORSHIP

Teneo has decided to end its Tipperary Gaelic Athletic Association sponsorship with the three-year deal that concludes at the end the year.

That decision follows the June resignation of Irishman and Teneo CEO/co-founder Declan Kelly for behaving inappropriately during a Global Citizen event in May. Kelly is a close friend of outgoing senior hurling manager Liam Sheedy.

He was front & center at the 2019 GAA Hurling All-Ireland Senior Champion Final at Dublin’s Croke Park when [Tipperary topped Kilkenny](#).

Tipperary chairman Joe Kennedy called Teneo a “great partner” and thanked it for three brilliant years of a “mutually enjoyable and successful tenure.”

Teneo’s sponsorship team is working with Tipperary to find another partner.

MEDIA MANEUVERS

John Stossel sues **Facebook**, claiming he was defamed when the platform appended fact-checking labels to two videos he posted about climate change. The complaint also names Science Feedback and Climate Feedback, two fact-checking companies that Facebook uses to determine the accuracy of posts. In one of those video posts, Stossel “explored a scientific hypothesis” that “while climate change undoubtedly contributes to forest fires, it was not the primary cause of the 2020 California fires.” Facebook then flagged the content as “misleading” and “missing context.”



John Stossel

GBH, Boston’s public radio platform, names Lee Hill the first executive editor for GBH News. Hill is currently the executive producer for WNYC’s daily national news program *The Takeaway*. Upon joining the GBH News team in November, Hill will oversee news content and strategy across platforms and lead the newsroom’s interaction with local communities. GBH News general Pam Johnston said that Hill’s “outstanding journalism credentials will add to the success of GBH News.”

Crain Communications acquires **Green Market Report**, a digital media brand that covers financial news about the cannabis industry. Green Market Report was launched in 2017 by Debra Borchardt, who was a vice president at Bear Stearns before working at *TheStreet.com*, *Women’s Wear Daily* and *Forbes*, and Cynthia Salarizadeh, a former managing partner at KCSA Strategic Communications. It includes a network of freelance journalists and garners 150,000 monthly page views.

NEWS OF FIRMS

ReviveHealth is rebranding as **Revive**, and will shift its brand direction with a new visual identity, website and brand messaging. The agency says it made a conscious effort to drop “health” from its name in response to research indicating that the word sometimes invoked a perception of insider status. “We’ve found that when some people hear ‘Health’ in our name, it makes them think of the traditional associations with healthcare that we are fighting to transform,” said Revive CEO Joanne Thornton. “Our work and the experience we provide our clients and employees transcend the limitations conveyed by a “Health” agency—and we need our name to reflect that.”

revive

North Sixth Group makes a strategic investment in **RepSpert**, which provides online reputation management solutions and services. Established in Australia, RepSpert has worked with more than 600 SMEs, large-scale organizations, personal brands and public figures across a range of industries, including restaurants, hospitality, healthcare, automotive, e-commerce and retail, and B2B and professional services.

Jenerate PR opens an office in Costa Mesa, CA, adding to its locations in Las Vegas and Hawaii. The agency, which specializes in luxury retail and real estate, food and beverage, and sustainability businesses, has already represented several California clients.

COMMENTARY



A Fox Corp. shareholder doesn't buy the old marketing line that Rupert Murdoch's pride and joy is a "fair and balanced" operation. The stockholder is upset that only 43 percent of Americans trust Fox News for political news, according to a Pew Research study.

Her solution: Fox Corp. should junk its certificate of incorporation and become a public benefit company.

Fox's vast reach and power demand accountability, the shareholder notes in a resolution up for a vote at the Nov. 10 annual meeting in Los Angeles. But Fox's governance is "structured to produce profits without accountability."

As a PBC, directors would have to balance the interests of shareholders, stakeholders and the public benefits stated in its new charter.

That would let Fox "protect communities, even when doing so does not optimize financial return." A PBC Fox would reward viewers with careful journalism and accurate information.

"Misinformation can put democracy at risk, threaten public interest in the environment and undermine public health," says the resolution. These threats could be prioritized at a PBC, even if doing so sacrificed financial reform.

Concentrated voting limits the efficacy of the PBC status. The resolution calls for the PBC status to go into effect if ownership of Fox Corp by one person does not top 41 percent.

Chairman Rupert Murdoch controls 41.4 percent of the company via family trusts.

He growls "humbug" to the starry-eyed investor.

Team Murdoch claims the PBC is not needed because it delivers "unique and compelling storytelling and the finest in news, sports and entertainment" that serves all of its stakeholders, including viewers, creative partners, employees, distributors and advertisers.

Question for Rupe: Why do only 43 percent of us trust Fox's political coverage?

Spinning an oil deal. ConocoPhillips says the addition of greenhouse gas emissions acquired via its \$9.5B deal to acquire Royal Dutch Shell's Texas oil shale fields is a plus for the environment.

CEO Ryan Lance says the deal adds barrels of low-intensity greenhouse gas emissions to the mix.

Bloomberg notes that oil executives these days are emphasizing intensity over total emissions as a way to distinguish between "clean and dirty assets."

That's Lance's strategy.

Royal Dutch Shell isn't playing that game as it diversifies from fossil fuels and invests in "real" clean energy.

It says unloading the Texas assets is part of its "powering progress" strategy to develop "a more focused, competitive and resilient portfolio that provides the energy the world needs today whilst funding shareholder distributions as well as the energy transition."

Houston's ConocoPhillips is kicking the can down the road, while Royal Dutch Shell is stepping up its efforts to combat global warming.

Got an itch to tell the boss to buzz off, but too busy to update your resume? Not a problem.

Send a single word describing what you want to do (writer, janitor, thinker, planner, cheerleader, designer, messenger, promoter, organizer), a link to your LinkedIn profile and send it to PR firm Lewis. Someone will get back to you to discuss current openings.

In junking the resume, Team Lewis notes 20 percent of the global workforce is between the ages of 15 and 24. They apparently are too stressed out to prepare a resume, which may be pretty skimpy due to a lack of work experience.

Lewis isn't interested in details. It is looking for passionate, curious people intent on breaking boundaries. It can train them with skills needed to perform PR magic.

The firm believes that junking resumes is a way to break down barriers to new careers.

It may find that resumes are good tools to weed out junky job candidates.

Google does it right. With minimal fanfare, the search giant announced Sept. 21 that it would shell out \$2.1B to buy the massive St. John's Terminal on Manhattan's Hudson River waterfront front and would add 2,000 more people to its 12,000-member workforce in the Big Apple.

It's one of the biggest prices ever paid for an office building in the US.

Opened in 1934 as a freight railroad terminal, St. John's Terminal was once known as the "lifeline of New York" for its role in delivering shipments of meat, milk and eggs from the Hudson Valley to the city.

Google is throwing another lifeline to NYC, which is struggling to come back from the COVID-19 pandemic.

The St. John's Terminal deal is a vote of confidence in the city and the importance of the "in-the-office" work model.

Google's low-key NYC expansion stands in sharp contrast to Amazon's search for a second headquarters saga that went on for more than a year.

CEO Jeff Bezos' team barnstormed the US, Canada and Mexico and shook down more than 200 cities for tax breaks, infrastructure improvements, and corporate goodies.

Amazon announced the search for HQ2 in September 2017 and the online retailer unveiled a shortlist of 20 survivors in January 2018.

Arlington, VA and Long Island City, Queens were announced the lucky winners in November 2018. Amazon promised each 25K workers.

New York grassroots groups, unions and politicians questioned why the world's greatest city needed to shower corporate giant Amazon with \$1.5B in tax breaks, \$325M grants and incentives to entice it to move.

In a pique, Bezos canceled LIC in February 2019 and decided to expand its Seattle HQ instead.

The lure of the Big Apple proved too much for Jeff. Less than a year later, Amazon signed a lease to expand near the new Hudson Yards Development on the West Side and bought the former Lord & Taylor department store building on Fifth Ave in Midtown.

—Kevin McCauley