



Kevin McCauley
Editor-in-Chief

O'Dwyer's Newsletter



**The Inside News of
PR and Marketing
Communications**

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

April 2, 2018 Vol. 51 No. 14

ICR SELLS STAKE TO INVESTCORP

Financial communications/IR shop ICR Inc. has sold an investment stake to New York-based Investcorp.



Tom Ryan

ICR says the partnership will help it accelerate organic growth, identify complementary acquisitions and expand overseas.

"We are thrilled to partner with Investcorp on these efforts, which in turn, will help us better serve our clients and the dynamic challenges they face each day," said ICR CEO Tom Ryan in a statement.

ICR ranks No. 5 on O'Dwyer's roster of top PR firms with 2017 fee income of \$63.4M (up 13.9 percent from 2016) and 177 staffers.

David Tayeh, head of corporate investment for North America at Investcorp, said "ICR is perfectly positioned to broaden its service offerings to meet the growing needs of current and prospective clients."

Ryan and his management team will retain a significant ownership position in ICR.

EDELMAN HEALTH CHIEF WHITE TO VERTEX

Kym White, global chair of Edelman's healthcare sector, will join Vertex Pharmaceuticals on May 21.

As senior VP & chief communications officer, White will handle corporate/product communications, media relations, digital/social media, internal PR and corporate social responsibility initiatives.

"Kym has the skill, management capabilities and industry acumen we need to evolve our communications efforts as Vertex continues to emerge as a leading global biotechnology company," said Parini in a statement.

TOM HARRIS DIES AT 87

Tom Harris, who served as president and partner of Golin Harris as well as being an author, independent management consultant and adjunct professor at Northwestern University, died March 26 after a long illness.

Harris teamed with Al Golin in 1978 to form GH. He founded Foote, Cone & Belding Public Relations, where he served as president, in 1973.

He also held executive posts at Edelman; Needham, Harper & Steers (now DDB); and North Advertising.

After Golin, Harris started his own agency, working with such clients as Allstate Insurance and Gillette.



Tom Harris

TAIWAN TAPS POTOMAC INT'L

Taiwan has hired Potomac International Partners, the shop of longtime PA pro Mark Cowan, to lobby for a bilateral free trade agreement with the U.S. and a bolder partnership on national security.



Mark Cowan

On the trade front, Potomac's objective is to gain support from White House key advisors and then President Trump for trade talks with Taiwan.

The DC-based firm also will attempt to persuade the Administration to look at People's Republic of China's "water/air/land grabs"

through the lens of national security.

Potomac's retainer for the one-year campaign is \$360K.

Cowan, who founded The Jefferson Group, also served as vice chairman of Cassidy & Assocs., senior VP at Hill and Knowlton and senior partner at Patton Boggs.

APCO ADDS MCGEE TO GLOBAL TEAM

Simon McGee, former press secretary for UK Foreign Secretary Boris Johnson, has joined the London offices of APCO Worldwide as executive director in the agency's global solutions practice.

McGee has served as a personal communications advisor to four cabinet ministers — including Johnson's predecessor Philip Hammond, who now serves as Chancellor of the Exchequer — and was media head for three government departments, including leading Her Majesty's Diplomatic Service's worldwide media operations.



Simon McGee

CLABO LEAVES TOP HPE POST

Howard Clabo, senior VP-global communications at Hewlett-Packard Enterprises, is leaving his job this month to start his own firm.

During a six-year stint, Clabo handled a broad array of strategic communications matters, including issues management, restructurings and mergers/acquisitions.

He played a major role in communicating one of the largest corporate splits, the separation of HPE (software, services) and HP (printers).

Prior to HPE, Clabo was head of communications at Applied Materials, media relations manager at FedEx and manager at Citigate Worldwide.

FOOD NONPROFIT TAPS PADILLA, FOODMINDS

Fruit and vegetable education nonprofit Produce for Better Health Foundation has named Padilla and its food and nutrition consulting division FoodMinds as its agency of record.

The account win comes after a national search.

Padilla and FoodMinds will lead PBHF's communication program. The work will include brand position, stakeholder and consumer research, digital ecosystem strategy and activation, industry outreach and consumer influencer engagement.

RF ALUM TO HELM NEW ENGLAND AQUARIUM

Vikki Spruill, one-time senior VP at Ruder Finn, will become CEO of the New England Aquarium on July 30.

Spruill began her career at Burson-Marsteller and moved to Ruder Finn in 1990 with its acquisition of Peabody Fitzpatrick Communications, where she was a principal.



Vikki Spruill

She exited RF in 1994 to launch SeaWeb, a nonprofit dedicated to using strategic communications tools to champion healthy oceans, promote eco-friendly seafood and improve presentation skills of scientists.

Following SeaWeb, she helped launch Foundation-Works to counsel the philanthropic sector on how to apply PR to improve their effectiveness, served as Ocean Conservancy president, and led the Council of Foundations.

EDUCATION GROUP ISSUES PRO BONO RFP

Music education non-profit Education Through Music is calling on public relations professionals who can lend their services for a pro bono project.

ETM is seeking a PR partner for help with the organization's signature Children's Benefit Gala event, to be held on June 25, at Cipriani on 42nd Street in New York.

Scope of the work would include promoting the gala, securing media placements in print, TV, radio and Internet outlets, and generating buzz in the New York City area regarding the Gala as well as ETM.

Contact is Tim Lemberger, ETM director of marketing and communications, tlemberger@etmonline.org.

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

HOFSTRA COMMS SCHOOL HIRES LUKASIEWICZ

Mark Lukasiewicz, who left NBC News last year after a 17-year run, will become dean of Hofstra University's Lawrence Herbert School of Communication July 1.

At NBC, Lukasiewicz was executive-in-charge of the news group's transformation project, senior VP of news specials and the unit's first VP for digital media.

Before NBC, Lukasiewicz was at ABC News for 11 years. He began his career as a reporter/ columnist with *The Globe and Mail* and later as a senior producer with the Canadian Broadcasting Corporation.



**Mark
Lukasiewicz**

ACCOUNTS IN TRANSIT

Crenshaw Communications has been tapped by global cybersecurity provider **F-Secure** to undertake PR and media relations strategy and outreach designed to build the Helsinki-based company's reputation in the U.S. F-Secure's products are sold internationally by over 200 broadband and mobile operators and thousands of resellers. According to agency founder Dorothy Crenshaw, the campaign will involve top-level media and influencer relations in the U.S.



Brandware has been named U.S. public relations agency partner for sports goods manufacturer **Mizuno**. The agency will support product and lifestyle public relations initiatives for the brand, including media relations, events and influencer programs that highlight Mizuno's innovations in running, baseball, softball, volleyball and golf gear.

SPRYTE Communications has added Philadelphia-based **Episcopal Community Services** as a client. SPRYTE will help increase awareness about the programs and services ECS provides, as well as supporting the efforts of ECS to advocate on behalf of the people it serves.

Rogers & Cowan/FRUKT has been named agency of record for **Heineken USA**, with responsibility for product placement, strategic integration and entertainment partnerships, as well as entertainment PR efforts on behalf of the company's portfolio of brands (Heineken, Heineken Light, Tecate, Dos Equis, Strongbow, Red Stripe, Tiger and Amstel Light).

Child's Play Communications has been engaged by **Produce for Kids**, a cause marketing organization created by Shuman Produce Inc., to manage media relations surrounding the launch of the organization's Power

Your Lunchbox Promise campaign, which families and classrooms to promise together to eat a healthier lunch throughout the year.



French/West/Vaughan has been selected by the **Certified Angus Beef®** brand to lead national consumer media efforts surrounding the brand's 40th-anniversary barn painting

initiative, which celebrates its heritage. FWV will provide strategic counsel as well as executing PR initiatives for the celebration, focusing on the farming families and partners who produce Angus beef.

March Communications has added **ThirdChannel, Sidekick, YO At-Home Fertility Test** and **Ladder** to the client roster of its Consumer Innovation Group. The agency is working with ThirdChannel on its Mind the Store blog and its Off the Shelf newsletter, as well as leading media and influencer programs for the company. For YO, a smartphone-based male fertility test, March created a global marketing campaign. March is leading PR, digital and social campaigns for home improvement concierge service Sidekick and is overseeing PR and brand awareness for Ladder, a digital platform that connects people with health and wellness professionals.

NYT GRADES ITSELF ON INCLUSION, DIVERSITY

The *New York Times* has issued itself a report card rating its progress in “building a diverse and inclusive workplace.”

For the NYT Co. as a whole, women were 50 percent of the workforce in 2017, up from 45 percent in 2015 and 47 percent in 2016. People of color represented 28 percent of NYT employees last year, up from 26 percent in 2016, which was a drop from 27 percent in 2015.

The paper says it is expanding its outreach to underrepresented groups through such organizations as the National Association of Black Journalists and The Emma Bowen Foundation.

HUGE CO-FOUNDER/CEO SHAPIRO TO EXIT

Aaron Shapiro, co-founder of Interpublic’s Huge Inc. digital marketing communications shop, is exiting the Brooklyn-based operation in May,



Aaron Shapiro

Michael Koziol, international president, moves into the CEO slot, effective immediately. The co-founder of Huge/Atlanta, the firm’s second biggest office, Koziol assumed international duties last year.

IPG chief Michael Roth credited Shapiro for guiding Huge from its start-up 13 years ago to a 1,500-person firm with 12 offices. He called Huge “a major success story for our clients and for IPG.”

IPR EVENT UNITES PR PROS, ACADEMICS

The Institute for Public Relations has launched The Bridge, a two-day conference (April 12-13) at the Georgetown University of Continuing Studies in Washington, D.C., that is geared toward PR and corporate communications practitioners and academics.

Speakers are set to include Arthur W. Page Society president Roger Bolton and Pat Ford, Burson-Marsteller worldwide vice chair and chief client officer, as well as a visiting professor at the University of Florida. More information is available at [the IPR website](#).

GRIM LIFE OF BOOK PUBLICIST TOLD IN NYP

Knopf PR director Paul Bogaards, describing the job in his blog, wrote, “As a publicist, you will live a life of sadness and defeat. And you will learn to cry.”

Bogaards, whose comments became the lead item in the March 30 *New York Post* Page Six, says he has been doing the job for 30+ years and has become “a hollow shell of the man he once was.”



Paul Bogaards

The publicist could survive, he advises, as long as he or she avoids committing “actionable offenses on social media...or threatening to kill someone because they wrote a bad review.”

Bogaards, according to Page Six, blasted the *New York Times* and *New Yorker* but praised Keith Kelly who covers media for the Post.

MEDIA MANEUVERS

American Media CEO **David Pecker** may be using his ties with **President Trump** as a bargaining chip as he considers expanding his business into Saudi Arabia, according to the *New York Times*. American Media has put out a glossy magazine, *The New Kingdom*, that extols the virtues of Saudi Crown Prince Mohammed bin Salman and his country. The *National Enquirer*, an American Media publication, gave Trump its first presidential endorsement, and paid a \$150,000 kill fee to ensure that former Playboy model Karen McDougal’s account of



David Pecker & Donald Trump

her alleged affair with the President was not published. Pecker’s ties with the Saudis include a January attempt to secure Saudi funding for the potential acquisition of *Time* magazine.

Cosmopolitan magazine is losing its place on the checkout lines of Walmart stores following a campaign from the National Center on Sexual Exploitation. A March 27 press release from NCOSE claimed that it had successfully pressured the retailer to make the decision. “Cosmo sends the same messages about female sexuality as Playboy,” the statement said. Walmart will still sell *Cosmopolitan*, but will place the publication in its regular magazine racks, away from checkout lines.

Laura Ingraham has apologized for a tweet mocking Parkland shooting survivor David Hogg, but she only did so after the success of a campaign by Hogg that called for advertisers on Ingraham’s Fox News show to pull their ads. “She’s only apologizing after a third of her advertisers pulled out,” Hogg said in a CNN interview. In the midst of the uproar, Ingraham decided to take a week-long vacation.



Laura Ingraham

Former Obama administration official **Susan Rice** has been named to the Netflix board of directors. Rice was U.S. ambassador to the United Nations from 2009-2013 and then served as President Obama’s national security advisor until January 2017. “For decades, [Rice] she has tackled difficult, complex global issues with intelligence, integrity and insight and we look forward to benefiting from her experience and wisdom,” said Netflix CEO Reed Hastings.



Susan Rice

TV ad spending is expected to stay flat in 2018, according to eMarketer’s most recent U.S. advertising forecast. The forecast says that spending on TV ads will dip 0.5 percent this year to \$69.87 billion, down from \$70.22 billion in 2017 and \$71.29 billion in 2016. The drop comes as viewers migrate to internet-based platforms. While the report says there should be a slight uptick in TV ad revenues in 2020 (due to the Tokyo Summer Olympics and the U.S. presidential election), it predicts that the general trend will be downward.

Commentary

ZUCKERBERG HEADS TO CAPITOL HILL

Hurray! The grateful nation thanks you, Zuck. Mark Zuckerberg has deemed it worth his time to testify before the US Congress about how the profiles of 50M Facebook users fell into the hands of Cambridge Analytica and may have put Donald Trump in the White House.

Earlier, the Facebook chief told CNN that he'd be happy to chat with Congress "if it's the right thing to do."

Growing pressure from politicians, media, public and the nascent #DeleteFacebook movement has made it the right and only thing to do.



Mark Zuckerberg

Last month, Zuckerberg faced intense PR pressure for his tardy response to the initial news that Cambridge Analytica had the trove of Facebook user data.

He's already stiffed British lawmakers, who wanted his testimony about the privacy scandal, by promising to dispatch two underlings to London.

Zuckerberg has few friends in DC these days. He should have jumped at the chance to face Congressional inquisitors.

Trump is the only person in Washington mum on the Facebook scandal.

Axios reported that the president is "obsessed" with "taking on" Amazon. That report initially drove the price of Amazon stock down more than seven percent.

Trump reportedly is upset about Amazon's growing influence and its impact on "mom and pop" retailers.

He wants to take on Amazon because its founder Jeff Bezos owns the *Washington Post*, which has been a thorn in the side of the tweeter-in-chief.

Trump owes Zuck a lot. His silence on Facebook speaks volumes. —Kevin McCauley

Commentary

EPA'S 'FAKE NEWS' ON CLIMATE CHANGE

Hey EPA chief, Scott Pruitt! The good guys won the "debate" on whether humans contribute to global warming, which is not exactly "hot news."

In 2014, the US National Academy of Sciences and UK's Royal Society issued a report called "Climate Change: Evidence and Causes," which stated: "Scientists know that recent climate change is largely caused by human activities from an understanding of basic physics."

Let's shift to EPA fantasyland, in which the emaciated federal environmental watchdog ignores science and spreads misinformation about global warming.

On March 27, EPA's public affairs shop distributed eight "talking points" for guidance on global warming. Its purpose was to have its communicators spread a consistent message. A consistent but flat out wrong message.

Among talking point gems:

- Human activity impacts our changing climate in some manner. The ability to measure with precision the degree and extent of that impact, and what to do about it, are subject to continuing debate and dialogue.

- While there has been extensive research and a host of published reports on climate change, clear gaps remain including our understanding of the role of human activity and what we can do about it.

And the whopper: "Administrator Pruitt encourages an open, transparent debate on climate science."

The April 2 *New Yorker* profiles Pruitt as a man on a mission to please Donald Trump, who, of course, says climate change is a hoax invented by the Chinese to Keep America from Becoming Great Again.

TNY reports Pruitt's longer-term goal is to succeed Trump as president in 2024.

God help both us and Mother Earth. —Kevin McCauley

Commentary

DOES NETFLIX NEED A NEW PR APPROACH?

When you're producing a product everyone loves, it makes sense to add another product to your line, especially in the entertainment business. If that one hits, you produce more, and so on. But eventually, you'll reach a tipping point where you're not only competing with other producers and networks, you're competing with yourself.

Under CEO Reed Hastings, Netflix is raking in the cash and stacking up subscriptions like never before.

Overall, public perception is good.

Netflix faced PR trouble last year after Kevin Spacey, star of Netflix's "House of Cards," was outed in the early days of #MeToo.

A few years ago, Netflix dealt with its worst public relations scandal to date, a pricing debacle which they were forced to recant. The company fixed the price and settled for a more consumer-friendly gradual increase.



Reed Hastings

But it's not PR trouble that has Netflix on the hot seat. It's success. As the company saw more success with its own programming, it began to see competition with itself.

For a while that was no big deal, as customers were still on Netflix, so what did it matter which show they were watching?

That comfortable cushion is growing thinner. Disney will be launching its own streaming channels, as will ESPN, and there's a question as to what Disney will want done with its Marvel properties, which have been a big hit and a major cash cow for Netflix.

Netflix is going to have to work harder to keep "eyes on" content. With more players in the game, its approach will have to change.

Ronn Torossian is CEO of NYC based 5WPR.