



**Kevin McCauley**  
Editor-in-Chief

# O'Dwyer's Newsletter



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

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## TRAVEL AGENTS BOOK PR RFP

American Society of Travel Agents is floating an RFP for PR and creative services tied to its rebranding to “American Society of Travel Advisors.”



The campaign, which will run from six months to a year, will be aimed at travel agents, suppliers, consumers and policymakers.

It will lead up to a launch announcement during the ASTA Global Convention 2018 set for DC from Aug. 21-23.

The selected PR firm will promote the name, explain the reason for the new moniker, create a logo and engage in “aggressive, proactive media outreach.”

Proposals are due April 20 and should be emailed to communications director Erika Richter at [erichter@asta.org](mailto:erichter@asta.org) with "PR RFP" in subject box.

She is taking questions at 703/739-6806.

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

## WEINSTEIN TURNS TO HERALD'S ENGELMAYER

Harvey Weinstein has turned to Juda Engelmayer, president of Herald PR, for spokesperson duties following the April 3 decision of Sitrick & Co. to cut ties with the embattled movie mogul.

Engelmayer told CNNMoney on April 5 that he took on Weinstein “in the past couple of days.”

Weinstein has denied allegations that he engaged in non-consensual sexual relationships.

Herald's client list includes Genesis Pain Centers, Miss Jessie's, Broadway Stages, Brickhouse Food & Drink, TCI College of Technology, Because Jewish, J.W. Mays and Estates at Alpine, according to its website.

## DKC PR VISITS FLORIDA

Visit Florida, tourism marketing arm of the Sunshine State, has hired DKC Public Relations for communications duties. The New York-based firm oversees VF's domestic PR strategy, creative campaign programming, and media and influencer relations.

DKC's work for VF will include amplifying its media strategy, generating coverage, heightening consumer awareness, and driving customer consideration for travel to the state.

DKC's roster of clients in the travel industry currently includes Delta Air Lines, Princess Cruises and Melia Hotels International.



## QATAR TAPS BALLARD FOR \$2.1M PUSH

Qatar has hired Donald Trump-connected Ballard Partners for counsel and assistance related to its outreach to government officials and business/NGO executives in Washington and Florida.

Brian Ballard chaired the Trump Victory organization in Florida during the 2016 presidential campaign.

Saudi Arabia and United Arab Emirates have led an economic blockade of Qatar for its alleged support of terror and cozy relations with Iran.

The economic boycott reportedly went into effect after a meeting between the Qatari finance minister and Charles Kushner, the father of White House advisor Jared, in which he sought a cash infusion for Kushner Cos.' financially strapped 666 Fifth Ave. Manhattan office building.

The Qataris nixed the investment opportunity, and the White House then backed the blockade of Qatar.



**Brian Ballard**

## SORRELL DENIES MISUSE OF WPP'S ASSETS

WPP chief Martin Sorrell rejects allegations that he misused corporate assets of the UK-based ad/PR conglomerate. The board of WPP on April 3 announced the hiring of an independent counsel to probe claims of “personal misconduct” by Sorrell.



**Martin Sorrell**

In his statement, Sorrell denied financial wrongdoing: “I reject the allegation unreservedly but recognize that the company has to investigate it.”

WPP maintains that it will conduct business as usual despite the distraction caused by the Sorrell probe.

## EDELMAN'S ANDERSON-BROOKE TO WS

Lee Anderson-Brooke, who headed Edelman's Bay Area technology practice, joined Weber Shandwick in February as executive VP/West Coast lead, technology & corporate. He'll drive initiatives in the Interpublic unit's San Francisco/Silicon Valley, Los Angeles and Seattle tech hubs.

Anderson-Brooke has corporate experience earned as Paypal's EMEA senior director of communications in Luxembourg, Nokia's communications director in Helsinki and CA Technologies' western region (UK, Ireland, South Africa and Israel) communications manager.

## NEXT 15 POSTS 15% REVENUE GROWTH

Next Fifteen Communications Group enjoyed 15 percent revenue growth to \$275M for the fiscal year ended Jan. 31, 2018. Organic growth rose 5.2 percent.

Pretax profit advanced 21 percent to \$41M for the UK-based parent of Text100, MBooth, Bite, Outcast Agency and TheBlueShirtGroup.



**Richard Eyre**

The US generated 59 percent of Next 15 revenues and more than 75 percent of overall operating profit.

Next 15 chairman Richard Eyre expects a strong performance ahead of organic growth, which picked up during the second half of the just-completed fiscal year, continued into February and March in the high single-digit range.

## STAGWELL ACQUIRES REPUTATIONDEFENDER

Mark Penn's Stagwell Group investment firm has acquired ReputationDefender.com, which helps clients remove unwanted information from the Internet to maintain a positive online presence, from Reputation.com.

Penn sees synergies between ReputationDefender and Stagwell's portfolio of PR and marketing firms that includes Finn Partners, SDKKnickerbocker and Wye Communications.

Rich Matta, who will continue to lead ReputationDefender, expects to "double down on the people and technology" required to help it deliver results for clients.



**Mark Penn**

Penn, co-founder of polling firm Penn, Schoen and Berland Assocs, is a former advisor to Bill/Hillary Clinton and Tony Blair, CEO of Burson-Marsteller and Microsoft executive VP/chief strategic officer.

ReputationDefender is Stagwell's 17th investment.

## NRA'S KOENEN MOVES TO NAM

Kris Koenen, a National Rifle Assn. alum, has joined the National Assn. of Manufacturers as senior director of public advocacy.

He will build out its local and state lobbying operations, oversee get-out-the-vote activities, handle voter education and "fly-in" campaigns to Washington.

At the NRA, Koenen served as deputy director of grassroots activities, including the FrontLines activist program, and campaign field operations.



**Kris Koenen**

Before joining the NRA in 2013, he was deputy data manager for Gregg Abbott's successful run for Texas governor.

Koenen is part of a wave of staff hires at the NAM as it seeks to expand its footprint across the nation in its plan to "seize the manufacturing's moment" powered by the policies of President Trump.

## PEOPLE ON THE MOVE

**Moderna Therapeutics**, a clinical stage biotechnology company, has brought on **Megan Pace** as chief corporate affairs officer. Pace will serve on Moderna's executive committee and report to CEO Stéphane Bancel. She joins Moderna from Agios Pharmaceuticals, where she served as senior VP, strategic operations and PKR program executive. Before that, she was senior VP, corporate communications at Vertex and senior director, public affairs at Genentech. She has also held positions at Eli Lilly and Company, and Porter Novelli.



**Megan Pace**

**The Wikimedia Foundation** has named **Heather Walls** as chief creative officer and **Kui Kinyanjui** as vice president of communications. Walls had served as interim chief communications officer since 2016. In her new post, she will have responsibility for the communications department operations. Kinyanjui joins the foundation from Safaricom Limited, Kenya's largest mobile operator, where she served as head of corporate communications.

**StubHub** has named **Clay Helm** director of public relations. Helm comes to StubHub from Autodesk, where she was public relations director and chief of staff, brand & communications. At StubHub, she is responsible for driving public relations strategies and activities that advance the company's business and reputation, overseeing day-to-day external communications strategy and execution.

**Tunheim** has added **Sheila Green** to its staff as a senior consultant in its corporate communications practice. Green joins Tunheim from The Castle Group, where she was a vice president. She has also served as director of public relations for both Boston-based event planning firm Conventures and Solomon McCown & Co., in addition to founding her own firm, SGG Associates.

**Bravo Group** has named **Lauren Barr Katarski** energy and regulatory practice lead. Katarski comes to Bravo Group from Duquesne Light Co., where she was manager of government affairs, leading legislative advocacy efforts and overseeing interactions with elected officials. Previously, she was executive policy manager for former Commissioner Pamela Witner at the Pennsylvania Public Utility Commission.



**Jeffrey Gaunt**

**Lambert, Edwards & Associates** has hired **Jeffrey Gaunt** as director. Gaunt was founder and principal at Cooper Strategies, and before that he served as a strategic communications consultant and trainer at Wixed & Company. In his new post, Gaunt will help executives and companies manage their brands and reputations before, during and after corporate crises and long-term issues.

**KemperLesnik** has named **Megan Godfrey** group account director of PR. Megan joined KemperLesnik in 2011 as an account executive. Prior to joining KemperLesnik, she held PR and marketing positions with Moji, an athletic start-up, and CDW.

## **LEVI STRAUSS ENTERS NAFTA FIGHT**

American apparel giant Levi Strauss & Company has hired law firm Akin Gump Strauss Hauer & Feld to advocate U.S. trade matters on Capitol Hill as they affect the clothing industry, as the Trump administration attempts to close a tentative new North American Free Trade Agreement pact with Canada and Mexico.



According to documents filed with the Justice Department, Levi Strauss has retained Akin Gump to lobby on international trade issues

including NAFTA negotiations. The iconic San Francisco-based retail brand, which maintains one of its largest denim mill suppliers in Mexico, is only the latest U.S. company to retain lobbying support amid ongoing attempts by the Trump administration to redraw the terms of NAFTA, which President Trump has called “the worst trade deal in history.”

The Levi Strauss account will be managed by Scott Parven, a former global policy director at Aetna Life who was also formerly legal assistant to Rep. Nicholas Mavroules (D-MA); and Josh Teitelbaum, former deputy assistant secretary of commerce for textiles, consumer goods and materials with the International Trade Administration in the U.S. Department of Commerce.

## **CRYPTOCURRENCY BIZ TAPS HEADLAND**

Headland Consultancy is helping CryptoUK, the country’s new self-regulatory trade body for the cryptocurrency business, shape a regulatory framework and increase transparency.

The London-based financial/corporate PR firm will provide PA and media relations services to the new group. It will engage with UK policymakers to develop a blueprint for future cryptocurrency regulation

Toby Pellew, director at Headland, noted that cryptocurrencies are receiving increased scrutiny from politicians and regulators.

Coinbase, CoinShares, Coinfloor, CommerceBlock, eToro, BlockEx, CEX.IO and CryptoCompare are founding members of CryptoUK.

## **GLOVER PARK FINDS FOOTE**

Gina Foote, former chief of staff to Texas Rep. Ted Poe (R), has joined Glover Park Group as a vice president in its government relations practice.

Foote joined Congressman Poe’s team in late 2010 where, in addition to serving as chief of staff, she also led campaign manager duties for Poe’s successful reelection efforts during the last three election cycles.

She was previously an associate general counsel at Republican-leaning lobbying shop BGR Group, where she advised clients on various political law, ethic, and compliance-related issues.

Glover Park Group in a statement said that “Foote’s considerable political experience and substantive smarts will benefit a broad array of GPG clients.”



**Gina Foote**

## **PRSA SPONSORS CLOTHING DRIVE**

PRSA-NY is getting help from Ketchum for a clothing drive meant to contribute to the empowerment of women in the workforce. Tied in with the celebration of Women's History Month in March, the drive benefits the international not-for-profit organization Dress For Success. DFS helps women achieve economic and personal independence through a network of support, career development tools and professional attire.



PRSA-NY president Sharon Fenster and Cessie Cerato, senior director of public relations for Palace Resorts, helped to coordinate the effort, along with Ketchum VP Emily Simmons.

According to Fenster, the drive was a “success and something we would do again. We’ve been looking for a community endeavor that we could do on an ongoing basis.”

Dress for Success is a volunteer-driven organization, depending on the support of community members. Visit [Dress For Success](#) for more information on how to support the process and join their global efforts. There are more than 160 DFS sites across 30 countries.

## **WPP SETTLES SUIT VS. EX-JWT CHIEF**

WPP has settled a lawsuit lodged by the former chief communications officer of its J. Walter Thompson unit that alleged sexual misconduct by the former agency head, Gustavo Martinez.

Erin Johnson, who received an undisclosed amount in the settlement, hopes that her experience will encourage others to speak out.

Filed in US federal court, the 2016 suit named Martinez, JWT and WPP as defendants. It charged Martinez with “an unending stream of racist and sexist comments as well as unwanted touching and other unlawful conduct.”

Martinez, who left his JWT post following the filing of the suit, works on assignments for WPP in Spain.

## **BEER INSTITUTE TAPS COX**

The Beer Institute has named Ramsey Cox as director of media relations and PA.

Cox was communications director for Washington Congresswoman Suzan DelBene and a reporter for *The Hill* covering the Senate.

BI chief Jim McGreevy said Cox’s job is to tell the stories about how the nation’s brewers and beer importers support the US economy and contribute to the manufacturing sector.

The trade group has been critical of President Trump’s decision to slap a 10 percent tariff on imported aluminum, which it says could lead to the loss of 20K jobs.

It will lobby the administration for an exclusion, saying that aluminum imported for beer cans is not a threat to national security.



**Ramsey Cox**

## DHS TO TRACK JOURNALISTS

The Department of Homeland Security has plans to create a “media influencer database” that it says will track over 290,000 global news sources.



According to documents issued by DHS last week, the department is looking for a contractor who can monitor “any or all media coverage related to the Department of Homeland Security or a particular event.”

In addition to tracking media content, the database would also compile information on the people who produce that content. DHS says that potential contractors for the project should be able to “present contact details and any other information that could be relevant, including publications that this influencer writes for.”

The proposed database, which would also gather data on social media conversations, would analyze statements in terms of “sentiment” as well as content.

While DHS cites “a critical need to incorporate these functions into their programs in order to better reach Federal, state, local, tribal and private partners,” it has not been forthcoming about what kind of uses the information gathered would be put to, or as regards what, if any, limits would be put on gathering that information.

## SONY'S TOWNSEND TAKES STARZ PR POST

Lauren Townsend has joined Starz, the pay-TV unit of Lionsgate global content platform, as executive VP communications.

She'll handle corporate communications, program publicity, media relations, social media, events, talent relations and government relations.

Townsend joins Starz from a five-year stint as Sony Pictures Entertainment, where she departed as VP-media & talent relations.



**Lauren Townsend**

## MEDIA MANEUVERS

*USA Today* has named **Maribel Perez Wadsworth** as publisher. In addition to her new role, Wadsworth will continue to lead the paper's consumer division, overseeing content strategy and operations, and serve as president of the USA Today Network.

Journalist and author **Chuck Lewis** has been awarded the 2018 I.F. Stone Medal for Journalistic Independence. A former producer at ABC News as well as CBS News' “60 Minutes,” Lewis founded the Center for Public Integrity in 1989, and its International Consortium of Investigative Journalists in 1997.

SiriusXM has named **Olivier Knox** as its chief Washington correspondent. Knox joins SiriusXM from Yahoo! News, where he was chief Washington correspondent. At Sirius, he will provide commentary for all of the company's political channels. He will also host a weeknight show about the President.

## DIVERSITY LACKING AT CMO LEVEL

People of color account for only 13 percent of professionals in top marketing roles at major U.S. companies today, according to a new report from marketing trade group the Association of National Advertisers.

The findings come as part of the ANA's first annual “CMO scorecard,” an exercise that surveyed chief marketing officers (or an equivalent role) at each of the ad group's member companies in a bid to gauge organizations' progress in terms of gender and ethnic diversity at the senior marketing level.

The survey's findings, which examined industries including banking and financial services, food and beverage, technology, sports and entertainment and consumer packaged goods, suggests that while U.S. companies appear to have taken great strides in terms



of gender equality in their upper ranks, they have a long way to go in establishing a similar parity when it comes to representing ethnic groups in lead marketing roles.

The report found that 87 percent of the top marketers in the trade group's client-side member organizations are white. Only five percent of CMOs are Hispanic/Latin and only another five percent are Asian. Only three percent identify as African American or Black.

The ANA's CMO “scorecard” report identified the profile of CMO or CMO-equivalent positions at each of ANA's 747 client-side marketer company members. ANA's members represent more than 10,000 brands and collectively spend more than \$250 billion annually in marketing communications and advertising. ANA member companies include 3M, Airbnb, Apple and eBay.

## NEWS OF FIRMS

**Hemsworth Communications** is expanding to New York City. The agency already has a presence in NYC through its hosting and facilitating of press events, making the opening of Hemsworth NYC “a logical next step for us,” according to Hemsworth president and founder Samantha Jacobs. The agency has hired Kate Wark to serve as managing partner of the new office. Wark comes to Hemsworth from Carolyn Izzo Integrated Communications, where she served as senior VP.

**Southard Freeman Communications** is forming an alliance with UK-based Playtime PR, which focuses on brands in the toys, games and childhood sector.

The deal gives Southard Freeman's clients access to Playtime's PR services in the UK and Europe. Similarly, clients of Playtime PR will be able to tap into Southard Freeman's offerings in the U.S.

Social creative agency group **The Honey Partnership** has opened its first office in continental Europe with the launch of the Hey Honey studio in Amsterdam. Its offerings include social strategy, video production, live video streaming, video-led campaigns, and content seeding.



**Kate Wark**

## COMMENTARY

### THIN-SKINNED SINCLAIR PULLS \$25K DONATION

Sinclair Broadcast Group, which took heat last week for what it calls a “corporate news journalistic responsibility promotional campaign,” has apparently punished one critic by yanking a \$25K donation that it made to the National Press Photographers Assn.’s legal advocacy program after the group criticized the broadcaster’s policy of requiring local anchors to mouth “scripted news” cooked up at its Hunt



Valley (MD) headquarters.

How petty and vindictive!

Sinclair’s decision is not a move that champions free speech rights, which should be a priority of all broadcasters. It’s a bid to muzzle critics.

In its April 4 statement, NPPA noted that Sinclair “has drawn attention and scrutiny for editorial opinions and public comments in which a wide swath of the journalism industry has been accused of extreme bias.”

Calling on-air talent “the trusted faces of news departments,” NPPA said using those staffers for corporate messaging purposes “could be construed as an affront to widely-held journalistic standards.”

It urged Sinclair and all media companies to be careful when criticizing the work of other journalists.

The press photographers’ group even posted a response to its statement from Scott Livingston, Sinclair’s senior VP for news, who said the messaging “reinforces our commitment to objective and fair storytelling.”

Livingston’s statement wasn’t enough for Sinclair’s top brass.

The company pulled its cash less than 24 hours after NPPA’s original statement that it made “in the interest of promoting important conversations about journalism ethics, and the work of dedicated and brave journalists across the country and around the world.”

Though disappointed by Sinclair’s funding cut, NPPA said it “will not be deterred from our commitment to our Code of Ethics, and we will not be deterred from our commitment to advocating for First Amendment, copyright, and other important issues in the year ahead.”

Kudos to the NPAA.

### DID ‘FAKE NEWS’ SEAL THE DEAL FOR TRUMP?

Three fake news stories during the 2016 presidential campaign may have convinced voters who backed Barack Obama in 2012 to switch to Donald Trump, costing Hillary Clinton the White House, according to a study conducted by Ohio State University researchers.

Seventy-seven percent of Obama voters supported Clinton in the last election. Ten percent switched to

Trump, four percent went for Jill Stein, and eight percent stayed home.

The researchers asked Obama voters if they believed the bogus claims that Clinton is in poor health, Pope Francis backed Trump and that the ex-Secretary of State approved weapons sales to Islamic jihadists, including ISIS.

The survey found that 89 percent who did not believe any of the stories voted for Clinton. Sixty-one percent of those who believed one fake news story voted for Clinton, but only 17 percent of those who believed two or all of the stories voted for her.

The OSU researchers say while they cannot prove that belief in fake news “caused” former Obama voters to defect to Trump, the data “strongly suggests” that exposure to false stories “did have a significant impact on voting decisions.”

Since Clinton lost the presidency by 77,744 votes in Pennsylvania, Michigan and Wisconsin, “even a modest impact of fake news may have been decisive,” concluded OSU’s Richard Gunther, Paul Beck and Erik Nisbet.

### MAKE AMERICAN GREEN AGAIN

President Trump visited West Virginia for the fourth time to talk about tax cuts and burning more and more big beautiful coal.

A Gallup poll released April 2 found that Americas aren’t too hot on burning coal, which is a major contributor to global warming, or any other fossil fuel for that matter.



It found that Americans put more value in protecting the environment than increasing traditional energy production by a 59 percent to 34 percent margin.

Young and old prefer environmental protection. Nearly seven-in-ten (69 percent) of respondents under 50 years old vote for the environment, while 27 percent opt for energy development. It’s closer in the over 50 set with protecting the environment edging energy development by a 47 percent to 43 percent margin.

Gallup found that given a choice between increasing energy or conservation to address the nation’s power needs, conservation wins out by a two-to-one margin.

Asked to choose between developing alternative energy sources and increasing fossil fuel output, renewable power wins out by a whopping 73 percent to 21 percent.

Gallup concluded that respondents are more aligned with the Democratic party’s traditional emphasis on environmental protection, energy conservation and renewable energy than the GOP’s greater emphasis on producing more traditional energy sources.

Make America Green Again.

—Kevin McCauley