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O'Dwyer's Newsletter

The Inside News of
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CALIF. ENERGY CAMPAIGN SEEKS AGENCY

Energy Upgrade California, the efficiency and clean energy campaign by investor-owned utilities in the Golden State, is reviewing its outreach, outreach, marketing and communications account, including overall management of the program.



The utilities, including Pacific Gas and Electric Co. and Southern California Gas Co.,

among others, is planning an RFP to guide marketing, education and outreach for the program.

Ogilvy PR is the incumbent under campaign manager, the Center for Sustainable Energy, under a contract expiring Dec. 31.

The campaign started out in 2011 under the federal stimulus law and pivoted in 2013 to become a utility-financed "umbrella brand" to foster efficient energy use among Californians.

A pre-screen questionnaire is due April 23. Details: <http://odwpr.us/1p9J8Hh>.

NETATMO SEEKS PR AGENCY

Netatmo, the French consumer electronics company known for signature indoor air quality monitor Weather Station, is seeking an agency for the sake of implementing a 2016 PR strategy in key U.S. markets.



According to materials obtained by O'Dwyer's, the Boulogne-Billancourt, France-based company said its communications objectives include developing a proactive U.S. PR strategy and increasing brand awareness, media presence and coverage of existing products.

Netatmo is looking for a U.S. agency that can generate strong coverage for the brand and achieve earned media in consumer, tech, lifestyle and health and wellness media markets.

Netatmo also wants an agency to identify and suggest relevant U.S.-based PR opportunities for the brand and support sales and marketing efforts for the launch of new products.

The company said it seeks to "distance itself from being seen as 'young' and French," and instead, wants "to be seen as an international Smart Home key player."

DAVIS EXITS LEVICK, STARTS PR VENTURE

Lanny Davis, the DC insider and Clinton confidante, has left Levick to launch his own PR and legal operation.

Davis has been an executive VP at Levick since affiliating his Washington law firm with the PR operation.

"I will be starting new law and PR firms to continue to integrate law, media, and politics into solutions for clients," he said.

The legal and PR ventures are, respectively, Davis Goldberg & Gaper and Trident DMG.

Trident includes Levick SVP Eleanor McManus, a former CNN producer.

Levick earlier this year restructured its operations and trimmed some staff amid a reorganization.

'GOOD TIMES' FOR NEXT FIFTEEN

Next Fifteen reported 2015 revenues rose 18.9% to £129.8M (\$185.2M) on the strength of growth in the US, particularly from Beyond and M Booth.

Overall, organic growth hit 7.8% while US organic growth surged 14.1% to £83.5M (\$119.2M) for the year. Acquisitions (ODD, publitek, twogether) contributed about 11% of overall growth for the year.

CEO Richard Eyre said, "These are good times for Next 15." In the US, Beyond, Outcast, M Booth, Connections Media and Blueshirt were singled out for strong performances. Significant wins for the year were Oculus, moneysupermarket.com and Etsy. Its largest client is Google/Alphabet. Next Fifteen's PR operations also include Bite, Lexis, OutCast and Text 100.

Debt stands at 20.6M, against 14.1M in cash and equivalents. The company in March locked up £30M in financing with HSBC for acquisitions.

CEA TAKES COMMS REINS AT GIRL SCOUTS

Christine Cea, a senior PR exec of Unilever and Porter Novelli, has joined the Girl Scouts of the USA as chief communications executive.

Cea spent more than 15 non-consecutive years at Porter Novelli in New York and London, heading its global consumer practice until exiting the firm in November 2015. Her PN stints came around eight years at Unilever, where she was head of earned media.

Kelli Parisi left the VP, comms., slot at the New York-based Girl Scouts last year to head comms. and marketing at LeanIn.org. Stewart Goodby, an RFBinder and Sunshine Sachs alum, heads consumer, strategic and brand PR for the Scouts.



Cea

FIRST LADY'S COMMS DIR. RETURNS TO EL

Maria Cristina González Noguera, communications director to First Lady Michelle Obama, is returning to the Estee Lauder Companies, where she previously led corporate communications, in the post of senior VP, global public affairs.

Noguera joined the East Wing in 2013 as a special assistant to the First Lady, handling strategic planning and message development.

She was previously VP of corporate comms. at New York-based Estee Lauder. She takes up the new post on July 1 under executive chairman William Lauder and president/CEO Fabrizio Freda. She will focus on PA and global government affairs for the cosmetics giant.

Earlier, she was a managing director for Chlopak, Leonard, Schechter & Associates.



Noguera

BLACKBERRY'S EMERY HEADS GRAYLING TECH

Adam Emery, VP of corporate communications for Blackberry, has moved to Grayling as head of its US technology practice.

Emery was elevated to the global VP of corporate communications slot at Blackberry in 2014, helping guide the company through a tumultuous few years.

Grayling US CEO Peter Harris, a tech PR veteran himself, called Emery "one of the best in the business," praising his corporate and agency experience in the tech realm. His client work spans HP, ADP, Deloitte, CA Technologies, and HTC, among others.

Emery earned his agency stripes with Hill+Knowlton Strategies, where he led its New York tech practice as a senior VP. He earlier headed WE's corporate practice and did an in-house stint with IBM as communications manager.

Emery, based in New York, reports to Harris.

SODASTREAM POURS US PR TO POLLACK

SodaStream USA, the home soda kit marketer, has engaged The Pollack PR Marketing Group as AOR focused on the health and wellness market, following a review.

Los Angeles-based Pollack, which has a New York outpost, will pitch US consumers on SodaStream products, including as a way to reach the recommended eight glasses of water per day quota.

SodaStream's global chief of communication and PR, Maayan Nave, said the company employs more than 90 agencies in 45 markets around the world. SS North America chief Doug Pritchard cited Pollack's track record in the health/wellness space and integrated approach.

Publicly traded SodaStream has pitched its products as a healthier alternative to mass-market soda for years, but intensified the health-conscious effort last year with

the launch of a line of sparkling water drink mixes. It hired Dallas-based Commerce House last year to lead an advertising push in the health/wellness space.

The Israel-based company has also seen PR headaches from its production facility in the West Bank.

Pollack won the business after a three-month competitive review.

PR FIRMS WORK BOINGO PROXY CHALLENGE

PR firms have entered the fray as Boingo Wireless fends off a proxy challenge from activist hedge fund Ides Capital Management.

Sloane & Company is representing Ides, which has put forth two candidates for Boingo's board ahead of the wireless company's 2016 annual meeting. Managing director Dan Zacchei heads the work.

Ides said Boingo "has been dragging its feet" in talks as the hedge fund raps Boingo's governance and financial performance as "woefully poor" since its May 2011 IPO.

Boingo, working with Joele Frank, Wilkinson Brimmer Katcher for PR and Mackenzie Partners for proxy solicitation, said it is open to a continued dialogue with Ides and welcomes the opportunity to interview its nominees to avoid a proxy contest.

The company claims it has requested Ides facilitate interviews with its nominees and Boingo's board on seven occasions, but Ides has refused.

Joele Frank San Francisco chief Jed Repko reps Los Angeles-based Boingo.

Publicly traded Boingo, which provides Wi-Fi services and hotspots, posted revenue of \$139.6M in 2015, up 17% over the prior year.

FINSBURY, HERING SCHUPPENER GET CLOSER

WPP-owned financial PR heavyweights Finsbury and Hering Schuppener have forged a partnership and dropped out of previous alliances as they unite under a common brand.

Finsbury, with its London and New York prowess, and Herin Schuppener, strong in Frankfurt and Brussels, will offer their combined 14 offices and 350 staffers under the alliance. The firms said the alliance will give clients greater cross-market access, along with an integrated digital offering.

Hering Schuppener is severing ties with the AMO Network, while Finsbury drops out of the Europe-focused Fibra alliance.

The firms said they've adopted a common brand identity while retaining their names and ownership. Finsbury chairman Roland Rudd said the firms have worked side-by-side over the years and share a common philosophy as advisers. WPP said the firms advised nearly 1,500 deals worth more than \$2 trillion over the past 10 years.

Ralf Hering, CEO of Hering Schuppener, said "With this partnership we are creating a unique platform, able to offer clients superior expertise and resources, and are committed to shaping the future of our industry."



HALE RETIRES ATOP AP COMMUNICATIONS

Ellen Hale, who led corporate communications for the Associated Press, has retired from the wire service.

The AP has promoted human resources chief Jessica Bruce to add oversight of corporate communications as a senior VP.

In a statement, Bruce said corporate communications and HR have been closely aligned for years at the AP, noting its internal communications unit manages messaging for the AP's thousands of staffers in 263 locations across 106 countries.

Hale spent nearly 12 years with the AP, leading a 22-staffer unit for media relations, creative, corporate archives, corporate events and special projects, as well as internal comms.

She was previously a correspondent for *USA Today* in London covering Europe and the Middle East, and served as deputy managing editor for features at the *Journal News* in White Plains, N.Y. She was also national medical reporter for Gannett in Washington.

Former media columnist Paul Colford (*Daily News*, *Newsday*) is VP and director of media relations for the AP.

BUZZFEED FACES REVENUE STUPOR

Millennial-focused online news and entertainment site BuzzFeed is in the financial doldrums, according to an April *Financial Times* report.

The New York-based Internet media company missed its revenue target by 32 percent in 2015, and has since cut its projected revenue for 2016 in half, from \$500 million to \$250 million, according to the *Financial Times*.

BuzzFeed, which was founded in 2006, was formerly known for its daily listicles and viral content offerings. The site began acquiring a more serious tenor in recent years, making noted forays into investigative reporting and breaking news, as well as unveiling a successful video production unit.

The site, which is funded primarily by sponsored native advertising content, in 2014 received a \$50 million investment from venture capital firm Andreessen Horowitz, and an additional \$250 million in 2015 from NBCUniversal.

Vanity Fair in April reported that the site accounted for 181 million global unique visitors in the last month alone.

The April *Financial Times* report posits that BuzzFeed's recent performance could signal a foreboding future for the site's revenue structure, and said "people with knowledge of the company's operations have expressed concern that its business model ... is not scalable."

BuzzFeed disputed the *Financial Times*' figures but did not offer the international newspaper its own revenue numbers.

Tech news Re/code offered a rebuttal from BuzzFeed chair Ken Lerer, who said the company — and the overall digital media landscape — remains in fine shape.

"Anyone who thinks that this isn't a terrific time to be in digital content is dead wrong," Lerer was quoted. "It's a fantastic time."

POLITICO'S FRENCH FLIES TO MCBEE

Lauren French, a Congressional reporter for Politico, has moved to McBee Strategic Consulting as senior manager to lead a new policy communications offering.

McBee said French helms Press Office, a service for clients in need of "policy-driven" PR and communications, in addition to traditional PA work for the firm.

At Politico, she penned the news org's morning Congressional dispatch, Huddle, and covered the Hill after stints focused on tax policy and the Internal Revenue Service.

The 2012 grad interned at Reuters, McClatchy and the *Houston Chronicle*.

SALON SUFFERS STAFF SHAKEUP

San Francisco-based political and current affairs site Salon on Tuesday initiated a series of layoffs that included cuts to key senior editorial staff.

The news was first reported by Politico.

Salon.com website logoA total of six staffers were terminated, according to Politico, including long-time assistant managing editor Ruth Henrich, who has been with the publication for 18 years.

Personal essays editor Kim Brooks was also among those let go, Politico reported.

In a statement, Salon CEO Cynthia Jeffers said the cuts were due to budget constraints.

"Salon Media Group took steps that we believe will put the company on a stronger path forward," Jeffers said. "We made the difficult decision to reduce our staff, in addition to other budgetary cuts. We hope these steps will move us in the direction of profitability and align us more closely with our strategy."

Salon was founded in 1995 by former *San Francisco Examiner* editor David Talbot, who stepped down as CEO and editor-in-chief in 2005 but returned briefly in 2011 to replace Richard Gingras, who exited the Salon CEO post to head the global news products group at Google.

Jeffers, a former technical director and technology VP at The Huffington Post, became Salon CEO and CTO in 2012.

Time film critic Stephanie Zacharek, a former Salon senior writer, tweeted today that Henrich's termination was "the work of heartless, craven idiots."

AL JAZEERA AMERICA BIDS ADIEU

Al Jazeera America pulled the plug on its live news broadcasting April 12 after a three-year run.

The network, owned by Qatar-based Al Jazeera Media Network, in its final live broadcast will showcase the contributions of its journalists since launching in 2013. "Al Jazeera America has the most talented and diverse team any media organization could wish for" CEO Al Anstey and president Kate O'Brian wrote to staff in a memo released by the network. "So, as we enter our final day, we would like to pass on our sincere thanks, appreciation, and respect for your amazing work, and for your commitment to those we cover."

SCIENCE NEWS, COURTESY OF THE A-LIST

By Sarah Jane Baker

As a person who once pursued a career in TV journalism, I can tell you TV news has no peer when it comes making us feel empathy. The results are generally less spectacular when the subject is difficult-to-fathom medical science. But I believe there's a solution. What if TV news shows could borrow some of the tricks and tools Hollywood uses to make these challenging elements more appealing? By doing this, the shows would elevate our national conversation about science and boost viewer engagement.

Amazing confections

One example that recently caught my eye was a scene in the Oscar-nominated film "The Big Short." Actress Margot Robbie sits in a bubble bath, glass of champagne in hand, and explains the complexities of mortgage-backed securities.

Okay, she isn't talking about engineering chimeric antigen receptor T cells to attack cancer. But the topic is equally wonky, and the scene succeeds in bringing viewers pleasurably up to speed.

Robbie's cameo and the way it's presented — she breaches the "fourth wall" and talks directly to the audience — turns out to be a perfect device, both for drama and pedagogy. Could TV news shows pull this off? If they packaged the segment with humor and panache, I don't see why not.

In fact, to communicate hard science, TV news could incorporate almost all the ingredients Hollywood uses to cook up its amazing confections.

I don't think TV audiences would balk at the use of movie stars. We already have a soft spot for celebrities who are authentic and passionate disease advocates, such as Michael J. Fox (Parkinson's disease) and Angelina Jolie (BRCA gene mutations and cancer).

More and more of them are also showing up in television commercials. Disease advocacy and product pitches are just two of the many roles these talented individuals can play.

Jurassic science

Every film buff and self-identifying nerd can conjure up a movie scene where science shines through. Maybe it's the rebellion of HAL (the Heuristically programmed Algorithmic computer) in "2001: A Space Odyssey," or one of the pitch-perfect re-enactments in "Apollo 13" or "A Beautiful Mind."

Then, there is the classic genetics tutorial in Stephen Spielberg's first "Jurassic Park" movie when scientists played by Sam Neill, Laura Dern and Jeff Goldblum watch an animated film within the film.

Narrated by Mr. DNA, this animation explains how creatures that have been extinct for million of years can be cloned from DNA in traces of blood from mosquitoes trapped in ancient amber.

This clip could be used today in a class on cloning — and it probably is.

My point is, cloning is an important medical technology, laid out in an amusing, edifying way by masters of the craft in Jurassic Park. Maybe, royalties permitting, Mr. DNA could help a newscaster explain this science the

next time cloning or de-extinction is in the headlines.

Master explainer

The actor who blazed trails in this type of exposition is Alan Alda. For more than a decade, he played Chief Surgeon Hawkeye Pierce on CBS's TV show "M*A*S*H," then spent 12 years as host of the science-themed TV show "Scientific American Frontiers."

After that, Alda helped create the Center for Communicating Science at Stony Brook University. The program taught scientists — what else? — how to think like actors.

If Alda is willing to work so hard on behalf of science communications, sometimes on a volunteer or "not for much profit" basis, maybe other gifted actors might do the same.

Maybe broadcast news could enlist movie stars in the not-yet-invented role of Master Explainer for complex medical developments.

The candidates that spring to mind are known for very different roles. And I confess, I haven't asked any of them what they think (though if I get the chance to walk the next red carpet, I'll be sure to bring it up!) Here are a few whose science or math proclivities have been well documented in the celebrity press:

Natalie Portman: BA from Harvard, two papers published in science journals.

James Franco: math nerd, one-time intern at Lockheed Martin, now pursuing a PhD in English at Yale.

Mayim Bialik: neuroscience doctoral work at UCLA before playing a neurobiologist on "Blossom" and science nerd on "The Big Bang Theory."

Mission possible

But what, exactly, would we be asking these celebrities to do? Without any exact precedents in TV health news, it's hard to know what the newfangled broadcast segments would be, but we have some idea what they would look like.

Think of your favorite science scenes in movies "The Martian," "Interstellar" or "The Imitation Game." All it really takes is good writing, good material, and star power.

It's true that individuals on our A-list don't work for peanuts, and struggling TV news programs don't have Hollywood-style budgets. But money isn't the only thing actors think about.

Many have earned plenty, and some are admirable philanthropists who understand the idea of mission. If they're looking to give something back to society, moonlighting as science ambassadors for modest fees may fit the bill.

There is one other caveat: actors, unlike professional journalists, have no training in how to avoid biased reporting, conflicts of interest, breaches of privacy or plagiarism.

Learning about these pitfalls isn't brain surgery. And, come to think of it, brain surgery is something our versatile movie stars probably could have pursued while studying at Harvard, Yale or UCLA.

Sara Jane Baker is Senior Manager of Media Relations at Chamberlain Healthcare PR, part of inVentiv Health.

NEWS OF PR FIRMS**SANTY SNAGS S+L COMMUNICATIONS**

Scottsdale, AZ-based Marketing communications firm Santy has acquired Los Angeles-based PR and marketing agency S+L Communications.

S+L, a Santy company S+L, which specializes in fashion, sports and the outdoors, was founded in 1988. Clients include Blundstone, Cienta, K. Bell Socks and Pavepara.

The agency now becomes S+L PR, a Santy Company. S+L's Los Angeles offices will remain, with plans to add additional staff in the future.

"We've been eyeing the fashion, footwear and action sports industries for some time, knowing that our expertise in marketing to Millennials offers incredible value," said Santy CEO Dan Santy in a statement. "This acquisition gives us an opportunity to shine in new industries, and attract the attention of brands that are underrepresented in the digital marketing space."

Digital branding agency Santy, which holds additional offices in Orange County and West Hollywood, was founded in 1992. Clients include Delta Air Lines, Pei Wei Asian Diner, Peter Piper Pizza, Real Mex and Pocky.

FP APPOINTS MARTINS TO HEALTH ROLE

Lisa Martins, a PR industry executive who was previously a vice president at PR powerhouse Ogilvy Public Relations, has joined independent shop Finn Partners in a vice president role in that agency's health practice.

Martins led national health campaigns at Ogilvy, which she joined in 2014. Prior to that she was stationed at WPP unit Burson-Marsteller, which she joined as director before being appointed senior director, and worked on health-awareness campaigns for global pharmaceutical brands. She has also held roles at HealthStar Public Relations (now Centron PR), inVentiv Health PR group unit Chamberlain, Cohn & Wolfe and Porter Novelli.

In her new role as VP, Martins will contribute her pharma insights to help build the New York-based firm's growing roster of pharmaceutical and health/tech clients, particularly in the cardiovascular and cancer sectors.

She will report to Kristie Kuhl, senior partner of Finn Partners' health practice, who leads Finn Partners' pharmaceutical efforts. Kuhl joined the agency in October.

Gil Bashe, managing partner and head of Finn Partners' health practice, said the agency is "building a team that speaks to the future of patient access to care."

BRIEF: Pratt Street Communications, a new Washington, D.C.-based marketing communications consultancy that offers counsel to clients in the for-profit and non-profit sectors, opened its doors this week. The agency will provide communications consulting services in the areas of research, stakeholder relations, media training, communications program development and crisis communications. co-founders are Dave Groobert and Julie Garel. Groobert was previously a senior associate at Environics Communications. Garel is an alum of Convergence Center for Policy Resolution and brand planning director at full-service shop BCF Agency.

NEW ACCOUNTS**New York Area**

Ink & Roses, New York/Ricola US, as AOR for the iconic herbal cough drop line owned by parent company Ricola Ltd. The Laufen, Switzerland-based company, which was founded in 1930, now exports its products to more than 50 countries throughout Asia, North America and Europe. As AOR, Ink & Roses will now lead all publicity for Ricola's US portfolio of products.

Tartaglia Communications, Somerset, N.J./Alzheimer's Drug Discovery Foundation, to promote its science initiatives and raise awareness of the role the org plays in funding the discovery and development of drug therapies for Alzheimer's disease and related dementias. Last year the firm managed the media launch of the Melvin R. Goodes Prize for Excellence in Alzheimer's Drug Discovery and managed a press briefing on promising Alzheimer's research as well as media relations for the ADDF's 16th Annual Conference on Alzheimer's Drug Discovery. Its new assignment includes the announcement of the 2016 Goodes Prize winner, publicity for the 17th Annual Drug Discovery conference, and a range of ongoing science communications and writing assignments.

Brandstyle Communications, New York/Elle Cole Interiors, Dallas-based interior design firm, and Riviera Caterers, Brooklyn-based event venues and catering company, for PR.

Squire Patton Boggs, Washington, D.C./United Health Group for lobbying Capitol Hill on issues related to healthcare. UGH, parent of UnitedHealthcare, is the largest single health carrier in the nation. Its team includes ex-Sens. John Breaux (D-LA) and Trent Lott, (R-MS) and ex-Rep. Jim Matheson (D-UT).

Midwest

Airfoil, Royal Oak, Mich./Automotive Broadcasting Network; BI WORLDWIDE, employee engagement solutions; Duo Security, security platform, and PSR Associates, staffing firm specializing in IT services, all for PR.

Mountain West

Turner, Denver/Kimpton Seafire Resort and Spa (Caribbean); Hyatt House Naples/5th Avenue (Florida), and Hyatt Regency Aurora-Denver Conference Center, for PR.

Southwest

B&P Advertising, Media and PR, Las Vegas/The Cosmopolitan of Las Vegas, as AOR for creative and marketing.

Vox Solid Communications, Las Vegas/Beli Andaluz Salon, Las Vegas luxury salon, for PR, including branding and securing earned media coverage.

Canada

Ashworth Associates, Toronto/Herzig Eye Institute, laser vision correction; Fusion Mineral Paint, interior paint, and 120 Diner, Toronto music and comedy venue.

ChizComm, Toronto/CJ E&M, Asia-based content and media company focused on broadcast, film, music, live entertainment and animation, for North American PR.

NEWS OF SERVICES

GOULD TO PUBLISH PR M&A GUIDE

Rick Gould, managing partner of New York-based PR mergers and acquisitions consultancy Gould+Partners, has penned a new book, "Doing It the Right Way: 13 Crucial Steps for A Successful PR Agency Merger or Acquisition."

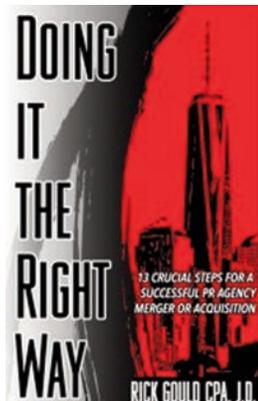
The how-to guide provides M&A tips and advice for PR agency owners to boost profitability, enhance valuations and execute a successful agency sale.

The book features 13 steps PR agency owners should take over the course of a sale and offers checklists designed to guide owners through the process of selling an agency, detailing the varying types of agency buyers, business plans and key financial metrics involved. The book also provides guidance on the alternate roles of the CEO and CFO in the context of a sale, and how to match the vision of the seller with the vision of the buyer.

Gould told O'Dwyer's he created the book to educate PR pros on the inner workings of PR M&A.

"When I get calls, emails and comments during meetings that a prospective seller expects to receive three-to-five times 'net revenue' if they sell his or her firm, it frustrates me," Gould said. "It creates false expectations and false hopes. I have to give the owner a reality check for what the agency is most likely worth."

The book will be released in May and will be available on Amazon.com. Profits from this edition will be donated to children's charities.



MERCURY AIDS AIRBNB

Public affairs and strategy shop Mercury is providing Capitol Hill support for online lodging marketplace Airbnb on a series of economic development issues.

The Omnicom public affairs unit is charged with aiding Airbnb in Washington on issues related to antitrust, as well as judiciary and e-commerce matters.



San Francisco-based Airbnb, which now maintains 19 offices worldwide, is currently valued at around \$25 billion, and posted projected revenues of \$900 million for 2015.

The property rental resource, which has faced legal pressure in some cities on the grounds of safety and tenant leasing regulations, as well as pushback from the hotel lobby with which it competes, in August hired political consultant and crisis communications expert Chris Lehane, a top Clinton administration advisor who also served as spokesperson for Al Gore's 2000 presidential bid, to serve as chief of head of global policy and public affairs.

The airbnb account will be managed by Mercury partner Vin Weber, who was previously Republican Congressman of Minnesota.

PEOPLE

Joined

Rich Oppel, a veteran newspaper editor and D.C. bureau chief, to Austin-based healthcare communications agency Crosswind Media & PR, as a senior advisor for media strategy and management. He was editor of Austin American-Statesman from 1995 to 2008 and, earlier, editor of the Charlotte Observer from 1978-1993 editorship. He was also D.C. bureau chief for Knight Ridder Newspapers and was executive editor of daily the Tallahassee Democrat. He later served as a senior advisor for Austin-based WPP unit Public Strategies. His son is New York Times reporter Richard A. Oppel, Jr., is a New York Times reporter, and his daughter, Shelby Oppel Wood, is an A/M at Coates Kokes in Portland.



Oppel

Josh Culling returns to Dezenhall Resources, Washington, D.C., as senior VP. He previously served as VP at the crisis management and PA firm after a stint with Toledo, OH-based marketing and advertising agency Communica Inc. He was state GA manager at taxpayer advocacy organization Americans for Tax Reform and state GA manager at conservative taxpayer advocacy group the National Taxpayers Union. has also named James Hewitt, another former Dezenhall staffer, as senior director after serving as the deputy press secretary for the RNC.

Andrea Carrothers, a former Porter Novelli food and nutrition VP, to FoodMinds, as senior VP in the firm's San Francisco office, effective April 18. A registered dietitian, since 2011 she served as VP, food, beverage and nutrition, in PN's Washington D.C. office for clients like the National Cattlemen's Beef Association, McDonald's USA, and Alliance for Potato Research and Education.



Carrothers

She was a nutrition comms. manager at consumer packaged food company WhiteWave Foods and senior technical sales rep at GTC Nutrition.

Melendy Britt, EVP and consumer practice lead for Edelman Los Angeles, to L.A.-based travel and hospitality firm Wagstaff Worldwide as executive director of the L.A. headquarters office. She was director of M&C Saatchi PR Spain and was responsible for launching that agency's Madrid office, served as creative director, brand experience for Weber Shandwick Spain, and for nearly 18 years was stationed at Ogilvy PR Spain.

Sonja Warner to TransMedia Group, Boca Raton, Fla., as VP of global corporate communications to develop U.S. business and comms. for clients in Russia, Ukraine and Europe. Warner is fluent in English, German, Russian, Croatian and Ukrainian. She was previously managing partner at Worldwide Innovative Communications and GM of government affairs firm People Republic Consulting. She also led organizational development and corporate comms. at Robert BOSCH Ltd.

PACIFIC EXPLORES RESTRUCTURING W/ SITRICK

Sitrick and Company is handling communications for Pacific Exploration & Production Corp., the Canadian-Columbian oil company facing a significant debt burden and low energy prices.

After an April 10 Wall Street Journal report said Pacific's board nixed a restructuring meeting over shareholder concerns about its independence, the company sought April 11 to clarify and respond to a bevy of speculation about its future.

Pacific said its operations continue as normal and acknowledged receipt of a number of third-party proposals to restructure. It denied reports that management will be "given" equity in a restructured company, claiming instead such equity will be awarded based on performance-based incentives.

Current lenders and debt holders are expected to receive equity in a restructured company due to their expected "significant losses," the company said.

Pacific's board has formed an independent committee to weigh a restructuring.

Sitrick director Tom Becker in New York is advising Pacific on the PR front. Frederick Kozak heads IR for Pacific.

CHRISTIE'S COMMS. DIRECTOR RESIGNS

Kevin Roberts, director of communications for New Jersey Governor Chris Christie, is leaving his post to take a job in the private sector. His last day will be April 22.

The story was first reported by the Wall Street Journal.

Roberts, who was previously communications director for the New Jersey Republican State Committee, joined Christie's team in 2010, first serving as deputy press secretary before becoming press secretary for Christie's 2013 re-election bid. In 2015 he was appointed communications director, a role in which he remained during the Governor's unsuccessful 2016 Presidential run.

"Working for Governor Christie for the last six and half years has been an incredible experience. I will always be thankful for the opportunity he gave me to enter public service and serve alongside hundreds of incredibly smart and dedicated people," Roberts said in a statement.

Roberts declined to divulge to the Journal the details of his forthcoming job.

The Journal also reported that Roberts had initially planned to leave the governor's administration after Christie's 2013 re-election, but stayed on in lieu of the "Bridgagate" scandal, in which members of the Governor's staff allegedly colluded to create traffic jams on the George Washington Bridge as a means of retaliation against Fort Lee Mayor Mark Sokolich, who had declined to endorse Christie in the gubernatorial election. That incident ultimately led to the indictment of deputy chief of staff Bridget Anne Kelly.

As of press time, the governor's office has not named Roberts' replacement.

Roberts' departure is only the latest in what has recently resembled a communications exodus from Christie's office, whose governorship is set to expire in January, 2018.

Christie's chief of staff, Regina Egea, resigned on April 7, also with unspecified plans to leave for the private sector. Egea, who was previously director of the governor's Authorities Unit, had served as the governor's chief of staff since December 2013. Amy Cradic, who has been Christie's senior policy adviser since 2012, succeeds her.

Maria Comella, former deputy chief of staff for communications and one of Christie's top political aides, in March announced her resignation. Comella, the longest serving member of Christie's senior staff, had been with the governor since 2009, and was allegedly responsible for shaping Christie's image for his 2016 presidential run.

A March poll conducted by Fairleigh Dickinson University's Public Mind found that Christie's approval rating in New Jersey now stands at its lowest point since he assumed office, with 61 percent of respondents claiming they disapprove of their governor's performance. That poll was conducted a week after Christie's endorsement of Donald Trump for President.

TEXAS AG. DEPT. COMMS. DIRECTOR RESIGNS

Lucy Nashed, a former communications director for Texas Governor Rick Perry's President run, has unexpectedly resigned from her post as communications director for the Texas Department of Agriculture, citing a "tremendous lack of communication" at the state agency.

Nashed, the top spokesperson for Texas agriculture commissioner Sid Miller, left her post amid criticisms that Miller had allegedly used taxpayer funds to pay for out-of-state trips that included personal activities. The agency then offered conflicting accounts to the media regarding why Miller's travel was paid for with state funds.

"I have appreciated the opportunity to serve the Texas Department of Agriculture and the Texas agriculture industry, but I'm leaving to pursue other opportunities," Nashed said in a statement announcing her resignation. "It's clear that there's a tremendous lack of communication at the TDA, which makes it difficult for me as a comms person to do my job."

The Houston Chronicle on April 8 reported that Miller, who assumed office in January 2015, used a combination of taxpayer money and campaign funds to travel to Mississippi in 2015 to compete in a rodeo. Miller told the Chronicle that the initial purpose of trip had been to meet with agriculture officials, and when those work-related meetings never materialized, he allegedly repaid the state. Nashed reported to Austin-based web publication The Texas Tribune, however, that the intent of the trip had always been personal, but was mistakenly logged as a business trip by a staffer, and had been booked using an agency credit card. Nashed said Miller repaid the state for the trip when the agency realized a booking mistake had been made.

The Houston Chronicle in March also reported that in February 2015, less than a month after taking office, Miller traveled to Oklahoma City to visit a doctor for the purpose of receiving a "Jesus shot," a pain-relieving injection. The Chronicle reported that Miller billed taxpayers "at least \$1,120 for flights and a rental car" for this trip. Miller allegedly later repaid the state for this trip as well.

Apartment dwellers in New York and elsewhere don't realize it but dangerous radiation is pouring through their windows from cellphone antennas atop other buildings. Highest apartments are most at risk.

With the aid of binoculars, we located more than 40 such antennas beaming into our 21st floor corner apartment which unfortunately has 10 windows. The antennas were initially pointed out to us by a technician who came to our apartment to measure the radiation.

Immediate solutions include putting down the metal venetian blinds which cut the radiation from 10,000 microwatts per meter squared to 5,000 and staying away from the windows. We have also been advised to move to a very low apartment in the building.

The measurement at our desk in the middle of the room is down to 250 or so. Bioinitiative, which has extensive research on the health effects of electromagnetic radiation, (EMR) used to say that under 1,000 microwatts was a target. But it now says that any radiation is unacceptable although it may take years for symptoms to develop.

Our computer also shows more than 60 Wi-Fi beams are coming through the walls and could be used by us if we had any of their access codes. The building has 485 apartments. However, the technician who came to our apartment said this is far less dangerous than radiation through the windows.

Bedroom Getting Zapped

The bedroom of our apartment is getting zapped to the tune of 3,370 on the side of the bed closest to the window to 1,200 on the other side.

Solutions include moving the bed farther from the window, buying metalized draperies or buying a canopy for \$1,055 as recommended by EMF Analysis.

Coating all ten living room and kitchen windows with clear, metalized film would cost \$2,600. That is an option being considered. The material can also be purchased directly from Vista Window Film, Martinsville, Va., and applied by an apartment owner at a considerably lower price.

Safe Living Technologies, Guelph, Ontario, sells Signal Product Clear at \$43 Canadian dollars per foot, four-feet wide. The company says its product, formerly SLTWF1, is virtually undetectable on windows but provides a Radio Frequency barrier as well as keeping the home cooler and more comfortable while protecting the décor. It blocks analogue and pulsed digital signals for external sources such as microwave transmitters, cellphone towers, neighbours' cordless telephones and Wi-Fi signals.

Technicians tell us that some of the new apartment buildings in New York have metalized windows that block the radiation. Apartment dwellers and office workers throughout the U.S. need to investigate the radiation levels at both home and office.

Following the visit by the technician, we purchased an Acoustimeter for \$350 from EMF Fields Solutions and found it closely tracked with what the technician had

found using an instrument costing about \$1,000—a Gigahertz Solutions HFES9B Radio Frequency Analyzer.

Media AWOL; See AT&T, Comcast, etc., Ad Skeds EMR health advocates are astounded by the almost complete lack of media attention on this topic.

One place to look is Leading National Advertisers. Three of the five biggest advertisers are AT&T, No. 2 at \$3.3 billion; Comcast, No. 4 at \$3.0B, and Verizon, No. 5 at \$2.5B. No. 1 is Procter & Gamble at \$4.6B and No. 3 is General Motors at \$3.1B.

Many other telecom companies are major advertisers including LG which has a full page ad on page 5 of the April 17 New York Times for its "best phone LG's ever made"—LG G5.

Media do not want to rattle the cage of some of their biggest advertisers.

EMR health advocates, normally shunned by media and barred from conferences such as "Wi-Fi Now 2016" in Tysons Corner April 19-21, are conducting their own conference on the same dates hosted by odwyerpr.com.

Dozens of "speakers" have been lined up for "Wired Health Now 2016" including scientists, educators, journalists, technicians, victims of EMR hypersensitivity, groups devoted to EMR health and lawyers who have launched EMR-related lawsuits. They will participate by emailing texts supported by links to documents.

odwyerpr.com has posted more than 200 stories on the health hazards of EMR in the past several months including 185 under the heading "radiation," 98 under "cellphones," and 23 under "EMR." They can be accessed via the search box at the top of the site.

Schools, Libraries, Hospitals Are No-Shows

Schools, from grade school to high schools and colleges, show almost no interest in EMR dangers. Cited is the position of the Federal Communications Commission that unless radiation heats the body, it has no effect. EMR health advocates say genes and chromosomes are being scrambled and numerous other health ill-effects can be observed without heating.

Tom Moore, president of the Westhampton, New York, library, husband of Westhampton Beach Mayor Maria Moore, on Feb. 27 cited the FCC's standard as the reason the library's Wi-Fi will not be disturbed.

Another current example is the stance of Children's of Alabama, the third largest pediatric facility in the U.S., which lists 51 topics for "kids health" but leaves EMR unmentioned. Snake bites, toy safety, lice, tanning beds, cutting sugar and energy drinks are among the topics discussed. The Washington Post - Donna Rice & Gary Hart-Communications head of the hospital is Gardner Stansell, national board member of PR Society of America, world's largest PR group with 22,000 members. Eleven of the 17 board members are women as are nearly 80% of the members.

Emails and phone calls to Stansell and members of the communications department have been ignored. Also not responding on this topic are any officers of the PR Society or any of the 55-member St. — *Jack O'Dwyer*