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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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August 3, 2015 Vol. 48 No. 30

WPP RINGS CHIME'S BELL

Chime Communications has agreed to a \$580M takeover offer from WPP and Providence Equity Partners to obtain the infusion of cash needed to bankroll expansion of the sports-oriented firm.

Chairman Mervyn Davies said though Chime has



"achieved great success in building a leading position in global sports marketing and communications," it required "significant new capital" to reach its full potential.

Providence, which has \$40B in assets, has sports-related investments such as Yankees Entertainment & Sports Network and Learfield Sports, a college sports/marketing outfit.

WPP owns about 20 percent of Chime. Retaining that current stake, Martin Sorrell's operation will help grow the business of the privately owned Chime.

In May, WPP established a sports unit called ESP, which represents Manchester United of English Premier League soccer, and the National Basketball Assn.'s Cleveland Cavaliers, the team of LeBron James.

Chime, which generated \$460M in 2014 revenues, is parent of Good Relations, Team Spirit and Harvard PR operations.

EX-BACHMANN AIDE SPEAKS FOR KOCH BROS.

Dave Dziok, spokesperson for former Congresswoman and Republican presidential candidate Michele Bachmann, has joined Koch Industries in Washington as communications director.

As communications chief for the once obscure Minnesota Representative, Dziok helped fuel her rise to national prominence and founding of the Tea Party caucus.

Dziok departed Bachmann's office in 2010 for an Edelman account supervisor/tech policy slot.

He exited the independent PR firm as VP-PA.

Steve Lombardo, former CEO of Edelman's StrategyOne operation and Burson-Marsteller's PA/crisis chair, joined Koch Industries in 2014 as chief communications/marketing officer.

Koch Industries owns Georgia-Pacific, Flint Hills Resources, Molex (electronic components), Koch Pipeline, Matador Cattle, Odessa Power, Invista (chemicals) and Koch Chemical Technology Group.



Dziok

SKDKNICK SUITS UP FOR PLANNED P-HOOD

Planned Parenthood, which is under a blistering assault from conservative groups and Republicans for what they framed as the "baby organ trafficking" scandal, has hired crisis firm SKDKnickerbocker to handle its crisis.

The Center for Medical Progress, leader of the anti-PP campaign, released a video allegedly showing a PP-affiliated technician picking through aborted fetal tissue looking for salable material.



The non-profit organization maintains the video is heavily edited and denied the sale of tissue from aborted fetuses, which is against federal law. It also has lashed out at opponents. "Publicizing secret video footage of a woman's abortion process is a grossly offensive act that should be rejected by all regardless of political perspective," said Dawn Laguens, executive VP of PP.

Three Republican presidential candidates—Ted Cruz, Rand Paul and Ben Carson—attended an anti-abortion rally in DC in which PP was a major target. Paul has sponsored a measure that would strip PP of its \$540M federal funding for women's health.

PP has urged media not to air the video prepared by "extremists who entered PP labs under false pretenses, violated research protocol, and, worse violated the privacy of patients involved."

FOXWOODS PUTS PR CHIPS ON SHIFT

Foxwoods Resort Casino, operator of the largest resort casino in the US, has selected SHIFT Communications of Boston to handle its PR account following a competitive pitch.

Paul LaRocca, Foxwoods' VP-brand marketing, said SHIFT aced the business due to its creative and data-driven approach to communications.

The PR firm will promote Foxwoods' entertainment offerings and retail expansion keyed by the 300K sq. ft. enclosed Tangier Outlets stores.



Located in Mashantucket, Conn., Foxwoods is owned by the Pequot Indians. The tribe's push into the Massachusetts gambling arena fell apart this month as its plan for a \$650M casino in New Bedford collapsed.

LAUDER HIRES ACG FOR NAZI-STOLEN ART

Cosmetics kingpin Ron Lauder has hired American Continental Group to bolster his campaign to pressure museums to return Nazi era-confiscated art to the children/heirs of their owners.

The son of Estee and Joseph Lauder, who is worth \$3.9B to rank No. 435 on *Forbes'* world billionaire list, is an avid art collector who is active in Jewish affairs.

The president of the World Jewish Congress has amassed an art collection of 4,000 pieces worth \$1B, reported *Forbes*. Active in American politics, Lauder served as US ambassador to Austria and deputy secretary of defense for European and NATO affairs.

Lauder told the *New York Observer* in April that Germany, Switzerland, UK and the US are key targets in the effort to recover looted art.

The Norton Simon Museum (Pasadena) has been waging an eight-year battle to retain its pair of "Adam" and "Eve" paintings that were stolen from a Dutch-Jewish art dealer by Hermann Goering, Hitler confidante & Gestapo founder.

The museum does not dispute the theft by Goering but maintains it has legal claims to the artworks via property law and constitutional principles. A US District Court will open a new trial on that art dispute in March.

Shawn Smeallie, special-assistant-legislative affairs for President Bush I, and Manus Cooney, former chief counsel for the Senate Judiciary Committee, handle Lauder's work at ACG.

MADDEN, CSR ALUM, MOVES TO B-M

Jane Madden, the former executive VP at Edelman who launched its corporate social responsibility and sustainability practice in Chicago, has joined Burson-Marsteller.

Based in the Windy City, the 25-year veteran will head B-M's corporate responsibility offering.

Prior to Edelman, Madden served at the World Bank for a dozen years, and was a member of its community outreach committee and representative to the International Literacy Network. She also worked at CARE, UNICEF and European Union. She handled projects in more than 20 countries including Afghanistan, China, Russia and Saudi Arabia.

She joins the WPP unit from Environmental Resources Management, where Madden was sustainability practice chair and principal at Mission Measure.

Madden will report to Alan Sexton, practice chair and New York market leader.

PRSA VP-PR CEGIELSKI LEAVES SOCIETY

Stephanie Cegielski, who joined PR Society of America as associate director of PR in August 2012, rising to VP-PR after the sudden death of Arthur Yann in 2013, has left the Society, sources say.

Cegielski is a 2006 law grad of the University of Denver.

Emails and phone calls have been sent to CEO Joseph Truncala, chair Kathy Barbour, chair-elect Mark McClennan, and PR manager Rosanne Mottola without result thus far.

BRUNSWICK TOPS 1H DEAL PR LIST

Brunswick topped MergerMarket's first-half global deal rankings, pulling off 82 transactions worth \$334.5B, taking first place in both categories.

Joele Frank trailed Brunswick in the value rankings with \$168.2B, while FTI Consulting handled 80 deals.

Sard Verbinnen & Co. (\$159B), Finsbury (\$141.9B), Kekst (\$136.7B), FTI (\$87.2B), Hill+Knowlton Strategies (\$56.6B), Abernathy McGregor (\$42.3B), Hering Schuppener Consulting (\$35.7B) and Tulchan Communications (\$29.2B) rounded out the Top 10 value rankings.

H&K registered an impressive 595.5 percent gain in deal values as the number of deals done soared from seven last year to 24. Tulchan (+214.2 percent) and Kekst (+126.9 percent) followed.

Abernathy McGregor (-23.5 percent) and Joele Frank (19.3 percent) had the largest declines among the Top 10 firms.

Other deal count leaders are Joele Frank (61), Sard Verbinnen (57), Kekst (44), Abernathy McGregor (40), Citigate (38), Tulchan (36), Instinctif Partners (34) and Finsbury (29).

LIPPE TAYLOR DOES OUTREACH FOR REVLON

Lippe Taylor Lippe Taylor is handling press outreach for Revlon's LOVE IS ON Million Dollar Change philanthropic push to benefit three leading health issues (cancer, heart disease, diabetes) facing today's woman. The challenge kicks off Sept. 21.

Revlon is teaming with CrowdRise, a charitable crowdfunding operation, to generate donations for each health category.

Organizations tied to the selected disease may register at rowdrise.com/revlonchallenge through Oct. 5 for an opportunity to compete.

Revlon will donate \$1M to the cause that raises the most cash. It will give \$250K to the runner-up.

Victoria Ashley, Revlon's global PR chief, said the beauty products marketer is "excited to enter this innovative, new realm of fundraising."

She hailed CrowdRise as "the leader in this modern philanthropic, space," making it the "perfect choice to help us expand our charitable reach."

EX-GORE AIDE JENTLESON GOES TO APCO

Bruce Jentleson, former foreign policy advisor to former VP Al Gore and Duke University professor, has joined APCO at its Raleigh outpost.

As a member of the DC-based PA giant, Jentleson will counsel clients on international policy, US foreign relations and global governance.

Jentleson worked with Gore from 2000 to 2005. Following that stint, he served as senior advisor to the State Dept.'s policy planning director and on President Obama's 2012 campaign's national security advisory steering committee.

Most recently, Jentleson was Henry A. Kissinger chair in foreign policy and international relations at the Library of Congress Kluge Center.

NBCU TARGETS BUZZFEED, VOX

NBCUniversal slates a \$250M investment in BuzzFeed and an additional outlay for Vox Media, according to a report on re/code.

The Comcast unit's investment, which is an effort to attract a younger audience and get a better handle on the digital world, values the digital publisher of lists and quizzes at \$1.5B.

Buzzfeed in June attracted an audience of 80M people in the US, more than half were aged 18 to 34.

Vox, publisher of The Verge (technology site), Vox.com (news) and SB Nation (sports), registered 54M unique visitors in June.

FACEBOOK ENJOYS 39% 2Q GROWTH

Facebook reported 39 percent 2Q revenue growth to \$4B on a 9.1 dip in net income to \$719M.

Profit slid because the company spent heavily to add workers. The Menlo Park, Calif.-based social networking operation increased employment 52 percent to 10,955 from the 2014 quarter.

CEO Mark Zuckerberg called the financial results "another strong quarter for our community" as "engagement across our family of apps keeps growing."

He expects newer businesses such as Messenger and WhatsApp will soon make money, but asked investors for patience to allow the company to develop them correctly.

Facebook registered a 43 percent rise in advertising growth to \$3.8B. Mobile advertising generated 76 percent of total ad revenues, up from 62 percent in last year's quarter.

The company said an average 968M people checked into Facebook during the quarter, up 17 percent from last year.

Monthly active users rose 13 percent to 1.5B.



Zuckerberg

LOSSES MOUNT AT TWITTER

Twitter posted a \$136.7M second-quarter deficit, a slight improvement from the year ago \$144.6M red ink flow.

Revenues rose 61 percent to \$502M, a performance that outpaced the forecasted \$470M to \$485M sales range.

Interim CEO Jack Dorsey noted "good progress in monetization" but expressed dissatisfaction over audience growth.

Average monthly active users moved ahead 15 percent to 316M during the period.

Dorsey's said Twitter will reach its full potential via a more disciplined execution, simplifying the microblogger's service to deliver value faster and better communication of Twitter's worth to users.

During the six-month period, Twitter's net loss widened from \$277M to \$299M and revenue grew from \$562.7M to \$938.3M.

MCGRAW HILL SWALLOWS SNL

McGraw Hill Financial is acquiring SNL Financial, a data analytics business that serves the financial, energy, media and real estate sectors, for \$2.2B in cash.

CEO Douglas Peterson said SNL operates in MHF's world of subscription-based businesses and provides opportunities to give customers "end-to-end data solutions."

Charlottesville, Va.-based SNL has about 3,000 staffers in ten countries.

New York private equity firm New Mountain Capital, which has assets of more than \$15B, and former SNL managers have owned SNL for the past four years.

MHF's brands include Standard & Poor's Rating Services, Platt's, J.D. Power, S&P Capital IQ and S&P Dow Jones Indices.

Peterson anticipates synergy savings of \$70M by 2019 via operational efficiencies and accelerated SNL growth on the international front.

MHF is funding the deal with \$525M in cash and \$1.7B in new debt. The transaction will close in the third quarter of this year. Twitter released its financials after the stock market closed.

BUSINESS INSIDER EXPANDS REACH

Business Insider has launched Tech Insider, a stand-alone website staffed by 40, in its effort to expand from its digital business news heritage.

Plans for a general news site are penciled in for a fall debut, according to a report in the Wall Street Journal.

"We decided at the end of last year to expand beyond just business. We think there is a lot of opportunity for us out there," the company's founder and CEO, Henry Blodget, told the paper.

Tech Insider will focus on innovation, science and space as part of its strategy to carve a niche in the crowded marketplace.

Business Insider, which has six international editions, chalked up 39.6M unique views in June, up more than 50 percent than a year ago. It ranks No. 2 behind Yahoo Finance, which attracted 72.6M unique visitors, in the market.

Blodget's operation received a \$25M infusion from Germany's Axel Springer media combine earlier this year, an investment that is bankrolling the expansion drive.

OBERDORFER DIES AT 84

Don Oberdorfer, who was the *Washington Post's* "ace foreign policy writer," died from complications from Alzheimer's disease. He was 84.

During a 25-year span at the Post, Oberdorfer served as White House, northeast Asia (Vietnam War) and diplomatic correspondent.

Executive editor Ben Bradlee dubbed the "ace" description on Oberdorfer, saying he ranked among "the very best foreign affairs experts."

Oberdorfer, a US army lieutenant who was stationed in Korea, began his journalism career at the Charlotte Observer and Knight Newspapers and joined the Post in 1968.

COMMUNICATING CORPORATE GOVERNANCE

By Mark Harnett

Rare is the publicly traded company whose board hasn't thought at length about corporate governance: reviewing it, adjusting it, and improving it to conform to best practices.

Given all that's at stake, it's crucial for public companies to implement clear and decisive communications strategies around corporate governance. Above all, companies should bear in mind the old adage: communication is a two-way street.

While proactive communication regarding corporate governance policies is key, listening to what shareholders have to say is of equal, and perhaps greater, importance.

Often, the root of investor frustration is the lack of communication from management teams except during the proxy season to solicit a vote.

Companies should strongly consider participating in a "corporate governance roadshow," which provides the management team and board with an opportunity to highlight positive governance policies, while allowing the company to convey any important board-level developments or potential changes to the makeup of the board. Likewise, shareholders then have a chance to communicate their likes and dislikes, as well as to note the qualities they would like to see reflected at both the director and management levels.

However, companies should be careful not to tout their corporate governance practices, as shareholders and proxy advisory firms tend to believe that such practices should already be in place.

Deters Shareholder Activism

Furthermore, effective, ongoing communication with investors can be particularly helpful in deterring potential shareholder activism. Before an activist has made initial contact with a company, they have often canvassed the investor base, in order to get a sense of where the management team stands on shareholder engagement.

If they learn that management has rarely or never communicated with shareholders, the activist then has ammunition to draw upon and may have already developed shareholder support for a future proxy campaign. If, however, the feedback points to a temporary "rough patch" within the company — one from which management has communicated a clear and logical path forward — activists are more likely to believe that they will pursue a proxy fight at their own peril.

Companies should also strive to understand and implement, as appropriate, the corporate governance guidelines outlined by proxy advisers, such as ISS and Glass Lewis & Co. Using the proxy statement and investor relations website, companies can clearly call out their best-in-class corporate governance policies, while highlighting robust investor relations initiatives.

A key corporate governance score for companies to keep in mind is the ISS QuickScore, a decile-based score that indicates a company's governance risk relative to its index or region.

QuickScore is a publicly available metric and can be viewed on financial websites, such as Yahoo! Finance, Bloomberg and NASDAQ Online. Most importantly, proxy advisers want companies to demonstrate that they

are being responsive to corporate governance initiatives that have received shareholder approval, and can penalize unresponsive companies by recommending against directors or executive compensation plans.

At the end of the day, even the highest-rated corporate governance policies are not going to inoculate a company from the threat of activism. Investors, particularly major institutions, are primarily concerned with a company's long-term growth prospects and exploring ways to accelerate that growth and increase valuation.

If shareholders do not feel confident that the board and management team have the strategies and skills necessary to drive shareholder returns, then there are bigger issues at hand. However, activists frequently tie their arguments about poor performance to complaints about corporate governance, resulting in a one-two punch to the company's defenses.

Implementing strong corporate governance practices internally and then effectively communicating them to shareholders and other constituents can foster good relationships with institutions and their governance departments. By doing so, companies can eliminate a key piece of ammunition for activists — and most assuredly be better off for it.

Mark Harnett is a managing director at Sard Verbinnen & Co.

INTEGRITY OF THE NFL? MUST BE A JOKE

By Arthur Solomon

NFL Commissioner Roger Goodell has ruled that Tom Brady's four-game suspension will stand, saying the "integrity" of the game must be protected. What a joke!

For decades the NFL commissioner's office, team owners and coaches didn't mind players suffering life-altering brain damage, until it became public knowledge, mostly because of the *New York Times* excellent investigative coverage.

What happened to the word "integrity" when the NFL tried to destroy the reputation of a noted researcher?

Or when the league lauded the "big hit," despite the physical damage done to players?

Or teams returned injured players to the field after they were taken out for one play?

But let a quarterback use a slightly under-inflated football and it's as if the sky is falling over all the NFL stadiums. (At least one other star quarterback has made a public comment that he likes over-inflated footballs.)

In some ways, the Brady saga is similar to the A-Rod situation, when Major League Baseball went after A-Rod as if he was Public Enemy Number 1, when many other players received what amounted to "stand-in-the-corner" punishment.

If using a slightly under-inflated football is such a high crime and misdemeanor, why was Brady allowed to play in the Super Bowl?

And if you believe that it was because of the ongoing deflategate investigation, you probably believe everything that a sports organization says. One word can explain the NFL's reasoning: hypocrisy.

Arthur Solomon is a former VP at Burson-Marsteller.

NEWS OF PR FIRMS**EDELMAN EXPANDS SPORTS OFFERING**

Edelman and its United Entertainment Group, sports/entertainment unit, have formalized its cross-disciplined team of pros in anticipation of business opportunities flowing from the Rio 2016 Olympics and Paralympic Games.

UEG teamed with Edelman Significa of Rio de Janeiro and Sao Paulo operation, will offer strategic communications, digital/social, analytics, sponsorship and experiential activation and crisis/issues management capabilities.

Edelman's Brazilian unit has more than 25 years of experience in the country and was active during the 2014 FIFA World Cup in Brazil.

UEG has tapped executive VP Erin Weinberg, who is based in New York, as head of its Olympic business team in the US. She has worked every Olympics since the Albertville Games in 1992. Weinberg reports to Mary Scott, president of UEG's sports and experiential marketing practice.

As part of the Olympics ramp-up, Edelman Significa has launched Aquecimento (Warm-up), a qualitative report for marketing/sponsorship executives to gauge the perceptions/expectations of Brazilians about the Rio Games.

APCO ESTABLISHES ER

APCO Worldwide chief Brad Staples has launched APCO ER to provide a team of first PR responders, which it says stand poised for activation within 60 minutes of emergency situation notification.

Due to today's social media-driven world, Staples said clients need immediate crisis help before full-scale crisis engagement kicks in, which could be as matter of days.

APCO has built a team experienced with operating in severe weather conditions or other challenging scenarios such as chemical plant explosions, evacuations, plane crashes, oil spills and train derailments.

Mike Hotra is global practice leader for APCO ER.

Prior to APCO, Hotra was American Tort Reform's legislation/communications director and American Legislative Exchange Council's civil justice task force chief.

NUNEZ REBRANDS

Dallas-based Nunez PR Group has rebranded True-Point Communications to better reflect its integrated marketing capabilities.

"True Point Communications was born out of the idea that truth, authenticity and integrity are vital in our business environment, brand and as individuals," said Jessica Nunez, founder and president of the nine-year-old shop. "Whether a brand wants to achieve a new point of brand recognition, engagement or sales, it's likely they will need an integrated marketing approach to achieve that goal."

The women-owned firm specializes in consumer products, fashion/retail, real estate, restaurants, technology and healthcare.

It is a member of PR Boutiques International.

NEW ACCOUNTS**New York Area**

United Entertainment Group, Los Angeles/Draft-Kings, fantasy sports portal and service, as comms. agency of record. UEG is a joint venture with Edelman parent DJE Holdings and United Talent Agency. Account includes comms. planning, media relations, partnership amplifications and issues management.

MWWPR, New York/Digiboo, location-based retail download services, for consumer and tech PR.

Nichols & Lence Communications, New York/The New York Cosmos, professional soccer franchise; Martin Strel, ultra-marathon swimmer, and Wendy Hilliard Gymnastics Foundation, which provides free and low-cost gymnastics for youth, for PR.

Beautiful Planning Marketing & PR, New York/The Moulin Rouge, French cabaret, for its US debut in New York this fall. The dancers will be making appearances at New York landmarks and will put on a show as part of a "Best of France" production, in addition to the "Fashion Loves Art" show in Chicago.

NKPR, New York and Toronto/Patrick Assaraf, luxury casual clothing brand, for PR in the North American market.

East

RPR Public Relations, Portland, Me./MCA, management, executive and operations consulting services, as AOR.

LavoieHealthScience, Boston/Wuxi PharmaTech, open-access R&D capability and technology platform company serving the pharma, biotech and medical device sectors, as AOR for IR. Wuxi, publicly traded via the New York Stock Exchange, operates in China and the US.

Warner Communications, Boston/All Stars Project, as AOR for the privately funded, non-profit focused on afterschool programs. Work includes traditional and digital media relations, thought leadership and events promotion.

R&R Resources+, Washington, D.C./MGM National Harbor, \$1.3B gaming resort under development in Prince George's County, Md., for brand marketing.

Tier10, Herndon, Va./Greater Twin Cities Honda Dealers Assn., as AOR, including advertising and marketing support for the group of nine dealers.

Southeast

Marketing Matters, St. Petersburg, Fla./KanexPro, connectivity solutions for the IT and A/V markets, as AOR for marketing comms., including PR, social media and advertising.

Midwest

Socialworx PR, Kansas City, Mo./Hotel Phillips, landmark Art Deco hotel in Kansas City, as AOR for PR, including comms. strategy, brand awareness and social media.

West

Bob Gold & Associates, Redondo Beach, Calif./Via-media, independent cable TV outsource company for advertising, programming and adtech services, for PR.

NRPR Group, Beverly Hills, Cali./DeLon, hip-hop artist, producer and DJ, for PR representation.

NEWS OF SERVICES**MESSAGING APP RAMPS UP MARKETING**

Boston-based messaging app Viber said it is ramping up marketing with the appointment of Scott Nelson as head of North America and a handful of agencies.

Nelson was global head of brand communications for Converse and led brand marketing at Svedka.

Viber's agency roster now includes Allison+Partners (PR), Droga5, creative, and Laundry Service, social media.

Viber's service includes messaging, voice and video messaging. It claims 573M unique users across the world.

SPARKLOFT WORKS SOCIAL FOR BRANDUSA

Portland, Ore.-based Sparkloft Media has been named AOR for digital content and social community management for BrandUSA, the public-private marketing juggernaut touting US tourism.

Sparkloft will focus on 11 targeted international markets, helping to develop original interactive content, curate travelers experiences, and create other social and digital content.

"Social media and digital content are becoming more and more influential to international travelers choosing not only how and where to spend a vacation but equally important how to share their experiences," said David Whitaker, chief marketing officer for Brand USA. "We're confident that partnering with Sparkloft Media will drive increased international travel to – and spending in – the United States."

Also on tap are a series of Instagram influencer takeovers for BrandUSA.

HUBBARD TAKES STAKE IN PODCASTONE

PodcastOne, the nation's largest advertiser-supporter podcast network, has sold a 30 percent investment stake to Hubbard Broadcasting.

The company's features more than 200 top-rated programs, including podcasts from Larry King, Shaquille O'Neal, WNYC's Radiolab, Freakonomics and Nicole "Snooki" Polizzi.

Hubbard and PodcastOne plan to develop synergies in content development, advertising/marketing and technologies.

Norm Pattiz, founder of Westwood One 35 years ago, helms PodcastOne.

DIADEIS GRABS BRAZIL DESIGN FIRM

Brand implementation agency Diadeis has acquired Brazil-based design and art studio Kong Rex.

Diadeis services include design, mechanicals, pre-press for packaging, POS and other uses for clients like Nestle, Unilever and L'Oreal across 60 countries.

President Jean-Charles Morisseau said a Brazil outpost gives the firm a way to service companies increasingly investing in the country and region.

Kong Rex is focused on branding, package design and mechanicals.

Diadeis previously acquired creative production shop GSG in New York and "premedia" firm Alia in India.

PEOPLE**Joined**

Kevin Pchola, VP of consumer accounts, Zeno Group, to G&S Business Communications, New York, as a VP focused on consumer categories like home and lifestyle and building and construction. He was director of external corporate comms. for Wyndham Worldwide and earlier served in account posts with MWW and Edelman.

**Pchola**

Shawn Turner, deputy White House press secretary and senior spokesman for intelligence and national security issues, to Mercury, Washington, D.C., as a managing director. He was director of PA for US national intelligence in the Office of the Director of National Intelligence and assistant press secretary for foreign affairs for the National Security Council.

Laura Sutphen, who led Ketchum's sustainable business/social impact group and headed the firm's corporate work in San Francisco, to Golin, Chicago, to helm its social purpose, corporate responsibility and sustainability unit. She was a Fenton Communications staffer and founder of Social Planets, which linked social issues with companies and non-profits.

**Sutphen**

Allison Schwartz, government affairs exec for Greenberg Traurig, to Intuit, Mountain View, Cal., as VP-government relations and public affairs. She did a six-year stint as GA director at the National Assn. of Convenience Stores, and also worked for Dickstein Shapiro, Alexander Strategy Group and National Republican Congressional/Senatorial Committees.

Peter Boggeman, A/E, H&L Partners in St. Louis, to The Brandon Agency, Myrtle Beach, S.C., as an account manager.

Anosh Gill, former art director, The Zimmerman Agency and executive art director for ORIENTm McCann Erickson, to Sachs Media Group, Tallahassee, Fla., to lead its creative department.

Amanda Marinelli, project lead and A/E, McKinney Advertising Agency, to MMI, Raleigh, N.C., as a senior A/E.

Selena Richardson, VP, ICF International, to Abt Associates, Bethesda, Md., as a VP in its US health division.

Named

Gil Bashe, health practice chief for Finn Partners, to chair of the American Heart Association's Founders' Affiliate for the northeast region. Bashe provides counsel and guidance to the AHA in the region. He has been an AHA volunteer for more than 25 years.

**Bashe**

Alicia Wadas, chief operating officer of Lavidge, to president of the Intermarket Agency Network, a closed forum for agencies to share idea and business strategies.

FAHLGREN MORTINE BOOKS NORTH DAKOTA

Fahlgren Mortine won the competitive pitch from the North Dakota Dept. of Commerce to promote tourism for the Peace Garden State.

Issued in March, the RFP called for a firm to "further evolve the 'legendary' brand through branding, PR, media, marketing and advertising in a bid to position as a year-round travel destination."

The document listed a \$7M two-year marketing budget.

Tourism is the state's No. 3 business with an estimated \$5B impact from non-resident spending. ND logged 20M visitors in 2013, primarily from the West and upper Midwest.

North Dakota is home to the Badlands and Theodore Roosevelt National Park.

Neil Mortine, president of Columbus-headquartered FM, is a big fan of North Dakota, having visited there every year since 1999. His firm is among the top ranked travel firms on the O'Dwyer list of independents, representing clients such as Office of Tourism Ohio, Wyoming Office of Tourism, Experience Columbus, TravelNevada, and Boise CVB.

In announcing FM's recruitment, Sara Otte Coleman, ND Dept. of Commerce tourism chief, cited its travel experience and national media savvy.

PALESTINIANS BANK ON DLA PIPER

The Palestine Monetary Authority has inked a \$600K pact with DLA Piper to strengthen its relationship with the US Government and American correspondent banks.

PMA compliance with anti-money laundering and economic sanction laws/regulations are other priorities.

DLA Piper will bill \$50K per-month during next 12 months, according to the agreement signed by Jihad Al-wazir, PMA governor.

Partner Richard Newcomb, who has worked with front-line states and multilateral organizations such as the United Nations and European Union, on compliance with asset controls, embargoes and sanctions leads DLA Piper's four-member team on the PMA business.

Other staffers will assist on the account on an as-needed basis.

JOELE FRANK HITS DOUBLE AT TEVA

Joele Frank handled media for Teva Pharmaceutical Industries' July 27 \$40B acquisition of Allergan Generics and same-day termination of its \$40B hostile bid to acquire Mylan NV.

Jerusalem-based Teva said it talked to many investors about the future of the generics industry since the April 21 announcement of its plan to acquire Mylan.

Based on those conversations, the company believes swapping Mylan for Allergan is in the best interests of shareholders.

Regarding its 4.6 percent stake in Mylan, Teva is reviewing its options. Teva lauded Allergan for its "world-class generics pipeline, which holds a leading position in first-to-file opportunities in the US."

Joele Frank and Tim Lynch worked both deals for Teva.

BOOK: HOW THE LEFT IS KILLING FREE SPEECH

By Kevin McVicker

In 2015, political discourse has continued on a downward spiral, reduced to profane tweets, protests, demands for the termination of employment and ostracism of those who express controversial ideas.

In her new book, *The Silencing: How the Left is Killing Free Speech* (Regnery), *USA Today* columnist and FOX News commentator Kirsten Powers examines many examples of what she calls the "illiberal left," those who look to silence debate and impose viewpoints of morality, education, fairness and many other subjects. Throughout *The Silencing* she wears her liberalism proudly.

What makes *The Silencing* worth reading is the description of swift and severe consequences for bucking liberal orthodoxy.

One of the techniques of the left, according to Powers, is to suggest that women who veer from liberal orthodoxy are not really women. For example, former Washington, D.C. schools chancellor Michelle Rhee and former CNN anchor Campbell Brown have advocated for reforms to tenure for public school teachers. For this stand, both of these women had their looks and intelligence insulted by legions of online detractors.

Another technique is to label journalists who aggressively cover the Obama administration as conservative. CBS reporter Sharyl Attkisson learned this when she investigated the Obama administration, resigned from CBS and saw former colleagues all too happy to accuse her of having a political bias.

College campuses, where political correctness began to take root, have gone beyond attempting to modify speech. Some colleges are requiring "trigger warnings" on class syllabi. Students enter college to engage in critical thinking, yet according to the "illiberal left," must be protected from anything controversial.

Another new tactic for defeating free speech is policies against "micro-aggressions"-- minor conversational questions such as "where are you from?" The theory is that such things have subtle biases. Recently the University of California Los Angeles (UCLA) classified the statement "America is the land of opportunity" as a micro-aggression.

Powers does a good job getting numerous sources to talk about efforts to suppress speech in business and academia and the media. However, the book contains several noticeable errors, such as the statement that Barack Obama campaigned for president in 2013 or that Daniel Patrick Moynihan's controversial report "The Negro Family: The Case for Action" was issued during the Kennedy administration, when it was issued during Lyndon Johnson's.

There have been many books on the subject of political correctness. One wonders if another one is needed. Powers' work should cause concern for those who think about publicly expressing an opinion. The risks to one's future and career are high. Reading *The Silencing* provides a realistic look at the power in certain corners to squelch ideas, as well as the courage to counter those efforts.

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The June 30 ruling by Justice Joseph Farneti that proposed Jewish markers on utility poles in Southampton would be "invisible" has been called "outrageous" by Arnold Sheiffer, chairman, Jewish People for the Betterment of Westhampton Beach.

Sheiffer, in a letter to the July 30 Southampton Press, which has urged WHB to stop fighting erection of an eruv and which also referred to the proposed markers as "invisible," says the boundaries are highly visible because "I see on websites the exact map showing the area encircled by these religious symbols."

"Whether I can see the convoluted poles, wires and symbols that make up lechis is irrelevant," he wrote.

What is needed, according to Sheiffer, whose group represents about 300 Reformed Jews and others who are residents of WHB, is a judge with the "judicial fortitude to issue a ruling that could be the basis of causing all eruvs in the U.S. to be taken down."

Continued Sheiffer: "I and many of my fellow members are of a generation where our parents and grandparents were victims of the Holocaust. We had an unspoken vow that we would never be herded into ghettos again. These lechis create a ghetto-like Orthodox Jewish community. We don't need to see that they are installed on poles."

"It's very sad when no judge has the strength to follow our freedom of religion laws because of the political clout of the Orthodox in this state," he continued, adding, "Can you imagine the uproar if Protestants or Catholics asked to install crosses on utility poles? Our public right-of-ways are not for posting religious symbols."

Sheiffer is being very kind to judges when he says they lack "fortitude." We would use the word "guts."

Only one judge has correctly analyzed what is going on in the disputes about eruvim—New Jersey Federal District Judge William Bassler, who ruled in 2001 in the Tenafly case that "public property should not be permanently allocated to a religious purpose." All six Tenafly board members agreed in lengthy statements.

Media Collapse Before Orthodox Onslaught

The SH Press/27east.com, with about 22,000 circulation, has collapsed before the ultra-Orthodox onslaught, starting an editorial July 23 with the words, "Nobody can see the lechis that reportedly mark the boundaries of an eruv..." It urges acceptance of the "roof" of an eruv, although an eruv is supposed to be a "wall," and says the lechis are "not signs if they are not visible."

Occupants of cars are not going to see lechis as they whiz by utility poles at 35-40 miles per hour. We grant that. The poles would be on the outskirts of town where few pedestrians are found. Eruvim are on websites of Synagogues and sometimes on Google Maps, which is the case with Manhattan.

Eruv lawsuits have endless arguing over what is a sign and what isn't. It is as though the normal meaning of the word "sign" was an apple and someone smashed it numerous times with a hammer until it was a pulpy mess bearing no resemblance to its natural state. The same

thing is done to the word "accommodation." Its normal meaning is stretched far beyond the breaking point.

A town could accommodate a religious or ethnic group by allowing it to use Main Street for a parade. But renaming the street permanently for the group would be stretching that word. That is what an eruv does.

Also AWOL on the Hamptons eruvim story is the *New York Times*, whose last article on it was Feb. 4, 2013. NYT also skipped the suicide of Faigy Mayer.

The biggest Long Island paper, *Newsday*, with 437,000 circulation, owned by Cablevision, has given it little attention. Ditto for local media such as Dan's Papers, The Independent of East Hampton headed by adman Jerry Della Femina, East End Beacon website, and Patch, the local branch of a nationwide news service. We think it's a case of the "Two C's"—too complicated and too controversial. *The (Jewish Daily) Forward*, *New York Observer* and *tabletmag.com* have also lightly covered eruvim. The Journalism school of nearby Stony Brook University has shown no interest in it.

Websites of WHB, SH, Quogue and Hampton Bays mostly skip the issue. Last item under the title of "Eruv Litigation" on the WHB website is Dec. 22, 2014. Most of the items are from 2011.

Towns choking off the information flow on this matter is beyond mere stonewalling and into censorship.

Hamptons, Singles Need Organization

The root cause of the invasion of the ultra-Orthodox is that WHB and the other towns have driven out the singles who used to support the restaurants and nightclubs in their areas. Brandon Quinn, writing in the SH Press Dec. 15, 2014, clocked more than 20 nightclubs and restaurants closing in SH because of the crackdown on the number of unrelated people allowed to rent a house. WHB lost not only a dozen clubs and eateries but three of its five gas stations. Large tracts of land near WHB's Main street are vacant.

WHB and the ultra-Orthodox have been trying to fill this vacuum but ultra-Orthodox will not come without an eruv, which violates church/state separation.

What's needed is for the political leaders of Hamptons communities to get together to form a policy for "groupie" houses that is not as strict as at present. How about "accommodating" the singles is our question? They have been chased to Montauk Point, the end of the island, where the Independent said in an editorial July 23 that "the sheer number of late night revelers has overrun the place. There are too many cars, too many drinkers, too many drunks."

Singles are in the dead-serious and important game of finding a mate. Almost all of them are law-abiding. What they should do is police themselves. Publicize a number that residents can call if too much noise is being made or there are other abuses. Volunteer singles "wardens" can keep the few boisterous in line.

Also AWOL in this controversy are the state and national political leaders. Citizens may have to take matters into their own hands.

— Jack O'Dwyer