



Jack O'Dwyer,
Editor-in-Chief

O'Dwyer's Newsletter

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

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YAHOO PR CHIEF DEPARTS FOR START-UP

Anne Espiritu, VP of global PR and communications for Yahoo! Inc., is slated to exit on the web portal's acquisition by Verizon.

She will join healthcare start-up Oscar Insurance Corp. as VP of communications and corporate responsibility.

"The last four years have undoubtedly been the most challenging, all-consuming yet most rewarding experience of my life," Espiritu wrote in a blog post announcing her exit.

Espiritu spent the past four years at Yahoo!, all under CEO Marissa Mayer. She previously worked with Mayer at Google in various consumer and product PR posts.

Sheila Tran, head of communications for Polyvore, is returning to Yahoo to take the reins as head of global PR. She was previously head of international comms. and director of global product and tech comms.



Espiritu

OMNICOM ELEVATES KETCHUM EUROPE CEO

Ketchum Europe CEO David Gallagher has taken a top role in parent Omnicom's newly formed Public Relations Group.

Gallagher, who is based in London, will serve as president, growth and development, international, a new post for the PR group focused on building integrated client teams, talent development, new business development and new client service propositions, among other tasks.

Gallagher reports to PR Group CEO and Porter Novelli alum Karen van Bergen, who praised Gallagher's "global mindset" and record of success facilitating connection and collaboration among agencies.

He has been a partner at Ketchum since 2011 and stationed in Europe since 2000, when he moved on from leading its Washington, D.C., healthcare unit.

Ketchum CEO Rob Flaherty tapped Mark Hume as COO for Europe to replace Gallagher. He continues as CFO for Europe, as well.

Omnicom in February tapped van Bergen to lead the new PR Group aimed to integrate and foster collaboration among the holding company's PR units, including FleishmanHillard, Porter Novelli, CLS Strategies, Cone, gplus, Marina Maher, Mercury and Ketchum, among several others.



Gallagher

TURKEY HIRES APCO FOR POST-COUP PR

Turkey, which endured an attempted military coup in July that many blame on the US, has engaged APCO Worldwide to foster stronger ties with the US through a PR push.

APCO is charged with providing media relations, stakeholder engagement and strategic communications services in the US "to promote positive relations between the US and the Republic of Turkey," according to the contract. The initial two-week contract from Aug. 1 to Aug. 15 is worth \$74,200.

Turkey tapped APCO to communicate with media and other organizations to boost the countries' relationship. Many Turks believe a Muslim cleric living in the US, Fethullah Gulen, was behind the coup attempt. Gulen has denied involvement.



J&J ALUM POWERS EXELON COMMUNICATIONS

Maggie FitzPatrick, global communications chief of Johnson & Johnson, is slated to join Exelon as senior VP of corporate affairs, philanthropy and customer engagement later this month.

FitzPatrick, based in Washington for the Chicago-headquartered power giant, will oversee communications, brand strategy, and customer engagement, in addition to distribution of its nearly \$40M in annual donations.

She was global chief communications officer and VP of public affairs at J&J until April. She previously was CCO and foundation president at Cigna and served as an executive VP for APCO, where Exelon was a client.

In a statement, Exelon CEO Chris Crane praised FitzPatrick's experience with "the world's leading companies and brands."

Exelon posted 2015 revenues of \$34.5B.



FitzPatrick

INVENTIV GETS PE BACKER, NIXES IPO PLANS

Healthcare communications group inVentiv Health has locked up backing from private equity firm Advent International in a deal that values the company at \$3.8B.

Advent joins inVentiv's existing private equity owner, Thomas H. Lee Partners, as equal owner of the parent company to PR firms like Chandler Chicco Agency and Allidura Consumer.

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COYNE RESTRUCTURES, CUTS 28

Coyne has cut 28 staffers in administration and digital amid a restructuring at the Parsippany, N.J.-based firm.

The 25-year-old firm told O'Dwyer's the moves were driven by "overstated projections" by its former chief financial officer that led to overstaffing.

"All of the staff members at Coyne are considered family and it was with deep regret that realignment was necessary," the firm, led by founder Tom Coyne, said in a statement. "With the reduction in expenses, the company is now in a strong financial position as we enter the second half of the year."

Mike Sloan, former VP of finance for Taylor, joined the firm in 2014 as CFO with a mandate to direct financial strategy and lead budgeting auditing, treasury and real estate. He was CFO for Edelman's US operations and chief CFO at Ogilvy PR.

Coyne was up 17.3% in 2015 to hit \$27M in revenues and more than 180 staffers.

Gawker.com, which first reported the restructuring, published an internal memo of the firm that indicated some employee perks would be scaled back amid a forensic investigation of Coyne's financial status.

ICF WINS CDC PACT TO TARGET OPIOID ABUSE

Virginia-based ICF International has won a \$4.8M, two-year pact from the Centers for Disease Control to develop a PR campaign highlighting the risks of prescription opioid abuse.

The contract, with the CDC's National Center for Injury Prevention and Control, includes paid and earned digital and social media, and promotion of CDC guidelines for healthcare providers about prescribing opioids, among other outreach for an overall health communications strategy.

Since 1999, sales of prescription opioids in the U.S. have quadrupled.



Prescription opioid abuse has risen to epidemic proportions, including 78 deaths per day. The rate of overdose deaths quadrupled since 1999, coinciding with a nearly quadruple rate in sales of opioids.

"Our communications work on the risks of illicit drug use has given us a solid understanding of the impact of prescription opioid abuse on our society," said ICF VP Frances Heilig. "We look forward to working with the CDC to help dissect and communicate this complex issue to increase its visibility across a variety of audiences and reduce the incidence of drug-related deaths in the United States."

ICF has handled CDC campaigns related to brain injury, suicide prevention, youth violence and other illicit drug use.

GRAYLING ENTERS IRAN

Grayling has signed an affiliate deal with Tehran-based PGt Advertising, a top PR and ad agency in the Islamic Republic.

Grayling Middle East managing director Jonathan Shillington called Iran "an increasingly important market for many of our internationally focused clients."

Shillington said the deal will provide a mix of PR, public affairs, digital and consumer marketing to clients.

Thirteen-year-old PGt is privately owned and led by CEO Mina Bina and founders Alex Cordier and Alan Cordier (brothers).

Clients include Philips, Samsung, Benq and Nokia. "As Iran opens up its arms to the world, we are proud to be able to offer our clients a truly integrated international communications reach and quality of service," said PGt managing director Sam Cordier.



Bina

GOP, ASSOCIATION PRO MILLER RESETS

Lisa Camooso Miller, a veteran GOP aide and association PR exec, has joined Reset Public Affairs as a partner of the Washington-based firm.

Miller was VP of communications and PA for the American Coalition for Clean Coal Electricity and VP of PA for the National Community Pharmacists Association.

Reset PA is led by former Chlopak Leonard Schecter & Associates partner Beau Phillips.

Miller spent the past two years as a partner in DC-based Blueprint Communications.

On the political front, she was communications director for the Republican National Committee and deputy communications director for the office of the House Speaker Dennis Hastert.

During the Bush administration, she worked PA at the Dept. of Commerce.

Both Phillips and Miller have roots in New Jersey politics. Miller served as aide to New Jersey Govs. Chris Christie and Donald DiFrancesco, while Phillips, a former journalist for the *Asbury Park Press* and *Bergen Record*, was press secretary to NJ State Assembly Speaker Chuck Haytaian.



Miller

INVENTIV GETS PE BACKER (Cont'd from pg. 1)

"This will allow us to realize our full potential so we can better serve the biopharmaceutical industry in navigating an increasingly complex scientific and regulatory environment," said inVentiv chairman and CEO Michael Bell.

The investment means that inVentiv's plans for an initial public offering, filed in April, will be scrapped "at this time," the company said.

Abernathy MacGregor repped Advent on the PR front, while Sard Verbinnen & Co. advised inVentiv and Thomas H. Lee in the deal, which is expected to close in the fourth quarter.

DNC COMMS DIR. AMONG TRIO BOUNCED

Democratic National Committee communications director Luis Miranda has resigned, along with CEO Amy Dacey and CFO Brand Marshall, amid the email hack that earlier toppled the party chair, Debbie Wasserman Schultz.

Party operative Donna Brazile has taken the reins as interim chair to guide Democrats through the release of 19,000 email messages by WikiLeaks ahead of the party convention last week.

Law enforcement and cybersecurity experts believe the hackers have ties to the Russian government.

Miranda was director of Hispanic media for the Obama White House after an earlier stint at the DNC. He was also a spokesman for John Kerry's 2004 presidential bid.

Dacey, former executive director of EMILY's List, has taken a post at Washington-based Squared Communications.

The *Washington Post* noted Dacey and Miranda were recipients of one of the most damaging email exchanges, in which "Marshall appeared to speculate about how [Bernie] Sanders's Jewish heritage could be used against him."

Mark Paustenbach was deputy CEO of communications for the convention and remains national press secretary for the party.

**Miranda****MSNBC TUNES IN COCKFIELD FOR COMMS.**

Errol Cockfield, a senior VP at Edelman and political alum, is shifting to MSNBC as senior VP of communications for the network.

Cockfield, who oversees communications and media strategy, reports to senior VP of News Group communications Mark Kornblau, and network president Phil Griffin.

He was a senior VP in Edelman's New York corporate and public affairs unit after serving as chief of staff and director of communications for the New York State Senate Democratic Conference.

He also was a press secretary for Govs. Eliot Spitzer and David Paterson and started out in journalism with *Newsday*, the *Hartford Courant* and *Los Angeles Times*.

MSNBC last year overhauled its progressive-leaning programming to focus more on hard news ahead of the 2016 presidential election.

Obama alum Rachel Racusen did a year-long stint as VP of communications for MSNBC until last June.

**Cockfield****VICE SLATES NIGHTLY NEWS PROGRAM SEPT. 26**

Vice Media is slated to debut a nightly news program Sept. 26 on HBO, a half-hour weeknight competitor to the network mainstays.

"Vice News Tonight" will air nightly at 7:30 p.m. ET on HBO and will be available on the cable network's

on-demand and app services, as well.

Madeleine Haeringer, an MSNBC alum, is executive producer. The media company said format, content and staff announcements will be made in coming weeks.

"The nightly news hasn't changed its format in 60 years, whereas the way most viewers -- particularly younger viewers -- consume information has changed dramatically," said Josh Tyrangiel, Vice executive VP of content and news. "We understand that people aren't going to watch 'Vice News Tonight' out of obligation. We're going to have to earn people's time and attention with great reporting and original forms of storytelling."

Among an influx of staff, Vice has added NBC senior producer and digital editor for "Meet the Press" Shawna Thomas as Washington bureau chief.

She will handle Vice News, the two HBO shows and Vice digital.

SUNSHINE SACHS UNVEILS MCCONAUGHEY

Sunshine Sachs is handling Wild Turkey's unveiling of actor Matthew McConaughey as creative director of the bourbon brand.

McConaughey, who rose to pitchman prominence with a series of contemplative ads for Lincoln, will serve as "chief storyteller" for Wild Turkey as on-camera spokesman and director behind the scenes.

Sunshine Sachs is the entertainment-savvy PR firm of political and Hollywood PR consultant Ken Sunshine.

The Wild Turkey launch includes a YouTube spot of Mc-



Conaughey visiting the brand's distillery in Kentucky.

The actor will direct a series of ads and star in a print campaign, as well.

"Here I have 30 seconds to reintroduce the world to this authentic American brand that has helped shape an entire U.S. industry, Bourbon," he said. "It will be a very interesting and fun challenge."

WT is owned by Gruppo Campari, part of Italy's Davide Campari-Milano S.p.A.

FACEBOOK CRACKS DOWN ON 'CLICKBAIT'

Facebook said Aug. 4 it will tweak in the next few weeks its news feed ranking to reduce so-called "clickbait headlines."

The social network said it will use a system that identifies phrases that are commonly used in clickbait headlines based on two tenets of clickbait headlines: 1) those that withhold information, and 2) headlines that exaggerate an article to becoming misleading.

Links posted from or shared from pages or web domains that consistently post clickbait headlines will drop lower in news feeds.

AFTER THE CONVENTIONS

By Robert Dilenschneider

The Democratic and Republican conventions are now history. Here are some views that are intended to supplement what you have already read and seen.

Secretary Clinton is enjoying a seven-point lead over Donald Trump, 46 to 39. That's a significant turnaround from Trump's lead following the Republican convention, but it's still way too early to make any predictions.

Will this be an election in which the issues are debated? Will there be serious discussions about education, health care, senior citizens and more? Don't count on it.

Based on what we've seen so far, the time between now and Nov. 8 is likely to be filled with insults, innuendo and libel. Even though the economy is improving, employment is up and manufacturing is stronger, there's a deep-seated anger in the nation, and that's what both candidates are trying to tap into.

It will all boil down to the swing states — in particular Ohio, Pennsylvania, Florida and Colorado. The television advertising is going to be intense with both candidates hitting each other hard. We can be sure Trump will be attacked on his relationships with the Russians, his bankruptcies and his failure to release his income taxes, and that Clinton will be on the receiving end of charges about Benghazi, her emails and FBI Director Comey's comment about her "carelessness."

Is it possible the election could wind up in an Electoral College tie and go to the House for resolution? That's conceivable, given how evenly divided the nation appears to be right now.

In dramatic terms, the next big events will be the debates. The bipartisan Commission on Presidential Debates fixed the dates nearly a year ago. They are: Sept. 26, Hofstra University, N.Y.; Oct. 9, Washington Univ. in St. Louis, and Oct. 19, Univ. of Nevada, L.V.

Trump is making noise about renegotiating the schedule because two debates conflict with NFL games. But as the Commission points out, it's almost impossible to schedule any evening event in the fall that doesn't overlap with a televised football game. Despite his complaints, the likelihood that Trump might skip a debate or even two is extremely low.

As many as 20 percent of voters are still uncommitted and may not choose which way they will go until the final days of the election, often on the basis of emotion. The debate performances, therefore, could well be the decisive factor.

Trump can point to his many victories in the GOP encounters when he devastated a large field of opponents, most of them experienced, highly regarded public figures. Clinton proved herself to be a composed, articulate debate performer in her encounters with Bernie Sanders, and she has made it clear her strategy will be to bait Trump into losing his self-control. How that plays out in front of what will surely be huge national audiences could tip the election. And don't discount the possibility of an October surprise.

Robert L. Dilenschneider is chairman and founder of the Dilenschneider Group, Inc.

GIVING HILLARY A PR MAKEOVER

By Fraser Seitel

Her arch critic Rush Limbaugh dubs her, "Nurse Ratched."

Her doting supplicant Lanny Davis calls her, "the best friend and the best person I have met in my long life."

Somewhere between those two extremes lurks the real Hillary Clinton.

After two-and-a-half decades in public life — as First Lady, Senator, Secretary of State and presidential candidate — and countless attempts by image consultants, marketing experts, public relations strategists and Hollywood pals to "make her over," Clinton remains one of America's most polarizing political figures.

According to recent polls, 55 percent of the American public has an "unfavorable" impression of her. And while that's still not as bad as Donald Trump's unfavorable numbers (70 percent), it's still bad for someone seeking to be President.

So, the question that has dogged her for 25 years remains as she seeks the highest office in the land, namely: "How can Hillary Clinton become more likable?"

The latest proof that "Hillary likeability" still eludes Clinton was her performance at the Democratic Convention. The speakers immediately preceding her keynote address — her husband, President Obama, his wife, Vice President Biden, even Mayor Bloomberg — set her up perfectly to deliver the historic speech of a lifetime. And she botched it.

Most commentators — including the friendly ones — considered Hillary's speech to be underwhelming, pedestrian in text and dispassionate in delivery. Certainly not the stuff of which "history" is made.

So what does Mrs. Clinton do over the next 100 days to convince her countrymen that she is not at all the ogre her enemies proclaim nor the cold fish that many less hostile but equally skeptical observers accuse her of being?

Here are three quick fixes for interviews, debates and speeches that might move the likability needle.

Stop trying so hard

Whether you're Aaron Burr or Hillary Clinton, people just like you more if you look like you're enjoying yourself. It indicates confidence.

Indeed, people close to Hillary Clinton — and not just the sniveling toadies like Lanny Davis — swear that in real life and small groups, she is downright warm, fun-loving and personable.

That rarely comes across in her interviews and hardly ever in her speeches, where she seems forever on edge. Even when she delivers a laugh line, as she did at the convention — Trump "spoke for 70-odd minutes — and I do mean odd" — it more often than not comes across as stilted, canned and inauthentic.

And so do the mountain of clichés that lard her speeches, vacuous phrases like ... "We will work together so we all can rise together," or "We will rise to the challenge, just as we always have," or hackneyed quotes like "The only thing we have to fear is fear itself."

(Continued on page 6)

NEWS OF PR FIRMS

OLSON MOVES TO LEWIS IN SAN FRAN

Mark Olson, who opened a San Francisco outpost for Max Borges Agency in 2014, has moved to Lewis as a VP to oversee its PR practice in that city.

Olson spent seven years at Max Borges and handled campaigns for Goal Zero, Cricket Wireless and AT&T, among others.

At Lewis, he reports to senior VP Michael Brito and works with US PR chief Andy Murphy for the independent firm.

Lewis is ranked No. 7 among PR firms in the O'Dwyer's Rankings with \$68.6M in revenue in 2015.



Olson

CALDWELL TAKES CRISIS POST AT CERRELL

Alan Caldwell, southern California communications manager for Shell, has moved to Cerrell Associates as VP of media relations and crisis communication, as well as the firm's first chief diversity strategist.

Cerrell president Lisa Gritzer praised Caldwell's ability to lead comprehensive communication strategies, particularly in the face of complex challenges. She noted Caldwell was public information officer for Shell during the Gulf of Alaska crisis, when an oil rig ran aground.

On the diversity front, Caldwell led diversity initiatives as manager of the State of Texas Environmental Justice Program and serves as Diversity Chair of the Los Angeles PRSA Chapter.

He will counsel Cerrell clients in diversity issues.



Caldwell

DEALEY BRANCHES INTO PR

Advertising and digital agency The Dealey Group, Dallas, has branched into corporate communications and PR with the addition of Jesse Tron, head of communications.

Tron has been VP of communications for the International Council of Shopping Centers and commercial real estate is a key part of Dealey's client base.

"We couldn't support our clients demand for PR services, and that was something we wanted to change," said CEO and founder JoAnn Dealey.

She noted the firm started as a traditional ad agency and grew to include digital marketing and social media.

Dealey partner Jen Augustyn said the firm wanted a strong PR exec with commercial real estate experience. She called Tron a "trop-notch PR authority" who is "widely regarded as an expert on the shopping center and retail industries. Tron spent eight years at ICSC, rising from media relations coordinator to VP.

Clients include CBRE Global Investors, Plaza Las Americas and Frisco CVB.



Tron

NEW ACCOUNTS

SERBIA BOOKS ZAPWATER

Serbia has booked Zapwater Communications as it slates its first media tour targeting US travel press.

Chicago-based Zapwater will put together a press tour for a week-long October trip to the Eastern Europe nation for the National Tourism Organization of Serbia.

The country is looking to build on the 2.5M foreign tourists who visited in 2015 and has increased its tourism budget to nearly \$9M. That includes about \$1M in subsidies for organizing visits.

Zapwater's Neda Bencun is fluent in Serbian and will lead the effort with agency president David Zapata.

Serbia is looking to capitalize on Air Serbia's non-stop service from New York JFK to Belgrade's Nicola Tesla International Airport launched in June. Hundreds of mineral springs and several spas in the country's picturesque mountains are a top draw.



New York Area

Lou Hammond Group, New York/The Kimberly Hotel, luxury hotel in New York City that houses The Bistango Italian restaurant, The Empire steakhouse and a scenic rooftop terrace, Upstairs; Visit Sacramento; Quore Systems, Nashville-based hospitality industry management software provider, and Geneva Tourism and the Kentucky Department of Travel & Tourism, for special project work relating to building brand awareness.

Nancy J. Friedman PR, New York/Taste Williamsburg Greenpoint, one-day restaurant, bar and music festival Sept. 18, and Visit Savannah, to promote the city in the New York media market.

West

Myriad, Los Angeles/INTUR, national tourism board for Nicaragua, for tourism marketing, trade relations and PR in the US and Canada. Myriad CEO Al Merschen said the country's "stunning lakes, beaches and volcanoes, Spanish colonial architecture, and archipelagos popular for sailing, bird-watching and more make Nicaragua a perfect destination for various markets."

J. Walcher Communications, San Diego/Anza Borrego Foundation, to build public awareness of the foundation and the offerings of Anza-Borrego Desert State Park, California's largest state park, for ABF's 50th anniversary during the 2016-17 season. The work includes media relations with the goal of generating increased funds for the nonprofit, building membership and growing visitorship. The foundation promotes conservation of the land, wildlife and culture of the park through educational and research programs.

CIM Inc. PR, San Diego/Fallbrook Healthcare District, government entity under the Local Health Care District Law that serves 57,000 residents in Fallbrook, Bonsall, Rainbow and De Luz in northern San Diego County, Houston CIM Inc. PR Partner Erica Holloway manages the account.

NEWS OF SERVICES

HILLARY'S PR MAKEOVER (Cont'd from pg. 4)

Such hoary rhetorical sound bites may work for a more gifted orator like Barack Obama, but they sound hollow and forced coming out of the mouth of a mediocre speaker like Clinton.

Better would be for Hillary to relax, forgo the clichés and speak confidently to her policy and substance strength, without appearing to try too hard.

Think real people

In her travels, Hillary Clinton has met thousands of people with thousands of stories, many of them gripping tales of courage and fortitude. Invariably, when she refers to these people in interviews and speeches, they fall flat. Such was the case in Philadelphia, when Clinton referred to some of the brave people she had known, who had preceded her on stage at the convention.

"People like Ryan Moore and Lauren Manning ... I first met Ryan as a seven-year-old. He was wearing a full body brace that must have weighed 40 pounds because I leaned over to lift him up. Children like Ryan kept me going when our plan for universal health care failed ... Lauren Manning, who stood here with such grace and power, was gravely injured on 9/11. It was the thought of her, and Debbie St. John, and John Dolan and Joe Sweeney, and all the victims and survivors, that kept me working as hard as I could in the Senate on behalf of 9/11 families."

Rather than taking time to recount these intimate meetings, provide texture of the special heroism of Ryan and Lauren and reveal the feelings she, personally, felt at the time, aka showing some emotion, Mrs. Clinton, instead, briefly alluded to their ailments, glossed over the particulars and leapt right to her own resolve to get things done; thus reinforcing the notion that Hillary Clinton is aloof, cold and most likely, calculating.

To combat such missed opportunities, she should be reminded daily by her advisers to take a moment to "think about" these people, themselves, before opening her mouth. If she really is as compassionate as her friends insist she is, then this momentary pause will do wonders to enhance the impression she leaves.

Stop hectoring

Suggestions that Hillary is too shrill and that she hectors and browbeats her listeners usually result in knee jerk charges of "sexism" and "double standard." And it is true, of course, that when it comes to ranting, Donald Trump is the biggest bully ever to (dis)grace the American political stage.

But the fact remains that Mrs. Clinton's propensity to badger is off-putting at best, self-defeating at worst. It gives her critics ammunition and her supporters agita.

Hillary doesn't need to holler to convey concern and commitment. And she shouldn't.

Mrs. Clinton concluded her acceptance speech by saying, "America's strength doesn't come from lashing out. Strength relies on smarts, judgment and cool resolve." Were I her communications advisor, that's the line I'd tack on the bulletin board and remind her of whenever she ventures out in public.

Fraser P. Seitel has been a communications consultant, author and teacher for 40 years.

PEOPLE

Joined

Peter Shafer, a research and analytics vet of Toluna, KRC Research and Harris Interactive, has joined Brunswick Group in Washington as a partner in its Insight operation. Shafer was senior VP of Toluna's enterprise division for the past five years after serving as CEO of KRC in Washington.



Shafer

Brunswick CEO Susan Gilchrist called Shafer an "incredibly experienced, high-impact opinion research expert who has advised clients at the highest level." He also served as VP of client development for Harris Interactive and directed marketing for The Gallup Organization. Shafer works for the NFL in its game day operations staff, as well.

Doug Hesney, executive VP for Dukas Linden PR, has shifted to Makovsky as EVP to head its financial and professional services operation. He takes a role vacated in June by Scott Tangney, who decamped for a managing director slot in ICR's corporate communications group. Hesney led Dukas' asset management practice and designed analytics and measurement programs for agency clients over nearly 10 years with the firm. Makovsky president and CEO Ken Makovsky called Hesney "a professional who holds proven insight and deep subject-matter knowledge in both financial and professional services."

Stephen Aaron, VP for Levick who spent several years mobilizing support for the National Rifle Association, has moved to Mercury in Washington as a senior VP. Aaron spent eight years at the NRA, serving as regional crisis manager and working to organize voters and issue campaigns for the gun advocacy group. He moved to Levick last year and previously served as a policy analyst to the Senate Committee on Environment and Public Works under Sen. James Inhofe.



Aaron

Tim Streeb, partner in 12 years at Linhart PR, to Sterling-Rice Group, Boulder, Colo., as managing director of marketing and PR. He handles brand awareness and reputation of the consultancy and creative agency, as well as its PR efforts.



Streeb

Promoted

Michelle Spolver, VP of corporate communications and IR for cybersecurity company, to chief comms. officer. The newly created role oversees all internal and external comms. reporting to founder, chairman and CEO Ken Xie. Spolver led communications and IR over 12 years from the company's startup stage to its IPO. She previously led PR for Check Point Software Technologies and handled corporate communications for Compaq Computer Corp. Publicly traded Fortinet posted 2015 revenue of \$1B.



Spolver

BRUNSWICK, FTI M&A PR KINGS FOR 1H

Brunswick Group and FTI Consulting led global M&A PR advisors for the first half of 2016, according to mergermarket.

Brunswick topped deal advisors by volume, advising 79 transactions worth \$150.3B. Its credits include Symantec's \$4.65B acquisition of Blue Coat Systems.

FTI was the leading deal advisor by number of transactions, counseling 83 worth a total of \$87.8B during the period.



Sard Verbinnen (79, \$150.3B), Joele Frank, Wilkinson Brimmer Katcher (69, \$134.6B) and Kekst and Company (49, \$48.8B) were among the global leaders.

In the US, mergermarket reports Sard Verbinnen's 69 deals outpaced Joele Frank (68), Kekst (47), Brunswick (39) and ICR (35). By volume, Joele Frank (\$116.2B) led Sard (\$115.5B), FTI (\$62.8B), Brunswick (\$62.7B) and Kekst (\$48.5B).

WALKER NAMED PARTNER AT MERCURY

Ashley Walker, Florida director for President Obama's 2012 re-election campaign, has been named a partner at Mercury, the first woman in that role at the firm.

Walker, based in Fort Lauderdale, has led Mercury's Sunshine State public affairs work for the past three years. She is advising several super PACs in the current election cycle.

Mercury CEO Kieran Mahoney credited Walker with growing the firm's Florida operation into a thriving, bipartisan business.

Prior to the 2012 race, she was Florida state director of the Obama-aligned Organizing for America, and worked the 2010 midterms and 2008 Obama for America campaign in Florida.



Walker

WAGSTAFF WINS CARLSBAD CVB

Travel and hospitality agency Wagstaff Worldwide has been named U.S. PR agency of record for Visit Carlsbad, the destination marketing organization that represents the seaside resort city of Carlsbad, California.

The southern California beach town, located in northern San Diego County, occupies seven miles of coastline between Los Angeles and San Diego, and is referred to by locals as "The Village by the Sea."

Wagstaff will now handle all domestic PR initiatives and partnerships for Visit Carlsbad, and will kick off an awareness campaign to increase exposure for the destination and position it as an ideal tourism destination, through earned media opportunities in the travel, culi-



nary, lifestyle and media markets.

Los Angeles-based Wagstaff maintains additional offices in New York, Chicago, San Francisco and Aspen, CO.

STOCKDALE SIGNS ON WITH CROSBY

Healthcare, government and nonprofit agency Crosby Marketing Communications has appointed Bridget Stockdale to the role of director and senior strategist.

Stockdale joins Crosby from Edelman's Washington, D.C. outpost, where she was vice president of digital. Prior to that she was with public affairs firm DDC Advocacy, which she joined in 2011 as a senior interactive strategist before ultimately being named associate VP of client relations. She was previously a senior client services director of TIG Global and also held stints at The Herald Group and the Anne Arundel Medical Center.



Stockdale

As director and senior strategist, Stockdale will head brand planning and analytics initiatives at the Annapolis, MD-based agency. This includes Crosby's work for Military OneSource, the U.S. Department of Defense's online resource that provides support, counseling services and information for service members and their families. Crosby in April was appointed the OneSource account to provide social media support, outreach and online marketing.

SANDERS ALUM JONES JOINS REVOLUTION

Arianna Jones, a top communications deputy for Bernie Sanders' presidential bid, has landed at Revolution Messaging as senior VP of PR for the Washington-based digital shop.

The hire marks the firm's foray into media services, alongside its grassroots and online organizing base.

Jones, deputy communications director for Sanders, was a booking and segment producer for MSNBC's "The Ed Show" and started out in NBC's page and communications units.

Revolution, led by former Obama for America online director Scott Goodstein, was a key contractor of the Sanders campaign. The firm also promoted VP of advertising Eden Joyner to senior VP of business development.



Sanders, Jones

CISCO'S BULLARD MOVES TO APCO

Travis Bullard, corporate communications manager for Cisco in Raleigh, has moved to APCO Worldwide's Raleigh office as a director.

Earlier, Bullard developed and directed a corporate PR function for GlobalFoundries, a venture of AMD and Mubadala Development Corp. of Abu Dhabi, and also managed corporate PR for AMD.

Ads that look like editorial matter are a “necessary evil,” say 45% of those voting in a current poll on the O’Dwyer website. They are “unethical,” say 27%. Since stories “with a Mickey in them” are being pushed by *New York Times* and others, it’s no wonder Facebook is thriving.

An O’Dwyer poll which ran May 17-24, asked “What is the most influential media entity in the world?” Facebook and NYT both pulled 27% of the votes with Fox getting 19%; AP, 12%; CNN, 12%, and Dow Jones, 3%. No votes were given to Yahoo and MSNBC.

Another relevant poll, by Gallup last year, found that “trust in the media” had plummeted from 69% in 1974 to 21% for TV news and 20% for newspapers. The only segments lower in trust are Congress and “big business.” Promoting branded content is the Interactive Advertising Bureau, New York, headed by Randall Rothenberg, president and CEO. Early in his career he spent six years at the NYT as ad columnist, technology editor and politics editor of the Sunday magazine. He was later senior director of intellectual capital at Booz Allen Hamilton and led IAB from 2007-2010, rejoining it in 2011. IAB is at 116 E. 27th st.

Revenue figures also tell a tale. Facebook’s were \$17.9 billion in 2015 while NYT’s were \$1.57B. Facebook’s Q2 revenues were \$6.44B and profits \$2.06B while NYT’s revenues were \$372.6 million and there was a loss of \$211,000.

The New York Post has been predicting sizable NYT layoffs in recent weeks and Vanity Fair’s “Hive” website headlined June 1, “Can Anyone Save the NYT from Itself?”

An O’Dwyer poll was conducted June 16, 2015, after we covered a panel of NYT executives at Hunter College. The poll asked, “What should NYT do to improve its long-term survival chances?” Voting for “Cut price, size” were 39%; “Stay the course” said 31%; “Change Ownership Structure” said 16% and “Ditch print” said 14%.

Panelists were NYT publisher Arthur Sulzberger Jr., executive editor Dean Baquet, and former editorial page editor Jack Rosenthal.

NYT Should Cut Stories, Artwork

Stories that take forever to get to the news are driving readers from the paper wrote Michael Kinsley in *The Atlantic*.

The lavish use of color pictures and art, while eye candy, is something the paper cannot afford. It lost \$14.3M in the first quarter of 2015 partly because of a \$42.3M pension charge for payments to nearly 100 employees who were offered retirement packages.

If NYT wants to be modern, the paper should start putting tinyurl-type links in print stories that provide easy access to previous stories, documents, and databases. Reporter bylines should also show their emails which is standard practice at the *New York Post*, *Newsday* and many other papers. NYT writers are too aloof.

The Sulzberger session was a start at facing the pub-

lic but regular such programs are needed. Flaws were that no photographs by press were allowed and none of the questioners were shown on camera during the half hour of audience participation. Reporters were not among those allowed to ask questions, which were mild. One speaker complained about the ditching of the bridge and chess columns. Also ditched was the ad column after more than 70 years.

Facebook Lets it “All Hang Out”

With the newshole in traditional media shrinking as well as credibility, it’s no wonder that PR people are mostly targeting Facebook, Twitter and other social media to get their voices heard and find out what others are thinking.

An example of failure of media cover a key topic, quite possibly because it would be biting the hand that feeds it, is the campaign of health advocates to roll back or at least lessen the dangers from pulsed microwave radiation from numerous sources including cellphones, computers, iPads, routers, celltowers, cordless phones, baby monitors, and Wi-Fi in public places.

The topic is virtually uncovered in the media which beam their coverage wirelessly including ads and also depend heavily on telecom and computer advertisers.

Happily, we are finding major coverage of radiation’s health threats, including a possible link to exploding rates of autism, in Facebook communities. Many O’Dwyer articles are being picked up in full and transmitted throughout the world.

Picked up were the Aug. 3 posting on Katie Singer explaining the “5Gs” of radiation including the latest and most dangerous, and the Aug. 1 posting on “branded” content being boosted by advertisers and some media and blasted by critics including John Oliver of HBO, which does not take ads. The link includes the Oliver segment.

The O’Dwyer articles have won numerous comments on Facebook from laypeople as well as doctors, scientists, teachers and others including those who have become hypersensitive to pulsed radiation. This is the kind of discussion that should be in the letters to the NYT and other leading dailies. Jerry Flynn of Canada and others have noted the near absence of the subject in media.

Media need to make very visible and segregated any advertiser-written copy or further loss in trust will result that will drive more readers to social media. The Oliver segment noted that HBO does not depend on advertising and can state opinions without fear of economic consequences. America has a “proud tradition of a free and independent press but it has always been a fight,” he said.

“It’s generally agreed upon in journalism that there should be a wall separating the editorial and the business side of news. It’s sometimes referred to as the separation of church and state, although I like to think of news and advertising as the separation of guacamole and Twizzlers...separately, they’re good, but if you mix them together, somehow you make both of them really gross!”

– Jack O’Dwyer