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O'Dwyer's Newsletter

The Inside News of
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GOV CHANGES COURSE ON ORGAN DONOR PR

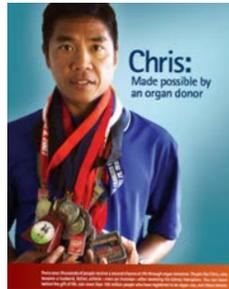
The federal Health Resources and Services Administration has pulled the plug on an open review of the national organ donation PR campaign and is collecting proposals in a closed process.

The \$10B unit of the Dept. of Health and Human Services said last month that it planned to release an RFP to hear from agencies about the campaign to increase organ donors and raise awareness of the cause. It changed course Aug. 3 and released the RFP through GSA Ebuy, the government portal for firms with General Services Administration schedules.

Scores of PR firms are registered with GSA for PR pacts.

Instead of a five year contract known as indefinite quantity-indefinite delivery, the HRSA slates a 14-month pact through the current review.

Crosby Marketing Communications currently handles the work.



DR TAKES PR REFUGE IN MWW

The Dominican Republic has hired MWW for "reputation-building services" and to strengthen the image of the state and "dissemination of its Alien Regularization Plan," which has raised concerns over the treatment of migrant Haitian workers living there.

The independent PR firm is handling media relations and developing "rapid response protocols" on behalf of the DR, which shares the island of Hispaniola with impoverished Haiti.

MWW, which also does media training for DR government officials, will rally DR supporters in the business and public sectors.

New York Mayor Bill de Blasio, who is among critics of the DR's treatment of Haitians, has called for a tourism boycott of the country.

Jose Tomas Perez, DR's ambassador to the US, has criticized de Blasio's position.

In a letter to the mayor, Perez wrote that "the call to promote a boycott of Dominican tourism not only represents a wanton tort against a friendly nation and against Dominicans who voted for you to become mayor of New York, but also an act of political intolerance and hypocrisy." He also said no country does more for Haiti than the DR.

Dominican Today (Aug. 6) reports the DR government-assisted voluntary return of undocumented foreigners program has helped 878 Haitian migrants. More than 65,000 Haitians have left the DR on their own.

MDC SEES SOLID GAINS IN TUMULTUOUS Q2

MDC Partners, which ousted its chief executive Miles Nadal last month, saw a 17.4% climb in revenue in its strategic marketing services (advertising and PR) operation for the second quarter to \$270.1M.

MDC's performance marketing operations (data analytics, experiential) fell 3.9% to \$66.5M for Q2. Revenue across the board rose 12.4% to \$336.6M, including an organic gain of 8.3%, and net income reached \$29.6M.

The conglomerate's PR operations include Allison+Partners, Kwitken and Sloane & Co., among others.

Scott Kauffman, a board member who took the chairman and CEO reins last month, pointed to wins for PayPal, Hershey and Novartis as key to net new business of \$27.3M for the quarter.

He outlined three priorities for MDC: growth in North America, media buying scale, and M&A.

"While we have work to do to ensure that we recapture your trust, I intend to demonstrate to all of you that our best days are ahead," he said in a conference call.

MDC paid out \$96M in deferred acquisition expenses and closing payments in Q2. It has about \$35M in cash on its balance sheet.

Nadal and chief accounting officer Michael Sabatino stepped down in July amid an SEC probe into expenses. Legal expenses for the company during Q2 hit \$3.9M, but Nadal paid back expenses of \$8.6M to the company during the period, as well. It expects another \$12.7M to paid back, as well.

NEWMAN QUILTS MSL/NA PREXY POST

Paul Newman, president of Publicis Groupe's MSLGroup operation, has quit after a year and half of service.

The former eBay communications chief walked because he wanted to spend more time with his family in Boston, according to an email penned by Olivier Fleuret, CEO of the French ad/PR combine's PR operation.

Newman's exit follows the recent shift of MSL to the responsibility of Arthur Sadoun, global creative chief of Publicis Worldwide.

MSL claims the revamp has nothing to do with Newman's departure.

MSL CFO Peter Miller takes over for Newman on an interim basis.

Newman started out at Weber Shandwick and led comms. for Novartis Vaccines.



Newman

OGILVY FLOATS PR FOR NEW SUEZ CANAL

Ogilvy PR guided PR for the Aug. 6 unveiling of the new Suez Canal, a key moment for Egypt in the global spotlight.

Ogilvy, along with a group of WPP agencies led by Middle East unit Memac Ogilvy PR and including JWT, Mindshare, and Media Wave PR, have been working on the promotional campaign for the canal, dubbed "Egypt's gift to the world," for the past three months.



The Suez Canal Authority said the PR campaign will highlight the "determination of the Egyptian people in building the new, 72-kilometer canal in just 12 months as well as the impact the canal will have on the country, region and the world."

The wider and deeper canal, which is 80% complete and parallel to the 150-year-old existing route, took a year to build, amid the excavation of 258.8M cubic meters. It is expected to cut travel time by several hours and nearly double the number of ships that can pass through each day, from 49 today to around 97 by 2023.

Global dignitaries descended on the canal for the launch led by Egyptian President Abdel Fattah El-Sisi. In addition to expected annual revenue gains from \$5.3B today to around \$13.2B in the next decade, Egypt hopes to use the project to draw industrial development to the canal zone and burnish its image amid several years of turmoil.

"The New Suez Canal is more than just a new waterway and an astonishing feat of engineering. It is a catalyst for the Egyptian people," said Admiral Mohab Mameesh, chair and man. dir. of the Canal Authority.

The Suez Canal connects the Mediterranean and Red Seas.

PODESTA HAULS IN \$2.3M

Podesta Group chalked up \$2.3M in fees/expenses from foreign clients during the six-month period ended June 30. The financial haul represents a 21 percent rise from what Podesta reported to federal officials a year ago.

Iraq took top honors on the client list, kicking in \$482K for assistance from Podesta on its relationship with the US.

Podesta staffers contacted the House Foreign Affairs and Senate Armed Service Committees on behalf of the Iraqis. They also reached out to Senate Majority Leader Mitch McConnell and Minority Leader Harry Reid plus the offices of Sen. John McCain and House Speaker John Boehner.

The firm contacted an extensive list of media including CNN, *New York Times*, ABC, Associated Press, *Financial Times*, Fox News, CNN, Bloomberg, Washington Post, BuzzFeed and *Wall Street Journal* for Iraq.

With outlays of \$410K, the former Soviet Republic of Azerbaijan topped India (\$350K) and Myanmar/Burma (\$210K) for the No. 2 slot at Podesta.

FTI COMMUNICATIONS REVENUE SLIDES IN Q2

FTI Consulting reported strategic communications revenues slid 18.6% to \$43.4M in the second quarter as the decline in oil prices cut into energy revenues in the sector.

Overall, the business consulting company posted a 1.1% decline on revenues of \$449.1M for Q2 as currency changes bogged down a 2% uptick in revenue. Forensic and litigation consulting led the way with a 5.9% increase to \$126.1M, followed by corporate finance/restructuring (+4.9% to \$109.1M) and economic consulting (+7.3% to \$108.7M).

"There's obviously a lot of work to do," said president and CEO Steven Gunby.

CFO David Johnson pointed out that FTI's North American strategic communications business has a large energy practice and was hurt by client reactions to low oil prices, weakening demand for FTI services.

"I know that many of you have expected significantly higher revenues in [strategic communications]," he said in a conference call. "In our view this is not a miss. We are transitioning to a higher margin model in this segment and we have consciously sought to eliminate less-profitable revenue." He called the revenue slide "small and in-line with expectations," noting currency changes and pass-through revenues had a significant impact.

C&W'S BEATTIE JOINS APCO

Geoff Beattie, Cohn & Wolfe's global corporate affairs chief for more than eight years and most recently strategic consulting head, has joined APCO Worldwide in London as executive director/corporate affairs.

APCO CEO Brad Staples, a fan of Beattie, said APCO has been "very impressed by his outstanding contributions on joint assignments in the past."

Prior to C&W, Beattie, who has been involved in corporate strategy for 17 years, helmed Pleon UK, which was acquired by Ketchum. Earlier, he spent a dozen years as reporter at British newspapers and TV before becoming senior producer at GMTV.



Beattie

James Acheson-Gray is managing director of APCO/UK.

POST-HACK SONY TURNS TO TRUSTED PR HAND

Sony Pictures Entertainment has brought back Jason Allen as VP of corporate communications under newly minted chief communications officer Bob Lawson.

Allen, based in Culver City, Calif., left the company in 2014 as VP global comms. for a top PR slot with Participant Media, eight months before the devastating cyber attack on Sony.

Sony brought in New York-based Lawson from Rubenstein Associates in June to rebuild its PR and corporate image.

Allen started out in the agency realm with Ogilvy PR and Bender/Helper Impact. He previously spent seven years at Sony in publicity and communications roles.

TIME WARNER POSTS 14% RISE IN NET

Time Warner Aug. 5 reported a 14.2 percent rise in net income to \$971M on an 8.2 percent revenue uptick to \$7.3B.

CEO Jeff Bewkes said TW had a "very strong quarter" bolstered by Turner Broadcasting cable unit and Warner Bros. film group.

He said the robust performance came as the New York media conglomerate is "investing aggressively" to position for growth, including the launch of its HBO NOW standalone streaming service.

TW ended the quarter with \$3.1B in cash/cash equivalents.

Meanwhile, Time Inc., spun-off from TW a year ago, moved into the black as Q2 quarter hit \$24M vs. a \$32M in 2014.

Revenues fell 5.7 percent to \$773M as ad sales slipped 8.9 percent to \$420M

Time chief Joe Ripp said as an independent company, TI "is renewing the organization's creativity, entrepreneurship and innovation.."

In his statement, he called 2015 "a pivotal year as we launch a portfolio of growth initiatives and invest to develop new revenue streams including through key acquisitions, and continue our disciplined capital allocation strategy."

SPOTIFY'S PARKS ROCKETTS TO PLUTO TV

Ken Parks, chief content officer at Spotify streaming music operation, is joining Pluto TV as executive chairman. He's an eight-year veteran and first employee of Spotify. Parks will continue to advise Spotify's chief Daniel Ek.

Pluto TV offers over-the-top video services, bundling content from online platforms into cable TV-similar channels.

Based in New York, Parks will be responsible for content development, distribution and monetization.

"I believe Pluto TV has an enormous opportunity to define the future of television and online video," Parks said in a statement. "The timing is perfect for Pluto TV to reach massive global scale and become one of the premier consumer video platforms in the world."

Prior to Spotify, Parks was at EMI Music and Reuters.

Spotify has more than 20M users and generated revenues of \$1.3B last year.

EDELMAN WORKS DONNELLEY CARVE-UP

Edelman is handling media for RR Donnelley & Sons' decision to split into three independent entities to sharpen strategic focus and enhance long-term shareholder value.

The businesses will be focused on Donnelley's \$1B financial communications unit, \$3.5B publishing/retail-oriented print services group, and \$7B customized multi-channel communications management operation.

"We see a significant opportunity to unlock value by

allowing these three businesses to pursue their own strategies and invest according to the unique dynamics of their respective industries," CEO Tomas Quinlan said in a statement.

Leadership, branding and governance matters are under consideration for the split-up expected to be completed by the end of 2016.

Lex Suvanto in Edelman's New York office is doing press.

JAPAN'S DENTSU BUYS INTO ROBOT MARKET

Japanese communications giant Dentsu has invested \$3M in Boston's Jibo, a start-up in the social robot arena.

Launched by MIT professor and social robotics pioneer Cynthia Breazeal, the Jibo personal assistant incorporates voice/emotion recognition, natural language processing, machine learning and expressive display/movement designed to make everyday tasks easier and achieve companionship, according to Dentsu's announcement.

The investment is the first project for Dentsu Ventures Global Fund I, which was launched in April to bankroll start-ups with a yet unseen future and further innovation through the communications group.

Dentsu believes Jibo will usher in changes in the way information is assimilated to serve as a infrastructure/communication hub for the home.

COSMO GETS COVERED UP

Walmart said it will add blinders to the cover of *Cosmopolitan* magazine, re-enforcing a 10-year-old policy after a campaign by the National Center on Sexual Exploitation.

The NCSE, a Washington group that calls Cosmo "a pornographic publication filled with explicit 'how-to sexual instructions and pictures,'" drew assurances from retailers Rite Aid and Delhaize America, as well, that they would cover up the Hearst publication.

NCSE acknowledged that Walmart had a policy in place for years but claimed its enforcement had become "lax."

Cosmo publisher Hearst said: "Walmart's approach to Cosmo's newsstand presence in their stores has been consistent for more than a decade; there is no new information to share. Any indication otherwise, by the NCSE or other, is simply untrue."

The NCSE includes Cosmo among its "Dirty Dozen" list of contributors to sexual exploitation. Others include the American Library Assn., US Dept. of Justice, Facebook, and the *Fifty Shades of Grey* series.

"The National Center on Sexual Exploitation commends Walmart for now committing to enforce this policy in order to better protect its customers," said executive director Dawn Hawkins.



Parks



PR & SOCIAL MEDIA VIEWS

ONLINE ACTIVITY'S IMPACT ON STOCK PRICE

By Serena Ehrlich

When it comes to creating a useful measurement and monitoring program, it's important to mention that investor relations and public relations teams must be equally involved in its creation. In most companies, company monitoring programming is led by PR or research and analyst teams. In 2015, it is imperative that IR professionals become part of this program. It's just as likely that a company will be attacked by an activist on social channels as it is to receive a customer complaint.

As tools evolve, however, so too must our goals. Communication professionals must learn to spot emerging trends, rumors or attacks that can impact the true financial core of a company — their stock price.

Today business news discussions initiate in two ways. It's either company-initiated or it begins with a 3rd party: a partner, an employee, a reporter, an analyst, a stockholder, an activist, a brand fan, or a brand hater.

When a public company distributes a news release, that information initiates a wide range of response communications. This sort of impact can be monitored and measured with reporting services such as NUVI, which tracks in real time the social discussions generated (brand reputation), and the Market Impact Report, which measures the impact of these discussions upon your stock price (financial health).

Third party communications tend to initiate on social channels and spread outwards to local media, trade press, financial and national media and ultimately financial audiences. The sooner communications pros are alerted to potentially damaging or incorrect conversations online, the faster they can activate a plan to refute that data.

What to measure, how to respond

When it comes to social discussions, even negative ones, communication professionals must develop a thick skin. Obviously, many social media posts related to a brand or business don't trigger a crisis or impact a company's reputation or stock price. This is why it's important to listen to what's being said, to separate a complaint from a potential problem, and to be prepared in advance with a social response program.

Of course, for IR professionals the most important element of measurement continues to be the impact of company and industry news on the company's stock price. Luckily a product launched in 2015 to help with this.

The newest monitoring tool available, the Market Impact Report showcases how news events impacted a company's stock — and those of its competitors — trading volume and volatility as well as aggregates of sub-penny, odd-lot, block transactions and media monitoring.

The time-stamped media monitoring component of these reports highlights stock price and volume changes as soon as stories about your company post to media and investor points. Given the age in which we live, it's time for investor relations professionals to take control of their stock price. IROs can no longer claim they "didn't know" an attack was coming, or the impact of their news upon their stock price.

Serena Ehrlich is director of social and evolving media at Business Wire.

MARKET DISRUPTION: RISK OR OPPORTUNITY?

By Patrick Ruppe

Many of the traditional financial services are being unpacked, streamlined and automated. They aren't changing; they are being improved. And marketers in finance should tap into that truth to communicate what changes mean for their customers.

The rise of the "robo-advisor" is one example of recent upheaval in the financial world. In truth, stories alleging the "fight to the death" between human and robot advisors are greatly exaggerated. The rise of the robo doesn't spell the end of the human investment advisor and guidance; in fact, it should mean that wealth advisors can spend more of their time solving bigger, more complex issues.

Portfolio allocation and rebalancing is clearly an area of the market that can be made more efficient and less expensive through automation. At its core, portfolio construction and management is binary and data driven, perfect for a machine. At the same time, advisors must reframe what their primary value is to the client.

Most investors will become quite comfortable with the knowledge that a machine is running their investment strategy. Where most people will want human guidance is on complex financial decisions that require sober thinking, deep insight and sound planning.

Peer-to-peer lending poses a different challenge for the banking community. These platforms have stepped in to fill the void created by reduced lending activity from banks during the downturn and years of a near-zero interest rate. With new platforms popping up to connect borrowers with lenders, the crowdfunding era of personal loans has arrived.

Historically a core offering of the community bank, peer-to-peer lending platforms make it faster and easier to access loan funding. And that is a compelling value proposition, even if rates on peer-to-peer platforms can often times be higher than traditional banks. It's possible, though, that banks may not want or need to compete in this space moving forward, instead providing and servicing larger commercial loans with higher profit margins.

Disruption in the payments arena, however, offers banks an opportunity to capitalize on the ability of new technologies to exponentially grow consumer transaction volumes. New technologies are removing friction from online and mobile purchasing, making it easier than ever before for consumers to swipe and small business to facilitate non-cash transactions. This is a positive, no matter which way you slice it.

While banks that don't offer their own digital wallet risk being disintermediated from the transaction, the overall higher volume of transactions should offset any fees that take from the banks' traditional commission for this type of service.

This convergence of old and new will require traditional financial services firms to reevaluate how they measure value. Those firms will also have to change how they communicate that value proposition to the market. It is an opportunity, not a threat, and we, as an industry, should embrace it with vigor.

Patrick Ruppe is VP of financial services practice at Bliss Integrated Communication.

NEWS OF PR FIRMS**OGILVY'S WAYMAN LEADS HAGER SHARP**

Jennifer Wayman, who led Ogilvy PR's US social change practice out of Washington, has moved to Hager Sharp as president and CEO, following a search.

The appointment makes Wayman the third leader at the firm following the death of founder Susan Hager in 2008. Wayman takes the reins after the February exit of Lynne Doner Lotenberg, who replaced president and CEO Garry Curtis in 2013.

HS board chair Barbara Davis Blum said Wayman "quickly rose to the top" of the firm's search for a top executive. The DC firm counts around 65 staffers with clients like the Centers for Disease Control and Prevention and Nature Conservancy.

Wayman spent more than 20 years at Ogilvy in D.C.

ARIZONA CITY SEEKS A TRAVEL PR FIRM

The mile-high, temperate city of Prescott, Arizona, has launched a search for a PR firm to attract tourists with its Wild West roots and outdoor recreation.

The Prescott Office of Tourism said it wants an agency well-versed in social media and travel PR, preferably with experience working with destination marketing organizations.

The former Arizona Territory capital and launch site of Barry Goldwater's 1964 presidential bid wants a firm to pitch consumers, media and the travel trade in Arizona and nationally.

The city is dangling a two-year PR pact through October 2017.

Proposals are due Sept. 18. RFP:
<http://odwpr.us/1DHiqzw>.

CONSERVATION SOCIETY SEEKS PR PLAN

The Soil and Water Conservation Society, a 4,000-member professional and scientific group focused on natural resource management, is seeking a firm to develop and implement a strategic communications plan.

The Iowa-based SWCS, which publishes the peer-reviewed *Journal of Soil and Water Conservation*, wants an agency to evaluate its existing communications to develop a new plan for content and marketing efforts, including a new website.

In addition to the researchers, federal employees, policymakers and others who make up its membership, the group wants to reach boards, corporations, agriculture, media and the public, among others.

The group said it could tap one or more firms for the work. Deadline is Aug. 14. RFP:
<http://odwpr.us/1gt1UWd>.

BRIEFS: **Brandstyle Communications**, New York, has opened a Miami office under the direction of Michelle Aristondo Cereque, a veteran of SapientNitro, E! Networks and Terra Networks. ... Ad agency **Haley Miranda Group**, Culver City, Calif., has added PR and social media services to its offerings. The 22-year-old agency has handled campaigns for Target, CNN and Netflix, among others. Ashley Spatz was named director of social media and PR, joining after a stint as senior marketing and promotions manager at Live Nation.

NEW ACCOUNTS**New York Area**

M Booth, New York/Canada Goose for PR/influencer work in the US for the outer garment maker. The Next Fifteen-owned operation won the one-year contract following a competitive pitch. FleishmanHillard's High Road Communications had the Canada Goose business. Booth will educate American consumers about the heritage of the nearly 60 year-old company that chalked up sales in the \$200M range.

Brandstyle Communications, New York/Handsome Brook Farm, Franklin, N.Y.-based pasture raised egg producer, and Villency Design Group, consumer product development company, for PR.

1868 Public Affairs, Trenton, N.J./Terra Tech Corp., to help the company secure a medical marijuana license in the Garden State.

Southeast

TransMedia Group, Boca Raton, Fla./Bernice Albertine King, minister and CEO of the Martin Luther King, Jr. Center for Nonviolent Social Change in Atlanta, for publicity for her and her company, First Kingdom Management.

JoTo PR, Tampa Bay/BodyHealth, health supplements, for PR.

Southwest

Amendola Communications, Scottsdale, Ariz./Skygen USA, Wisconsin-based group of healthcare claims software and services providers, as AOR for PR and content marketing.

Phoenix Marketing Assocs., Scottsdale, Ariz./To promote and launch country music singer Shari Rowe. PMA handled the May 22 album release party for Rowe. The shop has been assigned to promote Rowe's performances/special events and assist in bookings.

KPS3 Marketing, Reno, Nev./Roundabout Catering & Party Rentals, event planning, for marketing comms.

West

Murphy O'Brien PR, Los Angeles/Laurus Corp., real estate investment and development company focused on hotels and resorts, office buildings, multifamily and mixed-use properties, and Quigg, luxury brand home design and building, for PR.

ANTHEMIC, Los Angeles/Toyota's interactive festival/social media campaign to benefit VHI Save the Music organization aimed to ensure music is a core component of education. The effort kicked off July 31 at Lollapalooza in Chicago.

Kahn Media, Moorpark, Calif./Coker Group, an automotive aftermarket company that makes and markets tires, wheels and accessories for collector vehicles. "Teaming up with Kahn Media will enable us to better tell our story and educate consumers about what we do, the products we offer, and how we have become the world's largest manufacturer of tires and wheels for collector vehicles," said Coker pres. Wade Kawasaki.

International

Cohn & Wolfe, Hamburg, Germany/HRA Pharma, for PR and consumer communications for morning-after pill ellaOne. C&W Germany managing director Wolfgang Lünenbürger-Reidenbach said the win is a "big step" in the firm's growth plans.

NEWS OF SERVICES**PRSA/NCC NAMES HALL OF FAME HONOREES**

PRSA's National Capital Chapter will induct three PR veterans into its Hall of Fame in September.

Inductees include Debra Silimeo, executive VP of Hager Sharp and former associate administrator of the US Small Business Administration; Rob Mathis, North American CEO of Ogilvy PR; and Don McLearn, retired deputy associate commissioner for PA at the US Food and Drug Administration and SVP for FleishmanHillard.

PRSA/NCC will include an induction ceremony as part of its annual Thoth Awards Sept. 16 at the National Press Club. Chapter president Mitch Marovitz said each "made such incredibly meaningful contributions" to the PR field, in addition to mentoring and serving as role models for others in the industry over the last 30 years.

Full list of Hall of Famers is at <http://odwpr.us/1EjSGkS>.

IT SECURITY PR NETWORK ADDS US FIRM

Madison Alexander PR, a boutique tech firm based in Irvine and Tustin, Calif., has joined the Code Red network of security PR specialist agencies as its only US member.

The network has members in the UK, France, Spain, Italy, Benelux, DACH, Nordic region, Middle East and Africa, looking to capitalize on the demand for security services amid the rise in data breaches and malware. Éclat Marketing of the UK, an IT security PR specialist, is its founding firm.



Dan Chmielewski, principal for MA PR, said Code Red is "off to a fast start," adding that his firm has aided network clients attending the BlackHat Conference in Las Vegas this month.

CANNABIS GROUP LIGHTS UP PODESTA

The National Cannabis Industry Assn. has tapped Heather Podesta + Partners to work on its federal priorities including access to banking services and taxation.

The trade group of the \$3B legal marijuana business says many banks and credit unions are reluctant to provide services to its members without the protection of federal regulation.

Without federal regs, many pot businesses are forced to operate on a cash basis, which generates safety, accountability and transparency concerns.

On the tax level, NCIA wants to revamp as outdated Section 280E of the Internal Revenue Code that prohibits companies involved in "drug trafficking" from deducting business expenses from their taxable income.

Twenty-three states have legalized medical marijuana and NCIA executive director Aaron Smith anticipates another wave of legalizations in 2016.

Heather Podesta, former aide to Congressmen Robert Matsui and Earl Pomeroy plus Senator Bill Bradley, heads her firm's four-member lobbying team.

NCIA also has added Jochum Shore & Trossevin to its PA line-up.

PEOPLE**Joined**

Miranda Duncan, who led global comms. for Novartis Pharma's neuroscience and dermatology franchises in Switzerland, to Waggener Edstrom Communications, San Francisco, as senior VP, healthcare. She was previously a senior VP at Ruder Finn in New York.

**Duncan**

Sean Findlen, a senior VP for Weber Shandwick in New England, to Bates College, his alma mater, as chief communications officer, starting Sept. 1. He led Weber's 20-staffer corporate practice out of Boston. Bates said it conducted a national search to replace **Meg Kimmel**, who retired in June after four years as associate VP for communications. Findlen, a 1999 grad of the Maine college, will direct development and implementation of a strategic communications plan for Bates, in addition to managing media relations and other outreach.

**Findlen**

Tiffani Cailor, an 18-year veteran of Four Seasons Hotels and Resorts, to the Bermuda Tourism Authority's outpost in New York as director of PR and content development. Cailor is to help the island extend its reach as it gears up the 35th America's Cup in 2017, which is backed by Louis Vuitton. Most recently, she was head of the Four Seasons Hotel in New York, which is the brand's flagship property. She also worked in other cities for Four Seasons, directing marketing communications, philanthropy and crisis PR. Earlier, Cailor held PR posts at Loews and Hyatt Hotels.

Jon Gunnells, manager, Digitas LBI, to Airfoil, Southfield, Mich., as social and digital media manager. He handled social channels for General Motors at Digitas and earlier was SM manager for Little Caesars and a SM analyst for Lowe Campbell Ewald.

**Gunnells**

Christine Gire, former comms. and media relations manager, United Way of Anchorage, Alaska, to The Goss Agency, Asheville, N.C., as senior VP, account management services.

Cindy Tang, head of group comms. for Asia for HSBC Bank, to MetLife, Hong Kong, as VP and head of comms. for the Asia region, effective Aug. 20. She reports to CCO Jeanmarie McFadden. She also held senior comms. roles at Standard Chartered Bank.

Promoted

Carlos Correcha-Price to GM of Edelman's Miami office. He joined the firm in 2004 and has served as SVP of international PA in Washington for the firm. He now reports to Latin America CEO Allan McCrea Steele. Miami is Edelman's Latin America hub.

**Price**

BOURYAL HEADS COMMS. FOR ORTHO DIAG.

Kristie Bouryal, chief marketing and communications officer for insurance broker Marsh, has moved to Ortho Clinical Diagnostics as chief corporate brand and communications officer for the medical testing products maker.

Bouryal was previously senior VP of global corporate communications for Nielsen, where she made the transition to corporate comms. from an editorial post.

Earlier, she led cooperative content services for the Associated Press and was head of news coverage and editorial for ABC News' digital operations.

Raritan, N.J.-based Ortho Clinical Diagnostics was formed from Johnson & Johnson's 1994 purchase of Eastman Kodak's clinical diagnostics unit. It was sold to The Carlyle Group last year for \$4.15B.



Bouryal

MAINE REVIEWS TOURISM MARKETING

Maine, which reviewed its tourism PR account at the end of 2014, has kicked off a review of its tourism marketing account.

The outdoors-oriented, New England state's Office of Tourism, under the Dept. of Economic and Community Development in Augusta, released an RFP last week to drive out-of-state visitors to Maine through media planning, marketing materials, web and content development, and outreach to consumers and industry.

Milwaukee-based tourism specialist BVK, teamed with Portland, Me.-based Burgess Advertising & Marketing, is the incumbent.

Maine focuses on luring travelers mostly from markets east of the Mississippi and eastern Canada. It is under the guidance of a five-year strategic plan through 2019 and has used the tagline "The Maine Thing" for recent campaigns.

Tourism supported more than 94,000 jobs and \$5.4B in expenditures in the state in 2014.

The state expects to award a two-year contract with an addition two-year option running through 2019.

Nancy Marshall Communications has reclaimed the state's tourism PR account after The Dilenschneider Group (also teamed with Burgess) won the business in 2013.

Deadline for the tourism marketing pact is Sept. 17. The RFP can be obtained at maine.gov.

FTI BACKS SHIRE'S \$30B RAID ON BAXALTA

FTI Consulting worked the Aug. 4 announcement that Ireland's Shire is launching a \$30B bid unsolicited bid for American biopharmaceuticals house Baxalta of Deerfield, IL.

Shire chief Flemming Ornskov said the combination of companies with sales each in the \$6B range would be a "strategically and financially attractive" proposition. The deal would result in substantial tax savings.

Ornskov believes the combo would achieve sales in the \$20B range by 2020.

Ornskov claims his bid to discuss the deal with Bax-

alt chief Ludwig Hantson has been rejected, other than a single brief meeting, which he finds "surprising."

Baxalta, which is a spin-off of Baxter International, markets treatments for rare bleeding disorder and immune deficiencies.

Shire's earlier plan to merge with North Chicago-based AbbVie for \$54B fell apart.

FTI's Ben Atwell, David Roady and Robert Stanislaro work Shire's run at Baxalta.

SOULCYCLE RIDES ICR AHEAD OF IPO

SoulCycle, the New York-based "spinning" fitness chain with a cult following, is relying on ICR for financial communications counsel as it pursues an IPO.

The company filed with the SEC on July 30 with a placeholder \$100M price to go public, months after hiring Goldman Sachs to mull strategic options. Upscale gym chain Equinox holds a majority stake in SoulCycle.

SoulCycle, offering 45-minute classes starting around \$34, has built a large following across 38 studios in the US. It describes itself as a "lifestyle brand" ready to tap "the global trend towards healthy living and a life-long quest for meaning, wellness and personal growth."

Revenue hit \$112M in 2014, up from \$36.2M in 2012.

Gabby Cohen heads PR and brand strategy at SoulCycle. Jessica Liddell, senior VP, leads the account at ICR.

DCI FOUNDER TED LEVINE DIES AT 88

Ted Levine, founder of travel and economic development PR powerhouse Development Counsellors International, died Aug. 6. He was 88.

The New York native was director of PR for the government of Puerto Rico in 1960 when he hatched the idea to start a firm to market destinations. DCI, which opened with Puerto Rico as its first client, has promoted more than 400 clients in its 55 years and is now led by Levine's son, Andy, who joined the firm in 1991.

"He was a creative fellow who could instantly come up with amazing headlines and story themes," Andy Levine said of his father.

Levine taught also media courses at Iona College, Palm Beach Community College and the Jewish Community Center of Boynton Beach

Levine is survived by his wife of 58 years, Patricia; three sons, David, Andy and Jeffrey; and two grandsons, among others.

CALVIN KLEIN GETS MANLEY FOR PR

Rod Manley, senior VP of communications for Giorgio Armani, is moving to Calvin Klein at the end of the month as executive VP for global communications.

Manley spent the past nine years at Armani in New York and Milan. He takes up the Calvin Klein post in New York on Aug. 31, filling a slot vacated in June after 11 years by Jennifer Crawford. He reports to CMO Melisa Goldie.

CK is owned by \$8 billion PVH, alongside Tommy Hilfiger and Heritage Brands (IZOD, Speedo).

Armani in March brought in Claudio Calò from fashion house Emilio Pucci to lead global comms.

Hampton residents who are opposed to eruv Orthodox Jewish boundaries in their towns are getting support from the new “Open Orthodoxy” of Judaism that rejects “boundaries, fences, high and thick.” It accepts women as Rabbis and also same-sex marriage.

Rabbi Avi Weiss of the Hebrew Institute of Riverdale, New York, who retired last month, denounced the focus of some Jews “on boundaries, fences, high and thick—obsessing and spending inordinate amounts of time ostracizing and condemning and declaring who is not in...”

There is no question that Rabbi Weiss is referring to eruvim, say Hampton residents who are trying to get officials of WHB to join Southampton and Quogue in fighting imposition of an eruv.

WHB counsel Brian Sokoloff told Justice Kathleen Tomlinson Feb. 26 that WHB, unlike SH, Quogue, Verizon and Long Island Power, has never opposed an eruv and is not opposing one now.

WHB has chosen not to seek enforcement of a sign law for both private and public property that would ban an eruv. The law was described by Prof. Marci Hamilton in an 18-page paper prepared for WHB in 2008.

The stance of WHB officials, who were hammered at their Aug. 6 meeting, is that they can’t discuss anything that is “in litigation.” Residents at the meeting accused the trustees of “hiding behind lawyers.”

Activist Rabbi Weiss Quit RCA

Rabbi Weiss, described by Yeshiva World News as “the man who re-invented his brand of Judaism as a social movement, and while doing so has trampled upon both the sanctity and boundaries of Halacha, (Jewish law), resigned from the Rabbinical Council of America in June.

Open Orthodoxy, as defined by Rabbi Weiss, accepts the divinity of Torah and observance of Halacha but is “not rigid. It is open to a wider spectrum.”

This includes accepting women as rabba, the feminine of rabbi. “There are no Halachic barrier that would prevent women from becoming spiritual leaders within Synagogue whatever the title,” he said.

Rabba Sara Hurwitz was ordained by Rabbi Weiss in 2010, becoming the first woman to hold that title. She is also Dean of Yeshiva Maharat, Riverdale.

Rabbi Weiss, in announcing his retirement, published a 1,149-word statement in tabletmag.com June 30 outlining his positions.

“The dividing line with Orthodoxy today,” he wrote, “revolves around inclusivity. Is Orthodoxy inclusive of women—encouraging women to become more involved in Jewish ritual and Jewish spiritual leadership?”

“Notwithstanding the Torah prohibition on homosexuality, are those in such relationships included as full members in our synagogues, and are their children welcomed into day schools?”

“Do we respect, embrace, and give a forum to those who struggle with deep religious, theological, and ethical questions? Do we insist upon forbiddingly stringent measures for conversion, or do we, within Halachic parameters, reach out to converts with love and understanding?”

“Should Orthodox rabbinic authority be centralized,

or should it include the wide range of local rabbi who are not only learned but also more aware of how the law should apply to their particular situations?”

Instead of spending “inordinate amounts of time” on boundaries and fences, Synagogues should “focus on creating welcoming spaces to enhance the character of what Orthodoxy could look like in the 21st century,” he says.

Rabbi Weiss has frequently criticized the Rabbinical Council of America, opposing its centralized control of Orthodox conversions in the U.S., said the Jewish Telegraphic Agency June 29, 2015.

The 13-mile eruv in Manchester, U.K., completed in 2014 after ten years at a cost of about \$500,000, costs about \$50,000 a year to maintain.

The Manhattan eruv was erected after Mayor Ed Koch cleared the way by putting pressure on the Parks Department and other entities that were involved. Cost of construction and maintenance is probably \$100,000+ because of its complexity.

“The Parks Department was opposed to every step of this because it involved canisters and wires being installed on lampposts at the edges and sometimes within the parks,” Rabbi Saul Berman said in a videotaped discussion of eruvim.

“But the Mayor’s office came down on them very hard and insisted that they cooperate with us in the process of installation that began in late 1992 and it took them until 1994,” Rabbi Berman added.

Rabbi Weiss led a vigil and march in Manhattan June 30, 2014, in remembrance of three Israeli boys who were kidnapped and murdered in the West Bank earlier in June.

The Jewish Telegraphic Agency, also reported that Rabbi Weiss had resigned from the Rabbinical Council of America because it would not admit as members rabbis whose sole ordination was from the rabbinical school he founded, Yeshivat Chovevei Torah, Riverdale.

He set up the seminary in 2000 as an alternative to Yeshiva University’s Rabbi Isaac Elchanan Theological Seminary. Chovevei Torah is based at Weiss’ synagogue and is now led by Rabbi Asher Lopatin.

Also resigning from RCA, in sympathy with the stand of Rabbi Weiss, was Rabbi Shmuel Herzfeld of Ohev Shalom Synagogue in Washington, D.C., the oldest Synagogue in D.C. A former assistant to Rabbi Weiss at the Hebrew Institute of Riverdale, he has headed Ohev Shalom since 2004.

Southampton to Appeal June 30 Ruling

SH Town Attorney Tiffany Scarlato said SH will appeal the June 30 ruling of State Supreme Court Justice Joseph Farneti who found that since proposed lechi markers on utility poles would not be visible, they are therefore not “signs” and the sign law of SH is not applicable. SH has six months to file the appeal.

Arnold Sheffer, chairman of Jewish People for the Betterment of WHB, said the decision was “outrageous” because it fails to note that eruvim are highly visible on website maps posted by Synagogues or Google or both.

He said lechis “create a ghetto-like Orthodox community.”

Lechis are “religious symbols which are prohibited on public property,” he wrote in a letter to the July 30 *Southampton Press*.

— Jack O’Dwyer