



Jack O'Dwyer,
Editor-in-Chief

O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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

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NICARAGUA MAKES US PITCH

Nicaragua's tourism board has engaged Myriad to pitch the Central American country to US and Canadian travelers.

The account covers tourism marketing, trade and media relations as Nicaragua looks to burnish its image as a unique and unspoiled tropical destination with beaches and jungles to explore.



Ana Carolina Garcia, promotion and marketing director for INTUR, the country's tourism board, said Myriad is asked to "establish and grow Nicaragua's awareness in our critical American and Canadian market."

Nicaragua is positioning itself as an easy flight from southern US cities like Houston, Atlanta, Miami and Fort Lauderdale.

On the political front, President Daniel Ortega has raised eyebrows as he consolidates power, although the country enjoys an economic stability elusive to its leftist neighbors.

The country must also deal with the outbreak of the Zika virus that has made travelers weary of the region.

Myriad president and CEO Al Merschen said his firm will work to make Nicaragua "the next 'must see' destination," pointing to its lakes, beaches, volcanoes, Spanish colonial architecture and archipelagos.

EDELMAN BAY CHIEF TO WEBER SHANDWICK

Wayne Hickey, who led Edelman's Bay Area operations, has returned to Weber Shandwick as a senior tech exec in San Francisco.

Hickey takes an executive VP role and senior tech practice strategist title with Weber focused on the firm's North America portfolio for consumer technology strategy.

At Edelman, Hickey led the firm's Microsoft and Xbox business before taking the reins on its San Francisco, Silicon Valley and Sacramento offices.

He was previously at Weber Shandwick Seattle, leading its digital entertainment practice.

Luca Penati heads Weber's San Francisco/Silicon Valley operations.



Hickey

JAGUAR LR ROLLS WITH HAVAS FORMULA

Jaguar Land Rover has tapped Havas Formula as its US agency of record, following a competitive review.

The firm's New York and Los Angeles offices support in-house communications for the North American unit of JLR, based in Mahwah, N.J., including automotive, lifestyle and corporate PR, internal communications, and media relations.



DKC of New York and Dearborn, Mich.-based ASG Renaissance were the incumbents for the work.

Stuart Schorr, VP of communications for JLR North America, said the hire comes as the company is experiencing "profound" growth and increased market reach. He said HF will pitch JLR's "products and people."

HF president Michael Olguin said his firm is "thrilled" to win the business of such a "renowned organization."

TOP PR EXEC OUT AT VALEANT

Valeant, the acquisitive pharmaceutical company under scrutiny over its accounting practices, has replaced its general counsel and announced the exit of the company's PR and IR chief.

Laurie Little, senior VP of investor relations for Valeant who manages global communications for the Quebec-based company, is stepping down after nine years.



Little

Valeant has brought on investment manager Scott Hirsch as senior VP of business strategy and communications. "His insights into the sector and knowledge of Valeant's businesses will be invaluable as we take further action to stabilize and transform the company," said CEO Joseph Papa.

The company also said it tapped Novartis' Christina Ackermann as executive VP and general counsel. She was recently senior VP and general counsel for Novartis' Alcon unit.

General counsel Robert Chai-Onn is out after a transition. Valeant in December added Washington-based Vianovo to its PR defense, on top of Sard Verbinnen & Co., as its business strategy and accounting were criticized by activist Bill Ackman -- who said PR was a major problem of the company -- and the company was drawn into a larger debate over high drug prices.

PINELLAS SEEKS TRAVEL MEDIA PR SUPPORT

Florida's Pinellas County is looking for a PR firm to support its in-market PR efforts and work with its international agencies on press visits.

The county's Convention and Visitors Bureau wants a firm to coordinate with in-house staff and its international PR agencies of record on media visits, handle daily media requests for information and provide other support.

An RFP released Aug. 5 carries a Sept. 1 deadline. A separate RFP covers digital marketing for the CVB.

Download the RFP at <http://bit.ly/2aMy4xQ>.

VIRGIN FLIES WITH 360 PR

Virgin Atlantic has booked Boston's 360 PR as agency of record for the US for the UK-based airline of Richard Branson.

The work, won after a competitive pitch, includes PR support for



its "Let It Fly" and "Business is an Adventure" campaigns, including PR and social efforts focused on the consumer market.

Lisette Kwong, who heads North American corporate affairs and communications for Virgin, praised 360's entrepreneurial spirit as "one that thinks big and minds the details for their clients."

360 CEO Laura Tomasetti said her firm will work as an extension of Virgin's team to highlight the "superiority of the Virgin Atlantic product" and push more business and leisure travelers to book on the airline.

Virgin's fleet includes 39 aircraft that fly to 33 destinations worldwide.

There was no incumbent on the US PR business. Weber Shandwick handles UK PR for Virgin.

VAN GRACK JOINS REVOLUTION IN DC

Tracy Van Grack, a director focused on the tech sector for Brunswick Group, has moved to venture capital firm Revolution LLC in its top communications and policy post.

Revolution is the influential firm of AOL founder Steve Case.

Van Grack, a Harvard Law grad and attorney, takes the role of senior VP of communications and public policy.

She spent two years in Goldman Sachs' office of corporate engagement, handling outreach and partnerships with governments, NGOs and academia. She was previously a senior manager for global health org Population Services International.

FleishmanHillard alum Meredith Balenske is VP of communications at Revolution. Eleven-year-old Revolution has raised about \$975M and invested in 32 companies, according to Crunchbase.



Van Grack

ROCKPORT SHIFTS PR ACCOUNT

Rockport, the 45-year-old Massachusetts footwear company credited with inventing the walking shoe, has donned Shift Communications as agency of record for PR.

Shift's Boston office will support the Marlborough, Mass.-based Rockport as it rolls out the "Made for Movers" campaign for the fall season. The campaign follows Rockport's \$280M sale in 2015 by Adidas to Berkshire Partners and New Balance.



The company has also brought in New York-based Madwell for creative work on the re-brand.

Susan Dooley, senior VP of global marketing for Rockport, told the trade pub Apparel that the new campaign "illustrates the heart and soul that goes into both making and wearing our shoes. Our consumers are constantly on-the-go, doing what they love. They want to look good and feel good without a second thought."

Cercone Brown of Boston previously handled PR and creative.

JADOTTE FLIES TO AAR IN DC

Marcus Jadotte, an Obama administration Commerce Department assistant secretary and former public affairs chief of NASCAR, has joined defense contractor AAR as VP of public affairs to establish a Washington outpost for the Wood Dale, Ill.-based company.

Jadotte was assistant secretary of Commerce for industry and analysis for the International Trade Administration. In that role he was chief liaison with US companies and trade groups and advised Commerce Secretary Penny Pritzker on trade and investment.

Earlier, he was VP of PA and multicultural development for NASCAR. He also served in the Clinton administration Labor Department and worked on the Hill as chief of staff to Reps. Peter Deutsch and Debbie Wasserman-Schultz.

AAR operates in 20 countries supporting commercial aviation and government on services from aircraft maintenance to airlift operations. The appointment comes after VP of government relations Cheryle Jackson was named president of AAR Africa.

Said Jackson: "During his time at the Commerce Department, Marcus helped many U.S. companies identify and form trade partnerships around the world," Jackson said. "We are delighted that he has agreed to add his unique blend of government experience and business intelligence to the AAR team as we work to expand our business with the U.S. government and its allies."



Jadotte

HUFFINGTON EXITS HUFFPOST FOR START-UP

Arianna Huffington is leaving her 11-year-old, eponymous progressive news site to build a new site focused on lifestyle, health and wellness content.

Huffington exits the Huffington Post to build Thrive Global, an endeavor announced in June that she originally planned to tackle while still helming the HuffPost.

"When I wrote to you in June, I fully expected to be able to continue leading HuffPost while also building Thrive Global," she wrote in a memo to staff this week. "But it became clear that this was an illusion as Thrive went from an idea to a reality, with investors, staff and offices."

AOL, now owned by Verizon, bought the Huffington Post in 2011 for \$315M. The forthcoming Thrive Global portal sprung from Huffington's books "Thrive" and "The Sleep Revolution."



Huffington

BROOKINGS FIRES BACK AT NY TIMES

The Brookings Institution has fired back at the New York Times with a 7,000-word, annotated retort after the paper published a series of articles about the influence and funding of corporations on think tanks.

Brookings contends the Times reporters, who spent more than seven months on the story with cooperation from Brookings, "had clearly made up their minds about conflicts of interest between think tanks and the corporate world before they sought our views and responses."

The response is reminiscent of the National Football League's thorough response to a Times article in March about concussions in pro football.

Brookings said the paper focused on a few

"anomalous missteps as examples of standard practice."

The think tank accused the reporters of working "to bend their story to support a misguided accusation" that think tanks promote corporate and commercial interests rather than working toward the public good.

Brookings contends think tanks, as well as educational and arts institutions, face a "donor relations" environment that has become "increasingly complicated in an era of largely restricted grant-making."

The think tank also takes issue with the Times' observation that stakeholders have "agendas," where Brookings refers to that fact as "interests."

The 15-point response to the Times is signed by Brookings president Strobe Talbott.

Politico's Isaac Arnsdorf called the Times' pieces a "bombshell," adding: "Yes, people had heard of certain episodes or organizations, but the Times revealed a much

more widespread, systematic phenomenon. Think tanks will, and some already have, take pains to make arrangements less explicitly tit-for-tat (more like a campaign contributions), but the damage is done."

SECOND DEPARTURE FROM TWITTER PR

Jim Prosser, head of corporate, revenue and policy communications for Twitter, has left for a similar role at non-bank lending start-up SoFi.

He exits the social messaging service just a week after VP of communication Natalie Kerris, who departed after eight months.

Prosser spent the past four years at Twitter in San Francisco, joining in 2012 after handling global communications and public affairs at Google.

He earlier managed media relations for Direct Relief International and served as communications director for the Republican Congressional campaign of Michael Tenenbaum for Congress in California in 2006.

SoFi, short for Social Finance, is a five-year-old San Francisco company focused on student loans and mortgages. Its loan portfolio is more than \$7B.

Prosser serves as VP of communications and policy for SoFi.

Leslie Berland oversees communications at Twitter as chief marketing officer.

AARP, UNDER PRESSURE, QUILTS ALEC

AARP, which reps 37 million seniors, quit the American Legislative Exchange Council under pressure from Center for Media & Democracy, American Federation of State, County & Municipal Employees, and other groups.

The Los Angeles Times carried a report by CMD Aug. 1 that AARP was listed as a sponsor of ALEC's 2016 summer meeting in July.

This was followed later in the week by a statement from the Alliance for Retired Americans that they were "deeply disappointed" to learn of ALEC's sponsorship of the AARP meeting.

AARP then announced on its Facebook page Friday Aug. 5 that, "After hearing from many of you, we've decided not to renew our membership to ALEC."

Said AARP, which had revenues of \$146 million in 2014: "We would never work against the interests of older Americans and our engagement with ALEC was not an endorsement of the organization's policies but an opportunity to engage with state legislators and advance our members' priorities."

CMD, which operates www.prwatch.org, says ALEC's activities include drafting and promoting bills that would "undermine and privatize Social Security and Medicare."

ALEC's membership includes nearly 2,000 state legislators, most of them Republicans, as well as 300 reps of major corporations, according to the *New York Times*.

CMD merged in 2014 with *The Progressive*, a 105-year-old liberal monthly also based in Madison, Wis., and moved into the magazine's offices.

(Continued on page 7)



How Think Tanks Amplify Corporate America's Influence

WHAT APPLE TEACHES US ABOUT PR

By Ronn Torossian

Microsoft accounts for roughly 90 percent of the computer OS market, and Apple only recently tied with Samsung who, for the past three years, sold more smart-phones than anyone else.

Yet, to hear Apple and its users tell it, what could be more popular than an iPhone or more desirable than a Mac? So, how does the company achieve this, when it actually only owns a meager four percent of the market? Why, through exceptional PR, of course!

The company has nailed almost every launch, even when new devices emerge with very few changes from their predecessors. It has become less about the device for Apple and more about the Apple-user-culture and style. With that reputation behind them, here's what Apple can teach us about public relations.

Press releases

As PR moves into a more digital era — plagued with hackers who leak sensitive information before their time — many people believe the press release practice is dying. But the press release is one thing Apple still uses to its benefit. In fact, before his passing, Steve Jobs allegedly approved every press release before they went to journalists and publishers.

According to a Harvard article, “Jobs used his press releases to reinforce the single adjective he used for every Apple product (‘magical’ iPad, ‘revolutionary’ iPhone and ‘legendary’ App Store).”

Legendary launches

Apple is known as one of the most secretive companies when it comes to product design. People can speculate as much as they like — which is what the company wants — but no one will know for sure what features an iPhone will have until the launch.

This secrecy forces people to keep an eye out for the launch itself, pulling all eyes to the company and boosting visibility.

Greener grass

Whether it's journalists or customers, people want most what they cannot have. It's the simple concept of the grass always being greener on the other side, and the company holds this dear. To this end, Apple often restricts media access to top executives, and usually only gives favored journalists, first-access to any information the company may share, or even “leak” intentionally.

Consumer culture

Successful brands know how to develop a persona, and it almost immediately pops into one's head when considering the brand. Sometimes the brand is influenced by the charisma or celebrity status of the owner, and other times by its actions.

Google is king of the techies and tech rebels, while Apple is the trendy cool kid on the block with a daddy that can sue your pants off. In a culture increasingly infatuated with wealth and celebrity lifestyle, this attracts many users who want to associate themselves with style and prestige.

Apple, though an underdog, is a tech giant in its own right. Through its small share of the market, the company has amassed profits and cash reserves twice that of the

U.S. government.

Apple teaches PR experts that market share does not always define success, because even in business, often “less is more.”

Ronn Torossian is the CEO of 5WPR, which is one of the leading independent PR firms in the United States.

A PR AGENCY'S GREATEST ASSET: A NO. TWO

By Art Stevens

A recent survey conducted by my firm, The Stevens Group, asked the following key question of PR agency owners: Do you feel you have a strong enough number two person in your agency who, if an emergency took place, could assume your responsibilities?

An impressive 73% of the responders said yes. But a full 27% said no. Fifty lashes with a wet noodle to you 27%. Do you realize the jeopardy and compromising position in which you're putting your firm?

A PR agency is one of the largest assets an owner will ever have. You've worked so hard to build a business that has value and will reap benefits to your family along the way.

You've been an entrepreneur. And you've provided service to your clients and employment for your staff. All of that is very well and good. But what will your situation be if something unforeseen should happen to you?

If you don't have a reliable and trustworthy second in command, who will run the business and preserve the assets you've accumulated press release by press release?

If you're an agency owner with no capable number two person you need to make the identification and selection of one a high priority.

Among the tasks a valued number two would be responsible for are:

- Client management
- Business development
- Staff supervision
- Trouble shooting
- Profitability
- Budgeting

Undoubtedly, you are assuming responsibilities for most if not all of these tasks at the present time yourself. If something were to happen to you and you don't have a trustworthy number two to take charge all your assets can go out the window in a very short period of time.

Look around you and evaluate the team you presently have. Is there anyone who stands out? Who can be groomed as your number two? Who can be your “apprentice” in agency top management?

It's always best — and considerably less expensive — to groom your own rather than recruit from the outside.

Once you've trained your number two you must take all the necessary steps to retain this person.

There are various means of providing the proper incentives, including equity, phantom stock, bonuses and promotions.

Having such a person in place will take a big load off your mind and help you and your family preserve the assets you've worked hard to accumulate.

Art Stevens is managing partner of The Stevens Group.

NEWS OF PR FIRMS

SIX TIPS FOR PR PROS TO STAY ORGANIZED

By Hannah Ruark

Between pitching, newsjacking, pitching, writing, researching, client deliverables, and pitching, how is it possible to keep everything straight? We all know that the PR world can get hectic at times, so making sure you're organized is vital for success. Whether you're on one client account or six, organization can help provide better-quality work for your clients, and it helps keep you straight on meeting deadlines, too.

Here are some pointers on how to stay organized as a PR pro:

Create a daily to-do list, and go by it

Start your day off by writing down the tasks you have to do by day's end. As you complete each task, cross it off the list (trust me, this will make you feel so accomplished). It's okay if you don't get everything on your list completed; there's no shame in rolling it over to tomorrow's list.

Prioritize your tasks

After you've created your to-do list, you should prioritize your tasks for the day. Sometimes this can get tricky, so base your list on upcoming deadlines or items that have been lingering on your list for some time.

Stick to a schedule

When you have what seems like 1,000 items on your to-do list, how do you get it all done in one day? Twitter co-founder and CEO Jack Dorsey likes to give each day of the week a theme. For example, Mondays are focused on management, Tuesdays are for products, etc. Personally, I like to dedicate my mornings to catching up on email, creating my to-do list, coverage tracking, newsjacking, and, of course, pitching. See what works best for you, and stick to it.

Create an email filing system

I'm a big fan of utilizing folders, sub-folders and sub-sub-folders. It's much easier to find that press release from eight months ago if it is located in a "press releases" folder in your mail box. Don't be ashamed to create sub-folders for individual client initiatives, either. The more the merrier!

Set calendar reminders

For those of you who don't already do this, stop what you're doing and start! I've found that setting calendar reminders is a great way to never forget about an action item, especially if it's not in the near future. If your client wants you to remember an award announcement on December 12 at 9:00 a.m. PT, set a reminder or risk forgetting.

Utilize Google Drive

Another way to keep documents organized — especially for teams — is on Google Drive. Having a separate folder set up for each client account makes it easy to share and work on documents together without the hassle of wasting time searching for the latest revision. This tool is particularly handy for virtual teams.

If you're not already implementing one or more of these tips, try them out and see how they work for you. Staying organized can only help you succeed in your career as a PR professional.

Hannah Ruark is an account associate at Bospar.

NEW ACCOUNTS

West

The Brandman Agency, Los Angeles/Andaz West Hollywood, Sunset Strip hotel in West Hollywood, formerly The Hyatt House, that was once the staple hotel for rock 'N' roll legends and known as "The Riot House," for PR. It was re-opened in 2009 as an Andaz property of Hyatt Hotels and Resorts. Melanie Brandman, founder and CEO of the firm, called the property "a signature piece of the storied and iconic past of the Sunset Strip."



Murphy O'Brien PR, Los Angeles/Conrad Bora Bora Nui, Bora Bora, French Polynesia, Conrad hotel property scheduled to open in early 2017 following a multi-million dollar renovation; Hyatt Regency La Jolla (Calif.), and Chileno Bay Resort, Los Cabos, Mexico, opening in December 2016 for PR.

East

St. John & Partners, Jacksonville, Fla./U.S. Forest Service and National Association of State Foresters, for redesign of the SmokeyBear.com website featuring Smokey Bear in conjunction with the public service icon's 72nd birthday celebration, in coordination with Ad Council. "The opportunity for St. John & Partners to be a part of something that has touched the lives of Americans of all ages, beginning at childhood and remembered and shared as adults, has been exciting," said Shane Santiago, VP and digital director, SJ&P.

New York Area

Child's Play Communications, New York/Cheeky Little Media, which produces and manages animated properties for kids and family, for launch of its new kids' TV show, "Kazoops," making its US and Canadian debut on Netflix. The animated series follows the adventures of six-year-old Monty and his best friend, Jimmy Jones, the family pet pig.

Brandstyle Communications, New York/Ruby Rubbon, social commerce apparel company and network of independent personal stylists, for PR.

the10company, New York/The Insurance Digital Revolution, an industry campaign organized by three insurance organizations, IIABA's Agents Council for Technology, ACORD User Groups Information Exchange, and PIA, for marketing and communications services including message development, program promotion, website content, and PR.

International

Cohn & Wolfe, Hong Kong/Cyberport's Incubatee Valoot Technologies Limited, fintech foreign exchange rate service, for launch this year. Ovi Olea, CEO and founder of Valoot, said C&W got the contract as a result of a competitive pitch involving 12 other PR agencies, adding "and we have made the right decision." The C&W office has also picked up Brown-Forman Hong Kong Ltd.

NEWS OF SERVICES

CISION BRINGS IN CEO FROM ORACLE

Cision has brought in Oracle senior VP Kevin Akeroyd as CEO, as the PR software heavyweight moves forward from absorbing rivals Vocus and PR Newswire.

Current CEO Peter Granat becomes chairman of Chicago-based Cision's board with the addition of Akeroyd. "I've been honored to lead the Cision team during such an exciting period of growth for the company," he said. "I look forward to working with Kevin and this remarkable Cision team in my new role as chairman of the board."

Akeroyd is general manager and senior VP at Oracle Marketing Cloud, overseeing a bevy of acquisitions as Oracle moved up in the marketing cloud space. He was previously COO of Jigsaw and GM CEO, GM of Data.com, part of salesforce.com, among other posts.

Cision claims growth from \$130M to \$630M in annual revenue after its acquisition binge over the past two years under private equity owner GTCR.

STRAUSS BOOKS DNC COVERAGE

Washington-based Strauss Media Strategies oversaw the booking of hundreds of radio and TV interviews during the Democratic National Convention in Philadelphia July 25-28.

The Democratic National Convention Committee tapped Strauss to handle bookings for its Studio 2016 Operation from two weeks leading up to the event, and through the four days of the con-fab, which drew global coverage as Hillary Clinton was nominated as the party's candidate for president.

The studio was running for about 20 hours for each day of the four-day convention.



(L-R) Martha Serna, A/E; Richard Strauss, Pres.; Howard Davis, Mng. Dir.; Zach Seidenberg, Sr. Acct. Mgr.



"nearly round-the-clock in-house media studio." Hart noted the bookings help localize coverage of the convention for outlets throughout the country.

Strauss president Richard Strauss, the former radio director for the Clinton White House, called the assignment "a great honor," adding that the work helped "highlight the many talented leaders and voices of the Democratic party."

DNC studio director Liz Hart praised Strauss for political savvy and enthusiasm during a

PEOPLE

Joined

Shazeen Shah, co-owner of Miami-based PR agency APR Alliance, to Wagstaff Worldwide, as VP in the company's Aspen, Colo., office. She is focused on luxury accounts throughout the Mountain states and in the international arena. At APR, she handled culinary and travel accounts and earlier was hospitality division manager for Tara Ink. Wagstaff counts more than 80 account staffers across Los Angeles, New York, Chicago, San Francisco, and Aspen.



Shah

Susie Wolf, senior director, global employee communication and executive engagement, Eli Lilly and Company, to Kindle Communications, Chicago, as VP of strategic communications. Cleveland-based executive search firm Torch Group placed Wolf joined Kindle to service executive and C-suite clientele on a range of communications to internal constituencies.



Wolf

Michele Torch, EVP of Torch Group, said Kindle give her firm "candid input and honest feedback needed to do the job well." Kindle partner Jim Finger praised the firm for helping "to identify a candidate with the right mix of technical expertise and personality for this role, and who would fit seamlessly into our company culture."

Sarah Silverman, program director for the education division of the National Governors Association Center for Best Practices, to Whiteboard Advisors, Washington, D.C., as a VP for the boutique strategy and communications agency focused on education, health, and wellness. At the NGA she advised governors and state agencies on emerging practices and policy shifts. A former teach with a Ph.D. in educational policy and leadership, was project director for TNTP, advising state education leaders on the design and implementation of human capital systems.

Promoted

Kim Essex to director of the North American food & beverage practice at Ketchum. She joined the firm in 2011 and took the reins of the firm's Midwest food and agriculture practice before adding co-leader duties in 2013. She has collaborated with Linda Eatherton, global leader, food & Beverage, to develop Ketchum's proprietary research project Food 2020 on consumer expectations. She reports to Eatherton and Midwest director Bill Zucker.



Essex

Jim McIngvale to director of communications and public affairs for Huntington Ingalls Industries' for its Ingalls Shipbuilding unit in Pascagoula, Miss. The company has combined its communications department and its government and community affairs department into a single organization.



McIngvale

GOP FLORIDA COMMS DIR. QUILTS OVER TRUMP

Florida Republican Party communications chief Wadi Gaitan has stepped down, citing the candidacy and comments of Donald Trump.

In a statement, Gaitan said he is thankful for his two years speaking for the Florida GOP, adding that "moving on gives me a great, new opportunity to continue promoting free market solutions while avoiding efforts that support Donald Trump."

Buzzfeed reported that Gaitan is of Honduran descent and friends said he felt Trump's comments about immigrants were "indefensible."

Gaitan, who served as director of communications for the Republican Party of Florida for the past year, is slated to join the Koch-backed LIBRE Initiative, a grassroots push focused on the Hispanic community.

He was previously press secretary for the House GOP Conference and was a press aide to Mitt Romney's campaign focused on Spanish-language media.



Gaitan

DENVER'S SEWALD HANFLING ADDS PR

Gordon Bronson, an Obama White House associate and Colorado political aide, has moved to Sewald Hanfling Public Affairs in Denver as director of strategic communications.

The firm is branching out from public affairs and lobbying to strategic communications and PR as it staffs up to seven.

Bronson had been running his own Denver shop, GoodAgency, and was previously director of political partnerships for Democracy.com. At the White House, he worked on presidential appointments in the energy and environmental sectors.

Sewald Hanfling was co-founded by R.D. Sewald, a senior advisor to Colorado Gov. John Hickenlooper, and Josh Hanfling, a veteran Colorado PA operative.

It has also promoted three-year staffer Shannon Fender to senior associate, state and local affairs, to handle clients in cannabis, transportation, tech and higher ed, among others.



Bronson

DULUTH TRADING DONS TURNER

Duluth Trading Company, the outdoor apparel and gear supplier sprung from a Minnesota store, has engaged Turner for PR.

Turner is charged with handling national consumer PR for the brand, as well as its retail expansion in the US.

Duluth started in 1989 in Duluth, Minn., but has since moved to Belleville, Wisc., and sells through its dozen or so retail stores, website and catalogs.

Melanie Dennig, a VP for Turner who handles the firm's "modern outdoor" clientele, said her firm looks forward to growing the brand's "loyalist base."

Dennig said Duluth is aimed at "modern, self-reliant America . . . equal parts tough, timeless and irreverent in

its spirit."

Publicly traded Duluth posted first quarter sales of \$68.6M with net income of \$3.2M.

WHITE HOUSE AIDE MARCUS TO MCBEE

Robert Marcus, special assistant to President Obama for legislative affairs, is moving to McBee Strategic Consulting next month to handling lobbying and communications for the Washington-based firm.

Marcus lobbied on the Iran deal, the Trans Pacific Partnership and Defense Dept. appropriations while at the White House.

He was previously a staff member of the House Committee on Foreign Affairs under Chairman Howard Berman (D-Calif.) and earlier was a legislative assistant to Rep. Jan Schakowsky (D-Ill.).

McBee managing director Rob Chamberlin called Marcus a "total fit" for the firm's model.

Marcus joins Sept. 6 as an executive VP.



Marcus

BATLINER NAMED MP FOR CARMICHAEL LYNCH

Carmichael Lynch has tapped Julie Batliner and Marty Senn as managing partners of the Minneapolis-based firm, bringing to five the total number of MPs.

Batliner is president of PR unit Spong, which CL notes is on pace to have its best-ever growth year in its 26-year history.

"I am proud to work with the team to take the agency to the next level in this ever-evolving marketing landscape with an even sharper focus on our client-centric approach," said Batliner.

Senn is chief creative officer for Carmichael Lynch and joined the agency in 2013 as an executive creative director.

CL is part of Interpublic.

AARP QUILTS ALEC; CMD MERGES (Cont'd from 3)

Circulation of the magazine is 47,000. Lisa Graves heads CMD and Ruth Conniff heads The Progressive.

CMD staffers have been barred from ALEC meetings for years. Its reporters are evicted from Marriott and other hotels used by ALEC.

NYT columnist Paul Krugman, in a June 30, 2014 column titled "Charlatans, Cranks and Kansas," said ALEC is a "secretive group financed by major corporations that drafts model legislation for conservative, state-level politicians." He said its "supply-side" theories that say lower taxes on the rich will create benefits for all "crashed and burned two decades ago."

CMD, which said its "lightning campaign" resulted in AARP making a "rapid retreat," dropping its dues-paying membership in AARP which takes in Americans who have reached the age of 50.

CMD's website lists numerous companies and organizations that have quit ALEC in recent years including Coca-Cola, Pepsi, Kraft, McDonald's, Wendy's, Mars, Reed Elsevier, Procter & Gamble, Blue Cross Blue Shield, Amazon.com and Wal-Mart.

Holby City, U.K. medical drama series, explored the effects of radiation, showing how reduction in exposure “drastically reduced” the painful symptoms of one victim.

The BBC aired a program that showed a patient who was “visually very ill, claiming every ailment imaginable but totally unaware of the condition affecting him.”

The patient revealed that his job is working with Wi-Fi. He said he must “live” in his car because that is the only place where he does not feel ill. After doctors at three hospitals said he was in perfect health and sent him away, he went to Holby City for help.

Symptoms were initially dismissed until one medical staffer searched the web and made a diagnosis of sensitivity to electromagnetic radiation. In the episode that was aired by Holby City, the patient found his symptoms were reduced “drastically” when he was put in a room with lower exposure to radiation. There is also a separate Youtube of the episode.

Geovital Academy Pursues EMF

Geovital Academy, Braintree, Essex, U.K., has focused for 35 years “with great intensity on the cause and effect relationship between radiation exposure and its effects on health.”

“If even weak environmental influences affect the regeneration of the body and consequently its ability to fight disease, then the basis for health is significantly jeopardized,” it says. Its goal is the “successful health recovery of patients” using its own technology and approach. Protection against radiation is “imperative” currently because of many recent developments, it says. The site covers the types of radiation and how they affect health and describes symptoms that are “clear indications of the presence of geopathic burdens.”

Geovital lauds the Holby City segment but says there are “far better solutions” to radiation sensitivity than suggested by the program.

“Merely turning off Wi-Fi is not going to remove all of it in most locations,” it says. “There are phone signals from all the different communications companies, , different standards like 3G, 4G and soon 5G(!), directional transmitters on cellphone towers (the round drums enabling them to relay data from tower to tower), airport navigation equipment, radar, Wi-Fi from devices, toys, the neighbors or supplied throughout a city, power supply cables running up and down the street, to your house, in your house, solar panels, electric cars and much more.”

Geovital Sells Shielding Materials

Rather than moving to the country to avoid radiation, Geovital recommends using “radiation shielding” products such as “Nova Shielding Fabric,” “T98 Shielding Paint,” and “GPA Shielding Mesh” that can be made part of walls, ceilings and roofs.

The fabric can be used to shield windows or an entire room.

Geovital approves of the Holby City segment but says people should not wait until symptoms appear before taking steps to limit radiation exposure.

“Our body is a chemical miracle as much as it is an electrical miracle,” it says. “Many bodily functions rely on electrical impulses and electrical receptors. Exposure to radiation will start having effects much earlier, before even the most minor of symptoms start appearing.”

“A precautionary approach is advised when we don’t know what the long-term effects will be for our generation and even five generations later,” it adds. “We are all affected by EMF radiation exposure...but many of us are just not symptomatic yet.” A health advocate said people do not wait until they have a toothache to go to the dentist. Since governments have been slow to take action on this health threat, “We have to take matters in our own hands and make sure our homes and families are protected,” it says.

U.K. Exec Seeks School Wi-Fi Ban

Martin Kingsbury of Braintree, U.K., who has a solar power business, is campaigning to ban Wi-Fi from schools throughout the U.K., claiming their electromagnetic radiation is causing harm.

Countries such as Israel and France have already introduced Wi-Fi bans around children of a young age, says Kingsburg, who wants the U.K. government to take a strong stand against the radiation.

“Manmade radiation has increased hundreds of times in the last 30 years,” he says.

A campaign to shut down Wi-Fi’s in the U.S. similar to Kingsbury’s is being waged by the editor of this website. Erin McKinley, of 27east.com and the Southampton Press, interviewed this reporter on the steps of the Westhampton Beach Village Hall and reported our view that the Wi-Fi’s should be shut pending investigation.

The 27east.com story drew 11 comments totaling 1,983 words. Nine of the letters supported turning off the routers and two questioned whether electromagnet radiation is a danger.

The story quoted Dr. Samuel Ryu, Chair of the Dept. of Radiation Oncology, Stony Brook Medicine, and Deputy Director, Clinical Affairs, Stony Brook University Cancer Center, as saying there are “no recognized studies linking the radiation emitted by Wi-Fi systems to diseases like cancer.” Such radiation is far too weak to alter human DNA, he said. Frequent exposure to much stronger rays such as X-rays or gamma rays would be needed to harm a person, he said.

U.K. Bar Disables Cellphones, Internet

The Gin Tub bar in Sussex, U.K., has turned itself into a “Faraday cage” that blocks anyone in it from sending or receiving emails.

Owner Steve Tyler put copper wire mesh in the ceiling and tin foil on the walls, blocking cellphone signals from penetrating. “I think I’ve hit a nerve in the world, that I think it’s rude, and I think society has accepted people on their phones in bars and in places where it’s socially unacceptable,” he said. Without phones in their hands, customers are now not just drinking in silence but instead talking to each other, he says, adding, “That’s how bars were intended.”

– Jack O’Dwyer