



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

August 31, 2015 Vol. 48 No. 34

## PR HEAVYWEIGHT SMYTH JOINS EDELMAN

Ted Smyth is now vice chair and chief of staff to Richard Edelman, who presides over the No. 1 independent firm.

Most recently executive VP-corporate affairs at McGraw Hill Financial, Smyth will work closely with global COO Matthew Harrington and the firm's executive committee.

Smyth, who also was chief administrative officer at H.J. Heinz, is to serve Edelman as a strategist in the food/beverage and financial sectors and oversee global citizenship function.



Smyth

"We are delighted that Ted is joining Edelman as vice chair and chief of staff to assist Edelman along its journey in becoming a leading communications marketing firm," said Edelman. "Ted provides unique insights and expertise helping us to evolve, promote and protect our clients' brands."

At McGraw Hill, Smyth led naming, rebranding and marketing after the sale of the company's education unit.

For Heinz, he worked on communications plans and talent development as it expanded overseas under the leadership of legendary CEO Tony O'Reilly.

Smyth said he's happy to join Edelman to help provide the most creative and innovative counsel to clients.

## DEM POLITICO LEHANE JOINS AIRBNB

Chris Lehane, who worked in the Clinton White House, has joined Airbnb as chief of global policy and PA to help defuse political opposition to its expansion and pushback from the hotel lobby.

He did a more than six-year stint with President Clinton and served as spokesperson for Al Gore's 2000 campaign for the White House.

Lehane told the *New York Times* he's "committed to playing to win when it comes to standing up and fighting for the rights of everyday people to share their homes." He said Airbnb helps people rent extra rooms to generate additional income fits with his belief of expanding opportunities for the middle class.



Lehane

Lehane, who was running a strategic communications shop in California with Mark Fabiani, has counseled AT&T, billionaire environmentalist Tom Steyer and Lyft. He was consultanting for Airbnb, where he now assumes the duties of David Hantman, ex-chief of staff to Sen. Chuck Schumer of New York.

## HUNTSWORTH POSTS \$70M H1 LOSS

Huntsworth reported a \$70.3M first-half loss due to a \$76.M write-off for its struggling Grayling and Citigate units. It registered a \$12.4M year ago profit.

The British PR firm completed its strategic revenue during the first-half "to determine which businesses are delivering, or could deliver sustainable profit growth," according to chief Paul Taaffe.

He anticipates flagship Grayling, which suffered an 8.8 percent drop in revenues to \$49.8M, to "return to stronger profitability as it exits 2015" due to staff cuts of more than 100 people and shutdown of five offices.

Citigate reported a 7.2 percent decline in revenues to \$15.7M due to "intense price competition for transaction mandates, particularly in the UK where, despite high volumes of cross-border as well as domestic M&A, new business wins have been much lower than expected throughout the half," according to the firm.

Taaffe's recovery game plan includes expanding Grayling's presence in Africa and the Middle East, and establishing a Huntsworth Health beachhead in China with the opening of an outpost in Shanghai.

Consumer-oriented Red operation is focusing on a "deeper digital content capability."

Taaffe predicts Huntsworth will show an improvement in profitability for the second-half as it realizes gains from the restructuring drive.

## W2O GOES FOX HUNTING

W2O Group has acquired Fox Communications and named Silicon Valley PR wizard Lynn Fox managing director in the technology practice of its flagship PR unit, WCG.

The veteran of Apple, Palm, Google and AlexanderOgilvy established her shop in October 2011 after a five-month stint as communications director at Twitter.

Rob Cronin, co-head of technology with Mike Hall, said Fox "played a pivot role in raising the public profiles of several of the tech industry's most beloved brands."

Fox Communications has worked with clients such as Klout, Pebble, *Wall Street Journal*, OS Fund, Paddle8 and Kitchit. At WCG, Fox will lead media and engagement efforts.



Fox

Jim Weiss founded and helms San Francisco W2O, which is comprised of WCG, Twist, BrewLife and W2O Ventures. His firm ranked No. 4 on O'Dwyer's 2014 rankings with fees of \$82.6M and more than 400 staffers.

## **WPP GROWS 6.8% IN H1**

WPP CEO Martin Sorrell reported a 6.8 percent rise in reported revenue growth to \$9.2B during the first-half as profit before interest and tax advanced 7.6 percent to \$1.1B.

The PR & PA operation showed a 5.4 percent gain in revenue growth to \$720M as Sorrell saw “continued strong performance in all net business tables.” Headline profit for the PR & PA operation rose two percent to \$103.6M.

WPP owns Hill+Knowlton Strategies, Cohn & Wolfe, Finsbury, Burson-Marsteller, Ogilvy, Prime Policy Group and National PR.

Of the ad/PR combine’s outlook, Sorrell anticipates “stronger than competitor and net sales growth due to leading position in growing geographic markets and digital, premier parent company creative position, new business, horizontality and strategically targeted acquisitions.”

The WPP chief remains an “unabashed bull” on China despite the current disruption there.

“There are worries about the slowing of growth but that was inevitable,” said Sorrell. “It was natural it was going to slow. We are concerned about the stock market bubble and the fall in the stock markets has implications. Having said that, we still believe in the longer term in the economy. We think it is a short-term phenomenon.”

## **EX-OBAMA AIDE SCORES WITH SUPER BOWL**

Andrea Mokros, who was special assistant to President Obama and director of strategic planning at the White House, will join the 2018 Super Bowl Host Committee in Minneapolis next month.

The politico pro, who did an earlier stint as scheduling and advance director for First Lady Michelle Obama, will handle media relations and outreach for the NFL championship game slated for the new \$1.1B home of the Minnesota Vikings.

The complex called US Bank Stadium is scheduled to open next summer. Planners for the Minnesota game selected “Bold North” as the slogan for the marketing push.

Mokros joined the Obama Administration from the office of Minnesota Governor Mark Dayton, where she held the deputy chief of staff for communications and outreach job.

Previously, she was deputy chief of staff for Senator Amy Klobuchar, director of the executive offices of Kissinger McLarty Assocs. and national advance lead for John Kerry for President.

Maureen Bausch, CEO of the Host Committee, said in a statement the big game provides a “platform to showcase Minnesota’s engaged business community, innovative and progressive lifestyle and beautiful attractions.”

She’s impressed with Mokros’ ability to create “lasting impressions of Minnesota and the rest of the Bold North.”



**Mokros**

## **‘BIG SODA’ PUTS POP IN OUTLAYS**

The American Beverage Assn., Coca-Cola, PepsiCo and Dr Pepper Snapple Group spent a combined \$106M from 2009-14 to counter health/labeling initiatives at the local, state and federal levels, according to report released Aug. 25 by Center for Science in the Public Interest.

The companies shelled out \$5.1M during the first-quarter of this year.

“Like the tobacco industry before it, the soda industry is spending heavily and spending strategically and has mostly been successful at blocking federal, state, and local public health measures aimed at reducing soda-related disease,” said a statement from Jim O’Hara, CSPI director of health promotion policy.

The “Big Soda vs. Public Health” report says the Center undoubtedly underestimated the outlays since lobbying expenses figures are not available in 10 of the 23 jurisdictions that considered sugary drinks regulations.

The ABA spent the \$64.6M or 61 percent of the overall outlays to defeat warning labels, portion size measures or taxes on sodas.

The Center found Goddard Gunster PA, Mellman Group, Beneson Strategy Group, Dewey Square and GCW Media Services among the firms working for the beverage companies.

O’Hara said it’s unclear whether the industry will be able to preserve its winning streak “when it has to fend off a greater number of soda tax or warning label proposals simultaneously.”

## **COKE VET SEES PLASTICS IN FUTURE**

Leonor Garcia, a Coca-Cola Co. veteran, is taking the director of PA position at PlasticsEurope trade group on Sept. 1.

At the soft drinks giant, Garcia held the director of corporate scientific & regulatory affairs position, responsible for providing thought leadership, strategic direction, external advocacy and concerns related to food packaging. Prior to Coke, she worked in the regulatory affairs shop at UCB Chemical Specialties and product safety & regulatory affairs unit of ExxonMobil.

Karl-Foerster, PlasticsEurope executive director, said in a statement his group is “delighted to be able to appoint someone of Leonor’s stature, experience and ability to this important role.”

He believes Garcia’s experience in senior positions across different markets would be an asset to the Brussels-based organization of more than 100 members generating 90 percent of the polymers across 31 nations.

## **TREVARTHEN SAUNTERS TO SPARK**

Toby Trevarthen, a tech-savvy sales and business development pro who runs Spatial Shift, is moving to San Francisco tech PR specialist Spark in October as chief narrative officer, a new post.

Spark chief Alan Soucy said Trevarthen helped the firm develop new service offerings over the past year as it expanded its traditional PR base to marketing. It also acquired social media marketing shop SocialArc last year. Trevarthen will consult with Spark over the next month as he winds down his client work with SS.

**SHOOTER OF TV JOURNOS TAKES HIS OWN LIFE**

The former reporter who allegedly killed two TV journalists in Virginia during an on-air live segment Aug. 26 from Moneta apparently killed himself while being pursued by police and federal agents, according to law enforcement officials.

Vester Flanagan, the suspect in the slayings, died at a hospital this afternoon of a self-inflicted gunshot wound, according to Franklin County sheriff Bill Overton. Alison Parker, 24, and Adam Ward, 27, died while working on a piece for WDBJ-TV, the CBS affiliate serving the Roanoke-Lynchburg area. A third person, Vicki Gardner, was injured in the attack.



The attack, which caught on camera, occurred at 6:45 at a shopping and entertainment center as Parker and Ward were interviewing Gardner, staffer at the local chamber of commerce.

Virginia Governor Terry McAuliffe described the suspect as a “disgruntled employee.” He then said the capture of Flanagan, professionally known as Bryce Williams, is imminent.

Flanagan, 41, was a producer, reporter and anchor at WDBJ until he was let go in February 2013. He filed discrimination suit against the station in May 2014. A judge dismissed the case two months later.

The Committee to Protect Journalists condemned the fatal shooting and sent condolences to the journalists families and colleagues, according to senior Americas program coordinator Carlos Lauria. “We do not yet know the motive of the attack that killed Alison Parker and Adam Ward, but we do know that being a journalist is potentially dangerous anywhere in the world,” he said.

Thirty-nine journalists were killed so far this year.

**ESPN SLAPS SCHILLING FOR HITLER POSTING**

ESPN disciplined Curt Schilling, the former Major League Baseball pitcher and its “Sunday Night Baseball” analyst, for a post that he shared on Twitter suggesting Muslim extremists are comparable to Nazis and used a picture of Adolf Hitler as artwork. He was pulled from calling a Little League World Series Game on Aug. 25.

“Curt’s tweet was so completely unacceptable and in no way represents or company’s perspective,” said a statement from ESPN. “We make that point very strongly to Curt and have removed him from his current Little League assignment pending further consideration.”

Schilling, 48, deleted his post and apologized on Twitter. He understands and accepts the suspension. “Bad choices have bad consequences and this was a bad decision in every way on my part.”

Walt Disney Co. owns ESPN.

**TIME INC. PLOTS VIDEO STRATEGY**

Time Inc. hired Michael Erlinger from WPP’s GroupM global media investment unit to develop business models for the magazine company’s video expansion. He takes the newly created post of senior

VP/business & legal affairs for TV and video.

Erlinger reports to executive VP/general counsel and corporate secretary Lon Jacobs, who called the new hire “a tremendous asset to us as we extend our premium content and engaged audiences into this vital space.”

At the WPP operation, Erlinger handled business/legal aspects of branded entertainment projects and digital programs along with relationships with rights holders including negotiations over content financing and co-development pacts. Previously, he was at ABC Entertainment TV Group.

Time Inc. plans to triple its production capacity and double the amount of simultaneous live programming when it moves to its new Brookfield Place corporate headquarters across from the World Trade Center by the end of the year.

**PUTIN’S SPOKESMAN UNDER GUN**

Dmitry Peskov, spokesman and confidante of Russian President Vladimir Putin, is getting roasted by foreign media and Kremlin opposition pols after a luxury yacht trip in Italy.

Reports about Peskov’s family’s vacation aboard a \$390,000-per-week vessel off Sardinia followed early August coverage of his wedding that showed photos of Peskov wearing a \$600,000 wristwatch.

While Perskov’s family was seen on the yacht, the spokesman denies renting the vessel.

CNN reported this month that opposition politicians in Russia are fueling coverage of Peskov, noting the 47-year-old spokesman has been a state employee since 1989 and couldn’t afford such luxurious perks.

Peskov said the watch was a wedding gift from his wife, Olympic skater Tatiana Navka, although photos surfaced of Peskov wearing the watch three months earlier, according to Foreign Policy.

Peskov has been Putin’s main spokesman for the past three years and served as press secretary in various capacities for Putin since 2000.

**BOSTON GLOBE’S SUNUNU QUILTS CABLE BEAT**

John Sununu, Boston Globe columnist and former Republican New Hampshire Senator, promises no more commentaries about cable and Internet issues after watchdog Media Matters complained about an apparent conflict of interest.

The Time Warner Cable board member and paid honorary co-chair for the Broadband for America trade group penned criticism of the Obama Administration’s “unnecessary regulation of the Internet.”

Sununu, an “adjunct senior policy advisor” for lobbying firm Akin Gump Strauss Hauer & Feld, also rapped Uncle Sam’s environmental oversight. Akin Gump has clients in the beleaguered coal sector.

Ellen Clegg, editorial page director of the Globe, said Sununu assured her he would no longer write about cable and Internet regulation. The paper views his role at Akin Gump as “very limited.”

Clegg said the Globe would be more transparent, posting columnist bios online and linking to bylines.

## PR & SOCIAL MEDIA VIEWS

---

### PR WRITERS DIFFER FROM ASIA TO US

By Don Bates

PR writers in Singapore, Hong Kong and Shanghai focus on their new mantra of snackable text, big-picture meaning, headline dominance and enhanced imagery.

Actually, practitioners from these cities, and the countries in which they're located, don't differ that much from their U.S. counterparts when it comes to PR and marketing writing essentials.

Yes, they generally have more difficulty writing English because it's not their first language (or a parallel language as in Singapore). And, yes, they generally have more difficulty writing in America's preferred, common-sense PR and marketing style because they haven't grown up in our "Mad Men" culture.

But despite these challenges, Asian PR and marketing writers have the same professional interest in meeting the needs of employers and clients with simple, clear, direct messages that communicate as strategically and effectively as possible.

They, too, want to write better with the goal of strengthening their organizations' brand, reputation, sales and influence. They, too, want to know what's new and how to harness it as part of their PR and marketing skills, knowledge and leadership.

How do I know so much? During almost three weeks this summer, I taught PR and marketing writing to groups of Asian practitioners as a consultant instructor for Singapore-based Clariden Global.

Clariden runs executive business education seminars and conferences at sites that include Singapore, London, Australia, China, Malaysia, Indonesia, Hong Kong, South Africa, Shanghai, and the UAE.

My particular workshops were in Singapore, Hong Kong and Shanghai.

I focused mostly on what I refer to as the "New Writing Formulary" for PR and marketing scribes – a formulary that also works as well for business writing. I encouraged participants to become "new era" writers, to throw off the constraints of self-absorbed content and long-form misdirection. In brief, I introduced the participants to a set of "New Rules" for writing more effectively in today's global marketplace.

The rules begin with a clear understanding of key concepts. For example: form follows function; out of sight, out of mind; write from the outside in; take headlines more seriously than ever; and take charge of the writing function for your own survival. The "New Rules" build on traditional writing practice, but go further by isolating what counts most these days and drilling down to essentials, e.g., compressed text (as in squeezed to life), live quotes (as opposed to dead, the prevailing norm), and story enhancement (adding people to the picture). We also addressed the most prevalent grammar challenges such as adjectivitis, adverbialism, jargon, hyperbole, verbosity, pronoun confusion, and prepositional paralysis.

Following is a summary of the "New Rules" that all PR and marketing writers should follow when communicating with today's audiences in both new and old media. The rules are intended to make writers think differently, more intently and more strategically about what and how

they write. The rules borrow heavily from content marketing style and purposes. Meaningful brevity is the soul of what they entail.

Write "snackable" content (i.e., shorter and sweeter than in the past, and easier to read, understand and act upon).

Focus on the "big picture" meaning (what's the all-important news for the audience, not for your employer or client?).

Create social-media style headlines (intriguing, enticing, engaging language). Take a look at Copyblogger.com and Upworthy.com for examples.

Use super-condensed leads (incisive, sharply defined, credibly expressed).

Integrate outside content that enhances credibility (e.g., facts from a trusted third party that amplifies your message and mission).

Link to other content (e.g., advisories, commentaries and guidelines, but judiciously).

Aim for concrete action, FYA (for your action) not FYI alone.

Enhance with images (photos, logos, charts, illustrations, which have several times the draw of imageless text).

Disseminate via multiple media (both online and off and the many touch points in social media)

Develop templates to reflect and make the new rules easier to apply (I shared my 7-step pitch template as one example).

Bottom line, the "New Formulary" mirrors what social media pundits like Guy Kawasaki have been saying for a long while, but that I have defined more tangibly. During a *New York Times* interview, Kawasaki was asked, "What should business schools teach more of, or less of?" He replied, "They should teach students how to communicate in five-sentence e-mails and with 10-slide PowerPoint presentations. If they just taught every student that, American business would be much better off."

To the follow-up question – "Why?" – he added, "Because no one wants to read 'War and Peace' e-mails. Who has the time? Ditto with 60 Power Point slides for a one-hour meeting."

Bob Dylan famously sang, "The times they are a changing." They always are, of course, but never so much as now for PR and marketing writing. For one thing, since the Internet began to capture a huge chunk of our collective time and attention, short and sweet has never been as sweet as a rule for PR and marketing writers.

PR and marketing word-workers in Singapore, Hong Kong and Shanghai understand this as well as U.S. practitioners. Most important, they are just as eager to put new approaches into action for their employers and clients, starting with the idea of making writing more powerful as a tool for informing, persuading and influencing target audiences.

They know that snackable content, big picture meaning, and headline acuity are driving a more efficient and effective writing style.

*Don Bates is a writing instructor at New York University.*

**NEWS OF PR FIRMS****GCI CREATES EUROPE MED ED POST**

GCI Health has brought in Cally Clarkson as its first director of medical education in the UK and Europe.

Clarkson handled EMEA and UK medical comms. accounts at Apothecom Scoremedical as director of client services.

GCI CEO Wendy Lund said Clarkson will help the firm “redefine” healthcare comms. across regions in an integrated approach.

Clarkson was previously at HealthEd (director, strategy), Delta Kn (co-founder) and TVF Communications (dir., head of training).

**JEFFREY EXPANDS LATAM FOOTPRINT**

Miami-based JeffreyGroup has added political and economics reporter Clarissa Oliveira to head its new office in Brasilia.

Most recently political editor at IG Portal, Oliveira also worked at Brazilian daily O Estado de Sao Paulo.

At JeffreyGroup, she takes the director of PA for Brazil spot, reporting to Cristina Iglecio in Sao Paulo.

Brian Burlingame, COO, said Oliveira's extensive experience with the political and regulatory landscape in South America's biggest country is an important addition to the Latin American PA team. The firm works for American Airlines, Bayer, Facebook, Johnson & Johnson, Airbnb, Spotify and Nikon in the region.

**DENVER PRO GAUGHAN DIES AT 77**

Mike Gaughan, co-founder of Denver-based MGA Communications, died Aug. 25 after complications from surgery. He was 77.

Gaughan, who served as chairman of the firm, moved to Denver in the mid-1970s and started Entercom, a movie promotion firm. He joined with Jeff Julin and Cricket Smith in 1987 to form MGA.

“He was an amazing leader, mentor and a genuinely good human being,” the firm said in a statement. “And while he wouldn’t tell you, Mike’s accomplishments in public relations cannot be understated.”

**GLASS LANTERN OFFERS DISCOUNT PR**

Glass Lantern PR, has created PR Timeshare, a bid to offer media relations services to even the smallest of companies.

The firm said it gives clients access to the same media relations tools of a full campaign, but limits it to hard news and event outreach. “This is gives companies a basic level of media relations outreach to keep them in the eye of their target markets until they grow large enough to afford a more comprehensive approach,” said GLPR co-founder Joshua Kail, noting cost could be as low as \$500 per month.

**BRIEFS:** MMGY, Kansas City, reports three of its clients took home four awards at the US Travel Association’s annual Educational Seminar for Tourism Organizations in Portland, Ore., last week. The honorees included New Mexico Tourism Dept. (digital marketing); Visit Santa Barbara (2, branding/integ. mktg., and social), and Destination Cleveland (branding).

**NEW ACCOUNTS****New York Area**

**Hawkins International PR**, New York/De L’Europe Amsterdam, 19th century hotel on Amstel River; Eden Roc at Cap Cana, boutique luxury resort in Punta Cana, Dominican Republic; Solage Calistoga, 22-acre resort in Napa Valley, Calif., and Villa Satria, Bali, Indonesia, estate, for PR.

**5W PR**, New York/OneJet, air transport network for small and medium-sized markets, for a PR campaign focused on media relations to reach North American consumers, investors and partners. OneJet markets include Indianapolis, Milwaukee, Pittsburgh, Memphis and Nashville. 5W also added PCS Edventures!, a K-12 STEM education and robotics company, for PR touting its product lines in the education market.

**CLY Communication**, New York/Glossybox!, international beauty products subscription service, for PR. The firm previously handled Germany and expands its purview to North America.

**PCG Advisory Group**, New York/Youngevity International, direct marketer of nutritional and lifestyle products, as AOR for comms., including outreach to the investment community.

**Southeast**

**TransMedia Group**, Boca Raton/Raymond Lee Jewelers, for PR for grand opening of the 32-year-old business’ second location, Diamonds by Raymond Lee, in Feb. 2015 in Boca Raton.

**Midwest**

**Haberman**, Minneapolis/Sweet! Wholesome!, fair trade certified, organic and non-GMO sweeteners, as AOR. A new national campaign, “Live Sweetly,” includes the name change from Wholesome Sweeteners and targets women 20-54 who cook and bake frequently through the holiday baking season.

**Southwest**

**M/C/C**, Dallas/Razberi Technologies, network video solutions for surveillance and security applications, AOR for internal messaging strategy and integrated marketing comms.

**Amendola Communications**, Scottsdale, Ariz./Availability, Jacksonville, Fla.-based information network for health plans and providers, as PR and content marketing AOR. Work includes ongoing strategic counsel and messaging support, media and analyst relations, speaker and award initiatives.

**West**

**Fineman PR**, San Francisco/HealthRIGHT 360, community healthcare provider, for multicultural and general market media outreach; Renteria Wines, for launch of its ultra-premium, Napa Valley wines.

**PMBC Group**, Los Angeles/Sonavation, 3D ultrasound biometric technology, as AOR for PR, including corporate comms. and media relations.

**International**

**KBC PR & Marketing**, East Sussex, U.K./Utah Office of Tourism, Film and Global Branding, for integrated marketing and PR in the UK on a five-year contract. The firm now reps 13 US states, Washington, D.C. and the Florida Keys. A/D Jo Thomas oversees the work.

**NEWS OF SERVICES****KALLMAN GUIDES US TRADE CENTER LAUNCH**

Waldwick, N.J.-based Kallman Worldwide is handling the opening of the US Regional Trade Center in Santiago Chile on Sept. 1.

The 6,000-square-foot center, adjacent to the US Embassy in Santiago, was opened for a preview event of diplomatic and business VIPs, including US Ambassador to Chile Michael Hammer.



**Kallman, Amb. Hammer**

Kallman specializes in US export marketing in Latin America and organized the US International Pavillion at the biennial FIDAE Air Show in Santiago.

Hammer said the center is part of the US' greater "Look South" bid to expand trade with Chile and other countries in Central and South America.

Tom Kallman, president and CEO of KW, said the center includes amenities to support the "purposeful exporting of U.S. equipment, products and services," noting plans to host professional education and networking.

**CATTO HEADS MARKETING AT EVOLVE**

Enthusiast content publisher Evolve Media in Los Angeles has brought in Jennifer Catto as senior VP of integrated marketing.

Catto, who oversees marketing strategy and research across the company's CraveOnline, Totally Her and Martini Media units, was VP and head of branded entertainment and partnerships for Say Media. She was also creative development director for *Architectural Digest* and *Gourmet* at Conde Nast.

**INTUIT PLUS IN ESSENCE FOR DIGITAL**

Digital agency Essence, New York, has picked up AOR duties for Intuit's small business group, which includes QuickBooks.

The work includes programmatic ad buying, digital strategy, analytics and other biddable channels.

Quickbooks digital marketing director said the brand wants to become more relevant to small business owners and accountants by creating a "meaningful digital experience."

**BRIEFS:** **Sally Reed** was promoted to VP, digital services, for Benchworks, the Chestertown, Md.-based marketing and branding shop. She oversees web development, video, email marketing and interactive banner efforts and joined the firm in 2011 from Cadient Interactive in Philadelphia.

**PEOPLE****Joined**

**Jackie Schulz**, who managed a nutrition and regulatory team responsible for meals and desserts at Kraft Foods Group, to FoodMinds, Chicago, as a VP. She was nutrition health and wellness manager at Nestle USA, senior nutrition marketing business partner at Kellogg Co. and a nutritionist for Barilla.



**Schulz**

**Mark Edgar**, managing editor of the Dallas Morning News and 30-year veteran of the paper, to Hill+Knowlton Strategies, as senior VP in Dallas, effective Sept. 1. Edgar supervised the metro, Texas/southwest, national, international and political desks at the DMN. Mark Krutchik, Allison+Partners pro and Edison Group founder, joins as senior VP in Los Angeles on Aug. 31. He began his career as attorney at Barger & Wolen in LA. He has counseled Brady Campaign to Prevent Gun Violence, Lowe's, General Mills, Healthcare Leadership Council, and California Tobacco Control Program.



**Edgar**

**Maria Kuhn**, VP of PR, Kempinski, to Belmond Ltd., New York, as corporate director of comms., developing global comms. strategy and supervising its global PR team, including for the launch of the Belmond Grand Hibernian, the first luxury touring train in Ireland, and the Belmond Cardogan Hotel in Knightsbridge, London. She held PR posts at Shangri-La and Four Seasons in Europe and Asia.

**Catherine Goss**, executive VP, Brushfire, to Ogilvy CommonHealth, Parsippany, N.J., as senior VP, managing director of its wellness marketing team. Meredith Levy, SVP, management supervisor, ICC Lowe Trio, joins as senior VP, management supervisor, medical marketing. Elizabeth Krieger, an Omnicom alum, joins as VP, group A/S for WPP-owned Ogilvy's Healthworld unit, and Robert Ross as VP, associate creative director. Steven Stockton was promoted to associate medical director, and Amanda Haluszka, to A/E.

**Denise Duncel**, senior VP, external affairs, Blackstone's Invitation Homes, to The Beer Institute, Sept. 14, to handle the trade group's PA aimed at policy makers, media and stakeholders. She was chief comms. strategist at the Federal Housing Finance Agency and PR staffer at the Depts. of Education and Housing and Urban Development.



**Duncel**

**Promoted**

**Dustee Jenkins** to senior VP, comms., Target Corp., Minneapolis. She joined in 2010 from Public Strategies and worked comms. for the Dept. of Housing and Urban Development during the recent Bush administration.

**Annie McDonough** to VP, Falco Ink, New York. She joined the entertainment firm in 2007.

## **CARMEN HIT WITH DISCLOSURE PENALTY**

The Carmen Group has agreed to pay \$125K in civil penalty to settle allegations that it violated the Lobbying Disclosure Act.

The settlement is the largest settlement obtained under the LDA since the measure went into effect in 1995.

“The American public has a right to know about the efforts of paid lobbyists to influence legislative and executive decision-making,” said US attorney Vincent Cohen in a statement released Aug. 28. “This settlement reflects our determination to seek significant penalties from repeat offenders who fail to meet their reporting obligation.”

Carmen Group denies that it knowingly broke the law. It said, “management had no knowledge that administrative lapses occurred,” bureaucratic shortcomings that it blames on a former employee.

The amicable settlement, according to the 30-year-old firm, resolves the matter “as the most efficient way to minimize cost.”

## **BRUNSWICK AIDS ACELITY, EYING \$1B IPO**

Brunswick Group is advising Acelity Holdings on the PR front as the San Antonio-based medical technology developer focused on wound care and regenerative medicine eyes an initial public offering that could raise as much as \$1B.

Acelity reported 2014 revenue of nearly \$1.9B, the bulk of it (76%) from its Advanced Wound Therapeutics and Regenerative Medicine units.

The filing listed \$100M as a placeholder value of the IPO, but Renaissance Capital reported that the offering could fetch as much as \$1B.

Brunswick New York partner Jayne Rosefield and Dallas-based directory Lauren Nadig handle Acelity. Cheston Turbyfill, a Weber Shandwick alumn, is VP of corporate communications for the company.

## **SC CITY GETS PR BOOST AFTER SHOOTING**

The South Carolina city of Seneca has brought in PR help after the police shooting of an unarmed, 19-year-old man draws national attention and a federal probe.

A Seneca police officer shot Zachary Hammond in the parking lot of a Hardee’s restaurant July 26 after a police drug investigation. Seneca Police said the shooting was in self-defense, adding the officer has been placed on administrative leave. A small amount of marijuana was found in Hammond’s car.

Greenville, S.C.-based Complete PR is helping the city with media relations amid the media crush. John Boyanoski, a veteran S.C. journalist, is president of the firm. Former Michelin PR exec Tim Brett is CEO.

Hammond’s death has been publicized by his family’s attorney and noted by the Black Lives Matter Movement, even though Hammond is Caucasian. The activist community says the incident is an example of unnecessary force by police.

The US Justice Dept.’s Civil Rights Division, FBI’s Columbia, S.C., office, and US Attorney for S.C. are teaming in a federal investigation of the shooting.

## **FL LOCALE EYES SOCIAL FOR ECOTOURISM**

Florida’s Charlotte Harbor & the Gulf Islands region is on the hunt for a social media firm or consultant work alongside its travel PR and advertising efforts.

The region’s visitor and convention bureau plans to award a one-year pact to help promote CHGI as an eco-tourism leisure vacation destination.

The western Florida area is a natural draw for outdoor recreation and beaches, including its distinction as the Tarpon Capital of the World among fishermen.

Responses are due Sept. 16. RFQ: <http://odwpr.us/1NR719f>.

## **BIDEN BRINGS IN BEDINGFIELD**

Vice President Joe Biden hired Kate Bedingfield, who was spokesperson for John Edwards’ 2008 presidential campaign, as communications director.

The hire further fuels speculation that Biden may jump into the Presidential race.

“Kate is a talented individual who brings a range of communications experience to the team,” Biden said in a statement. “She will be a key advisor to me, a terrific asset to our office, and an important member of the entire White House organization.”

Bedingfield joins the VP from the Motion Picture Assn. of America, where she was VP-corporate communications. Earlier, she worked in the Obama White House as deputy director of media affairs.

Bedingfield takes over for Shalagh Murray, who now is senior advisor to Obama.

## **DENVER RENEWAL ENTITY SEEKS PR HELP**

The renewal and economic development entity for Denver and its surrounding area is looking for a PR agency to highlight its mission and programs as urban renewal comes under scrutiny in Colorado.

The Denver Urban Renewal Authority released an RFP on Aug. 26 for an agency to “communicate who we are what we do” and “relay the benefits of urban revitalization,” among other tasks.

The authority notes that urban renewal is under “increased public scrutiny,” including citizen-referred ballot efforts putting limits on spending.

Proposals are due Sept. 30. RFP: <http://odwpr.us/1idFrNZ>.

## **DARDEN’S DEFEQ FLIES AMERICAN**

Ron DeFeo, who oversaw corporate communications for Darden Restaurants, is moving to American Airlines Group as VP of global communications.

He takes a role vacated by the retirement of Jon McDonald in December at AAG, the Fort Worth, Tex.-based parent to American Airlines and US Airways.

Prior to his recent stint as SVP of comms. for Darden, owner of Olive Garden, LongHorn Steakhouse and Bahama Breeze, among other chains, he led media relations and brand strategies for The Home Depot and worked the account side at Ketchum.

DeFeo reports to Elise Eberwein, a US Airways vet who is EVP of people and communications for AAG. His purview includes social media, media relations, employee comms., creative services and community rels.

**Hamptonites are still in shock at Southampton conceding defeat** Aug. 25 after a five-year battle with the East End Eruv Assn. against erection of an eruv Jewish religious boundary. SH lost the “sign” issue but is now abandoning its argument that eruvim violate the rule against church/state entanglement.

The SH board voted unanimously in the last few seconds of a 49-minute meeting not to appeal the June 30 decision by State Supreme Court Justice Joseph Franeti who ruled that since the “lechi” markers proposed for SH utility poles are “virtually invisible,” they are not “signs” and are thus not violations of SH’s sign laws.

Supervisor Anna Throne-Holst said a deal cut with EEEA would grant it the right to place markers on utility poles in return for a promise not to pursue legal costs and penalties against SH. EEEA has asked to see the agreement in writing. This website has made a similar request to SH officials.

Opponents of eruvim said such markers are visible on Synagogue and Google websites and the sites explain in detail what they mean—the conversion of public land into the “private domain” of the believers.

The story in the Aug. 27 *Southampton Press* reported that the board voted the eruv pullback as a “walk-on” resolution that was not on the agenda, meaning the public had no advance notice of such a proposed decision.

Left out of the story were details such as the resolution was the 38th and last one to be taken up and that there was no discussion by the trustees or citizens. It came in the last 31 seconds of a 49-minute meeting “and if you sneezed you would have missed it,” said one citizen who viewed the Mediatraq videotape.

The SH Press is in favor of eruvim, calling them “invisible” in an editorial July 23. The Aug. 27 story by reporter Kyle Campbell was his last for SHP since he is joining the Daily News as a digital content producer for its auto section in Jersey City.

#### **Citizen Groups, Press Mostly Silent**

The decision by the SH trustees has mostly been met with silence by media such as the *New York Times*, *Newsday*, *News12longisland.com* (with 30 news staffers), the *patch.com*, local news service, *Dan’s Papers*, the *Independent of East Hampton* (Jerry Della Femina), *eastend-beacon.com* and citizens of the Hamptons.

The [Jewish Daily] *Forward* said Aug. 26 that the decision of the SH board will allow expansion of the WHB eruv to Westhampton, which is unincorporated, and Quogue.

A lively email debate is taking place following the story posted Aug. 27 by Campbell. Eleven of the postings can be termed “anti-eruv” and the rest, “pro-eruv.”

The anti-eruv writers say eruvim violate the bar against church/state entanglement by giving one religious group permanent use of public property to help it meet the requirements of the religion.

Such arguments are met with statements that the lechis are no different from real estate signs, St. Patrick’s Day signs, Lions Club signs, and Feast of Gennaro signs and should present no problem to anyone.

“Highhatsize,” who has made several postings against eruvim as violating the Constitution, is called an “anti-Semitic bigot” by “David.”

“G” says Quogue has “a long history of KKK activity and that former Mayor Decker Orr wrote on the front page of a building application, “Deny these Jews everything.” Decker, mayor from 1980-90, died July 3, 2010, at the age of 89.

“ShelleyB” writes that since observant Jews know where the boundaries are (as shown on websites), “why are lechis needed? Do the Jewish police arrest you if you go outside the boundaries? But if they’re only thin strips on telephone poles is it really hurting anyone?”

#### **Media, Libraries Disappoint Anti-Eruvers**

Anti-eruvim were plotting strategy this week in the face of the latest defeat. They feel that not only are the courts politicized on this issue but also the media, libraries, national and local political leaders, most of the real estate industry, and nearby universities such as Stony Brook and Touro. Last New York Times article on the eruv battle in the Hamptons was on Feb. 4, 2013. “Mr. Sniev” of Dan’s Papers is predicting zooming prices in the Hamptons if eruvim get established.

They note that Throne-Holst has cited the eruv battle as a financial burden on SH. Outside legal costs so far have been about \$700,000 but this is on a budget of \$80 million, citizens note.

A burden on Throne-Holst would be campaigning against Rep. Lee Zelden, the only Jewish member of the House of Representatives, while fighting an eruv in the Hamptons. She is seeking his seat in the 2016 election.

#### **Libraries Take a Pass**

Local libraries, dedicated to education and learning, have mostly refused to take up the eruv issue.

An exception is the Rogers Memorial Library of SH, which agreed to keep on file legal decisions related to the battle. It would not stock O’Dwyer stories and editorials on the issue.

Rogers, unlike libraries in Westhampton, Quogue and Hampton Bays, is a “public” library that lets the public elect its trustees. It is “dedicated to inspire and serve the educational, cultural and lifelong learning needs of the Southampton and Tuckahoe school districts.”

Victoria Kahn, owner of the Hamptons Virtual Office Center and Agawam Town & Village Realty, was elected to a three-year term Aug. 7 by citizens. She is a graduate architect of the University of California Berkeley, received an M.B.A. in finance from New York University and has a Masters in French Civilization from the University of Paris Sorbonne. She joins Sandra Klemuk, president, and trustees Robert Gerbereux, Susan Johnson, David Campbell, Patricia Finchiaro, Alexandra Halsey-Storch and Judith Johnson. There is one vacancy after Frances Burns and Glenn Halsey decided not to seek re-election.

The library adopted a \$4,019,733 budget based on a tax levy of \$4,351,401. Libraries in WHB, Quogue and Hampton Bays are “association” libraries that do not hold public elections of board members. They are 501/c/3 non-profits that file Form 990 returns to the IRS.

– Jack O’Dwyer