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## **PR NEEDED FOR DISPLACED UKRAINIANS**

The International Rescue Committee, a non-profit, humanitarian agency that provides relief, rehabilitation, protection, resettlement services and advocacy for refugees, displaced persons and victims of oppression and violent conflict, is looking for a PR agency.



IRC is seeking an agency that can provide media, content production and PR support services for United For Ukraine, which provides emergency relief, humanitarian assistance and essential information for displaced Ukrainians who have been impacted

by Russia's invasion.

Scope of the work includes media relations (increasing awareness and understanding of UFU and the services it provides, increasing brand awareness and trust and establishing an emotional connection with users); content creation for the UFU Emergency Service Portal; and social media production and management (creating social media posts, campaigns and stories relevant to audiences and stakeholders).

Deadline for proposals is 5:00 pm (UA) on Sept. 12.

All proposals should be submitted electronically to [UA.IRC.tender@rescue.org](mailto:UA.IRC.tender@rescue.org).

All bidding agencies must sign a prior intent to bid form (attached in the RFP document) by Aug. 31.

Questions should be directed to [alessio.zampetti@rescue.org](mailto:alessio.zampetti@rescue.org) and [andre.heller@rescue.org](mailto:andre.heller@rescue.org) by Sept. 6.

[Download the RFP \(PDF\)](#).

## **BCW NAMES BRITTINGHAM LEARNING OFFICER**

BCW has hired Holly Brittingham as its first global chief learning officer, with responsibility for talent training and organizational development across the agency's global network.



**Holly Brittingham**

Brittingham comes to BCW from FCB Global, where she most recently served as global lead, organizational learning and development. She has also served as director, talent management center of excellence at Fidelity Investments.

"Holly is renowned in the industry for identifying and creating people programs that focus on developing talent, identifying the needs of people in an ever-changing

landscape, and paving career paths for talent to develop into high-performing leaders," said BCW global CEO Donna Imperato.

## **BERLINROSEN PICKS UP DERRIS**

BerlinRosen has acquired a majority stake in Derris, a brand consultancy that has launched such direct-to-consumer brands as Warby Parker, Everlane and Glossier. The financial details of the deal were not disclosed.

Derris, which currently has 65 employees in New York and 10 in London, will continue to operate independently. Agency founder Jesse Derris and partner Lisa Frank will remain in place, and no positions will be eliminated.



Following an investment from private equity firm O2 in January, BerlinRosen has also recently acquired a majority stake in Glen Echo Group and diversity, equity and inclusion consultancy Onward.

## **WEBER'S STEPHAN TO H+K STRATEGIES**

Randa Stephan, global head of marketing and brand at Weber Shandwick, is moving to Hill+Knowlton Strategies, where she will take the reins as the firm's first dedicated chief marketing and communications officer on September 15.

Last year, Stephan led the launch of The Weber Shandwick Collective, which formalized the firm's ecosystem of specialist agencies. She previously led the agency's integrated digital group in New York.

Before coming to Weber, Stephan was executive director at the *Wall Street Journal*, where she headed up the launch of WSJ Custom Studios, the publisher's integrated content marketing practice. She has worked in the advertising sector, holding account positions at Ogilvy & Mather and Saatchi & Saatchi.



**Randa Stephan**

At H+K Strategies, Stephan will be responsible for global corporate brand, marketing, and internal and external communications across the H+K network, reporting to global chairman and CEO AnnaMaria DeSalva.

"Randa is a brand transformation leader with deep expertise, and her creative energy and passion for results make her a very welcome addition to our leadership team," said DeSalva.

## **POOR COMMS AT HEALTHCARE COMPANIES**

While healthcare companies are increasingly attractive investment targets, those companies are coming up short in their communications targeted at investors, according to a recently released report from Edelman.



The Edelman Trust Barometer's special report on healthcare institutional investors, which surveyed investors in the U.S., UK and Canada, found that almost seven in 10 respondents (68 percent) said "healthcare companies have historically communicated poorly with investors in general."

Major improvements do not seem to be on the horizon. About two-thirds (64 percent) of U.S. respondents said that healthcare companies are not prepared to provide effective communication to investors. Though that number was even higher (68 percent) in Canada, the UK was a bit more positive, with only 52 percent noting a lack of communications preparation on the part of healthcare companies.

This could prove to be a big problem for healthcare companies, since there is widespread agreement that information is a pivotal factor in the decision to invest in a company. Overall, 78 percent of survey respondents said their firm would not invest in a company that did not provide sufficient operational and/or performance information.

This comes as the healthcare industry's reputation in the investment community is on the rise. Nearly nine out of ten respondents (87 percent) said the pandemic had emphasized the value of healthcare investments in the long term.

While innovation and digital transformation emerged as key factors in the industry's favor, the report also underlines that ESG considerations play a big role in how attractive a company is to investors. 73 percent of respondents said they would not invest in companies without sufficient ESG mandates.

Edelman's report surveyed 225 healthcare institutional investors, including chief investment officers, financial analysts, portfolio managers and directors of research.

## **MMGY SHUFFLES EXECUTIVE TEAM**

MMGY Global chief executive officer Clayton Reid will be moving into the role of executive chairman of the board on January 1, 2023 as part of an evolution of the agency's global leadership team. Agency president Katie Briscoe will take over the CEO position and chief operating officer Craig Compagnone will become president and COO.

As CEO, Briscoe will focus on the company's global expansion and positioning, driving innovation for the travel industry and continuing to cultivate an environment in which team members can thrive professionally and personally. As President and COO, Compagnone will oversee the delivery of the company's full portfolio of services, business strategy and staff support for MMGY Global's eight operating brands.

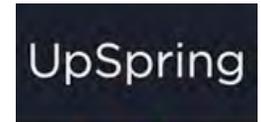


**Clayton Reid**

The 2023 global leadership team will also be composed of chief financial officer Hugh McConnell, executive vice president of global HR Mia Wise and a soon-to-be-appointed chief marketing officer.

## **NEWS OF FIRMS**

**UpSpring**, which works with clients in the architecture, design and real estate industries, picks up digital marketing studio **Epiphany**. The acquisition includes Epiphany's client roster and team of digital marketing specialists; the combined agency now numbers nearly 50 employees. Susan Fernandez, Epiphany founder and now UpSpring's vice president of digital marketing, will lead all digital efforts for B2B and B2C clients. New services that UpSpring will offer include website auditing, email campaigns and podcasts. The company's expansion into digital marketing also marks the debut of a redesigned website and branding package for UpSpring that reflects the company's growth and expanded capabilities.



**CommCore Consulting Group** launches CommCore Capital Markets, an offering that provides coaching and counsel to private and public company management teams engaging in earnings calls, high-level investor meetings, IPOs, financial roadshows, and Series A/B/C funding rounds. The offering is geared toward helping spokespeople deliver their company's value proposition and engage with top-tier media and business financial analysts. CommCore is headquartered in Washington D.C., and has offices in New York City, Los Angeles, Dallas and Atlanta.

**Mower** chairman and CEO Eric Mower transfers 100 percent ownership of the company to employees via an Employee Stock Ownership Plan. Mower will remain in his position, as will other senior Mower executives. About 150 of the agency's employees will become "employee owners" at no cost to them, with equity in the business and an additional retirement benefit. "The ESOP allows Mower to remain independent, to maintain our professional standards and practices and for our employees to know that their future is in their hands," said Mower. The company's employee owners are based across the U.S., including New York City, Chicago, Atlanta, Boston, Denver, Miami, Charlotte, Cincinnati, and four upstate New York cities—Buffalo, Albany, Rochester and Syracuse.



**The Worldcom Public Relations Group** appoints Todor Ianev to a second term as chair. Ianev, managing director of Janev & Janev in Sofia, Bulgaria, will serve alongside The Pollack Group president Stefan Pollack, who is vice chair for a second year. RLF Communications partner Monty Hagler will serve as chair of the group's North American committee. Luis Avellaneda, managing director of Lima, Peru's Realidades, will serve a second term as chair of the LATAM committee and Serge Beckers of Wiese Kommunikatie in Amhem, The Netherlands is staying on as chair of the EMEA committee.

**Edge Partners**, a private equity and strategic growth firm, launches Edge Creative Growth, which offers marketing services to RIAs (registered investment advisors). The venture, which is led by Edge Partners CMO Silvia Roa-Madan, will offer its services as a stand-alone capability for marketing clients or as an integrated capability supporting Edge's private equity growth partnerships. The services Edge Creative Growth provides include acquisition & transition focused marketing, digital content strategy, account-based marketing and brand development.

## **MEETING STAKEHOLDERS' EXPECTATIONS**

Corporate leaders today are tested for their ability to successfully wield one of the most misunderstood soft powers in the C-suite arsenal: strategic communications.

Seismic external challenges, from inflationary pressures and fears of a global recession to geopolitical strife and battered supply chains, sit side by side with ever-present internal hurdles,



**Saira Zaki and Michael R. Crittenden**  
co-authored this article.

including the fight for talent, reputational risk and fickle and demanding stakeholders. How leaders communicate their business stories and respond to headwinds has never been more important to achieving an organization's goals.

Tackling the current moment demands global leaders properly prioritize, assess and invest in their organization's communications function and plan for time-sensitive and critical issues.

This is imperative to ensure the proper calibration and protection of the organization's brand as well as prepare organizations when inflection points happen and prevent minor setbacks from becoming full-blown tempests that threaten business continuity.

As communications continue to evolve in complexity, so does the expectation from stakeholders that an organization's corporate communications will match that sophistication and depth. From investor relations to regulatory engagement and internal employee communications, these core audiences have an ever-growing appetite to engage and understand management's perspective and its approach to the assessment and remediation of risk.

With communications reaching stakeholders instantaneously around the globe, siloed or area-specific communications may no longer be the best avenue to achieving enterprise goals. A unified communications strategy with sensitive thought to international interpretation and engagement is best when assessing big picture challenges. As part of this approach, companies need to conduct a holistic, cross-border assessment of relevant needs and challenges, particularly for publicly traded companies and firms with a global presence. Cross-border thinking also takes on added importance for issues management; big crises will almost always impact organizations on a global level creating both internal and external challenges which require an aggressive response.

Leaders must also assess whether their organizational infrastructure is designed to best serve them in times of stress. In a true enterprise-wide crisis, the core team required to deliver at the very highest level of scrutiny is trinary: the executive, legal and crisis communications functions. Delineating clear lines of responsibility, creating a hardened issue-response infrastructure and establishing secure protocols to allow agile assessment and reaction to incoming challenges will all benefit the organization when enterprise-critical events occur.

As leaders determine their readiness and undergo these assessments, the emphasis needs to be on reaching the goal of

an intentional and holistic communications strategy:

- CEO-led communications are ideally not delegated to tertiary executive levels. Otherwise, transmissions lack potency and authenticity in advocating values and promoting the brand.

- Assess, source and invest in the appropriate skillset to tackle the myriad communications channels and deliberations whether digital, generational, internal or external. Identify the talent mix your team needs and invest before you need to. There is tremendous added value in having outside advisors integrated before a time-sensitive issue arises.

- Build communications teams that are nimble, agile and high quality. Advisors can work in partnership with other external vendors or in-house teams to deal with conflict and bolt on specialized or complementary advice as appropriate.

- Put an internal priority on harnessing voices from across the enterprise to institutionalize efforts across business units and employee groups.

- Bring in the experts: Prepare incident response plans and worst-case scenarios for when an enterprise-critical event hits because it will.

Whether and how influential and respected a business can remain in the face of these significant challenges depends on the success or failure of this strategic approach. Successful management of an enterprise-wide crisis can solidify a brand and its leadership, creating a long-lasting sense of trust. Failure instead can be an imperceptible death; a slow bleed of investors, clients and talent. Behind every urgent media frenzy lies a crucial inflection point for the organization subjected to negative headlines—headlines that act like deadly poison shared with the market over and over by the most brutal of competitors at the most opportune times.

While not a new challenge, the broad-based acceptance of a strong communications function has been a topic of heated debate across corporate America for decades. But for organizations taking that important evolutionary step to own their communications, the moment is now.

*Saira Zaki is Senior Managing Director, London, at The Levinson Group. Mike Crittenden is Senior Managing Director, D.C., at The Levinson Group.*

## **NC WINE AND GRAPE COUNCIL NEEDS PR**

The North Carolina Wine and Grape Council is looking for a firm to run a campaign aimed at changing the culture and knowledge surrounding wine produced in the state.

The selected firm will be tasked with providing services that include campaign planning, budgeting, advertising production, advertising placement, social media planning and execution, public relations, media relations and other state-wide marketing support as needed.

The contract will have an initial one-year term and carries the option of two additional one-year terms at the sole discretion of the State.

To be considered, applicants must file using the Sourcing Tool of the NC eProcurement system on the Ariba Network platform. General information on the state's E-Procurement Services is available at <http://eprocurement.nc.gov/> and training on using the Sourcing Tool can be accessed at <http://eprocurement.nc.gov/training/vendor-training>.

Proposals must be received by 2 p.m. ET on Aug. 31.

[Read the RFP \(PDF\)](#).



## **JILL BIDEN'S PRESS SEC TO HAMILTON PLACE**

Hamilton Place Strategies brings on Michael LaRosa, who was Jill Biden's press secretary and a special assistant to President Biden, as managing director. LaRosa was also chief spokesperson for Jill Biden during the 2020 presidential campaign.



**Michael LaRosa**

His previous positions include communications director for the House Democratic Policy Communications Committee in the Office of Speaker Nancy Pelosi and a producer for Chris Matthews on MSNBC's "Hardball."

HPS has also hired Brendan Conley, who was most recently communications director for Iowa on Sen. Joni Ernst's staff, as a director.

"Their wealth of experience from the White House, Capitol Hill, and the campaign trail will be extremely valuable," said HPS partner Christina Pearson.

## **TILTON TAKES RUDER FINN HEALTHCARE POST**

Jon Tilton joins [Ruder Finn](#)'s executive leadership team as head, digital and social for healthcare as the agency expands its digital capabilities.

In this newly created position, Tilton will be tasked with bringing together Ruder Finn's social and digital capabilities under the healthcare banner. He will also be responsible for the strategic development and execution of digital programs for clients across product, policy and corporate healthcare communications.



**Jon Tilton**

Tilton was most recently senior vice president, healthcare communications at TogoRun, where he led agency brand communications, business development and global partnerships across the Omnicom network. His previous positions include deputy director, strategic communications at America's Health Insurance Plans and senior manager, digital engagement at DDC.

## **KEKST CNC HANDLES ENDO'S CHAPTER 11**

Kekst CNC handles the Chapter 11 filing of Dublin-based Endo International, which is the target of thousands of opioid-related lawsuits connected with its Opana ER painkiller and has been overwhelmed with an \$8B debt load.

The company discontinued the marketing of Opana in 2017 at the request of the Food & Drug Administration.

Endo, which emerged from a management buyout from DuPont Merck, generates more than 90 percent of revenues in the US. Its operational HQ is in Malvern, PA.

CEO Blaise Coleman said the Chapter 11 filing "is a significant milestone as we advance our strategic priorities and business transformation so that

Endo's value proposition can be realized."

Kekst CNC's team includes Daniel Yunger, Sherri Toub, Ruth Pachman, Richard Goldman, Daniel Hoadley, Nathaniel Shahan, William Halliday and Anthony Fitzgerald.

Publicis Group owns Kekst CNC.



## **ACCOUNTS IN TRANSIT**

[The Pollack Group](#) is retained by [Exokinetics](#) to raise awareness for Zeen, an "Elevating Walker Chair" that aids in sitting, standing, strolling, coasting and exercising for those whose age or medical conditions restrict their mobility. Created by Garrett Brown, the inventor of the Steadicam, the Zeen uses zero-gravity technology to support an individual's full body weight from beneath so the individual can move at their own natural pace without fatigue in a way that keeps the user's hands and arms free.



[Peppercomm](#) is named global PR agency of record for [AgriFORCE Growing Systems](#), an AgTech company dedicated to advancing sustainable cultivation and crop processing. Peppercomm will help AgriFORCE build global brand awareness through an integrated approach that includes strategic counsel, messaging development, thought leadership, earned media and social media, and digital advertising.

[Colangelo & Partners](#) signs on as agency of record for [ROSE GOLD Rosé](#), the Texas based producer of a classic dry Provence rosé. The agency will be responsible for developing and executing a comprehensive communications strategy aimed at key media, trade and industry influencers. In March, ROSE GOLD Rosé announced a massive expansion in distribution, forming strategic partnerships with distributors such as the Republic National Distributing Company, M.S. Walker, Empire Distributors and Wine.com.

[Hager Sharp](#) renews its contract with the [U.S. Food and Drug Administration Center for Food Safety and Applied Nutrition](#). The agency will provide public education and communications support aimed at increasing consumer and health professional understanding of priority areas under FDA CFSAN's purview. Topics include food safety, preventing foodborne illness, nutrition agricultural biotechnology, food waste and loss, dietary supplements, and food supply safety. The contract encompasses the development and execution of national health education campaigns and initiatives.



[Hemsworth Communications](#) adds multichannel brand response agency [Media Culture](#) to its franchising and business services roster. Hemsworth will share Media Culture's insights and offerings with key trade and consumer media, helping drive attention for new client relationships and thought leadership. Headquartered in Dallas, Media Culture also has offices in Los Angeles and London. Its services include creative strategy, media planning and buying, as well as analytics and optimization. "Hemsworth's values and expertise align perfectly with our own goals," said Media Culture CEO Christena Garduno.

[Ink & Roses](#) is named agency of record for professional hair color brand [PRAVANA](#). The agency will lead B2B and B2C publicity for the brand, developing earned media strategies to support product launches, campaigns, events, partnerships and activations. It will also collaborate with the PRAVANA Collective ambassadors to provide media with product, color and trend education. PRAVANA also offers a full collection of styling and hair care products.

## **BASH THE BLUE**

In 2020, a Black man named George Floyd allegedly tried to pass a counterfeit twenty-dollar bill at a Minneapolis store. Within one hour, a city police officer named Derek Chauvin murdered him, with the entire crime caught on video.



**Kevin Foley**

Black and white people across the country and even around the world were outraged and many on the right were outraged at their outrage.

That was two years ago, and thanks to the ubiquity of video phones and police body cameras, we have since witnessed even more police violence targeting minorities. “Back the Blue!” chanted the right, despite the visual and

audio evidence before them.

Their chief cheerleader, of course, was the “law and order” ex-president. Before he left the White House, Trump did something illegal, packing up dozens of boxes of official documents and shipping them, not to the National Archives under the Presidential Records Act as required, but to his private residence in Palm Beach, Florida.

I wasn’t surprised to learn Trump ignored the law because he violated virtually every presidential norm and many laws for the four years he was in office.

The National Archives knew Trump took the documents and demanded they be returned. Earlier this year, some materials were sent back to the archive, where officials realized there were many more documents missing. These were eventually subpoenaed, but as the ex-president seems to always do, he ignored the subpoena, triggering the FBI search.

Everything the DOJ and FBI did was lawful and necessary, the proper procedures followed by law enforcement officials, aka, The Blue.

Trump, his media minions, and his cult members went ballistic. It was no longer Back the Blue, it was Bash the Blue: the FBI are “gestapo,” they’re Biden’s dupes and the DOJ is “weaponized.”

Someone in the Trump camp released the names of the lead FBI agents at the search to Breitbart, and very soon, their addresses and the names of their spouses and children were posted by crackpots on the far right.

Attorney General Merrick Garland was also attacked, with Georgia Rep. Marjorie Taylor Greene (R-GA) drafting impeachment documents against the AG for “persecuting” the former guy while demanding the FBI be defunded.

Wait. Wasn’t it MTG who screeched the loudest when far left activists were talking about defunding the police?

The FBI has reported its agents and offices have received numerous threats of violence with one deranged guy attacking the FBI field office in Cincinnati before getting himself killed in a gunfight with police. Then armed MAGA goofballs showed up at the Phoenix FBI field office.

It’s clear how far Trump and his MAGA cult are willing to go to damage or even destroy every institution in our democratic republic. With his crimes finally catching up to him, it’s law enforcement’s turn to get defamed for just doing its job.

*Kevin Foley owns [KEF Media](#) in Atlanta.*

## **MASSHOUSING POSTS MARKETING RFP**

MassHousing, the quasi-public housing finance agency that provides financing to support affordable homeownership and rental housing opportunities in the Commonwealth of Massachusetts, is requesting proposals from agencies that can provide marketing and advertising consulting services.

MassHousing is looking for an agency that can build awareness of and generate applications for a new down payment grant program for low- and moderate-income first-time homebuyers who currently reside in disproportionately impacted communities in the Bay State.

Scope of the work includes developing a communications strategy, making recommendations on the advertising and marketing channels mix, trafficking ads to media outlets, developing diverse creative assets in English, Spanish and Portuguese and tracking campaign performance and collaborating with MassHousing and MHP as needed.

Terms of the contract call for a one-year commitment, with the option to renew for a single one-year extension.

Proposals are due by 5:00 p.m. (ET) on Friday, August 26, and should be mailed to [egedstad@masshousing.com](mailto:egedstad@masshousing.com).

Questions should be directed to marketing director Eric Gedstad [egedstad@masshousing.com](mailto:egedstad@masshousing.com).

[Download the RFP \(PDF\).](#)



## **MEDIA MANEUVERS**

CNN has pulled the plug on “Reliable Sources with Brian Stelter.” The show’s last episode was aired August 21. Stelter, who came to CNN from the New York Times in 2013, will be leaving the company. In addition to his on-air duties at CNN, Stelter served as a media writer for CNN.com. He also hosted a podcast and frequently wrote and oversaw a daily “Reliable Sources” newsletter with his fellow media reporter Oliver Darcy. The CNN digital media team and Reliable Sources newsletter will continue with Darcy leading the newsletter. CNN chief Chris Licht has been making cuts throughout CNN since taking the helm as part of Warner Bros. Discovery’s takeover of the old Time Warner company.



Conservative media outlet **The Daily Wire** brings on Walt Disney Company veteran Eric Caballero as chief marketing officer. Caballero, who was previously a vice president in Disney’s media and entertainment distribution group, will oversee all marketing for the company, which is expanding into the entertainment business. The Daily Wire is committing \$100 million to produce family-friendly content. “Companies like Disney have betrayed their family-friendly and pro-America audiences because of outside influence from activist shareholders and employees,” said Daily Wire co-CEO Jeremy Boreing says.

**Cineworld Group**, which owns the Regal Cinemas chain, the second-largest in the world, is planning to file for bankruptcy, according to a report in the *Wall Street Journal*. The company said that despite a recovery from the sharp drop in attendance caused by the pandemic, recent admissions have not met expectations, which it blames on a limited film slate.