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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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NJ REVIEWS PUBLIC HEALTH PR

New Jersey has launched a review of its public health PR and advertising account with an RFP process through December.

The NJ Department of Health's office of communications seeks agency pitches for PR efforts supporting obesity prevention, rapid AIDS testing, chronic disease prevention, smoking cessation and other initiatives.



Winning Strategies is the incumbent, although the RFP notes the previous contract expired on Dec. 31, 2012.

Budget is at least \$500K/year with increases depending on federal funding.

Proposals are due Dec. 17.

RFP: <http://bit.ly/1c73DqE>.

The DOH is currently dealing with an outbreak of meningitis at Princeton University. Eight cases have been documented.

BRAND USA NAMES FIRM FOR LATIN AMERICA

Brand USA, the tourism promotion entity backed by the federal government and private sector, has booked agency support to tout U.S. travel in Mexico and Central America, following a search.

Mexico City-based Adnova, Comunicación Estratégica will guide marketing, PR, branding, advertising, social media and other tourism-related outreach through 2015. The nine-year-old firm works with the Nevada Commission on Tourism, Disney Parks and Resorts, and the Las Vegas Convention and Visitors Authority. It also handled advertising and PR for the Mexico Tourism Board.



Brand USA, which kicked off the search in July, said ACE is one of the few communications and PR shops with global experience in the public and private sectors.

Alfredo Gonzalez, senior VP at Brand USA, said Latin America shows steady growth in visitation and spending for inbound travel to the U.S.

Brand USA, formed as the Corporation for Travel Promotion in 2010, is the country's first nationally coordinated marketing campaign for travel to the U.S. Hill+Knowlton Strategies and JWT handle its main PR and advertising accounts.

TEXAS A&M R&D AGENCY EYES PR PLAN

The engineering research and technology development agency of Texas A&M is on the hunt for an outside firm to develop a strategic communications plan leveraging its 100th anniversary in 2014.

The Texas A&M Engineering Experiment Station wants a PR plan to reflect on its contributions to engineering and technology and communicate its "relevancy" as it enters a second century of service, according to an RFP.

The state agency, known as TEES, focuses on five areas: energy/environment; transportation/infrastructure; health/safety; informatics and the knowledge economy, and national security.

The internal and external marketing and communications plan to be developed will promote TEES through PR, PA, government relations and other means, including the target date for its anniversary – Aug. 25, 2014 – coinciding with the opening of the state's 2015-16 legislative session.

A five-month contract is expected.

Proposals are due Dec. 13.

RFP: <http://bit.ly/1aqpW9J>.

EX-SEN LIEBERMAN LABORS FOR LIBYAN POL

Former 24-year Connecticut Senator Joe Lieberman is handling a two-month, \$100K project to promote the Washington image of Libyan politico Basit Igtet.

The former co-pilot for Emirates Airlines and

Libyan Arab Airlines is founder of the Independent Libya Foundation and special envoy to the Libyan National Transitional Council for North and South American humanitarian aid. He served Libyan rebel forces as liaison to NATO during the fighting that ousted Col. Gaddafi.



Lieberman, Igtet

Igtet's government relations services contract is with Lieberman's firm, Kasowitz, Benson, Torres and Friedman.

The former Democratic VP candidate works with KBT&F's Clarine Nardi Riddle, his ex-chief of staff, and Mark Heibrun, CIA and national security advisor in the first Bush administration.

Heibrun handled issues such as financial crime, cybersecurity, sanctions and export/import controls on trade of military equipment.

PATTON BOGGS LANDS \$3M NIGERIA

Nigeria signed Patton Boggs to a one-year \$3M contract for counsel on defense and security issues with the U.S.

A key focus for PB's partner Gordon Arbuckle and senior defense policy advisor John Garrett is donation of U.S. military and law enforcement equipment to oil-rich Nigeria.



Arbuckle works with PB clients on matters related to the business and environmental impact on energy and infrastructure projects.

Amnesty International last month issued a report on widespread oil spills in Nigeria. It blamed pipeline corrosion and equipment failures as the major cause for the spills and named Shell Oil and Italy's ENI as culprits.

Garrett, a retired Marine Corps colonel, focuses on lining up PB clients for federal grants/awards in the homeland security and Iraq/Afghanistan reconstruction markets.

On Nov. 13, the U.S. State Dept. designated Nigeria's Islamic breakaway group Boko Haram a terrorist organization.

The U.S. marines have been working with the Nigerian military to combat piracy off the African nation's coast.

Patton Boggs' contract is with Nigeria's national security advisor, Col. Sambo Dasuki, who took the post in June after President Goodluck Johnathan fired his NSA and minister of defense in the wake of Boko Haram terror attacks.

STREET-SMART FIRM SIGNS EX-SPITZER AIDE

The Marino Organization, which claims to offer "street-smart communications, has added Ross Wallenstein to the line-up of the 20-year firm.

Wallenstein has worked in New York politics for the past dozen years, doing stints with former governors Eliot Spitzer and David Paterson and Democratic Congressman Gary Ackerman.

Frank Marino made the hire because Wallenstein's experience and network of relationships will help the shop's expanding practice focus on the "convergence of media relations, PA, community relations and business-to-business communications."

Marino served as senior VP of public affairs & media relations at the New York Economic Development Commission during the time of the late New York City mayor Ed Koch.

TMO has represented Home Depot, New York Real Estate Board, Time Warner Center, Silvercup Studios, Colliers International, Morton's Steakhouse, Con Edison, Downtown Brooklyn Partners and Big Brothers Big Sisters of NYC.



Wallenstein

ABMAC TAPS TECH VET JACOBS IN SF

Corporate and agency tech PR veteran Erica Jacobs has landed at Abernathy MacGregor Group's San Francisco outpost as an executive VP for the New York-based firm.

Jacobs did a four-year stint from 2008 to March 2013 at Symantec, holding roles including communications director for Norton president Janice Chaffin, and director of executive and internal communications.

She had recently been handling content development as a consultant for GE Software.

Jacobs worked on the agency side at Porter Novelli (SVP), FleishmanHillard, where she handled AbMac client Yahoo!, and Copithorne & Bellows in San Francisco.

She also managed corporate communications during California utility giant PG&E's bankruptcy and reorganization in the early 2000s.

She started out as an aide to Rep. Henry Waxman (D-Calif.).

Former *Village Voice* CEO David Schneiderman heads Havas-owned AbMac's San Francisco office.



Jacobs

THOMPSON ADVISES SRI LANKA

Thompson Advisory Group is helping Sri Lanka bolster ties with the U.S. by highlighting its policies covering trade, foreign investment, national security, post-war recover and humanitarian assistance matters.

The island nation south of India has put down a multi-year war against the Tamil Tigers, which led to the deaths of more than 40,000.

Its government has been charged with war crimes committed with the wind-down of the conflict and an aggressive clamp-down on the media.

Sri Lanka wrapped up a two-day meeting of Commonwealth leaders on Nov. 17, which it had billed as an "important test," according to *The Economist*.

The meeting did not reap the anticipated accolades as India, Canada and Mauritius boycotted the session because of human rights issues.

The Economist noted that only 24 heads of state attended the session, the lowest count in years.

Those that showed up created a stir. For instance, David Cameron, U.K. prime minister, used it as a platform to warn Sri Lanka's government that it must launch an independent and transparent inquiry into alleged abuses by March or else face a probe by the United Nations Human Rights Council.

TAG's contract is with the Central Bank of Sri Lanka.

Robert Thompson, who also chaired Jefferson Consulting Group and served as Ronald Reagan's deputy director for legislative affairs, heads the firm.



NYO'S KAPLAN DIES AT 59

Peter Kaplan, editor who built the *New York Observer* into a must-read for Manhattan's movers and shakers, died Nov. 29 from cancer. He was 59.

Founded by Wall Street banker Arthur Carter in 1987, Kaplan guided NYO's coverage of the arts, finance, media and society during a 15-year stint that ended in 2009.

Real estate developer Jared Kushner bought the salmon-colored weekly in 2006, which has a circulation in the 50K range.

Kaplan's departure occurred during a round of budget cuts and a shift of the broadsheet to a tabloid format.

He went on to become editorial creative director at *Conde Nast's Traveler* and editorial director at Fairchild Fashion Group (*Women's Wear Daily*, *Footwear News* and Fairchild Books).

Prior to NYO, Kaplan was a *New York Times* reporter who covered the TV business, executive editor of Manhattan, inc and executive producer at Charlie Rose's chat show on PBS.



Kaplan

YAHOO HIRES COURIC

Yahoo has officially named broadcast TV veteran Katie Couric as global anchor in charge of covering news and coordinating interviews with newsmakers and thought leaders at the online company.

She begins next year and will continue "Katie," the syndicated daytime chat show.

Marissa Mayer, Yahoo CEO, said in a statement that Couric's "depth of experience, her intellectual curiosity, and her charisma make her the perfect choice to anchor Yahoo News."

She praised Couric's ability to connect with audiences across the globe.

Yahoo, which has 800M users, recently added *New York Times* tech columnist Davie Pogue, and political writer Matt Bai to its line-up.

Couric has worked for ABC, CBS and NBC, where she co-anchored "Today."

Hiltzik Strategies' Matthew Hiltzik and Julian Taratunio handle her PR.



Couric

GILSON TAKES OVER FCC MEDIA RELATIONS

Shannon Gilson, director of cabinet communications at the White House, has moved to the Federal Communications Commission as communications director and head of the office of media relations.

Gilson replaces Tammy Sun, who left the FCC post in September to become partnerships manager for app developer Evernote in Silicon Valley.

Gilson, who was a special assistant to President Barack Obama, was previously at the Dept. of Commerce

and a 2008 Obama campaign regional communications director. She was previously a PR advisor to the American Federation of State, County and Municipal Employees. Earlier, she was a reporter at Pacifica News Network and senior editor at Rubin Postaer and Associates.

HANSON TO HANDLE SINCLAIR DC OUTREACH

Rebecca Hanson, a top advisor at the Federal Communications Commission's media bureau, will join Sinclair Broadcast Group as senior VP/strategy & public policy in Washington on Jan. 2.

The D.C. office is a new outpost for Baltimore-based Sinclair, which owns/operates 164 TV stations in more than 75 markets. Its properties cover nearly 40 percent of U.S. households.

Hanson was in charge broadcast spectrum issues and serviced on the FCC's Incentive Auction Task Force.

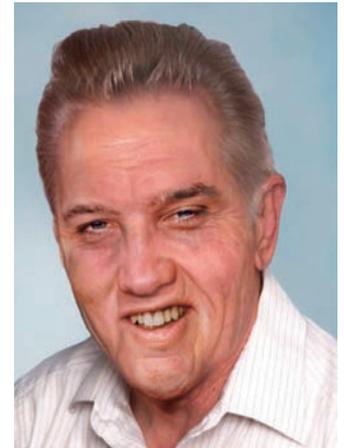
Earlier, she was VP for strategic initiatives at Sprint Nextel, guiding the launch and strategy of the WiMax network. She also led the financing and merger with Clearwire. Hanson also was senior VP/business development at XM Satellite Radio, responsible for negotiating alliances, acquisitions and programming partnerships.

She'll report to Sinclair CEO David Smith.

SACHS CREATES ROCK 'N' ROLL HEAVEN

Sachs Media Group chief Ron Sachs, a lover of rock 'n' roll, commissioned photo restoration and manipulation firm Phojoe to commission a set of 12 portraits depicting what deceased rock giants would look like today had they not died at an early age.

Herbie Thiele of SMG said Sachs is "one of five top managers at the firm who breathes rock 'n roll."



John Lennon, Elvis Presley as they might look today.

The 12 members of Sach's rock 'n' roll heaven are John Lennon, Jim Morrison, Janis Joplin, Jimi Hendrix, Bob Marley, Keith Moon, Elvis Presley, Mama Cass Elliot, Kurt Cobain, Dennis Wilson, Bobby Darin, Karen Carpenter.

To Sachs, their influence was "perhaps as influential as any world leader." He hopes the images made to honor them "will evoke some of the magic they brought to millions of their fans, even as we ponder what wonderful new contributions they still could have made."

MEDIA NEWS**NAB TUNES IN GEPHARDT**

The National Assn. of Broadcasters has signed Gephardt Government Affairs to defend the current retransmission consent system, where cable and satellite companies must negotiate a deal to carry network TV fare.

NAB claims its members depend on cable/TV fees to fund local news and top-notch programs.

Time Warner Cable, DISH and DirectTV are leading the fight to overhaul the current system.

The trio claims broadcasters demand fees for programs –some which they don't want – that airs over-the-air free on local TV stations and on the Internet. An a la carte pricing system is their goal.

Former House Majority Leader and Democratic presidential hopeful Dick Gephardt leads the charge for the NAB with his former chief of staff Tom O'Donnell and ex-legislative director for Sen. Sue Collins.

NAB shelled \$10.6M in D.C. lobbying through the nine months of this year at places like Podesta Group, Monument Policy Group, Elmendorf Ryan and Glover Park Group.

TWC spent \$6M during the time frame at Downey McGrath, Raben Group, McBee Strategic Consulting and Fierce, Isakowitz & Blalock.

ITV's NEELY TO NBC

NBC News Bill Neely has been named chief global correspondent based in its London outpost.

The 30-year veteran of journalism was international news editor at U.K.'s ITV News.

He reported on the fall of the Berlin Wall, Syrian conflict, Northern Ireland unrest and was embedded with British troops in Iraq and Afghanistan.

Neely also did a six-year stint in Washington for ITV, covering the White House of Bill Clinton and George W. Bush, plus Hurricane Katrina.

Deborah Turness, NBCU president, is a veteran of ITV.

**Neely****CONDE NAST NAMES INT'L DEALMAKER**

Conde Nast International has put its German president and international unit VP, Moritz von Laffert, in the new post of director of acquisitions and investments for the media giant.

He will eye deals with start-ups, especially in the digital sector.

CNI has taken recent investment stakes in Farfetch, e-retailer; Vesaire, Collective, online fashion house, and Renesim, online jeweler.

Jonathan Newhouse, CEO of CNI, said in a statement that von Laffert "has the experience and know-how to drive expansion."

CN reports strong growth on the digital front this year as advertising grew 28 percent compared to 1.7 percent rise in print ads.

More than 50 sponsors signed up for the CN Entertainment digital video network that launched during the first half.

That platform joins daily content from seven outlets including *Vanity Fair*, *Vogue*, *Wired*, *GQ*, *Glamour*, *Style.com* and *Teen Vogue*.

Procter & Gamble, Microsoft, Unilever, American Express and Mondelez are charter advertising.

On the ad front, *Bon Appetit* (+22 percent) showed the healthiest ad gain. *Details* (15.9 percent), *GQ* (9.9 percent), *Allure* (4.8 percent), *Vogue* (3.6 percent), *Gold Digest* (3.3 percent) *Teen Vogue* (2.6 percent), *W* (2.2 percent) and *Architectural Digest* (2.1 percent) followed.

LANGANI TAKES GLAM PREXY POST

Dan Lagani, a veteran of Reader's Digest Assn., Meredith, Conde Nast and Fairchild Fashion Group, is now president & chief revenue officer of Glam Media.

He reports to Samir Arora, CEO.

Most recently, Langani was president of North America for RDA, responsible for bolstering digital operations, forging a co-insurance brand with Humana and launching cause-related programs.

At Meredith, he was publisher of *Ladies Home Journal*, *Better Homes and Gardens* and *George Magazine*.

In the newly created position, Langani takes on sales, brand strategy, media agency relations and client service.

**Lagani****TIME INC IRONS OUT PAY PACKAGES**

Former Time Inc. CEO Laura Lang, who was succeeded in September by Joe Ripp, will receive a salary of about \$1M through Nov. 2, 2015, according to the company's Securities and Exchange Commission filing on Nov. 2.

She'll also receive an amount equal to her average bonus and target bonus through the same time frame.

Lang, who did a 15-month CEO stint, earned total comp of \$7.6M in 2012, which included a \$962K salary and \$3B bonus.

The 61-year-old Ripp inked a five-year contract with an annual salary of \$1M, which is subject to discretionary increases and a discretionary annual cash bonus with a target amount of \$1.5M.

Time granted Ripp a \$750K payment for this year to compensate for his forfeited bonus earned as CEO at Chief Executive Officer of OneSource Information Services, Inc.

Time Inc., with \$3.5B in revenues, is the biggest magazine publisher in the U.S.

It is being spun off from Time Warner next year.

**Lang**

NEWS OF PR FIRMS**23ANDME MOUNTS PR DEFENSE**

Personal DNA testing kit marketer 23andMe is mounting a defense after the Food and Drug Administration on Nov. 22 ordered the company to stop selling its kits without marketing clearance.

23andmeSan Francisco-based WCG is the Google-backed company's PR agency of record and handling communications through the crisis. In a statement, 23andMe acknowledged receiving a warning letter from the FDA. "We recognize that we have not met the FDA's expectations regarding timeline and communication regarding our submission," the company said. "Our relationship with the FDA is extremely important to us and we are committed to fully engaging with them to address their concerns."



The FDA issued the warning letter to the Mountain View, Calif.-based company's CEO Ann Wofcicki on Nov. 22, ordering it to discontinue marketing its \$99 Personal Genome Service until it gets FDA approval. The FDA says 23andMe has expanded the use of the product beyond its purpose submitted to the federal agency – assessing risk of genetic disease, for example – and it fears the health consequences for a customer reacting to a false positive or negative result from a PGA test.

"We have become aware that you have initiated new marketing campaigns, including television commercials that, together with an increasing list of indications, show that you plan to expand the PGS's uses and consumer base without obtaining marketing authorization from FDA," said Alberto Gutierrez, director of the FDA's Office of In vitro Diagnostics and Radiological Health.

23andMe launched its first TV ad campaign in May, "Portraits of Health," via Arnold Worldwide, highlighting the product's ability to identify genetic risk factors in users for illness and health conditions.

The company's significant financial backing – Google, Genentech, venture capital – has dropped the price of its consumer genetic tests down to \$99 from nearly \$1,000.

INSURER BRINGS ON JOELE FRANK

Universal Insurance Holdings, the publicly traded underwriter of health, life and homeowners insurance, has brought in Joele Frank, Wilkinson Brimmer Katcher for PR and IR counsel.

The Fort Lauderdale-based company, one of the top homeowner insurers in Florida, said it wants to enhance its capital markets profile and strengthen communication with investors.

Universal was hit with a \$1.3M fine by regulators in Florida in May and replaced its CEO and CFO this year. Its shares are trading at the high end of its \$3.96-\$9.69 52-week range. Third quarter revenue was up 5% to \$78.4M with net income of \$14.4M.

Universal COO Sean Downes was elevated to president and CEO in February.

NEW ACCOUNTS**New York Area**

Alison Mazzola Communications, New York/Time-Crafters, luxury watch show at the Park Avenue Armory, May 16-18, 2014, as AOR for PR, social media and event planning. Initial effort focuses on attracting sponsors, media partners and a charity partner in New York.

Bullfrog & Baum, New York/Bruce Cost Ginger Ale, for local, regional and national media support, as well as marketing, strategic alliances and events.

HWPR, New York/Property Markets Group, developer of luxury condominiums and residential conversions, rental properties and lifestyle communities in New York, South Carolina and Florida, for corporate PR, including marketing and promotion of its real estate portfolio.

East

Kimball Communications, Easton, Pa./The Perfect Snake, line of ready-to-eat snacks with sprouted lentils and quinoa, for brand PR as it expands. The company says it will be in 200 stores by the end of the year and is in talks with regional and national grocery and convenience chains.

TransMedia Group, Boca Raton, Fla./DessertsCure-Obesity.com, for a PR and social media campaign touting the site which notes "you don't have to swallow desserts to enjoy them and then pay the heavy price of obesity."

Midwest

Zimbrick Communications, Saint Paul, Minn./Entrée Press, publisher of the cookbook series "Play with Your Food!" as AOR, including content development, marketing, media relations and social media.

Mountain West

Wall Street Communications, Salt Lake City/Forbidden Technologies, cloud-based solutions for video post-production, for PR and social media.

Southwest

Hunter Outdoor Communications, Boerne, Tex./SkullHooker, Oregon-based maker of skull-mounting brackets for hunters to display trophy animals, for public and media relations.

TrizCom, Dallas/Star Medical Center, new Plano, Tex., surgical hospital, as AOR.

West

Bolt PR, Irvine, Calif./Girls Inc. of Orange County; The Art of Living Retreat Center; The National Association of Students Against Violence Everywhere; Orangetheory Fitness, and Zuberance, brand advocate marketing company, for PR.

Améredia, San Francisco/Smithsonian Institution, to manage its diversity marketing communications initiatives, traditional and digital, aimed toward Asian and Latino groups, including the Smithsonian's Asian Pacific American Center, the Indian American Heritage Project and the Asian Latino Project.

Canada

William Joseph Communications, Calgary/The Jubilee Auditoria of Alberta, as AOR for comms. for the next two years, an extension.

NEWS OF SERVICES**PSB OPENS IN MIDDLE EAST**

Burson-Marsteller's Dubai-based ASDA'A operation has opened the first Middle East office of Burson's Penn Schoen Berland research unit.

The Dubai operation, known as PSB Middle East, serves corporate and government clients with services like market and competitor strategy, image management, brand and product entry, and advertising and messaging testing.

PSB, which now has eight offices, including its only other non-U.S. outpost in London, has previously handled research and analysis for ASDA'A's annual Arab Youth Survey.

Joseph Ghossoub, CEO of B-M's parent company for the region, MENACOM Group, said rapid political and economic changes in the Middle East region over the last three to four years underline the importance of further integrating market research into PR and communications. He estimates the Middle East, North Africa market research market at around \$300M, adding that there is "substantial" room for growth.

Sunil John, CEO ASDA'A Burson-Marsteller adds PSB Middle East to his purview. He noted: "In a region where research into public opinion is still limited, PSB Middle East will improve access to reliable data on audience and customer perceptions and help communicators in government, business and civil society deliver more effective and strategic campaigns."

B-M is owned by WPP Group.

LAU HEADS HONG KONG REGION FOR BW

Natalie Lau, regional sales director for Merrill Corp., has moved to Business Wire as Hong Kong regional manager.

BW opened a Hong Kong office, its third in Asia, on Nov. 4. Lau leads the office with responsibility for sales, newsroom operations, and client services, reporting to senior VP Michael Becker.

She was previously a senior sales manager for Orient Capital Pty Ltd. and business development manager for Thomson Reuters.

Lau, who is fluent in Cantonese and Mandarin, also held posts with Hutchison Global Communications and AXA China.

"Natalie has the skill set that we need as we plant the Business Wire flag in the dynamic Hong Kong market," said BW CEO Cathy Baron Tamraz. "Under Natalie's proven leadership, we are confident that Business Wire will capture a significant share of this growing market."

BRIEF: **Vocus** launched the winter 2014 update of its flagship marketing suite on Nov. 13, including the addition of landing pages, improved tracking, social customer relationship management and campaigns. "The new features help [users] understand customer data in order to make effective business decisions with clear and measurable ROI," said CEO Rick Rudman.



Lau

PEOPLE**Joined**

Brian Ellner, a former senior education aide in Mayor Michael Bloomberg's administration, to Edelman as group head of the firm's New York public affairs operation. Ellner takes an executive VP title under managing director Ron Guirguis in New York. Ellner has recently been vice chairman of education holdings for MacAndrews and Forbes Technology Venture Group. He was a senior advisor on the Human Rights Campaign's 2011 push to legalize same-sex marriage in New York, taking the campaign national with HRC via its Americans for Marriage Equality push later that year. An attorney, he was an education aide to Mayor Bloomberg and is a former president of the Manhattan school board. Guirguis said hiring Ellner shows Edelman's commitment to investing in and growing its PA unit, while deepening its ties to New York.



Ellner

Lindsay Kaplan, marketing director, CityMaps, to King + Company, New York, as a VP, consumer + lifestyle, digital properties. She previously worked in social media, partnerships and digital publicity at Chloe + Isabel, DuJour Media, Publicis Modem, *Time Out New York*, *Elle* and Oxford University Press. At K+C, she handles clients like DreamWords Animation and Estée Lauder Companies' Breast Cancer Awareness Campaign.

Elise Titan, senior VP and 19-year veteran of MSLGroup, to Lippe Taylor Brand Communications, New York, as executive VP of health & wellness. Her MSL tenure included the launch of brands like Febreze, Swiffer, Prilosec OTC and Align for Procter & Gamble. She also worked accounts like Triscuit, Gerber, Nutella, Pepperidge Farm's Goldfish and Bloomin' Brands Restaurants (Outback, Carrabba's and Bonefish Grill). She started her career as a journalist at News12 Long Island.



Titan

Glenn Gaslin, special projects content director, E! Online, to GolinHarris, Los Angeles, to lead the firm's Western region "command center." GH has 13 regional centers, which it calls Bridges. Gaslin reports to Western region president Judy Johnson and oversees delivery of business insights, engagement opportunities and content creation. At NBCUniversal's E!, he ran the digital arm of "Live from the Red Carpet," produced live stream events, launched its first social team, created branded content and edited gossip columns.



Gaslin

Jenna Brossman, A/E, Cook + Schmid, to J. Walcher Communications, San Diego, as an A/E. Sandy Young and Ashley Shafer were promoted to A/S and AA/E.

Promoted

Josh Lyall to director of strategic planning, Donna Waldrep to A/S and **Pamela Wilcoxson** to media supervisor, Jackson Marketing Group, Greenville, S.C.

MAGNET MEDIA ATTRACTS PR PITCHES

New York's Magnet Media, marketing services, video and social media company, is looking for a PR firm to bolster its visibility before marketers and brands in the technology, entertainment, media and finance sectors, according to Emily Wilson, managing editor/content.

MM has done work for Apple, Paramount, Sundance Film Festival, Google, Microsoft, NBC, ABC and Associated Press.

Founder Megan Cunningham is a veteran of HBO, PBS MTV and Nickelodeon.

Her company wants to be positioned as the leader in the "next generation" of entertainment consumption as barriers fall between watching programming or films on TVs, computer screens, tablets and mobile devices.

It is eager to tout its original series packaged with talent, influencers, audience and distribution – bolstered by data and maximized for paid, owned and earned media.

MM is looking for play in outlets such as Mashable, Hollywood Reporter, Business Insider, MediaBistro Variety and industry blogs.

It wants to present analytical research to influentials such as McKinsey, MIT, Neilsen and USC Cinematic Arts for inclusion in their white papers/reports.

MM has offices in Silicon Valley, Seattle, Phoenix and Chicago.

Its PR budget is \$5K. Ryan Swearingen is marketing director.

DRUG MAKER GETS \$2.4B BAYER BID

Norwegian cancer drug maker Algeta has confirmed media reports that partner Bayer has pitched a \$2.4B acquisition deal.

A report in the German newspaper *Frankfurter Rundschau* broke the news of the bid, which was picked up by Reuters and Bloomberg and confirmed by the companies last week.

Algeta works with Trout Group for financial communications in the U.S. and Citigate Dewe Rogerson in the U.K. Mike Booth heads corporate communications and affairs from London.

In a statement, Algeta confirmed it received the "preliminary acquisition proposal" from Bayer and corrected media reports that lowballed the price – it is 336 kroner per share, not 306 per the original report.

"There is no certainty that this preliminary acquisition proposal will lead to a transaction or as to the terms of any such transaction," the company said in a statement.

Bayer funds some medical trials for Algeta's prostate cancer drug Xofigo, according to Bloomberg, which cited analysts who expect the \$2.4B price tag to rise.

Bayer confirmed the bid to media but declined further comment.



BOOK REVIEW: THE PR MASTERCLASS

By Fraser Seitel

PR critics say too many PR people don't know the first thing about dealing with the press.

They have a point; that even in this day of social media, the people that hire PR people pay them primarily to earn positive "third-party endorsement" from journalists – whether bloggers, broadcasters, daily newspaper writers, or whatever.

Stated another way, in most people's minds (including, importantly, those who pay PR people), it is publicity—the ability to earn "endorsement" from an objective, unbiased, indifferent and neutral "third party – that constitutes the essence of PR.

That's why it really is criminal that many people engaged in PR don't know the first thing about dealing with the media.

Finally, there is hope.

British daily journalist-turned PR professional Alex Singleton has authored a new book, "The PR Masterclass," which provides all you need to know about securing press coverage.

Author Singleton begins his treatise by dismissing the naive contention, fostered primarily by Facebook fanatics and Twit-wits, that the conventional media – principally those hoary daily newspapers – are dead. Nonsense, declares Singleton.

"What is actually happening is that much of it – especially the trade press and daily news – is moving online. That is not death; it's a change of format."

He points out that many of the leading newspapers – among them, the *New York Times*, *Washington Post*, *London Daily Mail* and *Guardian* – have a global daily readership that far surpasses their total print readers.

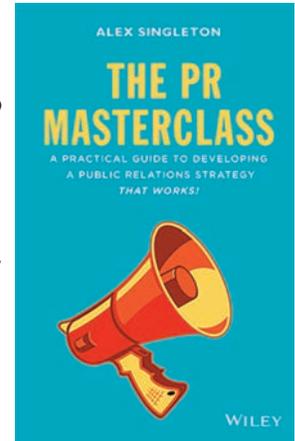
Singleton argues that most publicity attempts go awry because they are too "low level."

He calls for "higher level" publicity attempts that concern things in which the media are generally interested, like an entrepreneur friend who created the world's largest teabag to promote his tea factory.

Indeed, Singleton's primary publicity-generating belief is, "At the heart of all good media relations is creativity." Here he cites going back to the founding fathers of PR – Ivy Lee's promotion of John D. Rockefeller, Jr. in visiting the miners' families after the Ludlow Massacre and Edward Bernays' campaign to use socialites in the New York Easter Parade to legitimize women smoking – for inspiration.

One vital source of publicist creativity, Singleton says, is seizing on data, research and opinion polls that journalists adore. Another sure fire press release interest starter is writing about "conflict;" for example, an improvement from the status quo.

Among other gems, the book dissects contemporary PR techniques from pitching to appearing on television to hiring an agency.



PR OPINION

Grain Brain: The Surprising Truth about Wheat, Carbs and Sugars—Your Brain's Silent Killers is a *New York Times* best seller in the dining category by Dr. David Perlmutter, a neurologist and nutritionist.

A public TV special featuring his claims is to air in early December.

Perlmutter says fat is the “brain’s best friend” while its enemies are wheat, sugar and carbohydrates. He says the statins that are being taken by tens of millions of Americans are robbing their brains of much-needed cholesterol while failing to cut down on heart disease.

He quotes numerous studies showing no cause-and-effect between lower cholesterol and lower rates of heart disease. Women who are on statins are 48% more likely to develop diabetes, he says.

Popular foods such as cold cereals, whole wheat bread, pasta, pizza and fruits with high sugar content are on Perlmutter’s forbidden list.

He likes “healthy fat” such as extra-virgin olive oil, sesame oil and coconut oil, low-sugar fruits and vegetables such as avocado, kale and broccoli, and seeds and nuts (except for peanuts which are a legume). He also favors grass fed beef, free range chicken, wild caught fish, leafy greens and lettuces, potatoes, rice and eggs. No-no’s include ketchup, canned baked beans, French fries and ice cream. Cheeses are o.k. except for blue cheeses.

Eggs Are Best Food

Eggs, a target of anti-cholesterol forces since the 1970s, are called “quite possibly the world’s most perfect food,” containing “all the essential amino acids we need to survive.”

He quotes from the book, *Lipitor, Thief of Memory* by Dr. Duane Graveline, former doctor to NASA astronauts, who experienced memory loss after taking Lipitor.

Reducing cholesterol can interfere with brain function and possibly lead to Alzheimer’s and other forms of mental disease, Perlmutter warns. The widespread promotion and acceptance of statins as an unalloyed good is called “the greatest health scam of the century.” Food companies, government agencies and big pharma are blamed.

His and other books, including *It’s All Good* by Gwyneth Paltrow, who shuns pasta, processed grains, anything with gluten in it, sugar, shellfish, meat and potatoes, among other foods, could possibly affect the \$12.5 billion currently being spent on Lipitor, the most widely-prescribed statin. Simvastatin (Zocor), a Merck Product, has a much smaller market share. Lipitor (30 pills, 20 mg.) is more expensive, costing as much as \$143 in CVS, while Simvastatin is only \$38 in the same store.

Krupp Communications, New York, headed by Heidi Krupp-Lisiten, is handling PR for Perlmutter.

NYT Article Cast Doubt on Statins

A NYT article Nov. 12, describing a four-year review of evidence and headlined, “Experts Reshape Treatment Guides for Cholesterol,” cast doubt on the effectiveness of statins. It said specific targets for cholesterol reduction were no longer to be recommended.

Dr. Harlan Krumholz, Yale cardiologist, said, “Now, one in four Americans will be saying, ‘Should I be taking this anymore?’” Perlmutter says doctors and health groups have been wrong before about diet and disease. The American Diabetes Assn. in 1994 said that people should take 60-70% of their calories from carbs, he noted. That advice resulted in the number of diabetes cases doubling between 1997 and 2007. The number with diabetes more than tripled from 1980-2011.

Although Perlmutter feels that grains are bad for your brain, the grain industry feels the opposite. A battle royal is shaping up between the two schools of nutrition.

Among those supporting the website grainsforyourbrain.org are the National Pasta Assn., American Bakers Assn., National Assn. of Wheat Growers, U.S.A. Rice Federation and U.S. Wheat Assocs.

The website says it “arms you with real science so you can make healthy food choices for yourself and your family. It’s time you felt good about what you eat.” Wheat producers say carbohydrates provide glycogen, which is needed for brain function.

Other Books Knock Grains

Other books on the NYT’s list of best-sellers in the Dining category include *Wheat Belly* by Dr. William Davis, whose theme is “Wheat is ruining your life,” and *Against All Grain* by Danielle Walker, who advocates grain-free, dairy-free and gluten-free cooking.

Salt Sugar Fat: How the Food Giants Hooked Us, by Jeff Dunn, ex-COO of North and South America for Coca-Cola, was the subject of a Feb. 20, 2013 NYT Sunday magazine article.

Perlmutter advocates a list of daily over-the-counter vitamin supplements that should be taken for life.

Declaring that most Americans are “Vitamin D deficient,” he advocates taking 5,000 International Units daily. The correct Vitamin D dosage has been a matter of controversy in recent months.

Also on the list is Docosahexaenoic Acid, also known as DHA, an Omega3 fatty acid that is a primary structural component of the brain. 1,000 milligrams are recommended. To be taken up to three times daily are probiotics while resveratrol (100 mg) and tumeric (350 mg) are to be taken twice daily. One teaspoon of coconut-oil is to be taken daily, either straight or used in cooking.

Atkins, Tarnower Diets Recalled

Dr. Robert Atkins authored the *Dr. Atkins Diet Revolution* in 1972 that sold a million copies almost immediately. It advocated a high natural fat/low carb diet. Breakfast for the first few weeks of a stringent program consisted of grapefruit and coffee or tea but no cereals or other foods. Lean beef, chicken and most fish were recommended. Atkins died at age 72 on April 17, 2003 after slipping on ice while walking to work in New York.

Dr. Herman Tarnower authored *The Complete Scarsdale Medical Diet* in 1979 that advocated avoiding carbs in favor of oily fish and other foods.

— Jack O’Dwyer