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O'Dwyer's Newsletter

The Inside News of
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PUBLICIS UNDERGOES SHAKEUP

Publicis Groupe today announced that it would restructure its leadership and reorganize its current business model as part of a massive "transformation plan" to address "upheavals brought on by digital."

The French PR/ad combine's Supervisory Board met in Paris today to discuss a sweeping series of reorganizational initiatives that had been previously proposed by Chairman & CEO Maurice Lévy.

Those changes, which were approved by the board and go into effect January 2, is an attempt to coordinate Publicis' many agencies and offer clients increased resources. In a statement released today, Publicis said the initiative is a means of "reversing its current structure, built around the concept of worldwide networks, by breaking down silos in order to offer clients the Groupe's entire know-how and expertise."

Publicis announced that it would now reorganize its disciplines across four distant "hubs."

Publicis Communications will effectively oversee Publicis' creative agencies. PR unit MSL Agencies under this hub will no longer report to Lévy but to Publicis Worldwide CEO Arthur Sadoun, who was promoted to head Publicis France in 2009 and joined the company's management board last year.

Publicis Media includes media units; Publicis. Sapient connects digital platforms and Publicis Healthcare encompasses pharma-focused units.

The independent identity of each of the Publicis' agencies "will be preciousely preserved and nurtured."

MSL VET WILSON TO LEAD PR COUNCIL

Renee Wilson, chief client officer at MSLGroup and former North America president of the Publicis firm, has been tapped to lead the PR Council as president.

Wilson succeeds Kathy Cripps, who ends a 13-year run atop the PR industry trade group.

Earlier, Wilson directed Hill+Knowlton Strategies' marketing comms. practice and came up through the ranks at Ketchum, Aronow & Pollock and FleishmanHillard. She spent eight years at MSL.

PR Council chair Christopher Graves called Wilson a "high-caliber leader who will represent so well across so many events."

The hire ends a six-month search by a committee of Graves, outgoing FH chief Dave Senay, Edelman's Matt Harrington, Maureen Lippe of Lippe Taylor and Saxum's Renzi Stone.



Wilson

MYRIAD ACQUIRES SPRING O'BRIEN

Los Angeles-based Myriad Marketing has acquired Spring O'Brien, the 33-year-old New York travel and hospitality PR shop led by founder Chris Spring.

Spring will continue at the helm of SO, which is slated to operate as a unit of Myriad. The deal forges a 50-staff travel specialty agency spanning creative, marketing, trade representation and PR.

Myriad CEO and president Al Merschen said the firms have complementary strengths, while Spring noted the suite of new resources and West Coast presence Myriad brings to its stable of clients.

Spring, a London transplant from J. Walter Thompson and Saatchi & Saatchi, set up shop in Rockefeller Center in 1982 with Hill+Knowlton alum Donough O'Brien across the pond, eventually building a travel roster with an international focus on the strength of clients like Club Med and the Industrial Development Board for Northern Ireland.



Spring

SEA WORLD PR CHIEF RESIGNS

Fred Jacobs, VP of communications for embattled Sea World Entertainment, has resigned after more than 20 years with the company.

The company did not give a reason for the departure but praised his work over 25 years.

Jacobs left the company briefly in the early 1990s for a stint at FleishmanHillard but has been its primary PR, media relations and communications lead for its theme parks.

Sea World has suffered revenue and visitor losses since the 2013 critical documentary, "Blackfish."

LIFESPAN CALLS FOR PR PITCHES

LifeSpan, the preventative medical practice and company with operations in Texas and California, is looking for a retainer PR agency.

Led by Dr. Christian Renna, a media savvy MD who has worked with high-profile athletes and appeared on outlets like "The Dr. Oz Show," the company wants to develop its brand as an innovator in "next generation" healthcare.

The company wants an established health and wellness PR firm to book appearances, place articles and land other coverage.

Monthly retainer is in the \$3-\$5K range. Proposals are due Dec. 11. RFP: <http://odwpr.us/11OhjZ7>.

SARD'S SELLERS MOVES TO AVNET

Kevin Sellers, an Intel alum and managing director of Sard Verbinnen & Co's San Francisco outpost, has moved to electronic components giant Avnet as VP of corporate marketing and communications.

Sellers leads corporate branding strategy, executive and employee comms., PR, social and digital for the publicly traded, Phoenix-based company with \$27.5B in 2015 revenue.

He reports to SVP MaryAnn Miller, who said building the *Fortune* 500 company's brand is now one of its "key enterprise strategies."

Prior to Sard, he was VP of creative services and digital marketing at Intel, where he spent more than a decade. He was also senior VP for medical device maker Unilife.

Paul Kranhold is managing director for Sard in San Francisco.

EDELMAN BUYS GERMANY'S ERGO

Number-one independent PR firm Edelman has acquired German communications consultancy ergo Kommunikation.

The acquisition, which effectively combines ergo with Edelman Germany, will result in a new partnership that will operate under the name Edelman.ergo.

ergo specializes in financial and corporate PR, as well as public affairs, media relations and content marketing. The independent agency holds offices in Munich, Hamburg, Cologne, Berlin and Frankfurt.

Edelman already has a strong foothold in Germany, maintaining offices in Berlin, Frankfurt, Hamburg and Munich, under the Edelman Germany umbrella.

The ergo buy marks Edelman's fourth European acquisition in the last 18 months, portending ambitious growth plans in that market for the PR giant.

The new 350-person agency will account for net fees of about 35 million euros, effectively establishing Edelman.ergo as Germany's fourth largest agency.

"The acquisition of ergo marks another milestone in Edelman's successful strategy of becoming a fully integrated communications marketing agency," said Edelman CEO and president Richard Edelman in a statement.

"Prior to the acquisition of Ergo, Edelman Germany was noted for its marketing leadership and Ergo now brings world-class capabilities in corporate reputation and public affairs. Edelman has been in Germany for over forty years and this additional investment confirms our confidence in the German economy and business innovation."

Edelman Germany CEO Susanne Marell, who oversaw the acquisition, will become Edelman.ergo's CEO. ergo Kommunikation founders and chief partners Hans Ulrich Helzer and Tobias Mündemann will join the newly minted agency's senior leadership.

KIVVIT EXPANDS TEAM WITH OBAMA ALUMS

Kivvit on Wednesday announced two hires for the Washington, D.C.-based PR agency specializing in public affairs.

Thomas Kelley, previously a member of the White

House's first-ever Office of Digital Strategy, has been named Digital & Social Advocacy Coordinator.

Damian Bednarz, previously a senior official with the U.S. Department of Energy (DOE), who also worked on President Obama's 2008 campaign, will serve as Director in the firm's Washington D.C. office.

Kelley will help Kivvit's clients implement emerging technologies that employ multi-channel communications. Bednarz's digital strategy experience and expertise in energy policy and international affairs will enable the firm to expand into new markets, the agency said.

ROGERS & COWAN NAMES CO-PRESIDENTS

Alan Nierob and Fran Curtis have been named co-presidents, entertainment worldwide, at Los Angeles-based powerhouse Rogers & Cowan.

Nierob, who previously filled the role of executive VP, started his publicity career as a Rogers & Cowan intern. In the years since he's represented actors such as Robert Downey Jr., Rob Lowe, Mel Gibson and Denzel Washington, as well as producers, directors and athletes.

The veteran publicist got headlines this year when he helped Caitlyn Jenner field media in the wake of her trans woman identity revelation. Nierob worked behind the scenes for Jenner's Diane Sawyer interview and notorious *Vanity Fair* cover, as well as Jenner's E! TV series.

Executive VP Curtis, who has been with Rogers & Cowan since the early 80s, is perhaps best known as longtime publicist for the Rolling Stones.

She's given strategic counsel to some of the music industry's most iconic performers, and has lent her talents to TV and documentary series. Clients have included David Bowie, Janet Jackson, Elton John, Paul Newman, Claudia Schiffer and the Rock and Roll Hall of Fame.

Nierob and Curtis' new roles as co-presidents signals the first time Rogers & Cowan has had executives in the president role since co-founder Warren Cowan took that title in 1950.

Rogers & Cowan this week also named Richard Davis chief operating officer and CFO.

GRIMALDI LOBBIES FOR INT. AD BUREAU

Dave Grimaldi, an FCC staff vet director of public affairs at Internet radio provider Pandora, is moving to the Interactive Advertising Bureau as executive VP of public policy to head its Washington operation.

Grimaldi set up Pandora's DC operation after serving as chief of staff and media legal advisor to FCC Commissioner and Acting Chair Mignon Clyburn.

IAB, based in New York, reps the digital advertising industry and media companies accounting for about 86% of the online ad spend in the US.

On the Hill, Grimaldi was senior counsel in the office of Majority Whip James Clyburn and earlier lobbied at Robert Raben Group.

Blickhorn LLC handled the search.



Grimaldi

NEWSSTAND MAG SALES CONTINUE DECLINE

Magazines in the U.S. have witnessed double-digit declines in newsstand revenues this year, according to a Newsstand Sales Results report from MagNet, a magazine industry group that supplies marketing data to the publishing industry.

Overall, U.S. newsstand magazine sales fell 10.1 percent during 2015's third quarter, compared to the same period last year.

Of the five most successful magazine categories in the U.S., all save one experienced double-digit revenue drops. Celebrity magazines — which continue to be the biggest sellers in the U.S., accounting for 24.7 percent of all newsstand magazine sales — witnessed a 10.6 percent drop from last year. This was followed by women's magazines, which account for 13.4 percent of the market, and saw a decrease of 12.1 percent. Magazines focused on food/beverage — 6.9 percent of the market — fell 12.2 percent. Home improvement and gardening magazines — 7 percent of all newsstand magazine sales — slid 12.9 percent.



Interestingly enough, magazines in the game/puzzle/crossword category fared far better in revenue growth than any other type of magazine, growing 11.5 percent and accounting for a 4.9 percent market share. The only other categories to come close to this were magazines that focused on the outdoors — whose growth remained flat — and entertainment magazines, which fell only .9 percent.

The magazine category to see the biggest declines were those in the teen/children category, which fell 26.4 percent year-over-year, followed by general interest — which fell 19.4 percent — and business and finance, which witnessed 15.9 percent declines.

MagNet noted in the report that overall, weekly titles experienced more severe declines than titles published at other intervals.

Time Inc. remains the top publisher of newsstand magazines in the U.S., with 18 percent of the market share. That company witnessed a 11.3 percent decline in newsstand revenues compared to 2014's third quarter. Bauer Publishing Group — which holds 10.9 percent of the newsstand market — fell 2.7 percent. American Media Inc. — 9.9 percent of the market — fell 13.1 percent. Heart Communications — 4.8 percent of the market — fell by 20.3, and Meredith — 4.3 percent of the market — fell by 16.1 percent.

Trusted Media Brands and Kappa Publishing Group experienced the most severe hits — both seeing 20.6 percent declines this year — followed by Hearst, whose magazine sales fell 20.3 percent.

The report did offer a few silver linings. Sell through efficiency — the percentage of wholesale magazines distributed to retailers that are sold by those outlets — actually improved in the third quarter, at 27.4 percent, compared to 26.5 percent in the first half of 2015. However, this uptick still accounted for a -1.8 percent loss

from last year's third quarter.

Moreover, a continuing trend of cover price increases appears to have slowed somewhat the overall revenue declines of newsstand magazines. MagNet reported that the average newsstand cover price of U.S. magazines was \$5.38 in 2015's Q3, compared to last year's average cover price of \$5.34.

HUFFPOST EDIT STAFF SEEKS TO UNIONIZE

Editorial staff at digital media giant The Huffington Post have officially asked company management to recognize Writers Guild of America, East as their union.

About 220 of HuffPost's eligible 350 employees signed authorization cards, asking management at the online news aggregator to recognize their union status under WGAE. That union currently represents about 4,000 media workers.

HuffPost management will now either choose to recognize the union, or require employees to vote on representation via an election conducted with the National Labor Relations Board. Digital employers including Gawker, Salon, ThinkProgress, Vice Media, Al-Jazeera America and The Guardian US have all unionized recently.

If represented by WGAE, Huffington Post would be the largest unionized digital media group.

The announcement of employees' support for representation came with a statement from HuffPost's organizing committee, which reported that "employees came together to form a union to ensure that we have a voice in the company's future."

"A union is a practical way to both preserve what's working and advocate for necessary changes," the statement continued. "In just a few months, staff across the country united around key issues including: transparent and equitable compensation, clear job responsibilities, editorial freedom and independence, diversity in the newsroom and consistent management protocols on hiring, firing and discipline."

Rumors of HuffPost employees' efforts to unionize first became public in October, provoking HuffPost co-founder and editor-in-chief Arianna Huffington to express her support for the idea, claiming in a statement that "a union is a practical way to both preserve what's working and advocate for necessary changes."

ZUCKERBERG PLEDGES FACEBOOK SHARES

Facebook co-founder and CEO Mark Zuckerberg, who today announced the birth of his first child, has pledged 99 percent of his Facebook shares — currently worth about \$45 billion — to charitable causes.

Zuckerberg's wife, Dr. Priscilla Chan, gave birth to daughter Max last week.

Reporting the news of his daughter's birth today in a Facebook post, Zuckerberg's announcement was linked to a 2,200-word letter he'd penned to his daughter, regarding the type of world he envisions for her.

In the announcement, Zuckerberg said the couple is "committed to doing our small part to help create this world for all children.

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PR & SOCIAL MEDIA NEWS & VIEWS

"We will give 99% of our Facebook shares -- currently about \$45 billion -- during our lives to join many others in improving this world for the next generation."

In the letter, Zuckerberg, 31, claimed the couple's "initial areas of focus will be personalized learning, curing disease, connecting people and building strong communities."

A new entity, the Chan Zuckerberg Initiative, will be established for the purpose of managing those charitable funds.

NY TIMES REFASHIONS 'CARPETBAGGER'

Lose the blogs. That seems to be the prevailing attitude at the *New York Times* regarding blogs, if the latest iteration of The Carpetbagger is any indication.

The column, which was popularized by the late "Media Equation" columnist David Carr, has been removed from the Times' blog directory and is now a stand-alone page with a searchable database.

An inaugural column by Cara Buckley, who anchors The Carpetbagger coverage, announced the change.

She said the column is adopting a "less frenetic" format this year in exchange for a "meatier and, we hope, newswier online report, along with the weekly print column."

In 2014, the Times told Poynter that "almost half" of the newspaper's blogs would close or merge.

This could spark a trend among brands and organizations to dial back their blogs in favor of microsites that cover a specific topic in a more tempered way, rather than the loosey-goosey approach that tends to define many blogs.

TRIBUNE SQUASHES RUMOR OF SALE

It's the afternoon after Thanksgiving. The stuffing isn't sitting too well. The relatives aren't leaving until Monday. You have work to do. Then you spot a tweet by media mogul Rupert Murdoch that your publishing company is in play. Pass the Maalox.

It's what greeted Tribune Publishing last Friday afternoon. And now it's gone to the trouble of officially squashing what it calls a "rumor" tweeted by Murdoch, saying that the company is "not engaged in discussion or a process to sell the company."

The memo added, "While our policy is not to comment on rumors, given the source of this speculation and the fact that it has received considerable public attention, the company believes a statement to employees is warranted."

The endgame for Tribune Publishing is unknown, of course, but the memo shows the company taking a proactive stance on who is driving the conversation and not letting Rupert's Murdoch's 668,000 followers on Twitter get the better of the company.

Murdoch, co-chairman of News Corp., said on Twitter that he had heard Tribune Publishing would be sold and that the *Los Angeles Times* would be spun off to a local group involving billionaire philanthropist Eli Broad.

"Strong word Tribune newspaper group to be bought by big Wall St firm, LA Times to go to philanthropist Eli Broad and local group," Murdoch tweeted.

Tribune Publishing, which owns the LA Times, *Chicago Tribune* and several other newspapers, has been on something of a roller coaster since it was spun off from Tribune Co. in 2014.

In October, Tribune Publishing started an employee buyout program that was expected to cut staff buy about 7 percent. Additional layoffs were expected after the buyouts, according to several reports, with the jobs of up to 80 staffers in jeopardy.

In early Sept., several members of the LA Times management team were ousted, including publisher Austin Beutner, who also ran the *San Diego Union-Tribune* after its Tribune purchase in May.

Since Beutner's ouster, civic and business leaders in Los Angeles have stirred speculation about a sale, calling for local ownership, according to the LA Times.

Tribune Publishing, like all major newspaper companies, has been upended by the Web. The advertising model that newspaper products relied on for decades is moribund, and now media companies with heavy exposure to print are scrambling to find new revenue and reduce overall costs.

DIGITAL SHOPPING VARIES AMONG AGES

Major distinctions exist among age groups when it comes to digital purchasing habits, according to a report released this week by ad organization the Interactive Advertising Bureau, and understanding these digital differences could prove crucial for marketers attempting to target consumers of a particular generation.

According to the IAB's "Digital Shopping Report," more consumers overall still prefer tablets over smartphones when it comes to making retail purchases — 35 percent vs. 28 percent — though when it comes to younger consumers, it's a different story.

For shoppers between the ages of 18-34, the majority prefers smartphones over tablets for making purchases — 43 percent vs. 35 percent — while for adults between the ages of 34-54 it's the opposite, with most in this age group opting for tablets over smartphones — 41% vs. 35%. Those between the ages of 55-64 are more than twice as likely to use a tablet: 34 percent vs. 15 percent, respectively.

The study found this trend continues when identifying what device consumers use for checking prices and reading product reviews. Consumers between the ages of 18 and 34 were more likely to skim product reviews on smartphones than tablets — 44 percent vs. 32 percent — and members of this age group are also more inclined to check prices on a smartphone than on a tablet as well: 42 percent vs. 32 percent. Those between the ages of 35 and 54, however, are more prone to use tablets to read reviews, locate stores, check store hours, and compare prices: 40 percent vs. 35 percent.

Finally, the report found half of U.S. adults now regularly engage in some form of "showrooming," or the practice of comparison shopping by reviewing competing prices on a mobile device before making retail store purchases. An age disparity exists here too, however, as those between the ages of 18-34 are far more likely — 67 percent — to participate in this activity.

NEWS OF PR FIRMS

FLORIDA'S CITRUS COUNTY SEEKS PR FIRM

Visit Citrus, the convention and visitors bureau for Florida's Citrus County, has cast a net for an agency to guide integrated marketing, PR and communications.

The work is focused on domestic markets, as well as Canada, the U.K. and Germany. "Solid working knowledge" of marketing issues and challenges in the tourism sector and strong strategic capabilities are key to the assignment.

At least one account manager must be dedicated to the account.

Deadline is Dec. 15. View the RFP at citrusbocc.com/public_bids.htm.

STRATEGIC VISION ADDS DIVISION, REBRANDS

Suwanee, GA based agency Strategic Vision LLC, which specializes in corporate PR, public affairs and book publicity, has added a lifestyle, sports and entertainment division to its roster.

In response to the changes, the agency, which was founded in 2001, has changed its name to Strategic Vision PR Group. David E. Johnson, Strategic Vision PR Group CEO, said in a statement that the moniker reflects the agency's renewed focus on multimedia content and the social media tools today's communicators leverage to engage audiences for clients.

Johnson said the addition of its Lifestyle, Sports and Entertainment division is a response to growth the agency has seen in those sectors.

"Along with our existing corporate, book publicity, and public affairs divisions, our company is better positioned to meet the needs and expectations of our growing clientele," Johnson said.



M&C SAATCHI REVAMPS

M&C Saatchi PR has rebranded under the tagline "Driven by Passion" in a bid to position a global growth strategy and centralize its offerings.

The overhaul includes a new website at mc-saatchipr.com, benefits, staff engagement policies, agency credentials, and "enhanced ways of working," as well as a training program, INtuition, developed with London-based School of Communication Arts.

The firm has developed three key values: fearless, flawless and free, the latter being free "to explore, to seek out inspiration, and to match people's passions to projects," not in price.

M&C said it will actively seek new clients in the areas global talent is most interested in and empower everyone to bring in the business they want to work on.

"We have focused inwards on the development of our new proposition, looking at who we are as people, what our client base is and what it says about us – and who and where we want to be in the next five years," said global CEO Molly Aldridge. "We are ensuring passion stays at the heart of the agency as it continues to grow worldwide, as this has allowed us to grow so quickly and will remain a point of difference in our global PR offering."

NEW ACCOUNTS

New York Area

Burson-Marsteller, New York/NextVR, virtual reality pioneer, as AOR. The Laguna Beach, CA company partners with entertainment brands — from sporting events to concerts, film productions and fashion shows — to capture and transmit live events in high definition virtual reality over the Internet. Founded in 2009, NextVR currently holds more than 20 patents regarding the capture, transmission and display of virtual reality content. Burson is charged with providing media relations, identifying new partnerships and promoting NextVR's brand across key markets.



The Halo Group, New York/Toy Industry Association, to support its consumer program, Genius of Play, which gives parents tips, facts and advice on how toys can help children develop. An integrated campaign includes branding, PR, social and paid media.

PCG Advisory Group, New York/Global Equity International, capital markets specialist consultancy firm, for strategic comms. and IR, including digital and social media.

East

Havas PR, Providence, R.I./Rhode Island Commerce Corp., as part of a three-firm group to guide tourism and attract business to the Ocean State. The group includes Milton Glaser and Epic Decade on a \$4.5M budget for fiscal 2016.

South

ReviveHealth, Nashville, Tenn./Pamplona Capital Partners IV LP, the \$4 billion healthcare-focused private equity fund of Pamplona Capital Management, as the strategic marketing communication AOR.

Darby Communications, Asheville, N.C./IceMule Coolers, high-performance soft coolers for outdoor enthusiasts, for PR and social media.

Southeast

Media Frenzy Global, Alpharetta, Ga./Velociti, as communications AOR for its Facility Services business. Velociti installs, manages and supports a wide range of technology solutions and works closely with businesses and technology providers to maximize performance and achieve targeted ROI faster. Work includes strategic planning, messaging and execution of Velociti's media and analyst relations programs.

Murphy O'Brien, Los Angeles/Arizona Biltmore, a Waldorf Astoria Resort, Phoenix resort hotel originally opened in 1929 and undergoing a \$30 million redesign, for PR; Ventana Big Sur, Big Sur, Calif., resort on California's Central Coast, and Pullman Miami Airport, Miami, Fla., upscale hotel previously the Sofitel Miami, for PR.

PMBC Group, Los Angeles/Make in LA, Los Angeles' newly formed hardware accelerator and mentorship program, for PR. The program selects up to five companies for each class and is taking applications through Dec. 13. Investments are up to \$150K each, as well as resources and mentoring.

NEWS OF SERVICES**KILLEEN OPPOSES HIDALGO IN PRSA/LA**

Joann E. Killeen, president, the Killeen Furtney Group, is opposing official candidate Peter Hidalgo, director, government relations, Time Warner Cable, for the post of treasurer, Los Angeles chapter of PR Society of America, fifth largest chapter with 400+ members.

Chapter members had until midnight, Dec. 4, to cast email votes. Jean Gonsoulin, chapter president, said this is the first contested election in the chapter's history. Alfredo Padilla is president-elect.

Marcus Angelo Moreno, founder, Holistic Strategists & Associates, is seeking a seat on the 12-person board as a write-in candidate.

Moreno was the PRSSA chapter president at California State University, Northridge, and helped restore the student chapter to profitability in 2013.

Said Moreno: "I'm running for director because I want to help close the gap between the young professionals and experienced members. There is a gap in communication and knowledge between the two and I believe I have the experience and skills needed to get them to work together and make the LA chapter the best it can be."

"We need to work together for the PR industry," he said.

Killeen, national president in 2002, was national treasurer in 2000 when various reforms were made in the Society's finances, restoring it to a profitable basis. She has vowed to bring certain reforms to the L.A. chapter.

Chapter expenses of \$98,057 for the first ten months exceeded income of \$88,325 by \$9,732.

Chapter Website Lacks Balance Sheet

Killeen also says that the chapter's website has not posted a balance sheet in recent months.

Sources report that the Western District conference, hosted March 19-21 in Los Angeles, lost close to \$31,000. The sources said that this loss was not discussed with the board until after the event and the bills were paid. Neither the actual budget nor the expenses were shared with the board or the members this year. Members are seeking details of the financial loss.

Killeen was the first PR Student Society member to rise in PRSA leadership to the presidency of the organization. A native of L.A., she has been a chapter member since 1998. She served on the L.A. board in 2005, 2006, Assembly delegate, Prisms Chair 2005, UAB Committee, Prisms Senior Judge, Don Perkins Grant Judge, and Trevett Judge. Named an Outstanding PR Professional by the chapter, her firm won Prisms in 2006, 2010. She has taught in the UCLA PR Program since 2003.

Hidalgo Promises Financial Stability for Chapter

Hidalgo, current VP/treasurer, is promising "fiscal responsibility, transparency and accountability in order to ensure long-term financial stability of the chapter."

He has been on the chapter board 17 years, serving as President and VP. He says that if re-elected treasurer, he will propose a realistic budget that allows the chapter to continue delivering outstanding professional programs and make smart decisions to grow its investments. The chapter returned to profitability when he served as president, he said.

PEOPLE**Joined**

Chris Ortman, former VP of communications and corporate affairs for CreativeFuture, has moved to the Motion Picture Association of America as VP of corporate communications. Ortman takes over for Kate Bedingfield, who stepped down to become communications director for Vice President Joe Biden in August. He reports to EVP for global comms., Laura Nichols, at the trade group for Hollywood's six major studios. Ortman was previously deputy press secretary and spokesman for the US Department of Homeland Security and ran his own shop since exiting CreativeFuture in August. He also was a PR aide at the Democratic National Convention Committee in 2008. MPAA has also promoted Sam Newton to deputy director, corporate comms.

**Ortman**

Linda Descano, managing director and global head of content marketing and social media for Citi, which she joined in 2012, to Havas PR, as executive VP out of the Havas unit's Providence, RI, office. She was also president of New York Women in Communications. The appointment preceded the PR agency's recent Rhode Island Commerce Corporation account win. The agency's New England hub was one of three firms chosen to develop and execute a \$4.5 million tourism campaign for the state, out of more than 50 agencies that applied for the contract. RI governor Gina Raimondo has made the campaign a key piece of her economic development strategy.

**Descano**

Andy Randazzo, creative director, HitState, to Didit, Mineola, N.Y., as creative director.

Carol Lewis, senior VP, executive media director, The Buntin Group, to French/West/Vaughan, Raleigh, N.C., as VP, media director. She was VP, director of media planning for McKinney and VP, co-media director of broadcast, Grey-Western division, as well. **Lacie Lindstaedt**, dir. of comms. & membership, Downtown Raleigh Alliance, joins as A/S. **Debbie Vandiford**, who managed the UNC Health Care account at MSA, and **Jennie Klahre**, A/M for RLF Communications, join as a senior A/Es. **Rachel Hol-lar** signs on as an A/E.

Daniel Maree, a senior planner at TBWA/Chiat/Day/LA, to DeVries Global, as VP, creative intelligence. He held senior posts at Havas Worldwide and McCann-Erickson.

Richard Carbo, comms. director for End Citizens United PAC and deputy press secretary for ex-Louisiana Gov. Kathleen Blanco, to Gov.-Elect John Bel Edwards, as comms. director during his transition and new administration.

Amy Sedeno, A/E, Newlink Communications, to Carolyn Izzo Communications, New York, as a senior A/E. She handled the Ministry of Tourism of the Dominican Republic and ProChile, among others.

MICHIGAN 529 PLAN SEEKS PR

The Michigan Education Trust is dangling a three-year, six-figure contract to promote the Wolverine State's 529 college savings program.

The work includes marketing and PR, internal and external communications to increase awareness of and participation in the MET program. Target audience is women, household incomes over \$75K, parents with children, businesses, foundations, grandparents and others.

The resulting contract will include three base years at \$730K per year, with two additional year-long option. Deadline is Dec. 18.

RFP: <http://odwpr.us/1OcBzFE>.

HOLLYWOOD CASTS WILESMITH FOR ADV. PR

Hollywood, Fla., has awarded its marketing and PR account to Wilesmith of West Palm Beach in a three-way pitch.

Aqua Marketing & Comms. (St. Petersburg) and Falgren (Fort Lauderdale) also pitched for the one-year pact with three option years.

The city of 146,000, on the coast between Miami and Fort Lauderdale, wants to tout its business, investment and relocation credentials with a comprehensive marketing plan. It released an RFP in late August.

Wilesmith handles a bevy of destination and hospitality clients, including the Palm Beach County Convention and Visitors Bureau and the City of South Miami.

PR EXEC MOUNTS SENATE BID IN MARYLAND

Chrys Kefalas, a PR exec for the National Association of Manufacturers, has launched a Republican bid for the seat of outgoing Sen. Barbara Mikulski (D-Md.).

Kefalas was attorney for the administration of ex-Maryland Gov. Robert Ehrlich Jr. and a speechwriter for Attorney General Eric Holder. He is VP of executive communications and chief speechwriter at NAM, the powerful trade group that represents manufacturers of all sizes.

Press reports of the launch note that Kefalas is openly gay and worked in the Obama administration as he seeks to become Maryland's first Republican senator since the mid-1980s.

Kefalas faces a primary field of three other candidates, while two Democrats are in the race for that party's nomination.

Mikulski is retiring in 2017.



Kefalas

NAT'L INDUSTRIES FOR THE BLIND ISSUES RFP

National Industries for the Blind, which works with a nationwide network of independent, nonprofit agencies that employ people who are blind, has released an RFP seeking a variety of PR services.

Alexandria, VA.-based NIB is looking for several PR disciplines. These disciplines include crisis and issues management, media relations, message development, communications campaign planning and digital communications.

The budget was not disclosed.

For agencies vying for the account, NIB demands a comprehensive overview of the agency, such as staffing, past performance, management and fee structure.

The deadline for submitting proposals is Jan. 15, 2016. The selection(s) will be made in February 2016 and the work will begin no later than March 1, 2016.

Currently, there are 95 nonprofit agencies associated with NIB, located in 38 states and Washington D.C. NIB provides technical, operational, marketing and business development services to its associated, community-based nonprofit agencies.

For additional background, potential agencies can view NIB's corporate video, "We're Ready."

RFP: <http://odwpr.us/1Q9s3ch>.

SAN JOAQUIN SEEKS TO PROMOTE RAIL

The San Joaquin Joint Powers Authority, which took over the region's rail service from the state this year, is seeking agency help to promote increased use of passenger rail in the Sacramento and Northern California regions.

The Authority, governed by a board of directors of member agencies along the 365-mile San Joaquin rail route, wants wide participation in the development of a marketing and outreach plan as it looks to retain existing riders and add to its ridership.

That includes outreach to leisure and business travelers, as well as groups taking trips in the San Joaquin corridor and to Nevada.

Budget is \$300K through fiscal 2018, or about \$10K per month. RFP: <http://odwpr.us/1IOksYO>.

BURSON CONFERS WITH RIDGE ON SECURITY

Burson-Marsteller has aligned with the security firm of former Secretary of Homeland Security Tom Ridge to provide cybersecurity and risk services to clients.

Ridge Global includes partner Howard Schmidt, a cybersecurity advisor to both Presidents Barack Obama and George W. Bush.

Burson US CEO Michael Law noted the increased sophistication and frequency of cyber attacks should be a wakeup call for business leaders, adding how executives respond to such incursions affects a company's "long-term reputation and bottom line."

The firms will collaborate for risk assessments, incident response planning, stakeholder mapping and relationship development, spokesperson training and myriad related services to respond to incidents like phishing schemes, denial-of-service attacks, data breaches and ransomware.

Sarah Tyre is managing director of Burson's cybersecurity unit.

BRIEF: Mobile devices played an important role in shaping a historic Cyber Monday this year, according to data released by Adobe Digital Index, accounting for 28 percent of purchases made during yesterday's event. Overall, online sales totaled \$2.98 billion, a 12 percent gain, as the average online shopper spent \$133 this year.

Civilians, both here and abroad, are targets of terrorism whose goal is to influence political leaders. The San Bernadino attack brought renewed cries for gun control but the killers also had 12 pipe bombs ready for use.

A front page editorial in the *New York Times* Dec. 5, calling for stricter gun laws, does not mention bombs at all. Key ingredients for a pipe bomb, including miniature Christmas tree lights that can set them off, are easily purchasable. A video on how to make a pipe bomb is on YouTube.

The most comprehensive database on suicide attacks is kept by the University of Chicago under the name "The Chicago Project on Security and Terrorism." Its "Suicide Attack Database," available to the public, tracks 4,620 attacks in 40+ countries from 1982 to August 2015.

Car bombs were used in 2,644 (57%) of the attacks, killing 24,595 and wounding 67,356. The database is searchable in numerous ways including by type of attack, group doing it, weapons used, location and gender of the attackers. Suicide attacks spurted 94% in 2014 to 592 killing 4,400 people vs. 3,200 deaths in 2013, according to the Institute for National Security Studies, Israel.

The Dec. 2 attack by Syed Farook and wife Tashfeen Malik was suicide in nature because, rather than surrender, they fought a battalion of cops which could only have resulted in their deaths.

A truck loaded with fertilizer, gasoline and propane was set to explode on May 1, 2010 in Times Square and would have caused thousands of deaths. However, the mixture was faulty and the only thing that happened was smoke which caused police to investigate.

Civilians Are Target of "War of Nerves"

Civilians, who invariably have no means of defending themselves from armed assailants bent on their murder, are targets of the violence.

Targeting civilians was a major tactic of both sides in World War II. London was a target of German rockets and allies bombed many German cities that had no particular military value, one of them being Dresden.

The U.S. bombed Japanese cities in an effort to break the will of leaders. One result was the initiation, late in the war, of suicide bombers.

The damage done by the bombers, which became Japan's principal means of defense, was "almost unbelievable" according to former Navy pilot Gerald Thomas who experienced three such attacks. He served as president of New Mexico State University from 1970-84.

His research showed that 7,465 kamikaze pilots flew to their deaths in sinking 120 ships and damaging "many more." The attacks killed 3,048 sailors and wounded 6,025, he found. U.S. Navy stats are that 34 ships were sunk, 368 were damaged, 2,800 were killed and 4,800 were wounded.

The fear and panic generated by the suicide attackers caused some sailors to become "so jittery" they fired on their own planes, he wrote.

About 20% of the attacks succeeded. Almost unstoppable was the special "piloted missile" that Japan de-

veloped. A missile with one-ton of explosives was attached to an airplane that gave the pilot no means of escaping. The plane was dropped from 25,000 feet and glided to within three miles of the target. Three rocket engines then propelled the craft to 600 mph.

The use and effectiveness of suicide bombers by Japan was a factor in President Truman's decision to drop two atomic bombs on Japan in August 1945, killing hundreds of thousands.

Recruiting Suicide Attackers Discussed

Thomas, who was president of New Mexico State University from 1970-84 and who died at the age of 94 on July 13, 2013, wrote that there are "similarities between the shock of Dec. 7, 1941, and the terrorist attacks of Sept. 11, 2001."

Both events were complete surprises, cost many lives and united America against an enemy, he wrote.

By coincidence, this essay is appearing on the 74th anniversary of the Pearl Harbor attack.

Thomas said that the enemy in World War II was "easy to define and locate. Not so after 9/11. The enemy is now difficult to locate and even more difficult to identify." The other similarity between the two wars, he said, is "fanaticism and suicide tactics." Suicide bombers were not used in Pearl Harbor but they became a major weapon late in the war.

The recruitment of suicide bombers who were mostly young and even college students, has been described in several books. Recruits were told they would be heroes. They also faced rejection by their superiors and peers should they return from a mission.

Suicide Recruits Abound in Middle East

Similar nationalistic and religious pressures are being put on candidates in the Middle East and elsewhere who are needed for suicide missions.

A suicide bomb killed 241 Marines in Beirut on Oct. 23, 1983, causing President Reagan to pull American combat troops from Lebanon.

Robert Pape, political science professor, University of Chicago, said he assembled the first complete data on suicide attacks after 9/11 because he wanted to figure out how "an Islamic fundamentalist goes from being a devout, observant Muslim to somebody who is suicidally violent." One pattern he found was that about half of the attacks were "secular" in nature. He concluded that 95% of the attacks were "in response to military occupation."

A community that is being occupied creates a sense among the inhabitants that they have "lost their self-determination," he said. Attacks are effective because they present the "idea that where there's one suicide attacker, there might be many more," he added.

The current strategy of the Obama Administration, France and other nations is to strike from the air rather than send in troops, he notes. This makes sense if nationalist groups are involved, he feels. "Ground troops are going to increase anger and terrorism... when we invaded and conquered Iraq, we produced the largest suicide campaign in history."

— Jack O'Dwyer