



Jack O'Dwyer,
Editor-in-Chief

O'Dwyer's Newsletter

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

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MAKOVSKY ACES A.T. KEARNEY PITCH

Makovsky Integrated Communications picked up A.T. Kearney following a competitive pitch staged by the Chicago-based management consulting company calling for brand-building expertise, thought leadership and counsel for its global policy council think tank.



Kearney, which has 320 partners in more than 40 nations, will spend an estimated \$500K for global PR this year. Ten firms responded to the RFP.

Abby Klanecky serves as Kearney's head of Americas marketing and comms., while Scott Tangney is Makovsky's EVP for financial and professional services.

He'll lead Makovsky's four-member team promoting Kearney's expertise via print, digital and social media.

KETCHUM'S SHREEVE HEADING TO FDA

Christine Shreeve, senior VP and director of social marketing for Ketchum, is moving to the FDA's Center for Drug Evaluation and Research to direct its office of communications.

CDER regulates over-the-counter and prescription drugs and reviews applications for new drugs.

Shreeve takes up the post on March 8. Kimberly Rawlings, acting director, continues as deputy director of communications. Julie Zawisza, who held the director slot until June 2014, moved into a senior advisor role for global regulatory policy at FDA.

Shreeve was a senior VP at Ogilvy PR and managing VP for MMG.

RASKY RATCHETS UP PR FOR VENEZUELA

Battered Venezuela has hired Rasky Bearlein Strategic Communications to a \$420K one-year pact to provide PR services for its DC embassy.

Tensions between Venezuela and the US are at an all-time high as President Nicolas Maduro has accused VP Joe Biden of plotting a coup to oust him from power.

The US, which has ordered a round of visa restrictions on Venezuelan officials for alleged human rights abuses, dismissed Maduro's claims as "ludicrous."

Recession, rampant inflation and plummeting oil price have rocked Venezuela.

Maduro has arrested retail executives, blaming them for empty supermarket and drug store shelves. The executives are accused of waging an economic war—backed by the US—against the socialist government in Caracas.

RB vice chairman Dale Leibach, a veteran of Ogilvy and Powell Tate, leads the four-member team working the Venezuela account.

IPG INKS STANDSTILL PACT WITH ACTIVIST

Interpublic has hammered out a "standstill agreement" with activist investor Elliott Management, owner of 6.9 percent of its outstanding stock.

The deal calls for the nomination of three independent directors, who were evaluated and acceptable to both IPG and Elliott, and the formation of a finance committee. Two long-term directors—Jill Considine and Richard Goldstein—will resign from the board on March 1.

New directors to the now 10-member board are Jon Miller, former chief at both AOL and News Corp.'s digital operation; Deborah Ellinger, ex-CEO of The Princeton Review/Wellness Pet Food and president of Restoration Hardware, and Henry Miller, chairman of Marblegate Asset Management.

Jesse Cohn, head of US Equity Activism at Elliott, said his firm is "pleased with the constructive dialog" its had with IPG, which "has shown a impressive commitment to enhancing shareholder value."

He believes the new directors "have the right backgrounds and perspectives to help the Board achieve this goal, both operationally and strategically."

Elliott looks forward to "ongoing collaboration with IPG's management and board," according to Cohn.

The firm has agreed to support all directors nominated to the board at IPG's 2015 annual meeting.

Sard Verbinnen & Co. is repping the ad/PR conglomerate.

IBM TAPS BERGEVIN FOR CYBER-PR WORK

Tech PR veteran Paul Bergevin has joined IBM in the new post of VP-cybersecurity communications.

Based in Washington, he will work with IBM's security team to create overall cybersecurity policy for Big Blue and communicate with government officials and regulators about the need to deal with the threat posed by cybercrime.

Most recently, Bergevin was global communications general manager at Intel in Silicon Valley.

Earlier, he led Edelman's global tech practice and held posts at Citigate Cunningham and Certive.

Bergevin reports to Mike Fay, VP-communications. IBM is in the midst of Project Chrome, which will result in the layoff of thousands of workers in what the company calls "workforce rebalancing."

CEO Ginni Rometty posted more disappointing financial results in Q4 as net income dropped 11 percent to \$5.5B on a 12 percent sales decline to \$24.1B.

Terry Anderson, formerly VP of global comms. at VMware and Cisco Systems, took over Bergevin's role at Intel as VP of global comms.

NJ RECRUITS CASSIDY FOR BASE SUPPORT

New Jersey has brought in Cassidy & Associates after an RFP process to build support for its military installations as the Defense Department eyes base closures.

The Interpublic firm will handle government, public and community relations to protect the Garden State's five military outposts on a \$16K-a-month contract. The 2011 closure of Fort Monmouth, brought about by the 2005 round of Base Realign and Closure cuts, was an economic blow the state will look to avoid anew.



While no BRAC cuts are scheduled, Defense officials have signaled a round is necessary and President Obama included closures in his 2016 budget.

Powell Tate and The Rhodes Group, as well as Cassidy, have handled similar work in the past. The State released an RFP in late October for the assignment.

NJ estimates its bases produce \$9.6B in business-type revenue per year, including a \$6.5B impact on GDP.

C&A's contract is for one year with two year-long options.

C&W TAPS TANNER AS GLOBAL TECH CHAIR

Cohn & Wolfe has elevated the CEO of its AxiCom unit, Julian Tanner, to the new post of global technology leader across C&W.

The WPP-owned firm acquired 21-year-old, London-based AxiCom in 2008 but kept the tech PR operation independent.

C&W CEO Donna Imperato said Tanner will remain based in London with day-to-day oversight for the firm's tech business across all regions. He is charged with growing the firm's global tech footprint and broadening its B2B and B2C work.

C&W named AxiCom co-founder and UK managing director Helen Ridgway as the firm's new CEO. Martina Brembeck is co-founder and heads its German operations while Henry Brake takes over UK operations as managing director.

Anna Cahill Leonard left the global tech chief post at C&W in 2013 for Antenna Group.

PROSIO SMOKES AIR QUALITY REVIEW

Prosio Communications has won a competitive pitch for the seven-figure PR account of the Sacramento Metropolitan Air Quality Management District, the pollution control and air quality entity covering the Golden State's Sacramento County.

Roseville, Calif.-based Prosio is the year-old firm of Lori Prosio, who left SMAQMD PR incumbent Katz & Associates in 2013.

Prosio's two-year pact, starting Feb. 15, is capped at \$3.1M, an increase on Katz' \$2.75M contract. About 60 percent of the billings are pass-through revenues for media buys and other expenses.

SMAQMD released an RFP in September for the review, covering campaigns like "Check Before You Burn" and "Spare the Air."

WAL-MART HIRES KEY POLITICOS

Wal-Mart Stores has hired Simmons & Russell Group, which has strong contacts in the two top political parties, for DC representation.

Kyle Simmons served as chief of staff to current Senate Majority Leader Mitch McConnell of Kentucky. He worked on Jim Bunning's Senate election campaign in the Bluegrass State and George W. Bush's first presidential run.

Simmons also was communications director at Louisville-based hospital operator Humana and staffer at Quinn Gillespie & Assocs PA shop.

Bob Russell was COS to Wal-Mart's former home state Senator Mark Pryor, who lost his 2014 re-election bid to Republican Tom Cotton. He had oversight of Pryor's work on the commerce, appropriations, homeland security, ethics, rules and small business committees.

Russell co-founded the Senate Bipartisan Chiefs of Staff Group.

S&R Group monitors federal regulatory and legislative matters affecting the Bentonville-headquartered retailer

Wal-Mart shelled out \$10M in Washington lobbying fees last year. Its lobbying firms include outfits launched by two former Senators, Arkansas's Blanche Lincoln and Oklahoma's Don Nickles. Lincoln Policy Group and Nickles Group each collected \$90K retainers during the fourth-quarter. Heavyweight Democratic firm Podesta Group hauled in a \$110K retainer for the same period.

CHEROKEE NATION SEEKS HEALTH PR HELP

The Cherokee Nation, backed by a federal health-care grant, is looking for a media and communications firm to improve health and reduce chronic disease among the 300K-member Oklahoma tribe.

The Centers for Disease Control, with funds from the Affordable Care Act, has awarded the Nation a \$900K-per-year grant over three years to fund efforts to reduce tobacco use, improve nutrition and curb other chronic conditions.

The Tahlequah, Okla.-based tribe, the largest of three Cherokee tribes recognized by the US government, wants to hear from firms by Feb. 25.

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

M&C SAATCHI FLEXES PR FOR TECHNOGYM

M&C Saatchi Sport & Entertainment has won a competitive pitch for Italian fitness gym and equipment brand Technogym's US PR account.

The 30-year-old garage-started company, which says its equipment is in more than 65,000 health centers and 100K private homes, supplied equipment for the last five Olympic Games. The company previously worked with New York-based Brandstyle Communications in the US.

M&C Saatchi is charged with overseeing US PR strategy, focused on the health/fitness, luxury, sports and business trade media.

"Technogym is known for its quality and craftsmanship, and the people behind the brand are tenacious about inspiring people everywhere to live healthier, fitter and happier lives," said M&C senior VP Sandra Carreon-John.

NY TIMES CO. HIT BY 47% Q4 PROFIT PLUNGE

The New York Times Co. registered a 47 percent decline in Q4 net to \$38.4M on flat revenues of \$444.7M.

Advertising revenues sank 2.1 percent to \$207.6M while circulation sales advanced 1.4 percent to \$210.6M.

Print ad sales dipped 9.2 percent; digital revenues rose 19.3 percent to \$63.2M or 30.5 percent of overall ad sales.

CEO Mark Thompson called 2014 "an encouraging year with sufficient progress in digital advertising and subscription revenue." Native ads buoyed the digital revenue performance along with video and mobile sales, according to Thompson.

The NYT finished the year with 910K paid digital subscribers, up 150K from the yearend 2013.

Thompson attributed the decline in profit to strategic investments for digital operations and severance costs connected with a long-term focus on cost reduction.

He promised continued investment for digital and to "bear down on costs to defend our profitability."

Thompson expects Q1 2015 ad revenues to decrease in the mid-single digit range compared to 2014 results.

VOGUE IS MAG OF YEAR AT 'ELLIES'

Vogue won Magazine of the Year honors at the 2015 National Magazine Awards Feb. 2 in New York.

New York magazine (design, magazine section, columns and commentary) and *The New Yorker* (general excellence, essay and criticism, fiction) took home three awards apiece, with *National Geographic* and the two-year-old *Nautilus* earning two "Ellies."

The American Society of Magazine Editors said more than 580 editors and publishers turned out for the dinner at the New York Marriott Marquis.

Time contract photographer James Nachtwey received NMA's Creative Excellence Award honoring his career in magazine media. First-time winners included *The Atavist* (the first digital pub to take the feature writing award), *The Hollywood Reporter* (general excellence), *Nautilus* (gen. excellence and website), *Pacific Standard* (public interest for "Women Aren't Welcome Here"), *The Texas Observer* (multimedia for "Beyond the Border"), and *Vice News* (video for its ISIS coverage).

GQ took home the coveted reporting award for the second time in three years for its "Inside the Iron Closet" feature on LGBT rights.

ROLL CALL PARTNERS WITH PR FIRMS

CQ Roll call has partnered with Washington PR and advocacy shops Capitol Image Counsel and Gunster Communications to collaborate on special projects and brand promotion.

CIC is the firm of Francine McMahon, former publisher of *Roll Call* rival *The Hill*.

"Combining their creative talent with our laser focus on Congress will allow us to provide customers with media opportunities that showcase our editorial depth

and raise awareness of the most critical issues facing the new Congress," said CQ SVP and publisher Beth Bronder.

WILLIAMS SORRY FOR IRAQ TALE

NBC News anchor Brian Williams apologized Feb. 4 for "misremembering" a story he told on a handful of occasions about taking fire aboard a helicopter during the invasion of Iraq in 2003.

Stars and Stripes probed the story after Williams recently repeated it to honor a fallen service member and social media comments questioned its veracity. The military paper reported that Williams was not near other helicopters that took fire on the day in question.

Williams, who has been lambasted on Twitter and Facebook, apologized on air Feb. 4. "This was a bungled attempt by me to thank one special veteran, and by extension: our brave military men and women, veterans everywhere, those who have served while I did not," he said. "I hope they know they have my greatest respect ... and also now my apology."

JUSTICE PASSES ON HACKING CHARGES

The Justice Dept. has decided not to prosecute Rupert Murdoch's News Corp. and 21st Century Fox for UK hacking activity and payments made to British politicians.

Gerson Zweifach, general counsel of News Corp. and chief compliance officer at 21CF issued the following statement:

"21st Century Fox and News Corp have been notified by the United States Department of Justice that it has completed its investigation of voicemail interception and payments to public officials in London, and is declining to prosecute either company.

"We are grateful that this matter has been concluded and acknowledge the fairness and professionalism of the Department of Justice throughout this investigation."

Justice officials and British police began inquiries in 2011 into allegations that News of the World reporters intercepted voice mails of politicians and celebrities to get scoops.

Murdoch subsequently closed the paper, but News Corp. spent hundreds of dollars to settle related civil claims.

News Corp. split into two separate companies in 2013.

PEOPLE

Emily Scheer, PR director for The Street, has moved to IBT Media in New York as PR director handling press for *Newsweek* and the *International Business Times*. Earlier stints included CNN, CBS News and The Rosen Group.

Mohana Ravindranath, who covered small business and IT for the *Washington Post*, has joined Atlantic Media's Nextgov publication on the federal IT sector as a staff correspondent. Ravindranath penned the Post's "On I.T." column for its Monday print edition and has covered small business for the the *Philadelphia Enquirer* and *Business Insider*.



PR & SOCIAL MEDIA VIEWS

IS NATIONWIDE PLAYING THE LONG GAME?

By Joe Eichner

If you didn't catch Nationwide's commercial, "Boy," during the Super Bowl warning parents about the at-home risks facing their children, then chances are you heard about it in the days following its release: be it the *Washington Post* ("Debbie Downer of the Super Bowl"), the *Chicago Tribune* ("Nationwide killed a boy in Super Bowl ad only because it loves kids"), or countless others.

According to Amobee Brand Intelligence, Nationwide was mentioned 238,000 times on social media and 64 percent of those mentions were negative.

For executives, it'd be awfully tempting to look at the immediate coverage and swear off taking any risks of this magnitude with your company's content. Sure, they might say, Nationwide started a conversation, but will they sell any insurance? Will public opinion over-shadow any attempt to grow the brand?

Today, more than ever, the media landscape blurs our conception of true success. We see it all the time with our clients, who, due to the fast-paced and saturated nature of the news cycle often expect immediate returns on their content.

So yes, the Nationwide ad could deter many from taking risks; yet if we take a closer look at the trajectory of this moment, a different picture emerges.

Here's how it played out: The ad runs. We sigh, groan, maybe feel uncomfortable. But most of all there's anger: why did Nationwide pull me out of my cocoon of Super Bowl viewing and make me depressed?

We vent that anger through real-time responses on social media. The media then write articles that aggregate the Twitter consensus with a biting headline. Suddenly, our reflexive anger (which probably lasted all of 30 seconds in reality) has extended its half-life and set the agenda for top-tier news publications for at least one or two news cycles. But soon, even the story of our anger levels off—longer, more nuanced articles begin to appear, replete with Nationwide's statement.

Today's media make it easy to mistake a temporary flare-up with long-term failure. With social media, what used to be internalized, personal responses are now externalized and drawn out by our fast-paced news cycle. In this case, that response was anger—which is arguably the strongest and most misleading response of all (the Budweiser ad, so cute and humorous and much talked about, still didn't incite as visceral a response).

As a traditional ad, "Boy" may have failed. But as a piece of corporate branding, it may very well succeed. Now that the dust is settling, what is likely to linger in parents' minds is not the anger over the ad itself, but the awareness of a frightening issue and a website to visit.

Will we be advocating for our clients to take a risk of this nature? Maybe not, but a company's risk is relative. And sometimes taking even a small risk can equate to a success in the long-term. But that risk must lead back to a well-defined goal for that piece of content. And we think Nationwide met its goal with this controversial ad.

Joe Eichner is a staffer at Greentarget, a strategic PR firm focused exclusively on business-to-business organizations.

MAKING PA, PR WORK DURING LITIGATION

By Sean Rossall

For those of us who aren't lawyers, there's little fun about a lawsuit. It generally involves costly legal fees, time away from work and potential damage to the brand equity we've painstakingly built. Compounding all of this is counsel's common initial reaction to say and do nothing. It's enough to drive communicators up a wall. Fortunately, that first "no" doesn't have to be the last word.

Let's face it, when you're the one filing the lawsuit, it's much easier to show counsel the benefits of deploying a cohesive public affairs and public relations program. As communicators, we all know the last thing we want to be is on defense, but avoiding that perception is key.

Despite differences in approach, the baseline reality is that strategic communications and public affairs can have a major impact on the outcome of litigation and can be a positive complement to a lawsuit. So, how to make it look effortless and convince counsel that it's the right thing to do?

Making defense a positive position

A few years ago, my firm was tasked with finding a way to help a small water district develop a PR and PA strategy that would bolster its defense. In this case, it was important not only to tell the story strategically in the media, but also to advocate with elected leaders who could effectuate a settlement.

The facts were complicated: the fight was over who had the rights to a small amount of water that was by the local water district for a community of 4,000 people. The plaintiff had a poor reputation and lacked credibility. Finally, it was a goliath public agency taking on a small community that depended upon this water for its very existence. Our strategy took out the complex legal maneuvering and presented it as an age-old underdog story.

For lawyers, there's usually one question: does engaging in a PR effort have the potential to derail our case? It's an obvious and correct question to be raising, and it's our job to demonstrate the value of a smart PR effort.

So, what are the steps to getting there?

Outline the facts. Create a clear and consistent set of facts, both as reported and as discussed with counsel. Place them in a narrative framework that shows how you'd tell the story.

Identify the audience. Sometimes, it's as basic as protecting a brand from damage in the media; other times it might be about reaching regulators who can help strike a deal. Make sure you know the right audiences and detail how/why they need to be communicated with.

Detail the pitfalls. Present an honest inventory of the strengths, weaknesses, opportunities and threats of deploying a proactive public affairs and communications strategy, both from a communications and legal perspective.

Develop a consensus strategy. Successful organizations know that legal and communications can't work independently — rather they need to have a healthy give and take and build consensus. Communicators need to bring the lawyers to the table — they need to develop and agree to strategies together to work.

When counsel and communicators work together, clients ultimately win.

Sean Rossall is Vice President of Cerrell Associates.

NEWS OF PR FIRMS**KYNE EXPANDS TO LA, DUBLIN**

New York-based healthcare firm Kyne has opened outposts in Los Angeles and Dublin, Ireland.

In LA, the firm tapped Wendy Woods-Williams as EVP and Sadie Whittaker as head of medical and scientific affairs to lead the West Coast push. Both join from Amgen. The firm also serves clients in California and Washington State.

In Ireland, Orla Barnewell, formerly of Tonic Life Communications, London, serves as VP and EU lead.

WAGGED PARTNERS WITH GARRIGAN

Waggener Edstrom Communications has aligned with digital and interactive marketing firm The Garrigan Lyman Group to add creative capabilities and digital savvy to WaggEd's offerings.

"It's no longer about telling a story in isolation," said Melissa Waggener Zorkin, CEO, president and founder of Waggener Edstrom. "Only by bringing together all of your capabilities and channels to convey a collective idea can we move today's audience to change behaviors and shift perceptions."

Both firms have operations in New York and Seattle and serve large clients like Microsoft, T-Mobile and Volvo.

VINE ADDS CANDIS IN NY

Vine Communications, Coral Gables, Fla., has merged with 13-year-old New York-based boutique travel and hospitality shop Candis Communications, as CC founder Will Candis joins Vine as director of media relations to oversee media strategy for offices in Miami and New York.

South Florida native Candis started out as a New York reporter for U.K.-based Arena Magazine and later was a senior VP with KB Network News in New York.

Vine clients include Miami International Boat Show, Classic Harbor Line, and the Coral Gables Chamber of Commerce, among others.

TLC FOUNDERS FORM HOLDING CO.

Tonic Life Communications founders Scott Clark and Oliver Parsons have created a new marketing services group, SO What Global, based in London, to serve as an umbrella for specialty agencies.

Start-up firms include SO Active, a sports marketing consultancy, led by rugby star and prominent sports journalist Matt Dawson as a founding partner, and SO Talented, a talent recruitment and PR agency.

The founders said they are looking for opportunities to expand SO's portfolio. Info: sowhatglobal.com.

BRIEF: Kevin Dinino, president of KCD PR, was named a 2015 San Diego Business Journal Most Admired CEO finalist in the privately-held company category.

...**Rubenstein PR**, New York, has re-launched rubensteinpr.com with a contemporary layout and added content to reflect expanded core practice areas like real estate and luxury, as well as new fields like sustainability and impact investing. Case studies, blog posts and high-res photos of clients and events are all featured.

NEW ACCOUNTS**New York Area**

Burson-Marsteller, New York/HotelPlanner.com, online services for the global group hotel sales market, as AOR for PR, including strategic communications counsel, media relations, and brand messaging. Burson US CEO Michael Law said the client "has had a huge impact on the travel industry."

Nourie Group, New York/Westport Resources, \$1.3B asset manager, as AOR for business development communications, and U.K.-based Millennium Global, \$12B asset manager, for audience relations.

5W PR, New York/Latitude 360, entertainment and dining venue chain, as AOR for the US, including media relations and PA as it expands across the US.

Flatiron Communications, New York/HSN, Inc., publicly traded, multichannel retailer, as corporate communications AOR. HSN is slated to announce a new AOR for the PR brand, as well. Flatiron, led by principal Peter Himler, handles corporate positioning, media relations, content marketing, CSR, speaking and awards programs.

Pollock Communications, New York/BackJoy, Boulder, Colo.-based maker of posture and back pain products, and EAS Sports Nutrition, part of Abbott, for media and influencer relations in the health and wellness sector.

J Public Relations, New York/The Embassy Row Hotel, Washington, D.C., property in midst of \$15M renovation to debut in March 2015; The Westin Lake Las Vegas, resort and spa; The Art Hotel, Denver, Colo., hotel opening in May 2015; Colorsience, cosmetics, and ME! Bath, bath and body care products.

Weill, New York/The SHA Wellness Clinic, private wellness center near Alicante, Spain, for PR. Weill chief Geoffrey Weill said the client's challenge is "definition, because it doesn't fit neatly into one of the usual categories of resort or spa or hospital."

Hawkins International PR, New York/Mountain Lodges of Peru, treks and horseback riding adventures in Cusco, Peru, along the Inca Salkantay Trail, for PR.

Cashman + Katz, Glastonbury, Conn./Foxwoods Resort Casino, as AOR for PR to promote the resort's casino gaming, dining, entertainment, and amenities. Foxwoods, owned and operated by the Mashantucket Pequot Tribal Nation, claims to be the largest resort casino in North America.

East

Pinkston Group, Alexandria, Va./Hillsdale College, liberal arts college located in Hillsdale, Mich., for media and communications strategies for its main campus and The Allan P. Kirby, Jr. Center for Constitutional Studies and Citizenship, in Washington, D.C.

West

Clearpoint Agency, San Diego/Connequity, start-up online platform for professional networking, for PR and digital marketing. Connequity uses a matching algorithm to connect professionals seeking products and services.

International

Ogilvy & Mather, Singapore/KFC Singapore, as AOR for all communications in the Singapore market.

NEWS OF SERVICES**HUFFINGTON KEYNOTES KELLEN CONFAB**

Kellen has tapped Arianna Huffington as the keynote speaker for the firm's second annual Associations: 2020 and Beyond conference to be held in New York June 4.

This gathering of association leaders, executives and speakers will focus on the changing nature of networks and their impact on membership development, revenue models, regulatory programs, digital communications and other aspects, Kellen said. Kellen chairman and CEO Peter Rush said panelists and speakers will discuss the significance of networks, their changing nature, and how associations can capitalize on them.

Huffington, chair, president and editor-in-chief of Huffington Post, will lead the luncheon keynote with a presentation titled "From Politics to the Board Room: Fearless Leadership."

The media guru and entrepreneur will discuss difficult challenges like managing and leading change, negotiation, inspiring lives and overcoming obstacles.

Info: kellenconference.com.

ATLANTA STUDIO UPGRADES

Atlanta Broadcast Studio & Production has unveiled a newly upgraded studio offering satellite media tours, live and taped studio production services.

ABS&P says its digital facility is equipped with multiple lighting and set options, including a kitchen set, Atlanta skyline, "cozy corner" and multiple modern backgrounds. A make-up room with shower, green room and a set up kitchen for prep are also available.

Info: atlantabroadcaststudio.tv.

MORRIS LEADS INDY PR ALLIANCE

Jay Morris of Jay Morris Communications was elected 2015 chair of the Independent PR Alliance, a section of PRSA's National Capital Chapter.

Rounding out the board are Robert Udowitz of RFP Associates (treasurer), Christie Phillips of BlueTree LLC (secretary), Jennifer Meyer, J.C. Meyer Communications (program committee chair), Sabrina McGowan, SQM Public Relations LLC (marketing committee chair), Vicki Robb, Vicki Robb Communications, and Sandra Remy, Remy Communications (membership committee co-chairs), Helen Sullivan, InHouse Communications LLC (buying collective comm. chair), and Jill Kurtz, American Public University System (website comm. chair).

CRIFASI HEADS PRSA/COLORADO

Cara Crifasi, co-founder of Evoke Creative Services, was elected president of PRSA/Colorado for 2015.

Suzanne Trantow of Aguilar PR is secretary and independent counselor Jerry Brown is treasurer of the Westminster, Colo.-based chapter.

Nicole Yost, founder and president, Fyn PR, is president-elect.

The chapter's Assembly delegates are Elizabeth Jumel, president, Jumel PR; Stacey Sepp, principal, Xstatic PR; Sara Spaulding, VP of comms. and mktg., CenturyLink; Dana Stone, external comms. director, Elavon, Inc., and Sarah Thornton, president, Thornton PR.

PEOPLE**Joined**

David Marriott and Joel VanEtta, formerly of Gogerty Marriott, to Allison+Partners, Seattle, as managing director, reputation risk, and senior VP, both in the firm's corporate practice, respectively. Matthew Della Croce heads the firm's corporate practice. Marriott is a former TV reporter and press secretary for Seattle Mayor Wes Uhlman.



Marriott

VanEtta, 28-year Gogerty Marriott alum, is also a former journalist for the Tri-City Herald.

John Pocock to Zinpro Corp., Eden Prairie, Minn., as PR specialist, global. He was comms. director for Minnesota Citizens Concerned for Life, PA coordinator for Cargill and associate editor and field editor Farm Progress Companies.

Vanessa Abron, media and comms. manager, Johnson Publishing Company, to Nielsen, Chicago, as comms. and marketing director. Johnson publishes *Ebony* and *Jet* magazines. Abron is a former A/E for Hill+Knowlton Strategies.

Katie Sarro, associate, World Business Council for Sustainable Development, to Outreach Strategies, Washington, D.C., as A/M. She was stationed in Geneva, Switzerland, and Washington for the WBCSD, handling comms. and programming, as well as external relations.

Denise Aube to executive VP, Crosby Marketing Communications, Annapolis, Md. She leads the firm's healthcare practice with clients like the U.S. Department of Health and Human Services, Veterans Health Administration, Kaiser Permanente and St. Agnes Hospital.

Molly Early, A/E, Edelman, to Devine + Partners, Philadelphia, as an A/E. She handled Unilever brands like Dove, Dove Men+Care and AXE at Edelman.

Stephanie Chaney Casanova, senior A/S, Zeno Group, to Loews Chicago Hotel, as director of PR for the 400-room property opening March 2, as well as the Loews Chicago O'Hare Hotel. She started out at Peppercomm and did stints at Henson Consulting, Draft-FCB and FleishmanHillard.

Stephanie Janard, former marketing manager for Semotus Solutions, to Amendola Communications, Scottsdale, Ariz., as senior writer.

Promoted

Jill Campbell to VP of comms. and marketing, Colorado Rockies. Warren Miller, PR and minor league operations director for the San Diego Padres, joins as director of comms. as the Rockies put the team's communications operations under marketing chief Campbell. Miller spent the past eight years handling PR and minor league baseball operations for Padres after stints with the Seattle Mariners and Houston Astros.

Emma Capombassis to director of Ketchum's Toronto office. She joined the firm in 2007 after stints at Cohn & Wolfe and Citigate Dewe Rogerson. She succeeds partner Geoffrey Rowan, who has taken on the role of senior counselor for editorial content and leadership communication for Ketchum North America.

FH GETS EXTENSION ON FED CYBER PACT

The Dept. of Homeland Security's Office of Cybersecurity & Communications has engaged Fleishman-Hillard for a six-month extension worth \$365K.

FH, which saw its contract lengthened from Jan. 2 to July 1, 2015, has worked to build national awareness and understanding for the federal government's cybersecurity operation, known as CS&C, amid a backdrop of large global data breaches against Sony and the Dept. of Defense.

The extension will keep FH at the helm of the PR contract until it is competitively reviewed in the 2015 fiscal year. The firm's Washington work includes support of the CS&C's awareness campaign, message development and speechwriting for the assistant secretary Andy Ozment, digital, public and media relations strategies, among other work.

The CS&C sits within DHS' National Protection and Programs Directorate with the mandate of enhancing security, resilience and reliability of the country's cyber and communications infrastructure.

FH beat three firms for the original \$1.4M contract in 2010 and has been working from options off the pact for the past four years.



APCO RESEARCH GURU TO BRUNSWICK

Bryan Dumont, who led APCO Worldwide's Insight opinion research operation, has moved to Brunswick Group as a partner in London.

APCO has named DC-based Karen Buerkle as managing director of the APCO Insight operation.

Dumont was based in Washington for APCO for 13 years through 2012 before shifting to Brussels. He handled client research projects in more than 70 countries and developed the firm's proprietary Return on Reputation Indicator.

At Brunswick, he'll help use research to formulate strategies for its corporate clients and help the firm develop its own methodologies.

Earlier, he was a management consultant for Price Waterhouse and an analyst at the Roper Center for Public Opinion Research.

McBEE ALUM MOVES TO DIRECT IMPACT

Ray Glendening, who was VP-innovation at McBee Strategic Consulting, has joined Burson-Marsteller's Direct Impact grassroots organization in the senior VP slot in charge of business development.

He's the latest in the exodus of talent from McBee since its acquisition last month by law firm Wiley Rein.

At McBee, Glendening launched its digital unit and oversaw growth initiatives around that offering.

Earlier, he co-founded Ruck.us political engagement platform and was national political director for the Democratic Governor's Assn.

DI also added Courtney Sieloff as VP from B-M sister firm, Proof Integrated Communications.

SLOANE SIDES WITH SANDELL

Activist hedge fund Sandell Asset Management Corp is ratcheting up pressure on pipeline operator SemGroup Corp. with PR help from Sloane & Co to push for a sale of the Oklahoma-based company.

Sandell went public with its plan in an open letter on Jan. 26 criticizing SemGroup's dismissal of the hedge fund's suggestion of a sale.

"We have reviewed your response to our letter dated January 26th and, frankly, are disappointed (but perhaps not surprised) that you have chosen to answer our concerns not with a thoughtful, considered response but instead seemingly with what your lawyers have advised you to say to 'thwart' an activist investor," Sandell said in a press release that knocked SemGroup's "canned reply" and "status quo" approach.

Sloane CEO Elliot Sloane and managing director Dan Zacchei rep Sandell.

SemGroup, advised by Joele Frank partners Andrew Siegel and James Golden on the PR front, said it remains open to constructive input and added that its board "will carefully consider the recent letter from Sandell."

Sandell says SemGroup is worth up to \$104 per share.

SemGroup shares were down nearly three percent to \$68.38 in trading early Feb. 3.

HEILMAN SHIFTS TO STRATACOMM

Jennifer Heilman, who was communications staffer for Arlington (VA) county government has joined Stratacomm in Washington.

As Arlington spokesperson, she led media relations, crisis communications and social media programs in support of the county's public works, transportation, infrastructure and sustainability efforts.

Heilman handled the content duties and revamp of the county's website to increase user accessibility and transparency.

Prior to the government work, Heilman was communications director for the Prevention of Blindness Society and PA officer at the National Museum of Health and Medicine.

CAMEROON INKS \$400K PACT WITH SPB

Cameroon's Office of the Prime Minister has inked a revised \$400K one-year contract with Squire Patton Boggs as that African nation goes under attack from Boko Haram fighters based in neighboring Nigeria.

Chad's army killed more than 120 Islamic fighters in a Jan. 31 battle in Cameroon.

Boko Haram has launched attacks on Cameroon and Chad in its five-year effort to incorporate sections of those countries with northeast Nigeria into an Islamic state.

Philémon Yang is prime minister of Cameroon.

The African Union is establishing a 7,500-man army with soldiers from Nigeria, Cameroon, Chad, Benin and Niger to fight Boko Haram.

Joseph Brand, an international law specialist, and Rodney Slater, Bill Clinton's Transportation Secretary, handle the Cameroon business.

Library boards in Southampton and Westhampton Beach this week will hear O'Dwyer reps on the legal assault by those seeking to impose an "eruv" Jewish religious boundary on SH, WHB and Quogue.

The libraries are fulfilling their mission of keeping an open mind to what citizens have to say. The SH and WHB boards give ten minutes at their monthly meetings to remarks by the public. The SH meeting is Feb. 9 at 5 p.m. and the WHB meeting is at 9:30 a.m. Feb. 11.

This is the opposite of the closed-door, stonewalling policies of the elected officials of the three towns. None of them has had a public hearing on the issue that has cost the towns \$884,837 so far in legal bills. The officials are not available for press conferences. They duck phone calls from local media such as the Southampton Press and its 27east.com online version. We get the same treatment.

A note of urgency has entered this issue with remarks by Weil, Gotshal & Manges lawyer Robert Sugarman that the East End Eruv Assn., initiator of three lawsuits against the towns, is seeking reimbursement for its legal costs. The towns are also being sued for "damages."

Towns Could Pay "Millions"

Sugarman, whose firm won \$300,000+ from Tenafly, N.J., in 2006 after the town lost litigation vs. the Tenafly Eruv Assn. Inc., told 27east.com Feb. 4 that even though Weil has been working "pro bono," there has been "a significant expenditure of time and numerous court fees and we will seek to be reimbursed for those costs." SH, WHB and Quogue already face claims by EEEA president Marvin Tenzer in 2011 that victory by EEEA could bring a "multimillion-dollar award" to it. The group claims that animus to Orthodox Jews is behind their refusal to allow eruvim, a boundary created by utility poles marked with lechis, 5/8" by 15-foot plastic strips.

An attempt by Rabbi Marc Schneier of the Hampton Synagogue to "educate" WHB citizens about the eruv "was met largely with further appeals to fear and prejudice expressed by village officials, members of the community, and groups such as Jewish People Opposed to the Eruv," says the lawsuit.

WHB Town Meetings Ignore the Eruv

WHB trustees hold two-hour public meetings without any mention of the word "eruv." There is extensive discussion of other topics including the proposal to have "two police chiefs" to supervise ten cops, which the *New York Post* derided as "two sheriffs for a one-horse town."

WHB and SH won't answer any of our questions unless Freedom of Information forms are filed. WHB Police Chief Trevor Gonce won't deal with us until we present "credentials" but neither he nor any staffer will tell us what they are. The WHB board allowed retiring Police Chief Ray Dean to collect \$403,714 for 531 days of unused sick, vacation and personal time, prompting the NYP headline: "Charge this cop with robbery." That law is still on the books.

27east.com said "multiple requests" for the location of the WHB lechis, supposedly placed on utility poles last summer, have been ignored by EEEA and PSEG Long Island. It has filed a Freedom of Information request with WHB for those locations. Residents have told odwyerpr.com that they have been unable to find any such markings.

Knowledgeable Oppose Eruvim

O'Dwyer reps will appear before the SH and WHB library boards this week, weather permitting. Both have agreed to listen to the reps for ten minutes.

Among materials to be presented is a statement by Ariela Aharon, an American-Israeli Orthodox Jew who says she makes regular use of an eruv on the Sabbath. She wrote for odwyerpr.com that she is "deeply troubled" by the "costly litigation" of the EEEA that accuses the three towns of "anti-Semitism."

"The timeless Jewish saying, 'Love peace, pursue peace, applies most judiciously here, yet the EEEA chose ironically to defy the Talmud and neither love peace nor pursue peace in its pursuit of religious freedom," she wrote.

An eruv can make Sabbath observance easier but the absence of one "does not, by any means, make Sabbath observance impossible," she wrote.

David Rattiner Knocks Eruvim

Another exhibit is an article by David Rattiner, son of Dan Rattiner, founder of *Dan's Papers*, the weekly free lifestyle paper that is ubiquitous in the Hamptons. He slammed eruvim in a March 29, 2012 editorial.

Noting his father is Jewish and his mother is Catholic, and that he attended Catholic schools in Sag Harbor and is "comfortable attending church on Sundays" as well as celebrating Jewish holidays," Rattiner called the proposed eruv in WHB "a horribly dividing and absolutely combative issue that has caused nothing but embarrassment and conflict."

Pinpointing one of the main arguments in the lawsuits—that hardly anyone knows eruvim are there except the observant—he wrote: "The argument that an eruv should be allowed because it is so small and is no big deal is invalid because obviously it is a big deal to the entire community of WHB... something that further divides us as a community."

S.H. Lecht posted on odwyerpr.com that "The Talmud states that an eruv must be one that promotes social peace. If there is any type of dissension as a result of the eruv, it is not valid."

Church/State Argument is Decisive

The strongest argument against eruvim is that they breach the separation of church and state principle on which America is based. The Orthodox don't want their eruvim breached and Americans don't want their Constitution breached.

Framers of the Constitution spent three-and-a-half months on it and left "God" out. The preamble invokes the "people of the U.S." and not "any sort of god," says Theocracy Watch.

— Jack O'Dwyer