



Jack O'Dwyer,  
Editor-in-Chief

# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## STRAVA SEEKS PR PITCHES

Strava, the online and mobile app GPS resource that allows users to track their athletic progress, is currently seeking a firm to handle US PR.

San Francisco-based Strava, which bills itself primarily as a cycling brand, said in RFP documents that it wants to widen and diversify its appeal among a broader group of athletes, and specifically seeks to "aggressively grow the number of runners" that use the platform, while not alienating the core athletes who currently use the brand. The company also seeks to raise its profile within the female runners demographic.



The company also wants to increase the volume of media coverage the brand receives, in mainstream outlets as well as health, wellness and lifestyle publications and with business and tech press.

The RFP says the company wants firms to supply an overview regarding how it would achieve the company's goals, and wants firms to "explain the tactics you will use to bring this strategy to life, how your team will partner with us to achieve our business goals and why your team is the team best suited to this task."

Proposals are due by 12 p.m. on Feb. 25. RFP: <http://odwpr.us/217sLNd>.

## SANTA CLARA EYES AFFORDABLE HOUSING PR

Santa Clara County, the Silicon Valley locale which has the highest median income in the country, is searching for PR help to support its affordable housing entity.

The county, which includes San Jose and Santa Clara, manages units in 26 housing developments or about 17,000 vouchers. The region's exponential demand for affordable housing has made the county's authority one of the largest public housing authorities in the country.



The work includes development of a PR strategy, stakeholder relations, digital presence, and other media and public relations issues.

At \$93,000, the county has the highest median household income in the US and an overheating housing market to match. Median home value in Santa Clara is over \$976,100.

Proposals are due March 8.

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

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**Deadline for 2015 fee income: Fri., Feb. 26, 2016.**



## MDC ORGANIC GROWTH RISES, LOSS UP IN Q4

PR and advertising group MDC Partners reported a fourth quarter net loss of \$26.2M as revenues ticked up 5.6% to \$359M on a solid gain in organic revenue.

Advertising and communications revenues rose 8.3% to \$71.9M for the quarter. MDC's PR units include Allison + Partners, Hunter PR and Kwitken.

For the full year, revenues were up 8.4% to top \$1.3B on a net loss of \$37.4M, up from \$24.1M a year earlier.

MDC said net new business for the quarter totaled \$27.4M and \$116.7M for the year.

Chairman and CEO Scott Kauffman called 2015 a "strong year," pointing to 7.1% organic growth.

## HUNTER HANDLES BIC

New York-based consumer, food and lifestyle agency Hunter Public Relations has been named agency of record for BIC Consumer Products USA.

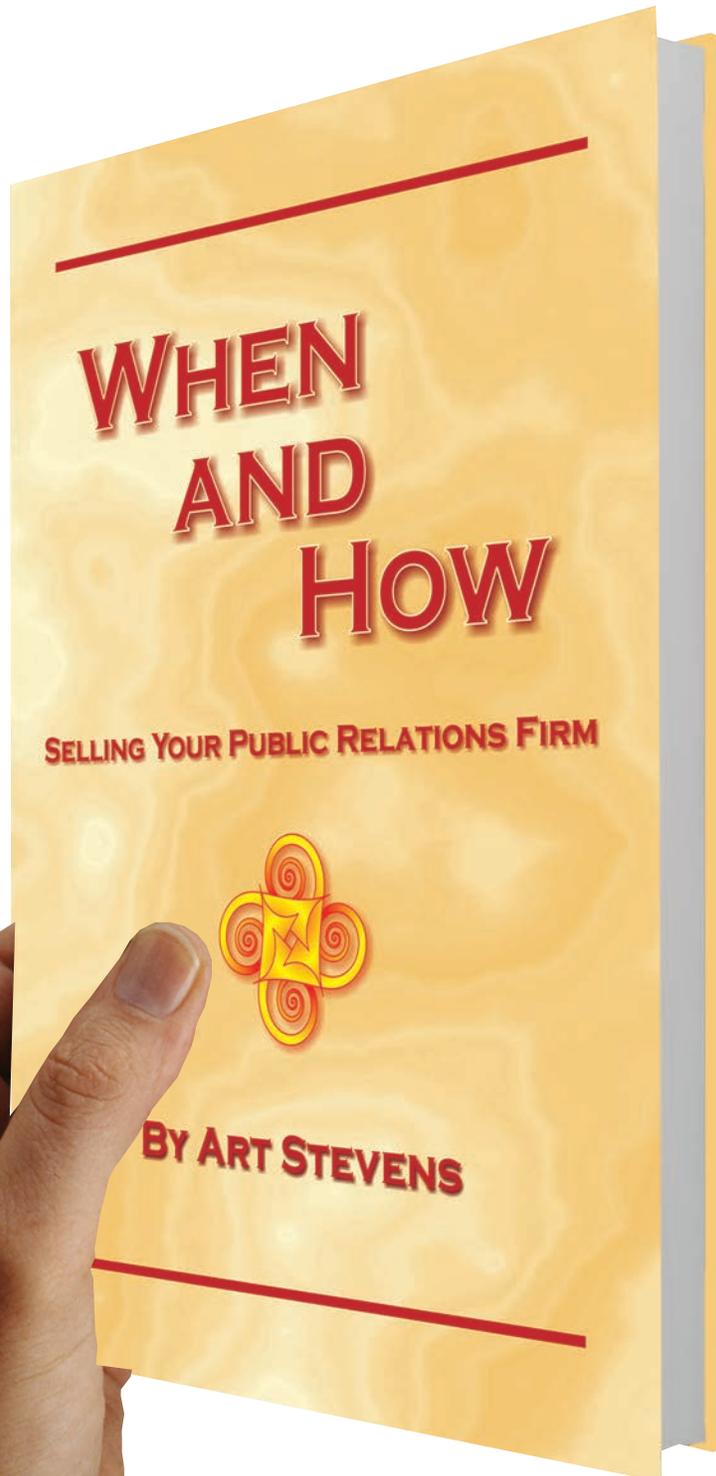
BIC, best known for its iconic line of ballpoint pens, also manufactures lighters, shavers and assorted stationery products. Its parent company was founded in 1945 by Marcel Bich in Clichy, France. The company made its U.S. entry in 1958 when it acquired Seymour, CT-based Waterman Pen.



Hunter will provide marketing PR support for BIC to strengthen the company's brand, with a focus on its BIC Flex and BIC Soleil line of razors, as well as its BIC Lighter products. The agency will work in tandem with BIC's marketing and communications teams to develop integrated communications programs that engage consumers. The agency will also head a yearlong effort to raise awareness for the company's Fight For Your Write initiative, which was founded in 2014 and partners with non-profit AdoptAClassroom.org to provide childhood writing resources.

Hunter, which has an additional office in London, was acquired in 2014 by MDC Partners.

# NOW AVAILABLE



**“Essential reading for anyone contemplating selling an agency - or buying one.”**

- Andy Hardie-Brown  
Co-Founder/Global  
COO Allison+Partners

**“An excellent primer for all PR agency owners who are considering selling their firms”**

- Steve Cody  
Founding partner  
and CEO Peppercomm

**“Art Stevens provides an invaluable resource for entrepreneurial PR pros and students who want to start their own business and build it for acquisition.”**

- Lynn Appelbaum,  
Department of Media &  
Communications Arts,  
City College of New York

Available @ [Amazon.com](https://www.amazon.com)

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Available free of charge to public relations agency CEOs.  
For a free copy E mail: [art@theartstevensgroup.com](mailto:art@theartstevensgroup.com)

## **GOLIN ACQUIRES THE BROOKLYN BROTHERS**

Golin has acquired PR and creative branding shop The Brooklyn Brothers, a New York-based agency with operations in London, Los Angeles and Brazil.

Golin international president Matt Neale said TBB operates "at the apex of paid and earned media" with a strong bench of senior talent creating compelling content.

**THE  
BROOKLYN  
BROTHERS**

"They will be a tremendous asset for our clients," he said.

The 130-staffer agency, founded in 2001 in New York, features a "Hollywood writing room" to blend advertising, PR, social and strategic communications efforts for clients like Pepsi, Castrol Edge and NBC.

Founding partners Guy Barnett, George Bryant, Paul Parton and Jackie Stevenson continue to run the shop. David Watson, a London founding partner, is stepping down this year.

Interpublic owns Golin.

Financial terms of the deal were not disclosed. UK media reported the price tag in the ballpark of \$40M.

Ad Age pegged The Brooklyn Brothers' 2013 revenues at \$14.5M.

## **MMGY DRAWS PRIVATE EQUITY INVESTORS**

MMGY Global has drawn "significant" private equity investment from Peninsula Capital Partners and Fine Equity Partners.

Kansas City-based MMGY said the infusion will support an "aggressive acquisition strategy" and international expansion for the travel-savvy firm.

CEO Clayton Reid said the deal "opens up an entirely new set of opportunities" for the firm while partners can reap the financial benefits of "decades of hard work" and remain invested in the firm's future.

The deal keeps management in place at the firm, which said it expects to double its \$150M operations by 2020.

The firm has about 20 staffers in PR and about 200 overall across its marketing communications operations.

## **GAO TO PROBE PR SPENDING**

The Government Accountability Office will investigate PR and advertising spending after a request from Senate Budget Committee Chair Mike Enzi.

Enzi, in a Feb. 5 letter to GAO Comptroller General Gene Dodaro, noted "federal resources dedicated to public relations activities is largely unknown," pointing to a Congressional Research Service estimate of \$892.5M in fiscal 2013.

Enzi had previously requested an accounting from the Office of Management and Budget but the OMB said it could not process the request.

The senator's GAO request is twofold: 1) spending across the federal government on PR activities, including contracts and internal agency support; and 2) federal agencies spending the most on PR and for what purpose.

## **SHIRLEY & BANISTER JOIN KASICH BID**

Public affairs pros Craig Shirley and Diana Banister have joined the presidential campaign of incumbent Ohio Gov. John Kasich.

The principals of Shirley & Banister PA will aide the campaign with outreach to national media outreach and thought leaders, particularly in the conservative realm.

Kasich senior advisor for communication, Scott Milburn, said Shirley and Banister were the campaigns first choice to expand its communications team. Shirley, a veteran strategist and Reagan historian and author, compared Kasich to the Gipper. "His tanacity on pro-growth economic policies, his strong national security credentials and his optimistic, positive vision for the future are the reasons he has done so well in Ohio and why his campaign is attracting growing attention," said Shirley.

Kasich exceeded expectations in the New Hampshire primary this month with an upbeat message that contrasted sharply to many of his rivals and finishing second to Donald Trump. While not expected to be among the leaders in South Carolina Feb. 20, Kasich hopes to build momentum in his home Midwest as the presidential primary campaign moves toward Super Tuesday.

## **MIAMI TOURISM REVIEWS MARKETING WORK**

Miami's tourism marketing organization today kicked off an open review of its advertising, marketing and digital account.

The Greater Miami Convention & Visitors Bureau, which works with Current on the PR front, is seeking agency qualifications to guide strategic planning, marketing campaign development, creative, social media, analytics and other digital efforts.

Firms are invited to respond to all or one of the three individual RFQs released by the DMO Feb. 16. They are broken down into advertising, marketing and digital; web development; and website ad sales.

Miami logs 15.1M visitors per year.

Firms must notify of an intent to pitch by March 4 with responses due March 25. Details are at GM-CVBRFQ.com.

## **YELP TAPS MONUMENT**

Internet business review site Yelp Inc. has hired lobbying firm Monument Policy Group in the capital.

The San Francisco-based marketing and reviews giant, which allows users to rate businesses they have frequented, will be using MPG for general lobbying issues in relation to the computer industry, labor issues and civil liberties, and specifically, "Internet issues related to competition and free speech," according to lobbying registration documents.

Founded in 2004 by former PayPal employees, Yelp currently staffs about 3,250 and boasted 2014 revenues of nearly \$380 million. The site, which received nearly 200M U.S. visits in January, according to Quantcast, is the focus of a forthcoming documentary film titled Billion Dollar Bully, which details the business' often controversial practices. Longtime Hollywood publicist Michael Levine is the film's executive producer.

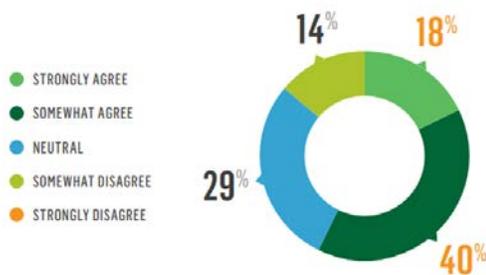
A 12-member team at MPG will head the account.

## EXTERNAL COMMS IGNORED IN LITIGATION

Few legal officers have an updated plan in place to adequately prepare for communications efforts outside of the courtroom, even though most acknowledge the many reputational effects a lawsuit can have among enthusiasts and stakeholders, according to a recent survey of senior legal officers released by B2B communications agency Greentarget.

Greentarget's 2016 Litigation Communications Survey found that an overwhelming majority — 86 percent — of respondents considered external communications important. Indeed, nearly the same number — 82 percent — reported that their organization had been involved in at least one high-profile litigation action during the last year.

TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT:  
MY ORGANIZATION TENDS TO ACT MORE CONSERVATIVELY THAN NECESSARY WHEN  
COMMUNICATING EXTERNALLY DURING HIGH-PROFILE LITIGATION.



However, only more than a third — 38 percent — claimed their organization has a recently revisited external communications plan in place to account for high-profile litigation, and about two-thirds of respondents — 62 percent — said they either have no external communications plan, or rely on an outdated model that hasn't been revised since its inception.

Greentarget senior vice president Larry Larsen, who also heads the agency's crisis and litigation communications group, told O'Dwyer's that "the most surprising result was the stark contrast between the importance that the respondents ascribe external communications versus the actions they take to mitigate reputational risk in future situations."

"The fact is that most senior legal officers can name the top two or three lawsuits they never want their companies to face. Why not prepare for those eventualities?" Larsen told O'Dwyer's. "Ultimately, we believe that the legal function working in concert with the communications function and outside advisors should prepare for the most-likely contingencies. In today's litigious environments, it is not a matter of if a lawsuit will occur, but when."

Nearly 60 percent of respondents also characterized their organization's external communications plan during high-profile litigation as "conservative," and an overwhelming 80 percent cited fear of negative media coverage as a factor preventing them from becoming more aggressive in their communications efforts. While more than half of respondents — 60 percent — said their CEO was actively involved in high-profile litigation, only 15 percent said the company regularly seeks outside help when managing communications during high-profile litigation.

The survey, conducted by Greentarget's Research and Market Intelligence Group with online survey instrument Zarca, polled 73 senior legal officers of major corporations between October and November 2015. About three-quarters of respondents work for organizations accounting for at least \$500 million in annual revenue.

Chicago-based agency Greentarget, which specializes in corporate, financial and professional services communications, was founded in 2005.

## WRECK OF GOOGLE WI-FI BALLOON IN SRI LANKA

Workers at a Sri Lanka tea plantation on Feb. 17 found wreckage of a Google "Project Loon" Wi-Fi high-altitude balloon. It was the maiden flight of the controversial project that would bring Wi-Fi to remote areas.

Global Union Against Radiation Deployment from Space has said the program could lead to "environmental devastation and even widespread starvation."

Blanketing the earth with "harmful pulsed microwave radiation will destroy ozone and worsen climate change due to the emission of black soot from so many rockets," it says.

"Combined with the detrimental effects radio frequency radiation has on both flora and fauna, including bees, these global wireless projects are predicted to lead to environmental devastation and even widespread starvation."

Project Loon would be a network of balloons traveling at the edge of space that would connect rural and remote areas to the internet.

### Government Says Balloon "Landed Safely"

Workers found the deflated balloon with its electronic equipment in the island's tea-growing region in Grampola.

The Sri Lanka Information and Communications Technology Agency said the balloon "landed safely under standard operating procedures as part of the test."

The balloon, one of three in the test, entered Sri Lanka air space Feb. 14 after having been launched from South America. The balloons will travel twice as high as commercial airliners (11 miles) and will be propelled by winds and directed from the ground. Lifespan is about 180 days.

Sri Lanka is taking a 25% stake in the joint venture with Google in exchange for allocating spectrum for the project.

GUARDS says the "harmful pulsed microwave radiation" violates human rights conventions due to the "serious biological effects and involuntary nature of the exposure."

The plan of Google and others to blanket New York City with 7,500 Wi-Fi terminals that would replace pay phone pedestals has brought many of the same criticisms.

## UK'S INDEPENDENT TO STOP PRESSES

London's *Independent* is ceasing print editions at the end of March but will continue to operate online at independent.co.uk. The company has not yet discussed the fate of its 150 editorial staffers.

The paper was purchased for one pound sterling in 2010 by the Lebedev family and counts a circulation north of 40,000.

Launched in 1986, the center-left-leaning paper shrunk from a broadsheet to a tabloid in 2003. Former prime minister Tony Blair famously called to a "viewpaper" in 2007.

Its online edition launched in 2008.

## **PR & SOCIAL MEDIA NEWS & VIEWS**

### **THE ANTECEDENTS OF A FLOURISHING FIELD**

By Fraser Seitel

Last week, an historic figure in public relations celebrated a major milestone: Harold Burson, co-founder and chairman emeritus of one of this industry's most storied agencies, Burson-Marsteller, marked his 95th birthday.

To those who know him – and there are thousands – Harold Burson, a wise counselor, loyal friend and man of unbridled optimism, represents the very best of the practice of public relations.

He is also a public relations pioneer, opening his agency more than 60 years ago and following in a tradition that other pioneers, most notably Ivy Lee and Edward Bernays, helped establish.

But what about public relations practice before these 20th century industry giants? What are the true antecedents of this practice that has become so prominent and powerful in the 21st century?

In point of fact, public relations has been with us for centuries. Here's a brief history:

The first public relations man may well have been Aaron, the much less famous brother of Moses. According to the Old Testament (a pretty good reference), when Moses was chosen by God to plead the plight of the Jewish people before Pharaoh, he called on his brother – a better and more persuasive speaker – to represent him at the royal court. (The Jews left town via the Red Sea shortly thereafter).

In the 6th century B.C., the Greeks used the word, *sematikos* (today's "semantics") to signify persuading people to believe something and take action to do it. Greek Sophists were paid speakers, hired by legislators, to persuade the populace to support certain measures. Today, we call such people "lobbyists."

The Romans were great debaters and writers. In 50 B.C. Julius Caesar wrote Caesar's Gallic, in effect a campaign biography, that promoted his military experience and success to illustrate that he deserved to be head of state. Today, of course, every presidential candidate this side of Gov. Jim "Happy" Gilmore produces a *de rigueur* book describing how lucky we are to have them.

The American Revolution of 1776 depended on writers and pamphleteers to spread the gospel to their countrymen of separating from England. Committees of Correspondence fueled the revolution. And the men who led the public relations charge were America's revered founding fathers, like Thomas Paine, James Madison, Benjamin Franklin and Alexander Hamilton (who wrote in hip hop).

In the 1830s, President Andrew Jackson depended on "Kitchen Cabinet" member Amos Kendall and his *Washington Globe* daily newspaper to polish Old Hickory's reputation by getting out the positive messages about Jackson's programs and prowess.

Later, during Abraham Lincoln's presidency, Secretary of State William Seward became a master of using the press to push the administration's programs. He reportedly told his friend Jefferson Davis (before Davis became his Civil War enemy), "speak to the newspapers – they have a large audience and can repeat a thousand times what I want to impress on the public."

Finally, there is the historic figure that today's public relations professionals are loath to claim as their own. Phineas Taylor Barnum, a master of persuasion, who promoted his museum, circus and performers with equal parts zeal and deception. P.T. Barnum's hugely successful empire helped give public relations a bad name, as it was built on a foundation of self-promotion, braggadocio, hype and outright lies.

Thank goodness that in today's more learned, sophisticated society, no individual possessing such anti-social traits could presume to ascend to a position of such power.

*Fraser P. Seitel has been a communications consultant, author and teacher for 40 years.*

### **SAN JOAQUIN VALLEY REVIEWS AIR QUALITY PR**

The air quality and pollution entity for California's San Joaquin Valley is reviewing its marketing communications account with an RFP process this month.

The San Joaquin Valley Air Pollution Control District, covering central California cities including Fresno, Kings, and Madera, among others, runs public health campaigns, fire prevention and other emission-related efforts aimed to improve air quality in the region. The area was plagued by high levels of pollution for decades before making some inroads in recent years.

In 2015, the Valley recorded three weeks of "healthy" air readings for the first time in 20 years.

Budget for the account is about \$900K per year supporting its in-house staff. Jaime Holt is chief communications officer and overseeing the RFP process. Questions regarding the RFP are being solicited through a LinkedIn Group at <https://www.linkedin.com/groups/Valley-Air-District-Advertising-RFP-7036758/about>.

Proposals are due Feb. 26. View the RFP at <http://www.valleyair.org/RFPs/RFP.htm>.



### **ROBERTSON MARKETS MONTRÉAL**

Travel marketing and branding agency Robertson Solutions has been named agency of record for Tourisme Montréal, the private, non-profit tourism association that promotes travel efforts to Québec's largest city.

New York-based Robertson Solutions will manage media relations duties to drive U.S. awareness and tourism interest in Montréal. The city, which celebrates its 375th anniversary next year, will be the site of a series of commemorative festivities led by non-profit organizing committee MTL 375. Robertson is also charged with spearheading media and key event-related activities leading up to these anniversary celebrations.

Heading the Tourisme Montréal account will be Robertson founder and principal Kylie Robertson and account manager Debra Kelman Loew.

## NEWS OF PR FIRMS

### TECH VET LAUNCHES NEW SHOP

Technology PR veteran Scott Friedman has launched a new shop, The Lede Agency.

The Lede Agency offers branding, corporate communications, content, media relations and social media services for tech clients, with a specialized focus on disruptive innovation, the process by which companies offer a new technology, product or service, thereby establishing new value. Uber and AirBnB are recent examples of this disruption at work in today's marketplace.



Friedman

"True disruptive innovation will create a new market or realign existing value chains, through disintermediation, for example," Friedman told O'Dwyer's. "The key from a communications perspective is recognizing when an innovation is truly disruptive and then conveying its potential impact in a meaningful way."

Friedman, who also serves as Lede principal, was previously global technology practice chair at APCO Worldwide, which he joined in 2013. Prior to APCO, Friedman was North American regional director at Text100, where he served for nearly a decade, and was also a VP and technology practice leader at MSLGroup, which he joined in 1995. Friedman's former clients include IBM, Computer Task Group, eBay, Hitachi, PerkinElmer, BlackBerry, Raytheon and Staples. Friedman was a technology journalist prior to entering the PR field.

The Lede Agency has already signed on several clients, according to Friedman, including an e-learning company for healthcare providers and an IT services firm. The agency is based in New York.

### MATTER GROWS IN BOSTON

Matter Communications, Boston, has moved to larger offices in the city's historic North End.

The firm said the move will enable both client and employee expansion in the region.

The Portland Street locale enables Matter to connect more deeply with tech and consumer companies in greater Boston and also bolsters the company's ongoing recruiting efforts for top PR talent said founder and CEO Scott Signore. "Our story is one of scalable, intelligent growth, and it made sense for us to go 'all in' with a larger office in Boston to accommodate our steady trajectory of success in the region," he said.

The firm has outposts in Providence, RI, Boulder, CO and Portland, OR.

**BRIEFS:** Bolt PR is marketing its five-year anniversary in Raleigh under VP and GM Jo-Anne Chase. Caroline Callaway, president and founder of Bolt PR, said, "The fifth anniversary is an impressive feat for any small business, and especially for us as an independently owned firm reaching this milestone in our second market. Our North Carolina office has flourished over the past five years thanks to Jo-Anne's leadership, commitment and alignment of values."

## NEW ACCOUNTS

### West

**PMK-BNC**, Los Angeles/Audi of America, as AOR for the luxury automotive brand, after defending the work in a review. PMK has been with Audi since 2006. The account covers US PR across all media relations and communications channels for the Herndon, VA-headquartered car company, which will include automotive and corporate communications, technology and innovation, content creation and influencer programming. Audi of America chief communications officer Jeri Ward said that PMK-BNC "has been a critical partner in positioning the brand to the right audiences at the right time," and that the agency "has proven again that they have the most effective formula for Audi." The Audi of America account will be fielded in both PMK-BNC's New York and Los Angeles offices.



**Marketing Maven**, Los Angeles/L.A. Travel & Adventure Show, the nation's largest travel show, to coordinate publicity for the Feb. 27-28 confab at the Long Beach Convention Center.

### New York

**DeVries Global**, New York/Milk, to oversee US communications for its beauty category launch with Milk Makeup. The work includes strategic and creative comms. programs using a mix of digital, consumer marketing events and Milk's own network.

**Brandstyle Communications**, New York/Salvo Group, digital ecosystem of publishing, design, strategy and tech organizations, for PR.

**Beautiful Planning Marketing & PR**, New York/Phantom Glass, technology screen protection company, as AOR. PG's glass is used in smartphones, tablets and cameras. The Toronto-based company was founded in 2013.

**Child's Play Communications**, New York/Schleich, eighty-year-old German toy manufacturer, for media relations and influencer outreach among bloggers and social media personalities in the US.

**CRC**, New York/Deep River Snacks, Connecticut-based snack brand, as AOR for PR. DRS' products are gluten free, non-GMO, Kosher and nut-free.

**SIDE Ink**, New York/KettlePizza, wood-fired pizza oven kit for grills, as AOR for PR.

### East

**Vitamin**, Baltimore/Ellin & Tucker, Baltimore accounting firm, as AOR for a third straight year.

### Mountain West

**Brownstein Hyatt Farber Schreck**, Denver/National Restaurant Association, for D.C. representation. BHFS in February registered the NRA account, and is now charged with spearheading lobbying issues for the client related to the restaurant industry. The largest foodservice trade association in the world, Washington, D.C.-based NRA was founded in 1919 and represents and advocates foodservice industry-related interests for about a half-million restaurants.

**NEWS OF SERVICES****CLINTON TO LEAD CANNES PR JURY**

John Clinton, Edelman's Canada chief, will lead the 2016 Cannes PR Lions jury.

Clinton, who has an advertising background with Grey and J Walter Thompson, leads the top PR firm's 250-person Canadian operation and heads creative and content for North America.

Clinton will chair a 21-member PR jury for the international awards competition June 18-25.

Edelman and Creative Artists Agency won the top PR award at Cannes, the PR Grand Prix, in 2014. FleishmanHillard worked with TBWA/Chiat/Day to earn the Grand Prix in 2010, although ad agencies have taken the majority of PR Grand Prix awards since PR was singled out for an award at Cannes in 2009.

**Clinton****DCI, HUNT BEACH TAKE TOP PR ADRIAN**

Development Counsellors International and client Visit Huntington Beach took home "Best in Show" honors in PR at the Hospitality Sales & Marketing Association's annual Adrian Awards Feb. 17 in New York.



Adrian Award ballroom at the Marriott Marquis in New York.  
Photo: Getty Images

PR Platinum Award winners included Geoffrey Weill Associates for the Israel Ministry of Tourism, MFA Ltd. with the Library Foundation of Los Angeles, Zimmerman and Extended Stay America, Hawkins Int'l PR and Nomadic Expeditions, MMGY Global with Wyndham Hotel Group, Laura Davidson PR and client Visit Scotland, Weber Shandwick with

Singapore Airlines, Edelman and Hilton Worldwide, Allison + Partners with Best Western Hotels & Resorts, as well as the DCI/Huntington Beach push.

The DCI campaign aimed to help Huntington Beach stand out as a surfing destination in a region known for beautiful beaches.

**DCI's record-breaking surf ride.****PEOPLE****Joined**

**Calvin Mitchell**, a top communicator for Credit Suisse, Thomas Reuters and the New York Fed, to KARV Communications, New York, as a senior advisor. Mitchell was global co-head of corporate comms. at Credit Suisse and global head of corporate affairs at Thomson Reuters. He also led public information for the New York Federal Reserve when Timothy Geithner was chair. In government, he served PR roles for the US Mission to the United Nations, the Treasury and State Departments, as well as the White House and National Security Council.

**Mitchell**

**Siobhan Aalders**, president of Capstan Communications, to Shutterstock, New York, as VP of communications. She was EVP of Ogilvy PR's tech practice, joining in 2012, and was senior VP of worldwide communications and television at Weber Shandwick, and European director of media relations for APCO Worldwide. Aalders also did stints at Text 100 and Joe PR. Shutterstock, which was founded in 2003, currently maintains a library of more than 70 million images, including stock photos, vector graphics and illustrations provided by more than 80,000 contributors.

**Aalders**

**Christopher Gilbride**, associate commissioner of communications, New York City Department of Environmental Protection, to Cerrell Associates, Los Angeles, as senior public affairs director and a member of Cerrell's media relations and crisis communications team. Beginning that role in 2012, Gilbride served under mayors Michael Bloomberg and Bill de Blasio. Prior to that, he was a press secretary at the NYC Office of Emergency Management, which he joined in 2007, and also served as deputy press secretary for the city's Department of Transportation.

**David Taylor**, former head of communications for Orange-France Telecom Europe, to Kwitken, London, as director of content and head of its new content arm, Agenda. **Gary Wilson**, previously client services director for TinDrum, joins as associate director. He held senior posts at Dennis Publishing and IDG Communications.

**Taylor****Promoted**

**David Chamberlin** to EVP and chief communications officer, PNC Financial Services Group, Pittsburgh. Chamberlin, who joined the bank last year after serving as GM and EVP of Edelman's Dallas office, is in line to take the reins in April from Donna Peterman, who is retiring at the end of March from PNC and held the top slot since 2003. He was previously posted in Shanghai for Edelman and was a senior VP MSLGroup. He was in-house as head of PR and partner communications for JPMorgan Chase and directed communications for Nortel, as well.

(Continued on page 7)

## **SLOANE SUPPORTS \$11.3B ITC DEAL**

ITC Holdings Corp., the publicly traded electricity transmission provider, relied on Sloane & Company for PR support in its \$11.3B acquisition by Canada's Fortis Inc.

Fortis said it will become one of the top 15 North American public utilities with the addition of ITC, which is based in Novi, Mich., and provides power to seven Midwestern states. Fortis plans to list its shares on the NY Stock Exchange following the deal.



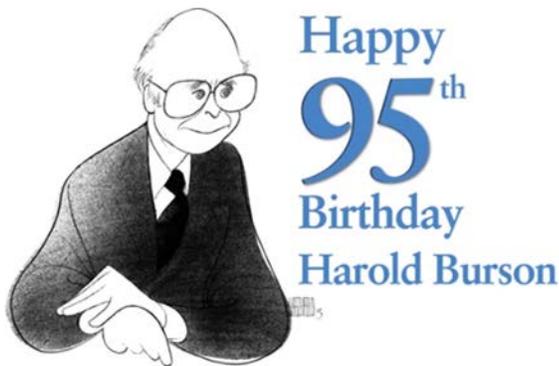
Sloane managing director Whit Clay counseled ITC on the PR front in the transaction. Fortis handled the deal in-house. Janet Craig is VP of IR for Fortis.

The \$22.57-per-share deal was a 33% premium on ITC's Nov. 27 share price. It includes \$6.9B in cash and stock, while the remainder of the \$11.3B price tag is assumed debt.

ITC chairman, president and CEO Joseph Welch said the deal will help ITC pursue transmission investments to expand access to power markets. He praised the move as creating value for customers, investors and employees.

## **ALUMNI GATHER FOR BURSON'S 95TH B-DAY**

More than 150 former and current Burson-Marsteller employees gathered at the James Burden Mansion on Manhattan's Upper West Side to celebrate the 95th birthday of Burson-Marsteller founder and chairman emeritus Harold Burson.



Burson Worldwide Chair and Chief Executive Officer Donald Baer presided and spoke of Burson's contribution to PR and society.

Burson, himself, in a video made for the occasion, cited his early belief that the practice of PR could become a big and important global business as perhaps his most significant contribution to the field.

Among the Burson-Marsteller alumni feting Burson at the New York gathering were former George W. Bush adviser and Undersecretary of State for Public Diplomacy Karen Hughes and former Burson-Marsteller Worldwide President and CEO Chris Komisarjevsky.

The video hailed Burson for his pivotal roles in the Johnson & Johnson Tylenol tampering crisis in 1982 and the rebranding of Classic Coke in 1985. The firm also produced a video tribute on YouTube.

## **T-MOBILE TAPS FARRAGUT PARTNERS**

Wireless network giant T-Mobile has hired newly formed Washington, D.C. lobbying firm Farragut Partners, LLP for Capital Hill representation.

According to February lobbying registration documents, Farragut will help T-Mobile push its support for the "Wireless Tax Fairness Act," a bill that would enact a five-year moratorium on any new state or local taxes imposed on consumers for wireless service. That bill was assigned to congressional committee in December. It was introduced by U.S. House Reps. Zoe Lofgren (D-CA) and Trent Franks (R-AZ).

Farragut will also aid T-Mobile with general lobbying activities related to wireless policy on consumer protection and privacy issues, spectrum-related issues, and lobbying for the purpose of "acquiring additional spectrum for commercial use before the House and Senate Armed Services Committees."

Farragut Partners was formed in January by former Ryan, MacKinnon, Vasapoli and Berzok partners Jeff MacKinnon, Joe Vasapoli and Jeff Mortier. MacKinnon is a former legislative affairs director for the Interstate Natural Gas Association and later served as legislative director for Rep. Joe Barton (R-TX). Vasapoli is a former Federal Energy Regulatory Commission special assistant and House Energy and Commerce Committee counsel. Mortier was a professional staff member on the House Energy and Commerce Committee under chairman Fred Upton (R-MI) and worked legislative affairs for Rep. Ed Whitfield (R-KY).

The new firm's key practice areas include telecommunications, energy and healthcare.

## **ADRIAN AWARDS** (Continued from pg. 6)

That included Guinness World Records for 66 surfers riding a 42-foot-long surf board at one time, drawing national coverage.

Hawkins Int'l PR also picked up the Leader in Sustainable Tourism award for its work with Wilderness Safaris.

MMGY won 12 gold, nine silver and four bronze Adrians across PR, advertising and marketing.

Lou Hammond & Associates picked up seven gold, eight silver and two bronze PR awards, honoring 16 of the firm's clients.

Nancy J. Friedman PR won 10 awards, including four golds for clients like Sea Island, Ga., Conrado Vanderbilt (Puerto Rico), and Generator, Europe.

In all, HSMIAI handed out 139 PR awards, along with 70 in advertising and 122 in digital marketing.

Best in Show honors for advertising went to agency Target with Newfoundland and Labrador Tourism, while digital marketing Best in Show was given to Marriott International for its Millionth Mobile Check-in campaign.



**Madeline Parker and Emma Siolka of BPN, Portland, at the Adrian Awards.**

**Photo: Sharlene Spingler**

**The rush to bathe the world in Wi-Fi radiation, including Google's plan to launch thousands of Wi-Fi satellites in space, has run up against claims that such radiation is especially harmful to children, babies and fetuses.**

Among those leading the battle to reduce radiation by hard-wiring as many appliances as possible are the National Assn. for Children and Safe Technology and Devra Davis, Ph.D. President, Environmental Health Trust.

NACST, which is hosting the Turn It Off 4 Kids initiative claims that "The debate is over" on the subject of whether wireless radiation, also known as RF-EMF, causes cancer.

Numerous scientists regard RF as a "Group 1 Human Carcinogen," placing it in the same category as tobacco, asbestos and benzene, says NACST, referencing studies on Bioinitiative and EMF Safety Network.

Those who ask for more time to study the evidence are compared by Davis with those who ignored findings in the 1930s that cigarettes caused cancer. It was not until 1964 that the U.S. Surgeon General came to that conclusion and ordered warnings put on all cigarette packs.

#### **Fox TV Carries Message on Children**

Davis, an epidemiologist who specializes in disease prevention, pleaded the case for protecting children from excessive radiation in a four-minute segment on Fox TV/D.C., Feb. 16.

Studies by the World Health Organization and others have shown an increase in brain cancer with ten years of exposure. The radiation reaching a child's brain is twice as strong as the radiation reaching an adults, she said, citing studies by Environmental Health Trust. (ehtrust.org).

It is not the power of the radiation that is the problem but its "pulsed" nature—2.4 billion cycles a second, she said. Microwave ovens, computers and cellphones use the same frequency, she noted.

"This exposure is repeated thousands of times over the life of a child and we are concerned as are the governments of Korea, Belgium, France and Israel," she added. "They will harm our children over the long run."

"Simply wire these things and eliminate this concern," she told the Fox news staff. "Don't you give your children umbrellas before they go to school or do you let them get soaked?" she asked.

#### **New York Unrolls Wi-Fi Terminals**

Mayor Bill de Blasio on Feb. 18 presided over ceremonies unveiling the first of more than 7,500 "LinkNYC" Wi-Fi terminals that will dot the city and the boroughs.

It will be the biggest and the fastest such network in the world," he said while standing near one of the new fixtures on Third ave. More than 500 will be in operation in the five boroughs by the end of July, he said.

"Internet access is something everybody needs," he said. The terminals will provide private Wi-Fi network within a 150-foot radius, free domestic phone service, two USB charging ports, a tablet for accessing the web,

and a red 911 button for emergency calls.

Data on those using the system will be collected and will be owned by CityBridge. None of the data will be personally identifiable, de Blasio said.

The *Daily Mail*, U.K., devoted nearly 1,000 words accompanied by eight photos to the announcement of the terminals. Companies involved in the venture include Qualcomm and Civiq Smartscares, said the paper. A column by Nicole Gelinis in the Jan. 11 *New York Post* said major backers of the \$200 million project are Google and Qualcomm. Intersection is credited with the launch of the system. It is owned by a consortium of investors led by Sidewalk Labs and Alphabet, a holding company created by Google. Dan Doctoroff is CEO of Sidewalk Labs.

A company called "Control Group" was merged on June 23, 2015 with Titan Outdoor Advertising to form Intersection. Al Kelly, former president of American Express, was named president of Intersection on Feb. 17, 2016. The company says it is "redefining the urban experience."

Titan described itself as the "largest transit advertising sales company in the world" in the 1990s with revenues of \$800 million. It is headquartered in New York and has offices in major cities.

#### **"Hundreds of Millions" in Ads Expected**

Doctoroff, speaking at the Center for Urban Science & Progress Feb. 10, said the terminals would produce "hundreds of millions" of ad income that could improve life in the city.

The 9.5-foot terminals have 4.5-foot digitized ads on both sides.

Advocates for EMF health say the terminals violate the civil rights of passersby who can be adversely affected by the radiation. They are circulating petitions to the New York State Dept. of Technology and Telecommunications and the New York Attorney General saying that the terminals violate the Americans with Disabilities Act, the New York City Human Rights law, and the New York State Human Rights Law.

Those with electromagnetic sensitivities and many medical conditions would not be able to heed the advice of their doctors if a hotspot is near a home or critical institution, say the advocates.

More than 50 doctors, scientists and healthcare professionals, meeting in Paris Feb. 11, signed a document saying electro-hypersensitivity is "a major public health issue" and calling for more research on the subject.

The physical suffering of the afflicted is "real" although controversy remains in some respects on the subject," said the document. Symptoms of cellphone users reported by doctors include headache, stiffness or pain in the neck, ringing in the ears, visual disturbances, muscle twitching, spasms, joint stiffness and cognitive disorders.

"Second stage" victims may experience "severe cognitive disorders, loss of concentration, loss of short term memory, heartbeat irregularities, insomnia, chronic fatigue and possible depressive tendency," the meeting found.

— Jack O'Dwyer