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Editor-in-Chief

O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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February 29, 2016 Vol. 49 No. 9

TRIBE SEEKS PR HELP

Colorado River Indian Tribes, a federally recognized tribe that maintains nearly 300,000 acres of reservation lands in California and Arizona, is requesting proposal submission from PR firms.

CRIT wants a firm to perform PR and media relations services focused on media outreach to increase the Parker, AZ-based tribe's visibility as it relates to events, activities and enterprises.

The campaign would include writing and distributing press releases and sending media clips to media outlets, creating targeted PR campaigns to generate publicity and media coverage for events, tracking media coverage, identifying local and regional media outlets and scheduling media interviews for Tribal council and employees.

Proposals are due by Fri., April 8.

RFP: <http://odwpr.us/1T3yOhe>.



APPLE VET KERRIS TO TWITTER PR

Natalie Kerris, a 14-year Apple communications alum, is joining Twitter as VP of global communications.

The appointment, rumored in the tech press for weeks, was confirmed by Twitter CEO Jack Dorsey this week and comes after a turbulent few months for the company.

Former Twitter marketing and communications chief Gabriel Stricker left last July.

Kerris reports to general counsel and interim communications chief Vijaya Gadde. She exited Apple last April after 14 years with the tech titan.

TED CRUZ AXES TOP SPOKESMAN

Presidential candidate Ted Cruz fired communications director Rick Tyler, his campaign's top spokesman, Feb. 22 after Tyler disseminated an edited video of Marco Rubio.

The video showed Rubio walking by Cruz's father and a campaign staffer reading the Bible, and purported Rubio to say, "Got a good book there, not many answers in it." Rubio's campaign sent out an unedited version of the video that shows him saying, "Got a good book there, all the answers are in there."

Tyler apologized on Facebook.

Cruz said Tyler is a "good man" who made a "grave error of judgment."

Tyler is a former Newt Gingrich spokesman and executive director of the Maine Republican Party.

OMNICOM FORMS PR GROUP

Marketing and communications holding company Omnicom Group is broadening its global PR offerings with the formation of Omnicom Public Relations Group.

The new PR group will integrate the capabilities of OMC global subsidiary agencies FleishmanHillard, Ketchum and Porter Novelli, as well as PR agencies CLS Strategies, Cone, gplus, Marina Maher Communications, Mercury, Paul Wilmot Communication and Portland, representing more than 6,000 employees. Agencies within the Omnicom Public Relations Group will remain independent brands and businesses, and will continue operating under Omnicom's marketing services division, The DAS Group of Companies.

The ad/PR conglom in a statement said it's reshuffling its PR services structure as a means of fostering cross-agency collaboration, offering customizable teams and addressing changing client needs in a business climate where integration has become the order of the day.

"Omnicom Public Relations Group expands our integrated service offerings with an increased focus on acquisitions and recruiting top talent, in response to changing client needs and new technologies that are transforming our industry," Omnicom Group president and CEO John Wren said in a statement.

As part of the restructuring, Porter Novelli senior partner and global CEO Karen van Bergen has been appointed CEO of Omnicom Public Relations Group, and is charged with leading growth across Omnicom's newly restructured PR portfolio. van Bergen, who has filled PN's top executive role since 2012, was previously senior partner and managing director of that agency's New York office.

She joined PN from Omnicom unit Fleishman-Hillard, where she served as senior vice president and senior partner and led Omnicom's multiagency team OneVoice. Previously, van Bergen was VP of corporate affairs and chief of staff at McDonald's Europe Ltd, and was also director of corporate affairs at Coca-Cola Nederland.

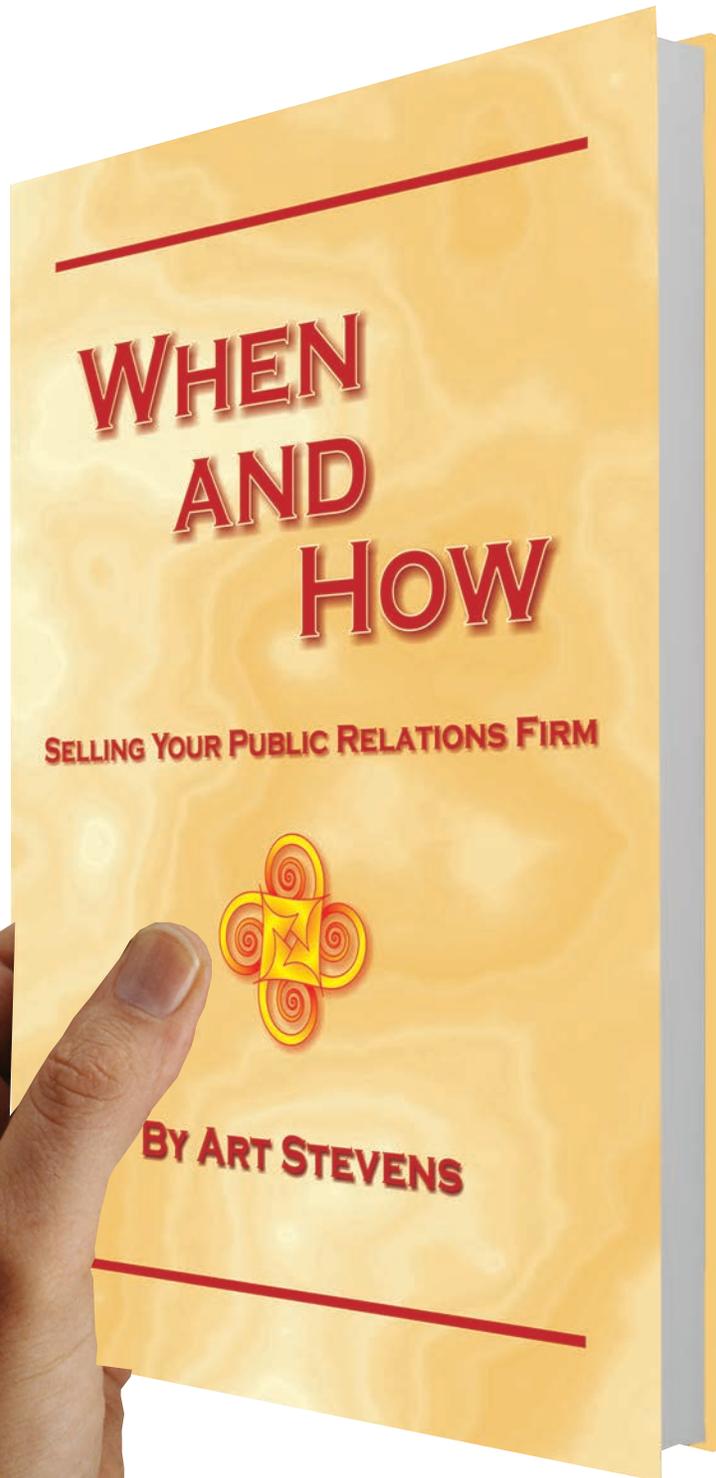
"Omnicom has been a model of successful cross-agency collaboration, and Karen has been a champion for this strategic focus area throughout her nine years at Omnicom agencies," said DAS Group chairman and CEO Dale Adams in a statement. "Omnicom Public Relations Group will build on the success we've seen here, and Karen is the right leader to take this forward."

(Continued on page 3)



Van Bergen

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)

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

MERCURY TOUTS TURKEY

The Washington, D.C., office of public affairs and strategy firm Mercury has been tapped by the Turkish Institute for Progress for foreign relations support.

International relations organization Turkish Institute for Progress was formed as a means of establishing a forum for dialogue between Turkey and the international community. The non-profit organization is headquartered in New York.



Turkish Prime Minister Ahmet Davutoglu unveiled an economic plan this week to bolster Turkey's ailing tourism industry, which has been hurt recently due to a spate of terrorist attacks and escalating tensions with Russia.

A January suicide bombing in Istanbul's popular tourist district Sultanahmet Square killed 13, all foreigners. ISIS was blamed for that attack. A second bombing, this one from a car targeting military personnel, killed nearly 30 people in the Turkish capital of Ankara. Kurdish militant group the Kurdistan Freedom Hawks later claimed responsibility for that incident.

Turkey's relations with Russia have also soured surrounding both countries' ongoing role in Syria's civil war, which was the sight of a provisional February cease-fire brokered between Russia and the U.S.

Russia has thrown its support behind the Kurdish forces loyal to Syria's autocratic ruler Bashar Assad, forces also supported by the U.S. for aiding in its fight against ISIS. Turkey, which opposes the Syrian government, has supported rebels intending to overthrow Assad, and along with Qatar and Saudi Arabia, has backed umbrella rebel groups such as The Army of Conquest, which allegedly bears ties to al-Qaeda.

Turkey, which in November shot down a Russian warplane it accused of entering its airspace — representing the first downing of a Russian aircraft by a NATO power since the Korean War — has since accused Russia and Syria of attempting to form a "terror belt" along its Syrian border. Davutoglu told the press this week that it supports the cease-fire but would continue shelling Kurdish fighters in Syria if attacked. Assad, meanwhile, said in February that "other countries, especially Turkey" should cease aiding rebels as a provision for the cease-fire. NATO in February warned Turkey that it can't guarantee support should tension with Russia escalate into an armed conflict.

Mercury will now represent TIP for the purpose of improving U.S. and Turkish relations. A three-member Mercury team will handle the account, which includes senior VP Mark Braden, former campaign manager for Senators Lamar Alexander (R-TN), Bob Corker (R-TN) and Richard Burr (R-NC); senior VP Mike McSherry, former government affairs director for the Republican National Committee and director of VA Governor Jim Gilmore's Federal Affairs liaison office; and director Jennifer Kaufmann, former counsel and rules associate for Congressman Alcee Hastings (D-FL).

ROGERS GROUP FOUNDER DIES AT 72

Ron Rogers, an influential PR executive who served as founder and CEO of Los Angeles-based The Rogers Group, died Friday at the age of 72.

The *L.A. Times* reported that the cause of death was "respiratory complications related to cancer." Rogers died at his family's 1,500-acre cattle ranch in Colorado.

Rogers was born Sept. 19, 1943, in Los Angeles. The son of PR visionary Henry Rogers — co-founder of iconic entertainment agency Rogers & Cowan — Ron established his own shop, Rogers & Associates, in 1978, which came to specialize in consumer, public affairs, entertainment and crisis management. The company was later renamed The Rogers Group, and grew to become one of Los Angeles' largest PR shops. The Rogers Group's clients included Coca-Cola, Honda, Kellogg's, Raytheon, the Port of Los Angeles, and the California Department of Health Services.



Rogers

Rogers later stated that his goal in forming an agency was "to build a company with an exceptional commitment to community building and diversity, and to attract employees who cared deeply about both client-service and contributing to the greater good." Indeed, Rogers was influential in matters of L.A.-area civic affairs, and was a board member of the L.A. Area Chamber of Commerce and the Rape Treatment Center at UCLA-Santa Monica Hospital, and a founding board member of the Institute for Myeloma and Bone Cancer Research. He also helped launch the Los Angeles Police Foundation, as well as the Los Angeles Fire Department Foundation.

Ruder Finn acquired The Rogers Group in 2011, and merged the agency with Ruder Finn's west coast operations. Rogers assumed the role of president of newly-minted Rogers Ruder Finn, and also served as strategic counsel to the firm nationwide.

"Though I only knew Ron for the past six years, I feel as if I knew him forever and will always consider him a great friend," said Finn Partners founding managing partner Peter Finn in a statement.

ROFIN-SINAR MOUNTS PR DEFENSE

Industrial laser producer Rofin-Sinar has engaged PR and proxy support as activist investors circle the publicly traded company.

Abernathy MacGregor Group is advising the Plymouth, Mich.-based company on the PR front, while Georgeson is handling proxy solicitation ahead of its annual meeting of stockholders March 17.

London's SilverArrow Capital Advisors is pressuring Rofin-Sinar for a perceived "abysmal performance relative to its competitors in the marketplace." It is mounting a proxy challenge, backing a slate of three candidates for the Rofin-Sinar board. Proxy solicitation firm DF King is working with SilverArrow on the campaign.

In a letter to shareholders, Rofin-Sinar backed reelection of its three current directors and defended its strategy for long-term growth. It knocked the "costly and distracting proxy fight" by an "unproven investor."

BLOOMBERG: TIME INC. WEIGHS YAHOO BID

Publisher Time Inc. is mulling a run at Yahoo!, according to a Bloomberg report.

Telecom and cable giants like Comcast, Verizon and AT&T are expected to be among suitors for the Internet portal.

Bloomberg reported that Citigroup recently made a presentation to Time Inc., which could pursue a tax-free transaction called a Reverse Morris Trust.

Yahoo said this month that its board is exploring "strategic alternatives" as an expected turnaround under CEO Marissa Mayer hasn't materialized. The board has formed an independent committee to explore options and hired investment banks and law firms for the endeavor.

Time Inc. separated as a separate publishing entity from Time Warner in 2014. Its titles include *Sports Illustrated*, *Time* and *People*.

MOTAMED NAMED FOOD & WINE EDITOR

Nilou Motamed, former top editor of digital food publisher Epicurious, has been named editor-in-chief of restaurant, travel and cooking monthly mainstay *Food & Wine*.

Motamed joins Food & Wine from Conrad Hotels & Resorts, where she served as director. Prior to her term as Epicurious editor-in-chief, she was senior correspondent and features director for *Travel + Leisure*.

She begins her new position at Food & Wine in March.

The news follows the departure of longtime Food & Wine editor Dana Cowin, who left the publication in November after more than 20 years. Cowin now serves as chief creative officer of Food & Wine-affiliated Chefs Club International, which has restaurants in Aspen, CO and downtown Manhattan.

Food & Wine is owned by magazine empire Time Inc., which also publishes *Sports Illustrated*, *People*, *In-Style*, *Travel + Leisure*, *Fortune*, and 80 other titles.

SOCIAL MEDIA, INTERNET RADIO ADS SURGE

U.S. advertising market revenues climbed four percent in January compared to the same period the year prior, according to a recent report released by the Standard Media Index, the industry standard for ad spend data.

The biggest winner for ad spends was digital media, which surged 16 percent year-over-year, according to SMI data, and now accounts for 27 percent of all ad spending.

Inside the digital media market the numbers were even more promising: ad revenues for Internet radio increased 29 percent over the year, investment in video sites was up 39% and social media ad spends were up 56 percent.

Broadcast TV ad revenues also grew by nine percent. The SMI report cites the American Football Conference Championship Game between the New England Patriots and Denver Broncos — which received more than 53 million viewers, the second largest viewership for that event in nearly 40 years — as partially responsi-

ble for this ad growth.

The top growth categories for the year, according to the SMI, were prescription pharmaceuticals (35 percent), consumer electronics (30 percent) and beauty/grooming (15 percent).

Traditional radio ad volume, however, continued to decline, falling 16 percent in January from the year prior, according to SMI data. Cable TV advertising was also down, revealing a three percent decline for the month. And while TV ad revenues grew, the medium's total market share reveals a two percent drop from the year prior, at 59 percent, compared to 61 percent in January 2015.

TIMES' SULLIVAN JUMPS TO WAPO

Margaret Sullivan, outgoing public editor at the *New York Times*, has been hired by the *Washington Post* as its newest media columnist.

Sullivan officially joins the WaPo this spring. She'll pen a weekly column for the paper which will "encompass everything related to digital media, and how that transformation is affecting people's lives and work, along with journalism, news literacy, privacy and free speech, and media personalities," according to a release posted today on WaPo's website.

Sullivan, who announced her departure from the Times in December, currently pens the Public Editor's Journal blog, and had famously been critical of the Times' use of anonymous sources, which allegedly resulted in inaccuracies made during that paper's coverage of the San Bernardino terrorist attacks.

Sullivan, a former editor and vice president of the *Buffalo News*, was the first woman to hold the Times public editor role, and spent nearly four years in that ombudsman position, which details the Times' inner workings, the longest serving public editor the paper has had to date.

UNIVISION UNVEILS D.C. LOBBYING SALVO

Spanish-language broadcaster Univision in February revealed major spends for telecommunications lobbying support on Capitol Hill.

Univision, the network that serves the U.S. Latino community, is currently undertaking an ambitious bid to drive nationwide Hispanic voter registration, according to a report today by the *New York Times*. That effort will include editorials, online voter guides, organizing initiatives and town-hall-style forums, as well as "an aggressive schedule of advertisements on all of Univision's video and digital platforms," according to the Times.

Veteran broadcaster and Univision chief news anchor Jorge Ramos told NPR in February that the network is also currently pushing an aggressive effort to increase political coverage to Millennial viewers via social media.

Media mogul Haim Saban, a major financial supporter of Hillary Clinton, maintains a majority stake in Univision.

February lobbying registration documents reveal that Univision has now hired lobbying firm Monument Policy Group LLC for Washington, D.C. representation in the telecommunications realm.

(Continued on page 4)

PR & SOCIAL MEDIA NEWS & VIEWS

UNIVISION LOBBYING SALVO (CONT'D FROM 3)

A nine-member Monument team will handle the Univision account, including founder and partner Stewart Verdery, who was staffer for Senators John Warner (R-VA) and Don Nickles (R-OK) and formerly served as Homeland Security assistant secretary; Andrew Howell, former VP-homeland security policy at the U.S. Chamber of Commerce; and Stephanie Martz, former senior counsel and special assistant to President Obama and chief counsel to Senator Chuck Schumer (D-NY).

Univision in February also picked up D.C.-based government affairs firm Kountoupes Denham for help with telecommunications issues.

That firm, formerly known as Kountoupes Consulting, LLC, is utilizing its five principals to manage the account. Lisa Kountoupes was President Clinton's House liaison, assistant director of legislative affairs at the Office of Management & Budget, special assistant at the Dept. of Energy and staffer on John Dingell's (D-MI) Energy & Commerce Committee; Lori Denham was formerly chief of staff to Rep. Cal Dooley (D-CA) and legislative director to former Energy and Commerce Committee member Rep. Darlene Hooley (D-OR); Randi Reid was former legislative director for Rep. Michael C. Burgess (R-Texas); Rose Sullivan was chief of staff to Senator Amy Klobuchar (D-MI); and Julie Hershey Carr was former legislative director for Rep. Joseph R. Pitts (R-PA). Finally, Univision has tapped Alexandria, VA-based public policy consulting firm Kelly Cole Strategies for lobbying help on issues related to telecommunications. That account will be headed by Principal Kelly Cole, who was executive VP of the National Association of Broadcasters' government relations department and formerly telecommunications counsel for the House of Committee on Energy & Commerce.

STEINREICH SIGNS JERUSALEM POST

Fort Lee, NJ-headquartered Steinreich Communications has been appointed PR consultant for Israeli English daily newspaper the *Jerusalem Post*.

Jerusalem-based broadsheet publication the *Jerusalem Post* is Israel's leading English language daily newspaper, and has been in print since 1932.

Steinreich, now the only firm representing the *Jerusalem Post* in the U.S., has been hired to lend support for the publisher's annual *Jerusalem Post* Conference, which will be held May 22nd this year at the Marriott Marquis in New York.

That prestigious conference — now celebrating its fifth year — brings together global political, government, business and academic leaders to address issues facing Israel and the Jewish world. This year's speakers will include Israeli Minister of Education Naftali Bennett, Minister of Justice Ayelet Shaked, former IDF chief of Staff Gabi Ashkenazi, former Mossad director Efraim Halevy and UN Israeli Ambassador Danny Danon.

Steinreich Communications' offices in Israel and New York will be assigned jointly to the account. Steinreich, which was founded in 2002, holds offices in New York, New Jersey, Washington, London, Los Angeles, Frankfurt and Tel Aviv.

CREATING A GREAT RFP

By Jamie Claudio

Creating compelling proposals to answer RFPs and secure new business can be tough, especially if you're with a smaller or boutique firm going up against larger competitors that can offer a wider array of services to meet demands. But there are ways of standing out from that larger competition.

Proposals should be hyper personalized to the account you're trying to win. While you may have a standard template for creating proposals, never use non-specific copy or cookie-cutter service descriptions without a specific nod to that client. Identify in advance particular journalists that are relevant to the client and those you have had previous success in reaching via Twitter, and write these examples into the proposal. Choose relevant digital influencers and potential campaign ideas utilizing their networks that are targeted to the client's outlined goals.

To show your track record in delivering results, you should also highlight recent placements you have secured for clients. Leveraging media coverage on big and small outlets will put the spotlight on your media relations expertise and provide you with an opportunity to showcase relationships you have developed with key media influencers.

There's always a temptation to overpromise when trying to secure new business. Don't do it. Public relations is an insulated industry. People talk. Make sure when they talk about you, it isn't to say you under-deliver after tall promises.

Always include a wow factor. That isn't to say you shouldn't focus on answering every line item of an RFP. Give them everything they asked for, then give them an additional "bang." Create your RFP in video form, then tie in how you'll be utilizing video to enhance their initiatives. If your client wants to create additional buzz around their campaign or create an opportunity for employee engagement, include an option for a Guinness World Record attempt, identify a celebrity spokesperson who would be appropriate for the initiative and create a tie-in that they can promote across their social channels, or create an app for the client that would be useful to its target consumers.

Feel free to call out the additional costs these ideas might incur on top of proposed budget. The client may or may not go for it, but you've shown them you're an agency that thinks outside of the box, is highly creative and knows how to take campaign goals a few steps further.

If the RFP calls for a service your firm doesn't have particular strength in, don't be afraid to bring in partners to help secure the win if you think it will highlight areas of weakness. Quite the reverse, it will show the client you have understood their needs and created solutions that will meet or exceed them.

Finally — and this might be the cherry on top of your RFP proposal — provide media intelligence and analysis of where your clients stand in contrast to their competitors when it comes to share of voice in the media.

Jamie Claudio is executive producer, client services at D S Simon Media.

NEWS OF PR FIRMS

RUBENSTEIN TO RELOCATE NY HQ

PR powerhouse Rubenstein Public Relations is relocating its New York corporate headquarters.

The independent agency is literally moving down the street: its new digs — in the Crédit Agricole CIB building, at 1301 Ave. of the Americas — is less than two blocks south from its current 1345 Ave. of the Americas location.

Rubenstein senior management said the agency's new homestead is a response to growth in its global client base, as well as a recent expansion of senior-level practitioners.

Rubenstein has occupied its current location for more than two decades.

"Our newly designed office space will accommodate our growing professional staff and provide the optimum environment for expanding our depth of services," said Rubenstein Public Relations President Richard Rubenstein. "It was a priority for us to remain in the Plaza District on Sixth Avenue within close proximity to many of our corporate clients as well as to premier media headquarters."

Rubenstein founded the agency in 1987 after departing his father Howard J. Rubenstein's firm, independent PR mainstay Rubenstein Associates.

The 600-foot, 45-story Crédit Agricole CIB building — also known as the Calyon Building, and previously known as the J.C. Penney Building and Crédit Lyonnais Building — will be home to 20,000 square-feet of Class A office space for Rubenstein's forthcoming operations.

The tower houses more than 1.7 million total square feet and 30,000 square feet of ground floor and concourse-level retail space.

WILBERT OPENS CHARLOTTE OFFICE

Atlanta-based communications and PR agency The Wilbert Group has expanded operations with the launch of a new office in Charlotte, NC.

The new office, located in Charlotte's central Uptown business district, officially opened in February.

Wilbert's Charlotte office will be led by senior account executive Will Boye, a former reporter who joins the agency from the *Charlotte Business Journal*.

Boye spent a dozen years at that publication, serving as senior staff writer and first covering the banking and finance beat before becoming a real estate reporter.

He was previously a senior editor at *Charlotte Magazine* and a senior editor at Institutional Shareholder Services. At Wilbert, Boye will focus on real estate, banking and professional services.

Boye will be supported by the agency's Atlanta team.

Wilbert managing principal Caroline Wilbert said the agency is investing in Charlotte "because we believe we will be able to continue to grow there and help companies use PR to drive their business goals."

The Wilbert Group has also deepened its hospitality expertise with the appointment of Gayle MacIntyre, who will serve as vice president of the agency's real estate and hospitality practice in Wilbert's Atlanta office.

The Wilbert Group, which specializes in real estate, was founded in 2009.

NEW ACCOUNTS

New York Area

The Brandman Agency, New York/Hart Howerton, interdisciplinary architecture, planning, landscape and interior design firm with operations in New York and San Francisco, for PR.

Bullfrog + Baum, New York/Barteca Restaurant Group, Norwalk, CT-headquartered owner of restaurant concepts Barcelona Wine Bar & Restaurant and bartaco, as AOR. Its Spanish-focused restaurant group includes a half-dozen locations in Connecticut as well as additional restaurants in Atlanta, Brookline, Boston, and Washington, D.C.

Nancy J. Friedman PR, New York/*Organic Spa Magazine*, wellness and natural beauty publication, for media and digital strategies for the fourth annual Experience Wellness & Travel Media Event in New York in April. The work includes overall marketing comms. support, brand awareness and events support.

Swordfish Communications, Laurel Springs, N.J./BTB Security, Philadelphia-based cyber security firm, as AOR. BTB provides security consulting and managed security services for clients in the education, financial services, healthcare, retail, manufacturing and hospitality sectors. Its RADAR service (rapid advanced detection and response) helps clients identify and respond to security threats. Swordfish will now work to increase BTB's visibility and position the company as a leading expert and resource in the security industry among prospective clients nationally.

Southeast

Tucker/Hall, Tampa/Hillsborough County Schools, for a one-year, \$30,000 contract for strategic communications.

Southwest

The Company, Houston/SunShare, community solar company, as AOR, including advertising, creative, media and public relations. The Denver-based client develops community solar gardens to provide locally generated community solar power.

Mountain West

The Waite Company, Albuquerque/Town of Taos, for 2016 tourism and earned media PR. Marketing and tourism director Karina Armijo said the town wanted a firm with a "proven track record of accomplishment, a strong connection to Taos, and solid return-on-investment measurements." The campaign is focused mainly on areas within a day's drive of the outdoor recreation mecca.

West

Movement Public Relations, Portland, Ore./Willow, Portland eatery, for strategic PR, marketing and branding for the March 1 opening.

Anthemic, Los Angeles/Be-at.tv, online platform for live and recorded sets of top global DJs, as AOR for PR in the US. The London-based client is expanding its US footprint after becoming the largest hub in Europe for dance music.



NEWS OF SERVICES

FROM BILLABLE HOURS TO VALUE PRICING

By Richard Goldstein

Many industry consultants are urging PR firms to dump billable hours and replace it with a fixed-pricing model, or even value pricing. Yet billable hours seems to be set in stone in many service organizations, including PR agencies.

So what is wrong with the billable hour? It was never meant to be a pricing method and was originally intended to be a tool to allow a service organization to measure the profitability of an engagement, not a means to price it. Ask a professional of any profession to eliminate his or her time sheet. Staff will chuck it in an instant. Management would be concerned that they would not know whether or not they made money on an individual engagement. This is a valid point but wrong! The concept of using a standard billing rate is not cost accounting but profit forecasting.

Ron Baker, a well-known value pricing consultant, argues that other methods such as price-led costing, project management, key predictive indicators, and after-action reviews are better suited to determining and managing costs than time sheets.

If your client demands hourly billing

There are many clients that want to see all the detail behind the bill, including how you determined the billable rate, etc. I have been asked many times to provide the firm's billing rates in the proposal. It is also true that sometimes a client/customer just wants to buy your time (perhaps to ask numerous questions according to Baker), and the only benchmark of value in that instance is the time spent. This is not the type of client you want to deal with, since the client has no idea of the value you bring, or if he/she does, is not willing to pay for it. After all, you spent a lifetime learning your craft, why should you give \$10,000 of value to a customer in a one hour meeting?

I would be remiss if I did not give the reader advantages and disadvantages of hourly billing. Here are a few:

Some advantages: It's easy and efficient; it can be a cost accounting tool; and it transfers risk to the client if the engagement goes over budget.

Disadvantages: Focuses on hours not value; places risk on the client; fosters a production line, not an entrepreneurial spirit; creates a subsidy system where some clients are overcharged and others are undercharged in order to meet hourly quotas; transmits no useful information other than identifying rainmakers, managers, and technicians, and useful information is found in client service, attitude, client retention ability, profitability and collection, ability to delegate, monitoring skills, etc.

Also, hourly billing focuses on efforts not results; encourages the hoarding of hours to fulfill quotas; penalizes technological advances; rates are set by reverse completion, where you look at the rates of your competition in your market and see where you fit in; creates bureaucracy; does not differentiate a firm; and limits income potential.

Get the picture?

Richard Goldstein is a partner at *Buchbinder Tunnick & Company LLP, New York, CPAs.*

PEOPLE

Joined

Taylor Bennett, communications lead for the eastern U.S. for Uber, to Pandora, Washington, D.C., as director of public affairs for the streaming music service. He was previously VP at Adfero and spent eight years at Edelman.



Bennett

Clint Bagley, VP of corporate comms., content and influencer marketing company Federated Media, to Current, San Francisco, as senior VP and influencer relations practice lead for the Chicago-based firm. He earlier managed integrated comms. programs for clients like Dell, Disney Interactive, Intuit, LEGO and Roku. **Seth Goldberg** becomes the newest senior VP of Current's Chicago office, as well as head of strategy, joining from marketing agency FCB Chicago, where he was senior VP and group planning director. He earlier was at Digitas and advertising network Wunderman.

Katherine Trinidad, director of worldwide media relations for defense and security giant Lockheed Martin, to American Council of Life Insurer, Washington, D.C., as senior VP of communications and public affairs. She was news chief at NASA and led outreach for that agency's Space Shuttle and International Space Station programs and earlier was a journalist prior to entering the communications field, and served as a reporter at Reuters and also held producer roles at CNN and WJZ-TV (Baltimore).

Jess Schmidt, VP of Finn Partners' consumer marketing unit, to Porter Novelli, as a senior VP in its Los Angeles consumer marketing practice. She held account management positions at The Rogers Group, JMPR Public Relations and Blaze. At PN, Schmidt serves as North American consumer PR lead for a top consumer account.



Schmidt

Megan Pohorylo Tucker, senior VP focused on healthcare clients at Edelman, to Reservoir Communications Group, Washington, D.C., as a managing director. She was stationed in Abu Dhabi for Edelman, in addition to Washington, and earlier held posts at GolinHarris. Also, **Melissa DePaulis**, A/S, Ogilvy PR's social change unit, joins as managing associate. She was a clinical project manager for the National Institutes of Health.

Brittany Holtz, A/E, Hemsworth Communications, to GPR | Goodman PR, Fort Lauderdale, as an A/E. Justin Perkins joins as an A/C.

Promoted

Debbie White to senior digital program manager, Crosby Marketing Communications, Annapolis, Md. She joined in 2013 and handles the Dept. of Health and Human Services' Health Resources and Services Administration. **Nicole Bandy** to digital program manager after joining in 2014. **Katy Leuschner** to integration manager focused on healthcare clients like Kaiser Permanente and Saint Agnes Hospital. She joined in 2014.

USAID PLANS REFORM PR PUSH IN UKRAINE

The US Agency for International Development is planning an agency search to guide a PR push touting reform initiatives underway in Ukraine, where Russia sparked a military crisis in late 2014.

USAID said it expects to award a six-month contract via an RFP process to aid the State Department unit in the "conceptualization and execution of public awareness campaigns aimed at increasing the awareness of several reform initiatives underway in Ukraine."

The underlying goal will be to boost public support of reform efforts by the Ukraine government amid confusion and misunderstanding there. The US government also wants Ukraine citizens to understand how proposed reforms "will improve their lives."

USAID did not release a date for the RFP.

The US has provided \$84M in aid to Ukraine since the outbreak of the Russia crisis in 2014.



USAID
FROM THE AMERICAN PEOPLE

BANK OF INDONESIA BANKS ON OGILVY

Ogilvy PR Indonesia has been hired by Bank of Indonesia to provide brand and communication services for that country's central bank.

The two-year contract calls for digital content, creative design and PR efforts to publicize Bank of Indonesia's national monetary policies throughout 2016-2017. Ogilvy PR's Jakarta shop will also be charged with communicating "critical issues" facing the bank to its target stakeholders.

Marianne Admardatine, Ogilvy PR managing director and Ogilvy & Mather Indonesia corporate communications and business development head, said the agency's work will support the bank's vision "to become the most credible and the best central bank in the region by strengthening its strategic value, ensuring low inflation, and managing a stable exchange rate."

The account win comes as the result of a tender bid contract for communication agency services. Ogilvy PR Indonesia in October was also appointed agency of record for that country's Ministry of Tourism.

COVINGTON & BURLING WORKS WALMART

International law firm Covington & Burling is representing retail colossus WalMart in Washington for lobbying issues related to government insurance plan Tricare, which provides benefits to armed services members, retirees and their families.

The Tricare program, which is managed by the Defense Health Agency under the Assistant Secretary of Defense, could see a reorganization of its current structure, the result of a \$524 billion Defense Department budget request sent to Congress in February as part of the White House's 2017 budget proposal. That proposal could also result in Tricare co-pay hikes and may require participants to pay annual enrollment fees.

The C&B team working the WalMart account includes William Wichterman, former special assistant to

President Bush and senior policy advisor to Senate Majority Leader Bill Frist (R-TN); Roger Zakheim, former general counsel and deputy staff director for the House Armed Services Committee and deputy assistant secretary of defense for the Department of Defense; and Muffiah McCartin, former staff director on the House Rules Committee. Covington & Burling is the largest law firm in Washington, D.C.

Bentonville, AR-based WalMart shelled out \$6.7 million in lobbying-related fees in 2015 and \$7 million the year prior.

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PN North American president and senior partner Brad MacAfee, meanwhile, has been appointed Porter Novelli CEO, succeeding van Bergen. MacAfee, who has been with Porter Novelli since 2000, held the role of Atlanta managing director prior to being named North American president in 2013.

He also served as global technology practice leader and interim head of PN's operations in San Francisco and Chicago.

van Bergen in a statement said MacAfee's "leadership as president of Porter Novelli's largest region has made an enormous positive impact," and that his "unwavering focus on talent, ability to provide smart, strategic counsel to our clients and gift for bringing forward innovative solutions to client needs will be instrumental in his success." The news comes after OMC in February reported declining fourth quarter PR revenues of about \$340 million, representing a 7.7 percent dip in PR performance for that period — and a 2.3 percent decline for the year — amid an overall 1.2 percent annual revenue decline to \$15.1 billion at the conglomerate.

PN Picks Global CEO, NA Prexy

After upping Porter Novelli North American president and senior partner Brad MacAfee to succeed Karen van Bergen as CEO amid an agency-wide restructuring, Omnicom unit PN has named a new global COO and president of its North America region.

Nick Propper, former president of sister OMC unit Emanate, has joined PN as global COO. Propper led Emanate's business development and global operations and earlier was London CEO and responsible for launching the firm in the U.K. (Emanate was spun off from Ketchum in 2006.) Propper previously was deputy CEO of Ketchum London and was responsible for finance, human resources and IT functions.

As PN global COO, Propper serves as strategic counsel for the agency's top clients, and will oversee its integrated client service offerings while driving business growth and value, and guiding the agency's innovation efforts.

Propper will relocate to New York from London later this year and reports to newly-christened CEO Brad MacAfee.

Jennifer Swint, meanwhile, was named president, North America. The former managing director and executive VP of PN's Washington office was a senior director of regional business development at APCO Worldwide before joining PN in 2013.

She succeeds MacAfee.

Westhampton, N.Y., library president Tom Moore, citing the position of the Federal Communications Commission on alleged dangers of Wi-Fi, said Feb. 26 that the library would keep its Wi-Fi system. Critics responded.

Moore's reply to an O'Dwyer email linked to the three-page statement of the FCC on "Wireless Devices and Health Concerns" that concludes that "According to the Food & Drug Administration and the World Health Organization, among other organizations, to date, [Nov. 7, 2015] the weight of scientific evidence has not effectively linked exposure to radio frequency energy from mobile devices with any known health problems."

While some have linked wireless devices to cancer and other illnesses, posing potentially greater risks to children than adults, "currently no scientific evidence establishes a causal link between wireless device use and cancer or other illnesses," says the FCC release.

Moore said library Wi-Fi is provided by an Optimum router, a service of Cablevision Systems Corp. CSC, including Newsday and News12 Networks, is being purchased for \$17.7 billion by Altice, headed by Israeli-French citizen Patrick Drahi.

FCC approval is needed for the deal which is expected to close in the first half. Altice offered \$34.90 in cash for shares of CSC on Sept. 17, 2015, a 22% premium to the share price. CSC, with revenues of \$6.14B in 2014, had net debt of \$7.43B as of Dec. 31, 2015 and \$5.04B negative net equity. Altice also takes over the debt of CSC.

Many Places Have Wi-Fi, Says Moore

Moore said there are Optimum "hotspots" throughout Long Island in addition to Wi-Fi service in homes.

"As with other public gathering places such as coffee shops and airports, the library is a Wi-Fi hotspot providing access to the internet through personal mobile devices," he added.

Residents who attended a meeting of the library board Feb. 10 said they were frustrated in attempts to raise the subject of radiation at the meeting. They passed out copies of the six-part series on dangers of Wi-Fi that the Ashland, Mass., library conducted from Oct. 8, 2015 to Feb. 11, 2016.

No discussion of the issue was allowed. The meeting did not start until 7:10 and Moore ended it at 8 p.m. saying the trustees had to go into executive session. The meetings are not recorded. The library's decision to keep Wi-Fi resulted in claims of dangers from EMF expressed by Joel Moskowitz, Ph.D., director, Center for Family & Community Health, Univ. of Calif./Berkeley, and Diane Hickey, co-founder of the National Assn. for Children & Safe Technology.

Both provided numerous links to support their views. They feel the FCC has not kept up with current research. They note that FCC chairman Tom Wheeler was CEO of the Cellular Telecommunications & Internet Assn. from 1992-2004 and is the only person ever named to both the Cable TV Hall of Fame and the Wireless Hall

of Fame.

Moskowitz, associate producer of "Mobilize: A Film about Cellphone Radiation," on Feb. 16 conducted a webcast seminar on "new research related to wireless technology." He conducts the saferemr.com website.

He notes that the International EMF Scientist Appeal, 220 scientists from 42 nations, published peer-reviewed research on EMF and health and have signed a petition calling for stronger regulations and precautionary health warnings. His website also covers alleged government failure to address EMF risks; EMF in schools and other public places; pregnancy and Wi-Fi effects; how EMF produces harmful effects; Expert Forum on Cell Phone and Wireless Risks to Children; how industry-funded Scientists Undermine Cell Phone Radiation Science, and how to reduce exposure to wireless radiation.

Hickey Says FCC Guidelines Are Dated

Hickey said "The FCC's exposure guidelines do not consider information that addresses non-thermal prolonged exposures. The guidelines are considered protective of effects rising from a thermal mechanism but not all possible mechanisms.

Norbert Hankin, Senior Scientist, Radiation Protection Division, Environmental Protection Agency, told fullertoninformer.com that, "Currently there are no national or international 'standards' for safety levels of radiofrequency devices. Therefore, for anyone to claim that they meet FCC 'standards' gives a false impression of safety certainty." FCC guidelines only deal with heat damage, he says.

The California Medical Assn. said Dec. 7, 2014 that existing public safety limits for microwave EMF devices are outdated and inadequate to protect public health . . ."

Critics of the FCC refer to the E-book of Norm Alter, *Captured Agency: How the Federal Communications Commission Is Dominated by the Industries it Presumes to Regulate*. It is published by the Edmond J. Safra Center for Ethics, Harvard University.

Major recommendations to FCC include:

1. Acknowledge that there may be health risks in wireless communications. Take down the dismissive language. Maturely and independently discuss the research and ongoing debate on the safety of this technology.

2. In recognition of this scientific uncertainty, adopt a precautionary view on use of wireless technology. Require prominent point-of-sale notices suggesting that users who want to reduce health risks can adopt a variety of measures, including headphones, more limited usage and storage away from at-risk body parts.

3. Back off the promotion of Wi-Fi. There are wired alternatives that do not expose children to wireless risk.

4. Petition Congress for the budgetary additions needed to expand testing of emissions on antenna sites. It was Congress after all that gave industry carte blanche for tower expansion so long as they comply with FCC standards. But there is evidence of vast non-compliance and Congress needs to ensure that tower infrastructure is operating within the law.

– Jack O'Dwyer