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# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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January 4, 2016 Vol. 49 No. 1

## MAKE-A-WISH SEEKS PR SUPPORT

Children's non-profit organization Make-A-Wish Foundation is beginning the process of looking for a PR partner, and is seeking information from PR firms in the form of a pre-RFP request for information.

Make-A-Wish's PR search is part of a measure to reinvigorate its brand. The national

organization's RFI request details a "brand refresh" plan, which focuses on a "need of an update to represent the energy and diversity of all our stakeholders, the uniqueness of the wish experience, and the life-changing impact a wish has on everyone involved."

Budget for the campaign is estimated at \$75,000. The non-profit is especially interested in agencies that can provide high level, in-kind support.

PR firms interested in submitting should provide a brief explanation regarding why their agency would make a good fit and list any clients served in the non-profit sector. Firms should also provide three, one-paragraph success stories detailing how they've helped clients implement a brand revival initiative, to detail messaging and/or visual platforms they've used that are "creative, modern, impactful, and drives results," and disclose any potential conflicts of interest. Of the agencies that submit, three finalists will be considered. Those agencies will then receive a formal RFP.

Inquiries should be submitted to [jdeberge@wish.org](mailto:jdeberge@wish.org) by January 11, 2016.



## CA RENEWABLE POWER PUSH SEEKS AGENCY

Peninsula Clean Energy, an ambitious program to provide clean-energy electricity to California's San Mateo county, has cast a net for an agency to handle outreach and communications.

San Mateo created the authority to provide power solely from renewable sources like wind and solar power starting in 2016. Cities within the county must sign on to participate and current provider PG&E gets an "exit fee" from customers who opt for the renewable-source energy.

PCE wants a firm to develop a full marketing campaign based on its 2016 outreach and communications plan, transitioning the work to include PCE staff expected to be hired in the summer of 2016. The work includes content development, messaging and strategy, media relations, events, social media and digital, among other tasks.

Proposals are due Jan. 8, 2016.

RFP: <http://odwpr.us/1O4Wjj9>.

## APCO TALKS TO NEW INVESTORS

APCO Worldwide, No. 2-ranked PR operation in the O'Dwyer rankings with documented fees of \$118 million in 2014, said it is in talks with investors who would replace American merchant bank WindRiver as the main investor.

"We have had a wide range of discussions to date and we are considering all of our options to determine the best path forward for APCO's future and for our current investors and employee shareholders," said a company statement.

The firm, which had 635 employees at the end of 2014, is majority owned by the employees. Net fees declined 1.9% in 2014 to \$118,112,600.

Margery Kraus, founder, was succeeded as CEO on Jan. 5, 2015 by Brad Staples, international president. Kraus is executive chairman. Staples, a veteran of 19 years with APCO who will be based in London, is the firm's first non-American CEO. APCO said his appointment reflects the firm's focus on international markets.

Talks reportedly have been held with Teneo, New York-based consulting firm, but APCO would not confirm this.

Teneo was founded in 2011 by Declan Kelly, former U.S. Special Envoy to Northern Ireland, U.S. CEO of Financial Dynamics, and EVP, FTI Consulting; Doug Bank, counselor to President Clinton; and Paul Keary, former senior managing director, FTI Consulting.

The firm also has offices in Washington D.C., Brussels, São Paulo, London, Dublin, Dubai, Hong Kong, Beijing, and Melbourne. It has 200+ employees.

Teneo on July 9, 2015, acquired London-based communications agencies Blue Rubicon and Stockwell, which doubled the size of Teneo.

## DCI PRESCRIBES PR FOR TURING, SHKRELI

Turing Pharmaceuticals and its ousted CEO Martin Shkreli are relying on PR counsel from DCI Group, the Washington-based right-leaning PR and public affairs firm.

DCI VP Craig Stevens has been defending Shkreli since his arrest on securities fraud charges last week. "It is no coincidence that these charges, the result of investigations which have been languishing for considerable time, have been filed at the same time of Shkreli's high-profile, controversial and yet unrelated activities," Stevens told the Associated Press Dec. 17.

Turing and then-CEO Shkreli faced a substantial backlash in September after raising the price of a drug used by cancer and HIV patients 5,000%.

(Continued on page 7)

## **MANNING ENLISTS FLEISCHER FOR PR**

Football superstar Peyton Manning has turned to Ari Fleischer for PR help as the Denver Broncos quarterback pushes back against an Al Jazeera investigative report that alleges he used performance-enhancing drugs.

Fleischer, the former press secretary for President George W. Bush, has focused on sports PR and crisis communications through his New York firm since leaving the White House.

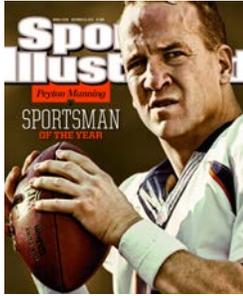
Manning, one of professional sports' most visible and marketable athletes, has refuted the Al Jazeera report. "Dark Side" links him to an anti-aging clinic in Indianapolis in 2011, when he was recovering from neck surgery that threatened his career.

The report included sources naming other prominent athletes like baseball's Ryan Howard, and claimed banned substances were shipped to Manning's wife ostensibly for him.

Manning released a statement through the Broncos PR office shortly after the report was published online Sunday, calling the allegation that he used PEDs "complete garbage" and "totally made up." He added: "It never happened. Never. I really can't believe somebody would put something like this on the air."

Fleischer further worked to refute the report, telling reporters the employee of the Guyer Institute who was a key source for the story did not work at the clinic when Manning was treated there.

Manning has acknowledged seeking treatment at the clinic.



## **AMERICAN NAMED NO. 2 FOR VATICAN PR**

Greg Burke, an American former journalist who advises the Holy See on communications, has been named deputy director of the Holy See Press Office.

Vatican media noted the appointment by Pope Francis puts Burke in position to head the press office currently under the direction of Rev. Federico Lombardi, spokesman for Francis and his predecessor, Pope Benedict XVI. Burke would be the first American to serve as primary spokesman for a pope.

Burke takes the deputy slot vacated by Rev. Ciro Benedettini.

Cruxnow.com, which covers the Vatican, called Burke and Rev. Paul Tighe, who was promoted and is now in line to become a bishop, as the "most accessible, and effective, communications personnel in the Vatican, making them natural points of contact not only for media outlets, but also for a wide range of other individuals and organizations seeking to engage the institution."

Burke was stationed in Rome for 10 years for *Time* magazine. The Vatican last year formed a prominent committee to make recommendations on overhauling its global communications.



**Burke**

## **FED PRISONS SEEK PR, MEDIA TRAINING**

The Federal Bureau of Prisons is on the hunt for a firm to train its PR officers in media relations.

The bureau released an RFP on Dec. 18, 2015, to counsel its 25 or so public information officers and provide media training, writing advice, and crisis management instruction, among other tasks.

Training will be in late February and March and early August in Aurora, Colo. The contract will include a base year with four year-long options.

Proposals are due Jan. 14, 2016.

RFP: <http://odwpr.us/1Pa5izq>.

## **VA TO MARK 400TH ANNIVERSARY EVENTS**

Virginia's 2019 commemoration of the 400th anniversary of four major 1619 events is looking for an agency to handle communications.

The Jamestown-Yorktown Foundation, which runs museums for the Jamestown settlement and the Yorktown Victory of the American Revolution, has been planning the 2019 event since 2013. It released an RFP this month to guide brand development for the series of events and campaigns to highlight 400 years of the commonwealth's history.

Goals include increases in tourism, promotion of Virginia's economic successes, and education of its history, education and diversity. That includes "three forces that converged in Virginia in 1619 and have been shaping America ever since," democracy, diversity and opportunity.

The major 1619 events include the first representative legislative assembly in British America, at Jamestown; the arrival of the first Africans in Virginia; recruitment of women to expand the Virginia colony; and establishment of a precedent for Thanksgiving at Berkeley Hundred. Proposals are due Jan. 22, 2016.

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

## **STRICKER TAKES PR REINS OF GOOGLE FIBER**

Gabriel Stricker, who led marketing and communications for Twitter before stepping down in July, has returned to Google to head policy and communications for its fiber-optic Internet push.

Stricker, whose post is with Google's conglomerate parent Alphabet, earlier led global communications and PA for the search giant before his three years at Twitter.

Google has rolled out high-speed fiber Internet and TV service in cities like Austin, Provo, Kansas City and Atlanta, among others. The Google Fiber unit was moved under Alphabet this year in the company's restructuring.

Stricker said via Twitter that he starts the new post on Jan. 4, 2016, adding he's "thrilled" to guide communications and policy "in its quest to make the Web better and faster for all." He was Twitter's chief comms. officer before leaving amid an overhaul of top management at the microblogging platform this year that included the exit of CEO Dick Costolo.



**Stricker**

## **ADELSON GETS CRISIS HELP FOR R-J BUY**

A company controlled by casino billionaire Sheldon Adelson has brought in crisis PR counsel to navigate its controversial purchase of the *Las Vegas Review-Journal*.

Adelson, a kingmaker in Republican politics, bought the Vegas paper, the state's largest, in early December through a shell company, sparking criticism over his conservative agenda and past showdowns with the publication.

The casino magnate, whose ownership wasn't revealed until days after the deal when the *Review-Journal* reported the story, hired crisis manager Mark Fabiani to tackle fallout from his ownership. Fabiani's assignment is with News + Media Capital Group, an Adelson-controlled entity that bought the paper for \$140M.

*Review-Journal* editor Mike Hengel stepped down soon after Adelson's role was revealed, citing an adversarial relationship with Adelson's family and the best interests of his own family, according to staff reports.

Among editorial concerns raised by staff was an assignment by the paper's corporate ownership to track three Clark County judges, including one who has been involved in a large suit against Adelson.

Fabiani's high-profile PR assignments have included Goldman Sachs, the San Diego Chargers, Gov. Rick Perry and Lance Armstrong. He was previously teamed with Chris Lehane, a colleague during the Clinton administration who is now with Airbnb.

## **SULLIVAN WON'T RENEW NYT CONTRACT**

Margaret Sullivan, *New York Times* public editor and author of its Public Editor's Journal blog, which details the inner workings of the newspaper of record, has chosen not to renew her contract, which expires in August.

According to Politico's Playbook, Sullivan was given the option to renew her four-year contract but declined. NYT executives have now "already begun considering who should replace her," and have charged newsroom heads "to think of potential candidates for the role."

Sullivan's tenure as public editor has been the longest in the paper's history, as most hold the ombudsman position for only about two years. Sullivan, who was previously editor and vice-president of the *Buffalo News*, succeeded Arthur Brisbane as public editor in September 2012. She became the first woman to hold the position.

Sullivan, who has often been critical of the Times' handling of stories, on Friday excoriated her publication for its use of anonymous sources in a recent report regarding social-media posts made by alleged San Bernardino killer Tashfeen Malik, which was later contradicted by statements made by the F.B.I.

Referring to the incident as "a red alert," and "a fail-



ure of sufficient skepticism at every level of the reporting and editing process," Sullivan called for "systematic changes" at the paper, which she believes relies too heavily on unnamed government sources.

## **FREEDBERG TO SUPER PAC**

Pulitzer-winning investigative reporter Sydney Freedberg has joined the progressive super PAC American Bridge.

Freedberg was a part of three Pulitzer-winning teams and reported for the *St. Petersburg Times*, *Miami Herald*, *Detroit News* and *Wall Street Journal*.

American Bridge was formed by David Brock from the progressive watchdog Media Matters for America to handle mainly opposition research. The group supports the candidacy of Hillary Clinton for president.

Freedberg said her journalism career gave her "invaluable skills for holding public officials accountable."

Jessica Mackler, president of the super PAC, said Freedberg's "finely tuned research skills" will be used to "help us keep politicians accountable." She added: "Sydney's talent for uncovering political corruption makes her an excellent hire to our research team."

Freedberg was recently an investigative reporter for Bloomberg and Scripps based in Miami.

## **FTC UPDATES GUIDELINES FOR NATIVE ADS**

The Federal Trade Commission doesn't appear to be in the Christmas spirit. The agency on Tuesday issued an updated enforcement policy to combat a proliferation of "deceptively formatted advertisements" that appear online.

The Commission's target is native advertising, or online content supplied by marketers to appear in news feeds, which often takes on the appearance of journalism.

With its enforcement policy updates, the Commission offers a series of general principles for properly disclosing advertisements to consumers, and lays out what constitutes a "deceptive ad" in violation of the FTC Act.

Disclosure is the order of the day: The policy statement claims marketing content that has been formatted to look like news content must be clearly labeled as advertising.

The Commission defines ads as "deceptive" if they mislead consumers about their commercial nature, or are not clear as to their source.

"The FTC's policy applies time-tested truth-in-advertising principles to modern media," said Bureau of Consumer Protection director Jessica Rich in a statement. "People browsing the Web, using social media, or watching videos have a right to know if they're seeing editorial content or an ad."

Ad disclosures must be made in "simple, unequivocal language," according to the enforcement policy, and must also "be made in the same language as the predominant language in which ads are communicated."

Not all native ads are required to carry these disclosures, however, if they appear "so clearly commercial in nature that they are unlikely to mislead consumers."

(Continued on page 4)



Sullivan

According to Doug Simon, CEO and president of D S Simon Media, the new guidelines provide needed clarity for disclosure that can be beneficial to brands and marketing firms. There may be cases where marketers have created content that's accurate, but the FTC may still have a problem with it if it's presented in a misleading way.

"Advertisers can still be in violation of the new guidelines even if you place the words 'sponsored content' prominently in the native ad, which is surprising. The FTC claims consumers may not understand that the advertiser influenced the content. A safer disclosure would be 'Content from (advertiser)' if you want to be in compliance," Simon told O'Dwyer's. "While ad agencies and operators of advertising networks may be targeted by the FTC, it's the advertisers themselves that are at the greatest risk. It's imperative that they partner with firms that demonstrate an in-depth understanding of these issues as well as FTC spokesperson guidelines to minimize risk."

Simon also cited a potential loophole that exists for marketers in the Commission's notion that not all native ads must disclose their commercial nature.

"This is a significant gray area," Simon said. "Advertisers need to be cautious about using this to cover questionable behavior. The FTC will be looking to make someone an example in 2016."

The prevalence of online native advertising that resembles news items has exploded in recent years. Some sites, like Mic and Reddit's Upvoted, are funded almost exclusively by this content. *The New York Times*' December 2013 decision to launch a native advertising program of its own was met with consternation from many.

The updated policy — to which the Commission voted 4-0 for its approval — comes as the result of a two-year initiative undertaken by the Commission to gather, monitor and analyze native advertising and how it's used. The Commission also released a guide to help publishers understand and comply with the policy updates.

### **'BIG SHORT' ATTACKS WALL ST. MEDIA**

"The Big Short," a film on the 2008 financial meltdown that affected millions, skewers banks, Wall Street itself, the Fed, rating services such as Standard & Poors, and media such as the *Wall Street Journal* that failed to out the villains.

Based on the 2010 book by Michael Lewis, who wrote "J-School Ate My Brain," a 1993 takedown of the Columbia J School, *The Big Short: Inside the Doomsday Machine* attacks a complicated subject via lengthy explanations and comparisons, one of which is gamblers playing blackjack.

Non-players bet on those playing and others bet on them, multiplying the amount of money at risk. A "short sale" is selling stock or bonds you don't own with the hope of buying them back or "covering" at a lower price.

Lewis has authored an extensive piece on the movie for the "Holiday" issue of *Vanity Fair*. He noted that Citigroup lost more than \$65 billion and Merrill Lynch more than \$50 billion. He acknowledges the difficulty of ex-

plaining collateralized debt obligations and credit-default swaps to the layperson.

He sees his job as making the reader want to know about these topics.

### **Only One Trader to Jail**

Michael Burry, the Wall Streeter portrayed by Christian Bale, told the Dec. 28 *New York* mag that he was "shocked" that only one of the traders involved went to jail. "Some of the worst lenders were not punished for what they did," he told Jessica Pressler. Many lost their homes and even their lives "but the executives at the lenders simply got rich," he said.

A Standard & Poor's executive is shown saying that if S&P did not give good ratings to sub-standard investments someone else would. A WSJ editor is shown rebuffing pleas by Burry and others to expose excessive real estate speculation.

Banks were shown giving mortgages to people of limited income who made down payments as low as one percent of the market value. Home prices appeared to be skyrocketing with no end in site. Wall Street then started selling mortgage-backed securities based on the rising home prices. Buyers took "variable rate" mortgages that were a couple of percentage points. But when rates escalated, they were "squeezed" and couldn't meet the payments. Millions defaulted on their loans.

This writer lived on Hearthstone drive in Greenwich where homes that initially sold for \$50K in the 1960s rose as high as \$2.2 million before 2008 only to crash to below \$1 million. The scene was duplicated across the U.S.

Homeowners who wanted to pay off a mortgage were told to take a "home equity" loan instead at very low rates and tap into the wealth trapped in the value of their homes. Several years later, the rates went up to six and seven percent, doubling payments. Homeowners with enough income were able to switch to conventional mortgages at six percent and more. Others lost their homes.

### **Fed's Policies Worsen Income Gap**

Burry told New York that the Federal Reserve's zero interest policy robbed the retired of needed income. With home prices beyond reach and bank interest near zero, investors were forced into the stock market if they hoped to "make money on their money." This is one of the forces propelling the stock market.

Burry feels the economic system is under "terrific stresses" as the Fed tries to stimulate growth through easy money. Fed policies "widen the wealth gap which feeds extremism," he says.



## NEWS OF PR FIRMS

### DEVENEY SNAGS NEW MEX TOURISM PR PACT

New Orleans-based Deveney has won a shoot-out for New Mexico's tourism PR account.

The "Land of Enchantment" released an RFP in October for the estimated \$100K-a-year pact, previously handled by Tucker & Associates.

Heather Briganti, communications director for the NM Tourism Department, said Deveney will help pitch the state's "unique culture, cuisine and experiences to a wider audience."

The work begins on Jan. 1, 2016. The initial pact can be renewed for three years.

John Deveney heads the eponymous firm, which has worked New Orleans' travel PR for several years. He said the firm is "beyond excited" to pitch the state nationally.

### STEINREICH SIGNS SEAMAN

Fort Lee, NJ-based Steinreich Communications has appointed Daniel Seaman, a former director of Israel's government press office, as managing director of the firm's Israel headquarters in Tel Aviv.

In the new role, Seaman will be responsible for coordinating the firm's communications staff, which boasts clients in travel and tourism, healthcare, education, technology and government.

Prior to his decade of service as Israel's press office director — during which he served under six prime ministers — Seaman was deputy director general of Israel's minister of diaspora affairs. He was also a spokesman for the Israel Defense Forces and served as an attaché for the country's minister of foreign affairs in New York.

Steinreich, which was founded in 2002 by CEO Stan Steinreich, now has offices in New York, New Jersey, Washington, London, Los Angeles, Frankfurt and Tel Aviv.

Last year, Steinreich's daughter, Ariella Steinreich, joined the firm as media relations director.

### GROUPM GRABS THE EXCHANGE LAB

WPP's global media investment management group GroupM has acquired London-headquartered marketing solutions agency The Exchange Lab.

Financial terms of the acquisition were not disclosed.

The Exchange Lab, which has about 130 employees in offices in London, New York, Chicago, Singapore, and Toronto, will be integrated into GroupM's global digital platform Connect, formerly known as GroupM Interaction.

A statement released by GroupM stated that The Exchange Lab will henceforth operate as an "agnostic business layer within Connect, while also continuing to service clients independently."

The Exchange Lab was founded in 2007 by James Aitken and Tim Webster. Webster will remain onboard in his current role as chief strategy officer. Executive Chairman Chris Dobson will assume the role of CEO, succeeding Aitken, who is leaving the company. Dobson will report to Connect global CEO Rudiger Wanck.

GroupM in November appointed Brian Lesser CEO of operation in the U.S. and Canada.

## NEW ACCOUNTS

### NEVADA EYES CHINA TOURISM

Nevada is searching for proposals to handle tourism PR and travel trade representation in China.

The state's Division of Tourism released an RFP on Dec. 22 to handle the work. The state was the first in the US to be granted a license to open an official tourism promotion office in China, which it did in 2004. But the office closed "due to a number of factors" in 2015, although the DOT contends Nevada "retains a high level of commitment to the Chinese market."

Proposals are due Jan. 21, 2016. The RFP is available at <http://purchasing.nv.gov/Solicitations/>.

#### **West**

**Global Results Communications**, Irvine, Calif./Maestrano, Australia-based cloud platform provider, for PR. The client provides an app management system for small businesses and start-ups, with cloud-based technology that allows them to integrate apps and share data from multiple vendors on a single platform. GRC will bolster the Maestrano brand, leverage media and securing speaking engagements and editorial opportunities for execs, and handle an awards program.

**Blaze**, Santa Monica/California Frozen Poppers, frozen, non-GMO popcorn, for PR, including traditional and social media outreach.

**Driven PR**, Costa Mesa, Calif./rachel john, premium beauty products, for PR.

#### **Southwest**

**Saxum**, Oklahoma City/Promotional Products Association International, as AOR for in Irving, Tex.-based trade group for the \$20 billion promotional products industry, including wearables, calendars, writing implements, drinkware and other promotional items bearing company names and logos. The group counts 11,000 corporate members and is the oldest non-profit based on its 1903 founding. Saxum will develop a national, integrated communications campaign to focus on strategic brand positioning, media relations, creative content and paid media.

#### **Midwest**

**Lambert, Edwards & Associates**, Detroit/Goodwill Industries of Greater Detroit, as AOR for PR.

**PadillaCRT**, Minneapolis/Cognate Nutritionals, as AOR for the company and its coconut oil beverage unit Fuel for Thought. The work includes PR and marketing, crisis training, influencer outreach and package design.

**Martin Flory Group**, Gurnee, Ill./Golden Boat Lifts, boat lift maker based in North Fort Myers, Fla., for PR.

#### **Southeast**

**Brandware**, Atlanta/Ashton Woods, homebuilder, for national and local consumer and B2B communications, strategy, planning and execution. AW is based in Atlanta and sells new homes in markets in the southwest and southeast.

**The Gab Group**, Boca Raton, Fla./Liquivita Lounge, lounge and wellness spa, as AOR for the South Florida client, which has two locations and others launching soon.

## NEWS OF SERVICES

### NORTH 6TH DEBUTS SERVICE INITIATIVE

North 6th Agency, Inc. has launched a new initiative that pays homage to exemplary customer service practices exhibited by global brands.

N6A's "Year of the Customer" program, which rolls out in January, will introduce 12 themes — one for every month of the year — based on a dozen consumer brands known for their quality customer service, and will apply those virtues to the agency's daily dealing with clients in the PR and marketing services sector.

Each month, N6A will highlight a brand's noted successes in a particular customer service area, and will unveil a theme based on those achievements, relying on the use of a comparable practice within the agency that will implement those achievements as they apply to client outreach practices.

In developing the concept, the New York-based agency polled its staff on brands they appreciated most for their customer service efforts, then narrowed the list to 12 finalists and undertook research on each to determine what qualities made those brands' customer service efforts so laudable.

"We studied brands that wrote the book on certain customer service themes ... and wanted to emulate those practices in a way that was transferrable to the experience we were providing to our customers even though the nature of the service being provided is completely different," said N6A President and CEO Matt Rizzetta. "Our goal is to give our customers a well-rounded experience without any holes, and to make sure they think of their relationship with N6A similar to how they view experiences with their favorite and most respected consumer brands."

January's customer service initiative will be modeled on upscale fashion retailer Nordstrom, which is known for its rapid customer response time.

"When we polled our staff members, Nordstrom came up a bunch of times," Rizzetta told O'Dwyer's. "I dug into what they were doing differently, and even spoke with several executives. Apparently it's encouraged that any time a customer calls, the customer service representative should answer the phone in no more than three rings, just to show commitment that they want to respond to the customer as quickly as possible."

September is slated as "Amazon Month," where N6A will take a cue from the electronic commerce company's reputation for delivering personalized recommendations. During that month, the agency will unveil a practice geared toward making the N6A client service experience as personalized as possible.

### MARKETERS SEE MOBILE INCREASE

More marketing executives now predict an increasing share of their business will come from mobile within the next two years.

The results come from an annual industry survey released by AdMedia Partners, which polled more than 6,000 global senior executives at marketing, advertising and digital media companies regarding mergers and acquisitions prospects for the coming year.

Full report is at <http://odwpr.us/1R687HP>.

## PEOPLE

### Joined

**Stefanie Murphy**, who handled global communications for LaSalle Investment Management, has signed on with commercial real estate giant Cushman & Wakefield as VP of global PR. C&W in September was acquired by DTZ in a \$2B deal to mount a global challenge to the industry-topping CBRE Group and JLL. Murphy, based in Chicago, takes a newly created post overseeing the broker's worldwide reputation management practices and brand-building. She was stationed in London and Chicago for LaSalle, owned by JLL, and earlier handled comms. for Penrose Financial in London. She was also at CKPR and Edelman in Chicago. Murphy reports to corporate comms. chief Brad Kreiger.



**Murphy**

**John Wolfe**, senior VP for DiGennaro Communications, has moved to the Association of National Advertisers in the new post of director of communications. Wolfe, who earlier handled communications for the 4A's and handled PR for WPP's GroupM and Mindshare, covered the ad beat for *Advertising Age* in New York, Chicago and London. Bob Liodice, chief of the advertising trade group, praised Wolfe's background in PR and journalism as a strong fit at ANA. Wolfe earlier wrote for the *Kansas City Star*, *Chicago Sun-Times* and Associated Press. He also held editorial posts at Media-Post Communications, *House Beautiful* and *Art & Antiques*.



**Wolfe**

**Penny Kozakos**, managing director and 16-year alum of Burson-Marsteller in Washington, is flying to airline trade group Airlines for America as VP of communications in January. Kozakos is a former journalist who served as a news assistant for *USA Today* and NBC News before moving to Burson in 1999. She starts Jan. 4 at A4A under SVP/comms. Jean Medina. A4A claims to rep an industry with a \$1.4 trillion domestic impact and 11M US jobs.



**Kozakos**

### Promoted

**Wendi Koziol** to senior VP, Public Communications Inc., Chicago. Koziol, who has been with the Worldcom unit for sixteen years, has provided strategic counsel and account management for many of the firm's largest and most successful campaigns, representing clients in industries ranging from healthcare to education and cultural institutions. She joined PCI in 1999 as an assistant account executive.



**Koziol**

**Sofia Garcia** to senior A/E, O'Connell & Goldberg, Hollywood, Fla. She joined in 2014 as an intern and has held A/C and A/E positions.

## DCI AIDS TURING (Continued from page 1)

The controversy saw the exit of PR chief Craig Rothenberg in September. Ripp Media supported PR in the wake of Rothenberg's exit, but DCI has been on the PR beat since at least October.

Stevens is a former spokesman for the Dept. of Health and Human Services during the recent Bush administration and served as comms. director for Surgeon General Richard Carmona. He worked in the trade realm for the American Beverage Assn. as VP of comms.

Shkreli, a 32-year-old former hedge fund manager, is out on bail on securities fraud and conspiracy charges stemming from his hedge fund work from 2009-14. He resigned as CEO of Turing the following day and this week was fired as CEO of KaloBios Pharmaceuticals.

Turing in late September hired lobbying and law firm Buchanan Ingersoll & Rooney for "strategy development" and to implement a government relations program in Washington.

## GERALD WOLLAN DIES AT 93

Gerald Wollan, 93, who retired in 1987 as vice chairman of Padilla & Speer, Minneapolis, died Dec. 15.

Wollan was secretary of PR Society of America in the 1960s and president of its Minnesota chapter. He founded Wollan and Wollan with his wife, Lois, in the 1960s. It was merged in the 1970s with P&S.

He was chairman of the Arthritis Foundation and taught at the University of Minnesota and College of St. Thomas. He was noted at P&S for training young PR professionals.

Born in Glenwood, Minn., Wollan won five battle stars while serving in the Army during World War II. His unit saw action during the Battle of the Bulge. After the war he worked for the Wisconsin News Service, *La Crosse Tribune*, Baxter Labs and Modern Medicine.

He was married in 1979 to Ottilie "Billie" (Bergdahl) Poindexter, who died in 2014. An ardent golfer, he won Wisconsin County and state amateur titles.

Surviving are children Eric (Pam) Wollan; Chris (Doug Boleen) Wollan; Lisa Wollan; and grandchildren, great grandchildren, and stepchildren.

## CURTAINS FOR ELTON JOHN AND PR REP

Legendary UK entertainment publicist Gary Farrow has split with longtime client Elton John over "differences" with the singer's management.

Farrow is managing director of London's The Corporation, which also reps the Osbourne family among a bevy of UK celebs.

Murray Chalmers PR is taking over John's PR representation, including his Rocket Entertainment Group.

"After some serious thought, and with a heavy heart, I can no longer continue my professional duties as Elton John's personal PR. Contractual, media, and PR directional differences between Elton's new management and myself have proved wider than I ever imagined and leave me with little option but to leave," Farrow said in a statement. "It simply remains for me to thank Elton for all the memorable experiences we have shared."

Farrow handled John's recent mishap when a prank caller phoned John pretending to be Vladimir Putin os-

tensibly to discuss gay rights. The Russian leader later called John.

MCPR added that it also picked up the 2016 NME Awards, Letters Live 2016 and Citadel Festival.

"Working with Rocket Entertainment Group and Elton John is a big personal thrill for me, and confirms my view that we have one of the best artist rosters in the business," said Chalmers, former PR director for EMI Records.

## AZ COLLEGE NETWORK SEEKS PITCHES

Arizona's 10-college Maricopa community college district, one of the largest higher education systems in the world and a key conduit for healthcare workers and job training, has cast a net for PR and communications support as it consolidates around a single marketing operation.

Maricopa Community Colleges, including two skill centers, various education centers, and 10 colleges, serve more than 250,000 students each year and employ more than 13,500 faculty and staff.

The system released an RFP for communications counsel and services as it changes its model of 12 separate marketing and PR units to a single, consolidated organization. The move is part of an overall "ONE Maricopa" campaign to integrate the institutions.

Firms will be chosen to provide marketing, communications and PR on an as-needed basis, from advertising and media buying, to media relations, social media and web strategy, among other disciplines.

Proposals are due Jan. 20.

RFP: <http://odwpr.us/1Rk4JYd>.

## COTY CREATES CORPORATE AFFAIRS ROLE

Andrea Dawson-Shepherd, who led corporate affairs for Denmark-based brewer Carlsberg Group, has moved to cosmetics giant Coty as senior VP of corporate affairs, a new post under interim CEO Bart Becht.

Coty is in the process of integrating its \$12.5B acquisition of Procter & Gamble's beauty brands, including cosmetics, fragrances and hair color products.

New York-based, Paris-founded Coty posted \$4.5B in revenues for fiscal 2015 and said the P&G deal will double its income. The company is publicly traded on the Nasdaq and its beauty brands include adidas, Marc Jacobs and Calvin Klein.

The UK-educated Dawson-Shepherd was senior VP of global communication and affairs for Reckitt Benckiser in the UK and held comms. roles with Cadbury Schweppes and Hedron Consulting.

## RUBENSTEIN WORKS DEAL FOR SOCCER CLUB

Rubenstein Communications is handling M&A communications for US investors Josh Harris and David Blitzer as they inked a deal to take control of the Premier League's Crystal Palace soccer franchise with current chairman Steve Parish.

Harris and Blitzer own the NHL's New Jersey Devils and NBA's Philadelphia 76ers. The investors lead a team in a limited partnership that has agreed to fund a new stadium for the club.

**The \$6.9 million copyright suit filed Dec. 16, 2015**

by The Delaney Report vs. Meredith Corp. touches all the right bases and is the type of suit that ripped-off publishers should have filed against PR Society of America in 1995.

Prentice-Hall, *New York Times*, *Wall Street Journal*, Wylie, Probus, Crain's, Harper/Business, Addison Wesley & Longman and other copied publishers elected not to prosecute the Society although copious evidence was available and they had registered copyrights.

They dumped the matter into the laps of a dozen copied authors who sought legal advice. They were told that costs would be prohibitive since it was a case of individuals battling a corporation that had deep financial resources. In addition, copyright law was so "murky" that success could not be guaranteed, they were told. Lawyers said each author would be counter-sued, resulting in more costs.

The Society's board, as directed by the 1995 Assembly, appointed a task force of Society leaders to study the issue and report to the 1996 Assembly. But the board met March 15, 1996, and voted the matter closed. It said the task force found no wrongdoing except that the authors should have been consulted before the copying. It offered the authors an "apology."

**New, Non-PRSA Dominated Panel Needed**

A new panel—not dominated by Society leaders—needs to examine the copious evidence on this issue that has burdened not only the Society but PR for so many years. Membership of 22,000 is marginally above the 19,600 achieved in 2000. Revenues of \$11.1M in 2014 were below revenues of \$11.4M in 2006.

Instead of "dialogic looping" with the authors, i.e., speaking with them as advocated by 2013 Educators Academy chair Tina McCorkindale (when two sides differ), it has indulged in legal loop-holing to evade the copyright issue. Legal bills totaled \$715,058 in the ten years to Dec. 31, 2014 indicating heavy reliance on legal counsel. IRS Form 990 for 2014, showing resigned CEO Bill Murray got \$127K in bonuses in 2013-14 and CFO Phil Bonaventura got a 13.7% raise to \$286K in 2014, were legally withheld from the Assembly and not given to the press until late November. But it was not ethical.

Top PR execs, both corporate and agency, now gravitate to the Arthur W. Page Society, Seminar (PR Seminar until 2007), and the PR Council (100+ firms).

Page, and "Page Up" now have 812 members including 190 in Page Up (which allows senior staffers from a member company). The total is about double the 420 members that Page had in 2011.

Seminar (theseminar.biz) is promoting itself to blue chip corporate execs via an expanded website. The PR Council, whose members include most of the biggest independent and conglomerate-owned PR operations, was formed in 1998 after PRSA rejected firm memberships.

**PRSA "Jury" Had Too Many "Relatives"**

What court would allow a jury comprised of relatives of the defendant? Authors had no chance of getting

justice from the Society task force of veteran leaders.

Panel members, appointed by 1995 president John Beardsley, who opposed paying anything to the authors, were Cheryl Procter-Rogers, who became national president in 2006; Lou Capozzi, former Silver Anvil chair and current president, Society's Foundation; Jerry Bryan, 1993-94 national board member; and Patricia Trubow, Florence, Ky., counselor, a Society Fellow. Also members were the top four Society officers plus the immediate past president (the executive committee).

The dispute was not allowed on the agenda of the Nov. 9, 1996 Assembly, disobeying a directive of the 1995 Assembly. Nancy Wolfe, Elon College professor and a Society Fellow, asked for it to be discussed at 4:20 p.m. during the "public comment" part of the meeting. Luis Morales, president, said a motion to adjourn had been made and that took precedent.

The O'Dwyer company, having purchased 11 "loan packets" from a list of 1,000 available from the Society's Information Center, found articles copied from about 50 publications including entire chapters of textbooks. Copied were 52 different O'Dwyer articles totaling 109 pages. Nineteen PR Quarterly articles totaling 50 pages were also found.

Profits were about \$60,000 yearly on revenues of \$100,000.

The 1992 financial report for the IC showed income of \$107,300, costs of \$46,000 and net of \$61,300.

The individual authors included Profs. Dan Lattimore and E.W. Brody of Memphis State University, authors of *PR Writing*; Prof. Thomas Bivins, University of Oregon, author of *Handbook for PR Writing*; Robert Dilenschneider, author of *Power and Influence*, Harper-Business; Philip Lesly, *Lesly's Handbook of PR and Communications*, Probus; Charles Phillips, *Secrets of Successful PR*, Prentice-Hall; and Rolf Gompertz, *Publicity Advice and How To Handbook*.

**Delaney Charges Systematic Copying**

Informed Communications, headed by Thomas Delaney, a reporter for the feisty, investigative Gallagher Report until it folded in 1989, charges the publisher of *Better Homes & Gardens* and *Family Circle* with "widespread, long-term, and systematic theft of the core intellectual property" of Informed Communications, publisher of the weekly *The Delaney Report*.

Cited in the 15-page suit are the Registration of Copyright numbers and dates for 46 issues from February 2013 to September 2015.

IC seeks statutory damages of up to \$30,000 for each of the 46 issues (\$1,380,000) or up to \$150,000 for each issue (\$6,900,000) in "enhanced damages" if it can prove infringement was committed willfully.

The suit charges that Meredith executives, officers and/or employees who were not subscribers to the \$625 weekly "reproduced it by copying and distributing it internally by various means..." The conduct allegedly occurred from at least early 2011 until just before the filing of the lawsuit.

— Jack O'Dwyer