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O'Dwyer's Newsletter

The Inside News of
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Communications

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ALASKA REVIEWS TOURISM ACCOUNT

Alaska has created a new tourism marketing board and kicked off an open competition for its \$15M-a-year travel account.

The Frontier State last year created the Alaska Tourism Marketing Board to build on its 1.9M visitors in 2013. The 21-member board includes 18 representatives of the travel and tourism industry, as well as three government members.

The state's Dept. of Commerce, Community and Economic Development released an RFP on Jan. 12, covering a five-year, \$75M contract through June 2020. Work includes content marketing and social media, development of an annual marketing plan, partnerships, collateral, media advertising, and trade and international relations.

Alaska's key targets are Baby Boomers, 45-65-year-olds, affluent, married, college-educated and frequent travelers. It also has niche segments for adventure and highway travelers. Thompson & Company handles tourism PR for the state.

Proposals are due Feb. 10, 2015. RFP: <http://bit.ly/1AHZAIJ>.



EX-CIA PA HAND TAPS INTO BRUNSWICK

George Little, former CIA and Pentagon spokesperson, will join Brunswick Group next month to head its corporate data and privacy practice.

Prior to signing on at the Defense Dept. in July 2011 as press secretary and PA chief, Little held the PA director slot at the Central Intelligence Agency.

As chief spokesperson, he provided counsel to the CIA director and leadership team, coordinated internal communications and did outreach to the American public. From 2005-07, Little worked in the National Counterterrorism Center's directorate of operational planning, where he gauged the US government response to Al Qaeda and other terror organizations.

Little has been "front and center" for decades in dealing with the challenges presented by cybersecurity, privacy and Big Data, according to Brunswick CEO Susan Gilchrist.



Little

QATER ADDS LEVICK, MERCURY IN DC

Levick is supporting the Embassy of Qatar to bolster its relationship with the US and non-profit organizations.

Its six-month contract is worth \$530K in fees for the Washington-headquartered PA shop.

The pact covers strategy, research and opinion leader analysis.

Qatar is part of the US-led bombing campaign against ISIS targets in Syria and Iraq.

The country, which is home to Al-Jazeera and controversial host for the 2022 World Cup soccer championship, has been at odds with neighboring Egypt, Saudi Arabia and Kuwait for its aggressive support of Hamas and Muslim Brotherhood.

The Qatari foreign minister has denied that his country asked Hamas leader Khaled Meshaal to leave, refuting reports in the Arab press last week.

Human rights groups have criticized Qatar for its treatment of guest workers.

That scrutiny will increase as the World Cup kick-off date draws near.

Levick's contract may be renewed for up to three successive six-month terms at the same terms.

Mercury Buttresses DC Coverage

Qatar has retained Omnicom's Mercury Public Affairs to a six-month "strategic consulting and management services" contract worth \$930K in fees.

Mercury vice chairman Ambassador Adam Erel is working the Qatari business.

The former US representative to Bahrain from '07 to '11, hammered out joint venture deals with Occidental Petroleum and Thomson-Reuters, a \$3B aircraft sale for Boeing and negotiated base access and security agreements for the US Naval Forces Central Command and Fifth Fleet.

Former Minnesota Congressman & Mercury partner Vin Weber, a well-connected Republican politico, joins Emery on the business.

The contract is null and void if Mercury removes either man from the job.

Mercury is targeting the Senate, Congress and non-governmental organizations for Qatar.

The firm reports to Ambassador Mohamed Jaman Al Kuwari.

Robert Schooling, former APCO Worldwide Americas president, has established Reservoir Communications Group in Washington to counsel clients on how to integrate brand, reputation and advocacy communications. Info: reservoircg.com.



WEBER WRAPS UP SEALED AIR BUSINESS

Packaging giant Sealed Air Corp. has selected Weber Shandwick as global communications agency of record for the \$7.7B Charlotte-based operation.

The Interpublic unit edged finalists MSLGroup and Gyro, in a competitive pitch, said Sealed Air spokesperson (and Weber Shandwick alum) Ken Aurichio.

A dozen firms responded to the RFP, the company said.

Aurichio said Sealed Air works with dozens of agencies throughout the world and that work will transition to Weber Shandwick during the course of 2015.

Weber Shandwick will develop a range of PR, advertising and social media activities as Sealed Air works to position itself as a leading provider of sustainable solutions.

The company believes its Bubble Wrap brand cushioning, Cryovac food packaging and Diversey cleaning/hygiene items ensure a safer and less wasteful food supply chain, protects good and improves health through clean environments.

Sealed Air, which will report full-year results Feb. 10, posted a 98 percent surge in net to \$191.3M on flat earnings.

Weber Shandwick's win is one of its first global integrated assignments since the October launch of the Sawmill full-service advertising unit.

Paul Jensen heads Weber Shandwick's corporate practice.

Jim Whaley joined Sealed Air in late 2013 as SVP of corporate comms.



SECRET SERVICE SLAPS PA STAFFER

Jane Murphy, who heads governmental & PA at the Secret Service, was among four officials demoted Jan. 14 in the wake of a series of embarrassing and troubling security lapses.

The raft of blunders at the protective force include the knife-wielding White House fence-jumper who then strolled into the executive mansion, an Atlanta elevator where President Obama shared the car with a gun-toting passenger, and the 2011 lackluster response to a gun shot fired at the White House.

The Department of Homeland Security released a blistering review in December of the SS that found "starved for leadership" and sapped by low morale among the rank & file.

Acting SS director Joseph Clancy told Murphy and the chiefs of protection, investigations and technology that they must leave their jobs.

If they fail to resign or retire, the foursome would be re-assigned within the SS or the DHS.

"Change is necessary to gain a fresh perspective on how we conduct business," said a statement from Murphy, who took over for Julia Pearson three months ago.

GENNARO MANAGES VOYA'S PR

Paul Gennaro has joined Voya Financial as senior VP of corporate communications and chief communications officer. He'll handle internal/external PR, counsel top management and protect the reputation of the \$511B asset giant among its stakeholders.

Most recently, Gennaro was senior VP-corporate communications at AECOM, the \$20B infrastructure & support services company. Earlier, he was in charge of global PR at Johns Manville and did stints at Ingersoll-Rand, Dell and American Express.

Gennaro began his communications career in the US Navy.

Voya serves the retirement needs of 13M customers. Its corporate goal is to position as "America's Retirement Company." Voya is the former US business of Amsterdam-based ING Group.

Gennaro reports to CEO Rodney Martin.

CAESARS ROLLS DICE WITH JF. TENEO

Caesars Entertainment Operating Co. is using Joele Frank, Wilkinson Brimmer Katcher to handle media related to its financial restructuring announced Jan. 15 to shed \$10B in debt.

The plan calls for the split of the operating unit's casino business and a real estate investment trust.

The company says its 44 casinos will remain open during the restructuring process.

CEOP chief Gary Loveman said the reorganization would result in a "sustainable capital structure" and create value for all stakeholders.

Randall Eisenberg, managing director of AlixPartners, is chief restructuring officer for CEOP.

Partners Michael Freitag and Meaghan Repko lead the JFWBK team supported by directors Aaron Palash and Daniel Moore.

Teneo Strategies continues as agency of record for the parent company, Caesars Entertainment.

SCIBETTA ENROLLS AT STONY BROOK

Nicholas Scibetta, director of Ketchum's global media network, will take the VP-communications job at Stony Brook University on Jan. 26. It's a new position for the Long Island school that is a research flagship of the New York State public university system..

Scibetta is charged with enhancing the SB brand in the state, nation and overseas via strategic communications, media relations, marketing and social media.

The more than 20-year PR veteran will report to SB president Samuel Stanley.

At Ketchum, Scibetta manages a network of 300 media specialists. He developed and managed top accounts at the Omnicom property including the Russian Federation, Oprah Winfrey's Leadership Academy for Girls, Spanish and Greek tourism ministries and Disney.

Previously, Scibetta did entertainment publicity at Rubenstein PR.



Scibetta

SLIM FATTENS NYT HOLDINGS

Mexican billionaire Carlos Slim doubled his investment stake in the New York Times Co. to about 17 percent, making him the biggest owner of the parent of the *New York Times*.

The 74-year-old Slim exercised warrants purchased in 2009, which helped the media company survive the global financial collapse.

He has maintained a passive ownership position and promises to continue to do so.

"We continue to have confidence in the management, we think they're doing things well," he said in a statement that called the Times "a valuable brand."

NYTC CEO Mark Thompson said Slim's increased investment is "in the best interests of the company." This "one-off purchase program should not be viewed as a change of position in our capital allocation plans."

Slim controls the biggest telecommunications company in Latin America and has interests in mining, banking, construction, real estate and auto parts.

AL JAZEERA RETRENCHES

Al Jazeera America has cut staff and pared programming as the Qatar-based satellite TV service seeks to expand its footprint here.

It has canned morning/4 pm news shows and the "Consider This With Anthony Mora" program at 11 am. Evening news has put pushed back an hour to 7 pm.

Newsfeed from Al Jazeera English is filling some of the content void.

"We are always looking at our scheduling calendar in order to offer our audience the most compelling news hours and programs," said AJA in a statement to this website. "Increasingly we're finding that viewers are coming to us for in depth reporting and analysis of domestic and global news events and our goal is to offer that around the clock."

AJA dropped a half-dozen people from its payroll during December. "Less than 50" employees were laid off in 2014, an AJA spokesperson told O'Dwyer's.

She refrained from saying how many people work at AJA. "We don't disclose exact numbers," said the PR staffer, who declined to give a ballpark employment number.

AJA is said to be re-hiring some talent, advertising 80 job openings in New York, DC, Miami and Denver.

DISNEY'S KALTMAN DIES AT 41

Elizabeth Kaltman, who was director of global communications Walt Disney Studios died Jan. 10 after a two-year battle with colon cancer. She was 41.

She joined Disney after a five-year stint at the Motion Picture Assn. of America.

Earlier, Kaltman was communications director for Los Angeles City Council member Wendy Greuel and Mayor James Hahn.

She also was a project manager for Rob Reiner's I Am Your Child foundation.

Husband Adam Barondess and daughter Lucy survive Kaltman.

TIME INC. NAMES LONG TIME PUB

Meredith Long, 38, is the new publisher of Time, taking over for Jed Hartman, who exited the group publisher slot last year for the chief revenue officer job at the *Washington Post*.

The 12-year Time staffer, who was executive director for west coast sales, will relocate from Los Angeles to New York.

She'll coordinate activity with editor Nancy Gibbs in the bid to develop new revenue streams for the publication with 70M print, online and mobile readers.

Long, who has good ties with Toyota's Time's No. 1 advertiser, also developed the magazine's partnership with the Motion Picture & Television Fund's healthcare summit.

Evelyn Webster, Time Inc. executive VP, said Long has "deep industry relationships and creative energy make her an exciting and marketing leader" for the magazine.

Long started at Time as an account manager and has held jobs in Washington, LA and San Francisco.

She began her career at Fallon advertising firm.

Meanwhile, Time has launched Daily Cut, an online platform with a library of more than 35K videos and 1,500 hours of premium material from its family of magazine brands.

Daily Cut is an app for Apple, Android and Roku platforms as well as www.dailycut.com.

JR McCabe, senior VP for video at Time Inc., said as "audiences pursue video across devices, advertisers are following suit and we can now offer them a highly compelling lean-back experience to our range of video channels and extensions."

DISCOVERY FOUNDER EYES STREAMING BIZ

John Hendricks, founder of Discovery Channel, is launching Curiosity-Stream, a subscription video-on demand service that will offer reports about nature.

He believes Curiosity will appeal to casual TV viewers, which Hendricks believes represents about 17M households. Watchers of PBS are a key target.

The success of Netflix, according to Hendricks, demonstrates the huge demand for programming available when people want to watch it. He envisions charging \$2.99 to \$9.99 per-month for non-fiction shows depending on the resolution of the picture.

Curiosity launches with about 800 short-form programs of about eight minutes in length. It's in the market to buy more programming.

CURRY LAUNCHES MEDIA VENTURE

NBC anchor Ann Curry, who departed the "Today" show with a teary good-bye following a conflict with co-host Matt Lauer, is starting her own production house.

The 58-year-old plans to maintain ties with NBC, which is helping fund Curry's operation.

She's leaving for the opportunity to work with non-NBC people and provide story-telling platforms for the voiceless.

Curry's scripted and non-scripted output will be distributed online.

PR TIPS ON NAVIGATING TITLE IX

By Ashley McCown

A number of factors have converged over the last couple of years to create an environment where sexual assault survivors feel more comfortable coming forward to report the assaults and share their stories publicly.

As best practices in sexual assault prevention and response are constantly evolving (including new federal guidelines), colleges and universities are being held accountable now more than ever, especially at the 55 institutions under investigation for possible Title IX (part of the United States Education Amendments passed by Congress in 1972) violations.

A well-thought-out strategy regarding how to communicate with students, faculty, staff, families and alumni, as well as the media, is critical to how a school is perceived during these times. And the media calling for comment is often how university leadership first learns that a Title IX complaint has been filed against their school. Increasingly it is becoming a matter of not IF but WHEN a complaint will be filed, so here are some communications best practices to keep in mind:

It starts at the top

The commitment to take a hard look at current policies, admit the institution could have done better, create a safer environment for students to report allegations of sexual assault, and how to support them once they do all starts in the President's office. He or she needs to set the tone for how the school will respond and enact meaningful change.

Be proactive

Take a 360-degree look at what the school is going to do, and take a look at all of the audiences who will care about the issue. That includes students and parents, faculty and administrators, alumni as well as prospective students and their parents. Then consider the best way to engage with each of those. One message does not fit all.

Educate and communicate

Education is paramount when it comes to the requirements of Title IX. It's complicated and administrators, faculty and students do not universally understand all that it entails. They will benefit from training and regular updates on best practices.

Choose your words carefully

Language matters. Higher Ed institutions are in a very difficult position when it comes to speaking publicly about Title IX complaints against them. Any appearance of challenging the allegations made against the school can easily be perceived as victim blaming.

Lawyers have an obligation to make a vigorous defense in a Court of Law. That approach will back fire in the Court of Public Opinion. Communications and legal counsel have to work very closely to find common ground in this regard.

Be transparent

In some respects, this is the hardest one. To be credible and to create an open and honest dialogue — especially with students — college and university leaders have to be willing to ask the hard questions and to hear some feedback that they might not want to.

Ashley McCown is President of Solomon McCown & Company.

DYNAMIC MEDIA FIELD BLURS CRISIS LINES

By Alex Stanton

A good number of crisis communication programs have been heralded as textbook success stories over the years, but it would be a mistake to assume these could be equally successful in the current media environment. It's the instinct that comes from those experiences that enables you to bring focus to an otherwise blurry terrain. A successful crisis response will require skillfully managing the challenges presented by the ever-changing media environment with a careful eye on four "new realities."

The lifecycle of a news cycle

Limiting the number of news cycles reporting on a crisis event is key to mitigating the event's lasting reputational impact. Advancing the story is no longer a precondition for yet another report on a particular topic. All too often, "click bait" rather than information drives the narrative. This change in the media landscape means it's vital to remain vigilant and aware of the most subtle shifts in the narrative. It also requires a running assessment on whether and how to engage.

A continuum of truths

Communicators have long been instructed to adopt a three-pronged crisis approach: 1) communicate the facts as soon as you know them, 2) avoid speculation, and 3) quickly correct mistakes. But if marshalling the facts during an unfolding crisis isn't tough enough, consider the challenge of doing so in an arena where the truth is often viewed not as a recounting of what actually happened, but rather as a full-throated defense of your position.

Letting the facts speak for themselves, unless they are conclusive and irrefutable, is unlikely to be enough. Finding the most effective way to convey in words, concepts and pictures is critical to narrowing the truth continuum.

Major stories, niche media

Obscure or niche online outlets are now breaking major stories. Crisis managers cannot afford to ignore outlets they might perceive carry less influence, credibility and commitment to journalistic ethics.

This leveling of the media playing field makes implementing an "early warning" system more difficult, but also more critical. Understanding and being adept at working with the lone blogger as effectively as with major media is a requisite.

"The pack" is social

The media have long been said to travel in packs, and at one time they literally did. Social media has only reinforced this tendency. At the onset of any significant crisis, one can watch the storyline come together instantaneously on Twitter. Contrary angles are publicly panned, and a consensus forms, evolves, and continues along a self-propelled trajectory.

Reacting to a "socialized" pack of journalists requires a blend of smarts and speed. In the social age, being connected, accessible and able to respond quickly is more important than ever. A willingness and ability to continuously adapt to the changing media, and to different reporting styles of newly minted reporters, full-time bloggers and established journalists, is the price of admission.

Alex Stanton is CEO of Stanton Public Relations & Marketing in New York.

NEWS OF PR FIRMS**NEW PR NETWORK DEBUTS**

The Global Communications Alliance network of firms has launched with 10 members with market coverage in North America, Europe, Africa and Asia.

Agenda Global PA shop in Washington represents this country.

Doug Turner, founding partner of Agenda, said GCA will provide clients "world class service and on the ground intelligence and capacity wherever they do business."

He was campaign manager for former New Mexico governor Gary Johnson and deputy political director for Steve Forbes' 2000 presidential bid.

Turner said many GCA members have worked with each other in the past and the new organization is a way to formalize those ties.

Joining Agenda as GAA members are Affaires Publiques Consultants (France & Belgium), Bluesky Strategy Group (Canada), Ethicore (South Africa), IMG Events & PR (Kenya), Navos (Germany), PLMR (UK), Wilkinson Group (Australia), Wit Communicatie (Holland) and YoungNetwork Group (Dubai, Portugal, Angola and Mozambique).

London-based PLMR will manage the alliance for the first year. Leadership is to rotate.

LERNER TO HEAD GLOVER PARK NYC

Winnie Lerner, who ran global communications for New York Stock Exchange-listed Ralph Lauren Corp., has joined Glover Park Group to head its New York outpost.

She'll focus on expanding the corporate and capital markets business of the Washington-headquartered PA/lobbying shop.

Lerner spent 17 years at Abernathy MacGregor Group before decamping for the consumer fashion house.

She rose to co-president slot at AbMac, where she did financial, investor relations and crisis work.

Lerner began her career as a Capitol Hill legislative assistant.

Chip Smith, who is Glover's CEO/founding partner, said Lerner's "ability to navigate complex communications situations," is an attraction to his firm.

The WPP unit believes its "depth of knowledge across many industry sectors combined with its PA heritage" offers a unique competitive advantage in the corporate communications arena, according to Smith.

MEDIATRACKS MARKS 25 YEARS

MediaTracks Communications, radio/audio services provider for PR pros at companies such as Walmart, McDonald's and Coca-Cola, hit the 25-year mark this past Dec.

The company, founded in 1989, also produces two of the nation's most listened-to public affairs radio news programs, Radio Health Journal and Viewpoints, airing on nearly 1,000 stations nationally.

It began operations as producer of the syndicated The Search for Mental Health, created for Forest Hospital in Des Plaines, IL.

Radio vet Shel Lustig is president and co-founder.

NEW ACCOUNTS**New York**

Rubenstein Public Relations/Nederlander Worldwide Entertainment's for the production of "RENT" in Havana. The partnership with the Cuban National Council of Performing Arts will present the first full Broadway musical in Cuba for more than 50 years. A three-month run is slated at Bertolt Brecht Theatre.

Weber Shandwick/Verisign has decided to stick with the Interpublic-owned property that it has been working with since 2006.

5W Public Relations/Kabrita line of children's health and nutrition products. The company is North America's first producer of enhanced goat milk foods for toddlers. 5W will educate parents on the benefits of goat milk and position Karbrita as offering an easy and healthy alternative to cow's milk. 5W also picked up Strike Ten Entertainment, for PR to build awareness for the sport of bowling and to drive consumers into STE's bowling centers in the U.S.

Momentum Communications Group/The Seeds of Africa Foundation, an NGO that provides education and community development programs in Ethiopia, for media relations services to increase awareness of the organization's mission and programs. Work is focused on its October-launched Dream School Project, a two-year campaign to raise \$2.2M and build a school in Adama.

East

Schultz Public Relations, Washington/Airware Labs Corp to promote the personal health breathing devices and skin care products of the Scottsdale, AZ-based operation.

Rasky Baerlein Strategic Communications, Washington/Eastern Maine Medical Center to help the Bangor, ME-based facility navigate federal Washington. David Tamasi, senior VP & DC chief, leads the account with former Sen. Ted Kennedy staffers Bethany Bassett and Graham Shalgian.

The Media Matters, Lexington, N.C./Hospice of Davidson County, as AOR for PR, social media and advertising.

Trevelino/Keller, Atlanta/Great Wraps, to promote its chain of customizable wrap sandwich outlets. "Great Wraps stands out as a re-emerging category influencer with its extensive history and dynamic menu strategy that we believe is ownable," said Dean Trevelino, principal.

West

Ogilvy PR, Los Angeles/Search Optics, digital marketing provider, has selected it as its agency of record for strategic marketing. Ogilvy/LA is part of the firm's four-office Ogilvy West operation.

London

Bell Pottinger/Market Tech Holdings, parent of Camden markets following the firm's successful IPO in December. BP handled PR surrounding the stock listing, which generated about \$130M.

JH Public Relations/Kruger Crowne talent management agency for PR engagements, book publicity, special events and speaking forums. Jessica Huie, owner of JHPR, is a noted entertainment publicist.

NEWS OF SERVICES

FB OVERHAULS PITNEY BOWES 'BRAND'

Interpublic's FutureBrand created a new brand strategy and identity for Pitney Bowes, the global shipping and mailing services company expanding in the tech realm, after a yearlong collaboration.

FB and PB said the new strategy and identity were designed to more "clearly and evocatively" tell the company's story as it continues to expand into new markets, including digital commerce and software, while continuing to focus on its core mailing and shipping businesses.

"We are at an important inflection point in the 95-year history of our company," said Bill Borrelle, SVP, brand strategy and integrated marketing communications at Pitney Bowes.



Old and new Pitney Bowes 'brand'

FB executive directory of strategy Kari Blanchard said the tagline behind the revamp – "Accuracy and Precision for Impact" – is rooted in a "foundational truth about what Pitney Bowes has always delivered – first in the world of mail, and now in the connected and borderless world of commerce."

FB said it created a symbol that draws from Pitney Bowes's heritage, but in a "future-focused" way.

FB also created a suite of assets, touchpoints and materials that will help bring the story to life and change the way employees and customers worldwide view the brand.

ENGAGE RE-BUILDS SITE FOR PROTECH

St. Louis web developer Engage was tapped by association management software provider Protech Associates to overhaul PA's website.

Engage built a site to integrate PA's e-commerce solution with its customer database, allowing members to sign on in a single point for services like event registration and customer care.

The new site is at protechassociates.com.

MEDIAMATH ENTERS SPAIN

London-based digital marketing technology developer MediaMath has opened a Madrid outpost to expand its EMEA reach.

The creator of the TerminalOne System named Gonzalo Garcia of Targetopia as country manager for Spain. Garcia said MediaMath gives clients "goal-based marketing" to meet the specific needs of businesses.

MM recently named Richard Beattie as SVP, commercial, EMEA, and opened offices in France, Japan and Sydney.

LEWIS JOINS COMSCORE BOARD

Joan Lewis, former SVP of global consumer and market knowledge at The Procter & Gamble Company, has joined the board of directors of Reston, Va.-based comScore. She serves on the audit committee and fills the vacancy left by the resignation of Jeffrey Ganek after seven years. .

PEOPLE

Joined

Todd Kline has been named senior VP and chief commercial officer at the Miami Dolphins National Football League team. The former Anschutz Entertainment Group executive oversees sponsor revenue including corporate partnerships and events. His post is a new one. **Jeremy Walls** and **Jason Jenkins** were promoted to senior VP & chief marketing officer and senior VP-communications & community affairs, respectively.

Justin Holden to PR director of the Cleveland Orchestra, taking over for **Ana Papakhian**, who decamped to the Music Academy of the West in Santa Barbara last spring. A trained clarinetist, Holden joins from Polskin Arts & Communications Counselors. He's worked in the communications department of Carnegie Hall, New York Philharmonic and WGBH TV/radio in Boston. In Cleveland, he is responsible for orchestra communications, news from its Miami annual residency and developments at Severance Hall and Blossom Music Center.

Kim Albrecht to Nintex, workflow automation company in Bellevue, Wash., as VP-brand marketing and events. She will handle worldwide marketing communications, events, public relations and analyst relations activities. Albrecht is a veteran of Silver Fox Productions, where she was VP in charge of business development and business planning. Nintex recently named Russ Mann chief marketing officer.

Jeff Ramos to The Narrative Group to lead its new digital strategy offering. He's in charge of efforts to increase brand engagement across platforms, develop partnerships and implement social media initiatives. Ramos is a veteran of Silver + Partners, MKG, and Games for Change.

John Pope to Long Beach City College as director of college advancement, PA and governmental relations. He will oversee strategic communications efforts, media relations, community outreach and legislative affairs. The former *Long Beach Press-Telegram* journalist joined the school Jan. 5 from the Port of Long Beach, where he held the community relations manager position.

Susan Alcorn to Rochester Regional Health System as senior VP/chief communications officer. Most recently, she was at Jarrard Phillips Cate & Hancock healthcare PR firm and Geisinger Health System, where she was chief communications officer.

Promoted

Trisch Smith, executive VP at Edelman/DC, has been named managing director for diversity and inclusion to handle recruitment, training and engagement at the No. 1 independent firm.

Peter Swiecicki and **Andrew Castellaneta** to senior VPs at Omnicom Group. Swiecicki, director of business operations, is SVP-finance and controller.

Castellaneta takes responsibility for global reporting, transactional accounting support, financial analysis and regulatory compliance requirements.



Smith

EUROPE PUSHES FOR AMERICAN GAS

LNG Allies, which is bankrolled by governments in Europe, has hired Franklin-Hamilton of Wilmington to a \$20M monthly fee pact to push for the "free, fair and expedited trade of natural gas and other resources between the US and its global allies."

The Washington embassies of Lithuania, Croatia and Czech Republic are members of the coalition's "council of embassies," which acts as an advisor to the LNG coalition.

Eastern European countries are heavily dependent on the import of natural gas from Russian state-owned Gazprom, which has cut off Ukraine in the past.

Current laws ban the export of liquefied natural gas to countries that don't have a free trade agreement with the US.

Exemptions are granted only after a lengthy review to determine that the gas export is in the best interests of the US.

The coalition wants to either accelerate the review process or allow gas exports to NATO countries.

LNG believes a successful lobbying effort will create a more liquid natural gas market, expand fuel diversity and enhance energy security.

F-H's work covers data collection, embassy liaison, advocacy, editorial contents, and organizational management.

The term of its agreement is indefinite, continuing as long as funding remains available.



UAE RE-UPS FOR \$10M AT HARBOUR

United Arab Emirates has extended its relationship with The Harbour Group through 2017 for "no more than \$5M per year," according to its contract.

The work calls for implementation of the comprehensive public diplomacy and communications program to enhance awareness and understanding of the UAE among American policymakers and opinion leaders.

Harbour is to develop PR materials for the UAE's embassy including websites, video, social media, white papers, issue updates, speeches, press releases and briefing kits.

The firm will arrange visits for UAE embassy officials and private delegations beyond the Washington markets.

Any work beyond activity mentioned in the engagement letter requires client approval and gets billed on a per-project basis.

Managing director Richard Mintz, an alum from Burson-Marsteller, US Dept. of Transportation and Hillary Rodham Clinton's staff, directs the UAE business.

His counterpart Matthew Triaca (one-time head of B-M's aviation and transportation practice) handles the client's day-to-day activities.



United Arab Emirates

FIXMER SPINS FOR UNIVERSAL MUSIC

Andy Fixmer, a veteran media and entertainment reporter for Bloomberg News, has moved to the PR realm as VP of global communications for Universal Music Group.

Fixmer exits a nine-month stint as special projects editor for Mashable, following eight years covering the Hollywood beat for Bloomberg in Los Angeles.

For music giant Universal, he covers corporate, policy, financial and internal communications under EVP and global head of comms. Will Tanous.

Universal, part of Vivendi, includes record labels like A&M Records, Capitol Records, Def Jam Recordings, and Virgin Records, among others.

Fixmer was a staffer for the *Los Angeles Business Journal* and *Times of Trenton* (NJ).



Fixmer

LAHEY LATCHES ON AT PODESTA

Josh Lahey, a PR and advertising pro, has joined Washington's Podesta Group as it broadens its PA/lobbying base. He's a Glover Park Group and McBee Strategic alum and founding partner at Ginsberg-Lahey, a Democratic opposition research outfit.

Kimberely Fritts, Podesta CEO, said Lahey "understands how to leverage earned and paid media to tell a brand's story and turn outreach into action."

She hired Lahey since "the playbook for moving an advocacy agenda has changed, we continue to bolster ours."

During his 15-year career, Lahey has worked on earned and paid media strategy, campaign design, messaging and content development.

He's represented PhRMA, America's Natural Gas Alliance and French railroad SNCF.

Lahey also served as advisor to Al Gore's presidential bid and did speechwriting duties at the last three Democratic National Conventions.

GAYNOR TAKES B-M/ASIA HELM

Terri-Helen Gaynor, founding partner of Reputation Ply in Australia, is taking over Burson-Martin's Asia-Pacific duties from Pat Ford, who helmed the region since Oct. 2012.

He'll continue as global vice chair/chief client office and Asia chair until Gaynor completes a transition period.

Gaynor established financial PR-oriented Reputation a dozen years ago and has counseled clients such as Qantas, Deutsche Bank, Marriott International and KPMG.

In 2005, Reputation affiliated with MSL Group, which is part of France's Publicis.

Gaynor, who did a two-year stint as president of the PR Institute of Australia, began a career working for various agencies of Australian government handling communications and policy development.

She'll be based at the Hong Kong office of WPP-owned B-M.

Libraries in Southampton, Westhampton Beach and Quogue, elected leaders of which are being falsely accused in court of “animus” towards Orthodox Jews, must fight those charges and stop massive legal costs.

According to the suits, which have cost the towns \$884,837 thus far in outside legal costs alone, the only way to escape such charges is to agree to allow “lechis” on utility poles that convert public land into a “private domain.”

The lechis turn the poles into “doors,” something that only the Orthodox believe. Citizens of SH, which includes WHB and Quogue, have to face either accepting this fantasy or continuing in a legal maze of hundreds of court filings and hundreds of thousands of words. They could be hit with further huge legal bills since the East End Eruv Assn. is suing for damages and legal fees.

The mission of the expanded WHB library, built for \$7.5 million in 2010, is to “serve the community, cultivate knowledge and inspire lifelong learning.”

Rogers Memorial Library of SH and Quogue Library have similar missions.

It’s time for them to step into this battle to defend not only the honor of the towns but their treasuries.

Citizens Are Terrorized, Confused

Citizens of WHB, where we have lived most of the year for more than 35 years, are frightened and confused. It’s as though a pack of lions is loose on the street, making it impossible for them to go out. They find it appalling that the government, considering the lions an endangered species, takes the side of the lions.

It’s time for the citizens to take things into their own hands and chase the lions away.

The legal case of EEEA, in six different parts and as complicated as the periodic table of elements, rests on two false premises—that the lechis, plastic strips tacked to utility poles in WHB last summer, are not a religious symbol and are “nearly invisible” anyway, and that a “reasonable” observer would not glean any religious message from them. Another flaw is that no government body that we know of has approved of the alleged eruv, a requirement of Jewish law.

An essay by Mark Williams of the First Amendment Foundation covered in detail the inability of eruv backers to obtain approval of any government body. WHB rejected the eruv as did Suffolk Executive Steve Levy.

“Reasonable” people today are up to their eyebrows in knowledge and facts about everything via traditional media and the web. We doubt there is a resident of WHB who doesn’t know about the eruv and the controversy surrounding it. The way to increase that knowledge and defeat the claim on secrecy is a public display of the mountain of legal filings.

It is significant that Robert Sugarman, lead counsel at Weil, Gotshal & Manges, ducks repeated calls and emails from 27east.com and this website. Nor is anyone from the EEEA ever available for public discussion. They don’t have a logical leg to stand on.

The libraries, if they want to live up to their princi-

ples, should take up this task. An alternative is for Jewish People Against the Eruv or some other group to rent space in WHB for such a display. A possible site is the former Magic’s Pub on Main st. which has been vacant for the past several years. It was one of only two moderate-priced restaurants on Main st.

NYT Reporter Is Son of Library President

President of the Quogue Library is Lynda Confessore, whose son, Nicholas, is a political reporter for the New York Times. Christine Clifton is library director

This gives NYT an unrivaled bird’s eye view of the battle.

Quogue has spent \$103,859 so far on outside legal counsel on this dispute. The last NYT story on the WHB eruv was published by reporter Sharon Otterman on Feb. 4, 2013. NYT is low-balling this story.

Sugarman, who addressed Quogue trustees in March 2012, helped the Tenafly Eruv Assn. to win more than \$300K in costs in 2006 after that town fought an eruv. A district court sided with the town but was overruled by an Appeals Court which said TEA showed that the town had allowed other signs on its utility poles. The issue of separation of church and state was not addressed.

Marketer Heads SH Library

Sandra Klemuk, president of Southampton’s Rogers Memorial Library, is a principal of Braun Marketing of Southampton with her husband, Richard Braun.

Klemuk, a native of SH, worked in New York representing commercial illustrators to ad agencies and magazines. She and her husband, who also worked in NYC, moved back to SH in the late 1980s, later opening Braun Marketing. Klemuk is an experienced communicator and could bring her expertise to bear on the eruv conundrum. Elizabeth Burns is director of the library.

Library Head Levan Was WHB Village Trustee

Joan Levan, president of the WHB Library, was a trustee of WHB from 2006-2011. Following is part of a letter mailed to 12 of the trustees in the three towns. Email addresses are not available for most of them.

Hello Library Trustee _____

This is reporter and homeowner in Westhampton Beach since 1987 Jack O’Dwyer who is covering the battle over the eruvim, erected and/or proposed in SH, WHB and Quogue on our website—www.odwyerpr.com.

I hope that the library, whose mission is “educational, cultural and intellectual,” will play a role in educating citizens about the legal war that has been declared on SH and its citizens.

Answering in court preposterous charges such as whether Southampton officials “discriminate” against Orthodox Jews, and arguing endlessly over the meaning of “secular,” “sectarian,” “accommodation,” “sign,” separation of church and state, what is or is not religious, laws relative to land use strict scrutiny” and other terms, is not only an uncalled-for burden on the town and its citizens but is a giant waste of the legal system’s time.

One filing was 70 billion bytes.

— Jack O’Dwyer