



**Kevin McCauley**  
Editor-in-Chief

# O'Dwyer's

The Inside News of PR & Marketing Communications

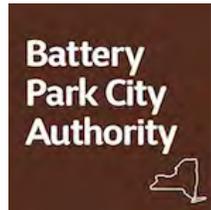


271 Madison Ave., New York, NY 10016  
212/679-2471. Fax: 212/683-2750  
[www.odwyerpr.com](http://www.odwyerpr.com); [jobs.odwyerpr.com](mailto:jobs.odwyerpr.com)

January 3, 2022 Vol. 55 No. 1

## **BATTERY PARK CITY CALLS FOR PR FIRM**

The Battery Park City Authority, the non-profit that manages and oversees the financing, development, maintenance and operations of Battery Park City in Manhattan's southern-most tip, seeks proposals from PR firms.



BPCA is looking for an agency that can assist the organization with ongoing communications support and strategic guidance as well as media relations services in an effort to boost engagement among key stakeholders.

Scope of work includes providing media relations services by generating news releases and pitching concepts for use in attracting media coverage of BPCA and its leadership; developing strategies for print, digital and broadcast media; drafting, reviewing and distributing written statements; securing media coverage for key events and speaking engagements for BPCA leadership; providing guidance on strategy and content for the BPCA's social media presence; and assist with issues management and/or crisis communications if needed.

The anticipated term of the contract will be three years, with an option to renew for up to an additional two years.

Proposals are due by 3:00 p.m. (EST) on Jan. 12. Technical proposals should be emailed to [technicalproposals@bpca.ny.gov](mailto:technicalproposals@bpca.ny.gov) with the subject line "Proposal Enclosed—PUBLIC RELATIONS SERVICES." Bidding agencies must separately email their cost proposals [costproposals@bpca.ny.gov](mailto:costproposals@bpca.ny.gov).

Submit questions via email to assistant contracting officer Emily Birdseye, [emily.birdseye@bpca.ny.gov](mailto:emily.birdseye@bpca.ny.gov).  
[Download the RFP \(PDF\)](#).

## **ERIC ADAMS TAPS YOUNG AS SPOKESPERSON**

New York City mayor Eric Adams has appointed Maxwell Young as City Hall communications director. Young joins Adams' staff from Everytown for Gun Safety, where he was chief public affairs officer and senior vice president. He has also served as a Metropolitan Transportation Authority spokesman and senior adviser to U.S. Senate Majority Leader Chuck Schumer.



**Maxwell Young**

"Our administration is assembling a team of seasoned public servants who are battle-tested and ready to get to work on behalf of the people of this city," Adams said in a statement.

## **PR REBOUNDED IN '21**

The public relations business rebounded in 2021 from the chaos of pandemic 2020, which triggered a massive restructuring of the communications sector.

The big ad/PR holding companies reported robust earnings and mapped out plans for hybrid work models.

Omicron delayed implementing those new plans but the outlook for 2022 is bright due to mandatory vaccination policies and the hope that the COVID-19 pandemic will begin to become a manageable endemic illness.

Here are some of the highlights for 2021:

**Richard Edelman says the U.S. is living in an "era of information bankruptcy"** as leaders lie to the public, which views media outlets as politicized and biased. The Edelman CEO believes the Jan. 6 invasion of the U.S. Capitol and the fact that only a third of Americans plan to get the COVID-19 vaccine highlight the dangers of misinformation.



**Richard Edelman**

**Stephanie Grisham, who was White House press secretary** and communications director, resigned as chief of staff for Melania Trump in the aftermath of the Jan. 6 insurrection inspired by the president.

**Anita Dunn, a founding member of SKDKnickerbocker** who returned to the firm after serving as a senior advisor to Joe Biden and Kamala Harris during the campaign, rejoined Team Biden to work on the transition. She took a leave of absence from the New York firm, which is part of Stagwell Group, and returned in the summer

**Former US Senators Trent Lott and John Breaux signed on to represent TikTok**, the social media platform that is owned by China's ByteDance.

**Porter Novelli releases a survey showing the impact of "cancel culture"** on brands. Nearly three-quarters of the respondents felt "more empowered than ever before" about expressing opinions about a company's action, leadership or spokespeople.



**Anita Dunn**

**Teneo picked up a lucrative assignment** to handle pub-

*Continued on page 5*

## **PFIZER'S SELIB TO CLAYTON DUBILIER & RICE**

Clayton, Dubilier & Rice has named Jon Selib, who was senior VP of global policy & public affairs at Pfizer, managing director & global external affairs leader.

He will join the private investment firm in March and take responsibility for its outreach to media, trade groups and governmental units. Selib also will work with CD&R's portfolio companies, which includes Huntsworth, to bolster their communications efforts.



**Jon Selib**

At Pfizer, Selib handled reputation, PA and policy matters and counseled CEO Albert Bourla and other top executives during the company's rollout of the COVID-19 vaccine.

Previously, he was partner at London's Hakluyt & Co. commercial strategy firm, in charge of its US business. Selib has Capitol Hill experience gained while serving as chief of staff to Sen Max Baucus, who chaired the Senate Finance Committee during the legislative battle over the Affordable Care Act.

## **BRUNSWICK TAILORS ZEGNA'S NYSE DEBUT**

Brunswick Group handles media for Italian luxury brand Zegna as it debuted on the New York Stock Exchange on Dec. 20 via a SPAC deal with European private equity group Investindustrial.

Guido Zegna, grandson and namesake of founder of the 111-year-old company, said he is very proud to head the first Italian fashion company listed in New York. His family controls about 66 percent of the publicly-traded company.

Zegna products are sold in more than 500 stores in 80 countries. Its luxury textile laboratory platform preserves artisanal mills that produce the finest Italian fabrics.

Brunswick Group's Brendan Riley, Lidia Fornasiero and Marie Jensen handle Zegna.

Maitland's David Sturken and Jonathan Cook represent Investindustrial.

## **FINN PICKS PETROCK FOR CONTENT POST**

**Finn Partners** has hired Victoria Petrock as VP-senior content strategist to head its data-driven marketing solutions in the firm's midwest region.



**Victoria Petrock**

Petrock joins Finn from Insider Intelligence, the former eMarketer, handling research reports, forecasts, podcasts, webinars, articles and charts for B2C and B2B leaders.

She provided insights into developments in the realms of artificial intelligence, biometrics, extended reality, Internet of Things, cloud computing, privacy and security.

Earlier, Petrock was director of research services at FleishmanHillard and editor-in-chief at MarketingCharts.com.

Based in Chicago, Petrock will report to Dan Pooley, founding managing partner in charge of Finn Partners' midwest operation.

## **ACCOUNTS IN TRANSIT**

**Travelino/Keller** picks up **Assignar** to raise awareness among key target audiences and gain traction in the construction industry for its business and service offerings. Assignar says its platform streamlines operations and project scheduling as well as tracking crews, equipment, and quantities, while improving quality and safety. "Partnering with an agency that has experience driving outcomes across the B2B sector was important, and Travelino/Keller fits this need with its experience in both the tech and construction industries," said Assignar co-founder and CEO Sean McCreanor.



**LDPR** signs on with The Langham, Chicago, a 316-room hotel in the city's riverfront AMA Plaza. The agency will be overseeing an overall PR program for the hotel. The brand's first purpose-built hotel in the US, The Langham, Chicago features a 22,000-square-foot health club, butler service, 15,000 square feet of meeting space and an extensive fine art collection.

**Mindgruve** is named digital marketing agency of record for **Tivic Health Systems**, a company focused on non-invasive bioelectronic medicine. The agency will work with Tivic Health to develop an integrated strategy to support marketing and sales efforts in the U.S. Tivic Health's first FDA-cleared product, ClearUP® Sinus Pain Relief, is a patented handheld device that uses ultra-low level electron waves to relieve sinus pain and congestion. "They will be focused on optimizing and upgrading our ecommerce platforms, digital and social marketing and overall brand development, further building awareness of bioelectronic options for the treatment of disease and improvement of health," said Tivic Health CEO Jennifer Ernst.

**Lambert & Co.** lands **Kalera**, a leader in sustainable vertical farming. Lambert is charged with increasing Kalera's brand awareness among consumers and improving its communications with investors. Headquartered in Orlando, FL, Kalera currently operates farms in the US (Orlando, Atlanta and Houston) as well as Kuwait. The company says it grows nutrient-dense lettuce and microgreen varieties faster, year-round, at a lower cost, and with less environmental impact, than its competitors.



**Magrino** checks in at **Omni Hotels & Resorts**. The agency will work on creative programming, brand awareness development and awareness, thought leadership and crisis communications in the U.S. market, Canada and Mexico. Magrino will also work with several hotels individually within the proposal including Omni Mount Washington Resort, The Omni Grove Park Inn, Omni Amelia Island Resort and The Omni Homestead Resort. "We felt that Magrino was the agency to help us reach our goals," said Omni Hotels & Resorts president Peter Strebel.

**JMediaHouse Public Relations** is named PR agency of record for **New York Sports Clubs** and its family of brands. The agency will help build and implement a strategic earned media plan to position NYSC as a premiere gym. NYSC operates gyms under the New York Sports Clubs, Boston Sports Clubs, Washington Sports Clubs, Philadelphia Sports Clubs, Lucille Roberts and Around the Clock Fitness brands.

## **GREAT JOB! NOW ON TO THE NEXT CHALLENGE**

“You did a terrific job this year. The agency thrived, and you played an important role in our success. It’s a pleasure to work with you. Next year will bring exciting opportunities but will also probably present more challenges and volatility.”



**Richard Dukas, Seth Linden**

Whether you’re running a public relations agency or just starting out in the PR industry, you may be initiating or listening to some variation of this conversation.

Despite two years of pandemic, many PR agencies have grown in terms of revenue, client work and agency stature. For those of us who work in financial services and fintech, the opportunity set has been unprecedented. A virtual world has made it easier than ever to close business in these verticals and meet more people—all for the cost of good Wi-Fi and a Zoom account.

As agency heads we don’t take any of this for granted. We remember the Internet boom-and-bust of the early 2000s and the ensuing multi-year recession, and the financial crisis of 2008-2009—not to mention the precipitous slowdown in economic activity when Covid first hit the U.S. in early 2020. These events are embedded in our minds, and we know firsthand what it means to worry about keeping an agency together when times are tough and volatile.

How does one balance a message of optimism and realism? How do managers and leaders inspire and excite our teams while forecasting what may be real obstacles ahead—whether its economic volatility, labor shortages, the seemingly never-ending pandemic, the highest inflation in 20 years, or a lack of trust in our elected officials and institutions?

We believe the answer is a combination of balance, cautious optimism, careful planning—and, of course, leadership. With all of this in mind, here are a few thoughts as agencies continue to work to attract and keep top talent in 2022:

- **As the old catch-phrase says, “Be Real.”** Anticipate and plan for best and worst case scenarios. If you grew revenue 20 percent in 2021, envision what 2022 could look like if you continue on a similar growth trajectory. But also consider the possibility of contracting and needing to work harder just to keep the business you had two years ago. Discuss this openly as an agency. Don’t let ego lead to laziness or hubris.

- **“You’re only as good as your next gig.”** Client partnerships are built on performance and trust. Clients will partner with you for a long time, but that partnership requires continuous hard work and solid results. Agency teams can take a long-term client for granted. The same sense of drive that made an account a success right after kickoff needs to be infused in the account years later.

- **The war for talent is real.** Motivate, elevate and focus on culture. In a remote or hybrid environment, agency personnel have many choices—and those choices are not just determined by compensation. The pandemic has reinforced the desire to find a sense of purpose, professional growth, freedom and work-life balance. If you or your teams don’t feel these important areas are being addressed regularly, agency culture will suffer. Professional development, freedom and

connectivity must be at the forefront of 2022 planning.

We’re struggling with this too. Those same Zoom meetings that enable you to close new business or have a face-to-face with an important client without jumping on a plane are also exhausting. Long hours in front of a screen are tiring. People need downtime and space. We don’t have all the answers here—no one does yet—but it’s important to have regular check-ins with your team and make sure you’re taking care of each other. People need that careful balance of excitement and downtime. When you can’t chitchat by the water cooler or go out for lunch or coffee together, you need to find other avenues. Maybe it’s as simple as calling a colleague (without video!) to talk about non-work topics, or, for those who live in the same metropolitan area, scheduling a time to meet for coffee, a drink or even a walk.

The topics we’ve covered in broad brush strokes here could be discussed for hours, but hopefully we’ve made our point: it’s a time to reflect, celebrate, pause and plan. We can’t predict the future, but we can be cautiously optimistic and know that ultimately, we will make the best of our new “normal.” Warm holiday and 2022 wishes to all!

*Richard Dukas is the founder and CEO of Dukas Linden Public Relations (DLPR) and Seth Linden is president of DLPR.*

## **IRELAND SEEKS PR FOR LIGHTHOUSE TOURISM**

Ireland is looking for a tourism and brand development partner to increase the number of visitors to the island’s 65 lighthouses.

The work on behalf of The Commissioners of Irish Lights and its Great Lighthouses of Ireland brand will be aligned with the sustainability model, focused on promoting heritage and maritime culture, bolstering the economies of coastal communities and environmental protection.

The overall goal is to increase the number of visitors to Ireland and Northern Ireland’s lighthouses by three percent per year. About 150K people visited the lighthouses in pre-COVID 2019.

Irish Lights plans to award a three-year contract with two one-year renewal options.

Proposals are due Jan. 7.

[Read the RFP \(PDF\).](#)

## **GOP VET TAKES BUSINESS ROUNDTABLE POST**

Michael Steel, partner at Hamilton Place Strategies, has joined the Business Roundtable as senior VP-communications. He will oversee message development, media relations, digital engagement and marketing.

Steel will report to Kristin Silverberg, who becomes BR’s president & COO on Jan. 3. The executive VP-policy will succeed Prior to joining HPS in 2016, Steel was senior policy and communications advisor for Jeb Bush’s presidential campaign, press secretary for House Speaker John Boehner and press secretary for vice presidential candidate Paul Ryan.

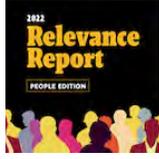


**Michael Steel**

Before working on Capitol Hill, Steel was a correspondent for the *National Journal*.

## **COVID, POLITICS TO SHAPE 2022 WORK LIFE**

Americans appear to have three goals in 2022, in no particular order: stay healthy, stay politically engaged and avoid returning to the office if they can help it, according to the latest “Relevance Report” released by the USC Annenberg Center for Public Relations.



The annual USC Center report, which asked Americans about the emerging issues and trends that will be most relevant to them in the coming year, found that more than one in five (21 percent) believe COVID will remain the number-one concern in 2022, beating out such current collective fears as climate change (14 percent), abortion rights (11 percent), voting integrity (10 percent) and access to affordable healthcare.

The concept of self-care appears to have risen to become a top-of-mind concern in the COVID era. Nearly a quarter (22 percent) of Americans polled said they now want to dedicate some time every day to focus on their wellbeing.

Work appears to play no small role in Americans’ concepts of wellbeing, particularly the prospect of working at home: 14 percent said they want to find a new job where they can work fewer hours than before or get paid more. Only one percent of respondents said they want to go back to the office full-time, and five percent said they want to go to the office only two or three days a week. Once Americans do return to the office, 17 percent said they’d prefer to wear jeans and a T-shirt

The USC report also makes it clear that, even with Trump out of office, we continue to live in divisive times. According to the report, a person’s political views constitute the biggest deal-breaker for a friendship or relationship today (14 percent), followed by what candidate a person thinks won the 2020 presidential election (11 percent).

Nearly half of respondents said they plan to support companies that share their values (40 percent) and nearly a third (31 percent) said they plan to boycott brands that don’t share their values. Nearly the same number (32 percent) said they plan to donate money to a cause or volunteer in their community (31 percent).

The 2022 edition of the USC Center for PR’s “Relevance Report” surveyed more than 1,100 Americans in October. The survey was conducted via online survey company Survey Monkey.

## **PLYMOUTH LOOKS TO BOOK TRAVEL PR FIRM**

Plymouth, MA, wants proposals for a tourism promotion program from firms that “have the ability, knowledge and expertise to provide that service,” according to its RFP.

Plymouth County, which was settled by the Pilgrims in 1620, was called the “best budget-friendly” vacation spot in the Bay State by MSN.com on July 6, 2021.

The area serves as the gateway to Cape Cod and the Islands

The RFP calls for a partner for media outreach, advertising, websites, special events and content development. The firm

also is to operate the visitor information center.

The contract runs from March 1, 2022 to Feb. 28, 2025.

Responses are due Jan. 12.

[Read the RFP \(PDF\).](#)



## **SPORTS FANS OK WITH ATLANTA ‘BRAVES’**

While many sports fans say the Cleveland Indians were right to get rid of their old name, they aren’t nearly so willing to see the 2021 World Series-winning Atlanta Braves make the same decision.

In a Dec. 8-13 poll conducted by Seton Hall University’s Stillman School of Business, half of self-described “avid fans” said they supported the name change in Cleveland. However, significantly fewer (36 percent) liked the team’s new name (the Cleveland Guardians).

Given that the name change was a response to complaints from community members and Native American groups, it might seem logical to expect that sports fans would be equally willing to expect the same move from the Atlanta Braves, but that’s not the case.

Only a third (34 percent) of the avid fans said that the Braves should drop that moniker, with just 25 percent of “casual fans,” 23 percent of the overall sample and 18 percent of “non-fans” agreeing.



## **PATIENT SERVICES SEEKS NAME-CHANGE PR**

Patient Services Inc., a non-profit that helps people pay for prescription drugs, wants to hire a PR firm to promote its name change to Accessia Health.

Founded in 1989, PSI is a pioneer in the non-profit patient assistance business. That segment, funded by the drug industry, has suffered controversy and negative press.

Gwen Cooper took the helm of PSI on June 1, 2020, a few months after it entered a three-year integrity agreement with the Office of Inspector General, according to the RFP.

PSI’s name change, to be announced on or before Feb. 1, will reflect Accessia Health’s broadened service delivery model, expanded vision/mission and highly capable leadership.

The PR firm will assist PSI’s creative agency and handle the name launch, reputation & crisis management, social media, media relations, marketing, speech-writing, press releases and government affairs.

Cooper wants proposals by Jan. 10 at [gcooper@uneedpsi.org](mailto:gcooper@uneedpsi.org).

[Read the RFP \(PDF\).](#)

## **ICR HEATS UP BLACKSTONE GO-PUBLIC DEAL**

[ICR Inc.](#) handles Blackstone Products, which commands 80 percent of the outdoor griddle market, as it plans to go public via a SPAC deal worth \$900M.

The *Wall Street Journal* noted that Blackstone’s griddles are star performers on the TikTok and Instagram social media platforms, which has driven awareness of the product line, according to company CEO Roger Dahle.

He called the company, which launched its first griddle in 2008, a pioneer in the category that has ignited a “massive social media movement supported by our loyal customers.”

Dahl said the merger with Ackrell SPAC Partners will help Blackstone “to achieve its mission to make outdoor cooking accessible to all, for every meal.”

Blackstone will trade on the NASDAQ once the transaction is completed during the second quarter of 2022.

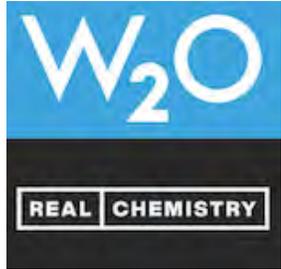


## PR REBOUNDED IN '21

*Continued from page 1*

licity for the “Golden Jubilee” of the United Arab Emirates to mark its accomplishments over the last 50 years, which included the launch of the Hope Probe that is currently orbiting Mars.

**Software giant Cision inks a deal to acquire** digital consumer intelligence company Brandwatch, a deal that is pegged in the \$450M range.



**W2O Group, a healthcare marketing and communications network**, rebrands as Real Chemistry. It says the move reflects the disruption facing the healthcare sector since the outbreak of the COVID-19 pandemic.

**Sara Carpenter, a former spokesperson** for the New York City police department, was arrested March 23 for participating in the Jan. 6 storming of the US Capitol.

**Former WPP chief Martin Sorrell takes a bow** as his S4 Capital reported an “outstandingly successful” performance for 2020. He boasts that the “creativity, adaptability, resilience and hard work” of S4’s employees proved the “potency of our new age/era, digital, data-driven, unitary model.”

**MWWPR rebrands as MikeWorldWide**, paying tribute to its founder Michael Kempner, who built the shop into a global brand with 2020 fees of \$38.9M. Kempner says he built the agency on passion and agility, challenging industry convention and always prioritizing cultural needs and client service.

**Lou Hammond Group books the Jamaica Tourist Board** following a competitive pitch, replacing Finn Partners, which decided not to compete for the business.

**Naomi Campbell, the British model and actor**, hires Ballard Partners for guidance regarding the US visa process.



**Meredith Webster** The 50-year-old has faced problems obtaining work visas in the US due to a history of violence against associates, staffers and others from 1998 to 2009.

**Meredith Webster, special assistant to President Biden** and chief of staff at the Domestic Policy Council, joins Estée Lauder Cos. in the newly created executive VP, global communications and PA post. She replaces Alexandra Trower as global communications chief

and Maria Cristina Gonzalez Noguera as PA head.

**Ogilvy Government Relations picks up Avangrid** sustainable energy company, which is building the nation’s first large-scale wind project, to lobby on offshore wind power and transmission matters. Avangrid’s turbines off the coast of Martha’s Vineyard will power 400K homes and businesses in Massachusetts.

**Finn Partners buys back the investment stake** that it sold to Mark Penn’s Stagwell Group, and the two companies have amicably separated. “Our partnership with Stagwell, which started in 2017 and lasted more than four years, served us well,” said CEO Peter Finn. Penn and Finn attended high school together and have known each other for about 50 years.

**ExxonMobil suffered a massive PR blowout** as share-

holders voted in activist investors from Engine No. 1 hedge fund to the oil giant’s board, following one of the most expensive proxy fights in US corporate history. Gasthalter & Co.’s Jonathan Gasthalter and Amanda Klein represent Engine No. 1.

**Ed Reilly, who stepped down as leader of FTI Consulting Group’s strategic communications unit** in December 2017 after a seven-year run, becomes CEO of Dentons Global Advisors, which was launched by the world’s biggest law firm, Dentons. DGA services include capital markets transactions, geopolitical risk advisory, crisis/issues management, corporate positioning, commercial diplomacy and dispute resolution.



Ed Reilly

**LLYC unveils plans to go public via a stock offering** on the Spanish stock market via a transaction that raised about \$12M. Founding partner Jose Antonio Llorente said the proceeds will bankroll LLYC’s strategy, which is geared to expanding high-tech offerings; making acquisitions to differentiate it from competitors; establishing alliances to bolster geographic reach; and driving organic growth.

**Teneo names Ursula Burns, senior advisor and former Xerox CEO**, chairwoman in the aftermath of the Declan Kelly scandal and his June 29 exit from the firm. He was inebriated at a corporate event in May and engaged in inappropriate behavior.



Ursula Burns

**Finn Partners promotes Kristie Kuhl** to managing partner & global health practice leader, succeeding Gil Bashe, who remains chair of the \$35M unit. She joined Finn in 2015 as US pharma & New York health head after executive VP stints at Cohn & Wolfe and Makovsky.

**The Cleveland Indians announce plans** to change their name and brand identity after the 2021 season. The team is now known as the Cleveland Guardians.

**Omnicom names Karen van Bergen**, former Porter Novelli CEO and head of OMC’s PR group, chief environmental sustainability officer, a new post.



Karen van Bergen

**Rich Bamberger and Josh Vlasto, former aides to disgraced** and former New York Governor Andrew Cuomo, leave their managing director jobs at Kivvit. They were members of the governor’s “inner circle” of advisors that worked to fend off accusations of sexual misconduct, according to the report from New York attorney general Letitia James.

**Rudy Giuliani’s PR guru Christianné Allen** calls it quits, stepping down from her post at Giuliani Communications. The 22-year-old signed up for Team Rudy in August 2019 with the mission of updating the image of the former New York mayor and personal attorney to Donald Trump.

**WPP agrees to pay \$19M to settle Securities and Exchange Commission** charges that it violated anti-bribery and internal accounting controls measures of the Foreign Corrupt Practices Act. The company noted the activity occurred when

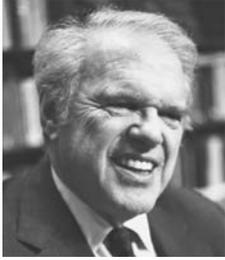
*Continued on page 6*

## PR REBOUNDED IN '21

*Continued from page 5*

Martin Sorrell helmed the firm. He stepped down in 2018.

**Finsbury Glover Hering, which is majority-owned by WPP, merges with [Sard Verbinen & Co.](#) to create a firm they say chalked up \$330M in combined 2020 revenues and will**

**David Finn**

have more than 1,000 staffers in 25 offices throughout the world. A new name for the combined entity will be unveiled in early 2022.

**David Finn, a founding father of modern PR who launched [Ruder Finn](#) in 1948 with Bill Ruder, dies at 100.**

As RF chairman and CEO for more than 70 years, Finn nurtured the growth of corporate communications. His 1969 book, "The Corporate Oligarch,"

developed the groundwork for "stakeholder capitalism" by depicting corporations as "the central institution in American life" while underscoring the importance of public service.

**Interpublic reports Q3 revenues rose 15.7 percent to \$2.3B** as it registered solid gains across all operating sectors. IPG DXTRA, the collective of 27 specialty marketing brands including [Weber Shandwick](#), Golin, Revive, Powell Tate, Current Global and Rogers & Cowan PMK, posted an 18.5 percent surge to \$319M in reported revenues. It was up 18.6 percent organically.

**WPP CEO Mark Read also recorded a 15.7 percent growth** in Q3 revenues (less pass-through costs) to \$3.6B as clients across the board hiked investments in marketing, especially digital media and ecommerce services.

**Omnicom Group's Q3 revenues grew 7.1 percent to \$3.4B** due to the moderation of the impact of the COVID-19 pandemic on its communications offerings. Net income surged 13.5 percent to \$355.6M.

**Peace Corps**

**[Crosby Marketing Communications](#) lands a five-year brand strategy and integrated marketing communications contract from the Peace Corps** worth an estimated \$20M. Ogilvy had the business.

**Finn Partners acquires Anthology Marketing Group**, the 86-member Honolulu-based communications shop with a robust travel and tourism practice. It counts Hawaii Tourism Authority, Hawaiian Airlines, Guam Visitors Bureau, USS Missouri Memorial and Polynesian Cultural Center as clients.

**[5W Public Relations](#) CEO Ronn**

**Torossian** organizes the victory celebration for incoming NYC mayor Eric Adams that was held at downtown Manhattan's Zero Bond, a members-only club that charges an annual \$3K membership and \$1,000 initiation fee.

**Edelman names Martin Whittaker, founding CEO of Just Capital**, as senior advisor to its Edelman Impact unit formed to advance the climate,

**Martin Whittaker**

purpose and ESG goals of clients. The firm also hires Robert Casamento its first-ever global head of climate. Casamento, a founding director of the World Economic Forum's global climate change initiatives, worked on sustainability efforts at EY and Deloitte.

**The country of Jordan retains Finn Partners to create a communications campaign** that would transform the site, believed to be where John the Baptist baptized Jesus Christ, into the world's leading spiritual pilgrimage destination.

**Jim Weiss, founder of [Real Chemistry](#)**, announces plan to step down as CEO at [O'Dwyer's No. 1 healthcare firm](#) on Jan. 3. Shankar Narayanan, who led McKinsey & Co.'s healthcare and pharma group before exiting the consultancy in 2012 after a nearly 16-year run, will take the helm.

**The Battery Park City Authority**, the non-profit that manages and oversees the financing, development, maintenance and operations of Battery Park City in Manhattan's southernmost tip is seeking proposals from public relations firms.

**Symone Sanders, chief spokesperson for VP Kamala Harris**, leaves the White House. Sanders follows the high-profile exit of VP communications director, Ashley Etienne.

**Walt Disney Co. taps former BP and Pentagon communications exec Geoff Morell** to succeed Zenia Mucha, who is retiring at the end of the year, as its PR chief.

**The People's Republic of China taps Vippi Media Inc.** to handle a social media campaign to promote the 2022 Olympics and Paralympics slated for Beijing.

**Jim Dowling, the former CEO of Burson-Marsteller** who played a key role in handling Johnson & Johnson's Tylenol crisis, died Dec. 15. He was 90.

**Terrence Thompson, who was director of government relations at Dell Technologies**, has joined Kyndryl, which is the spin-off of IBM's IT infrastructure unit, as VP-government affairs.

**Public Policy Holding Co., a collection of US government affairs firms**, goes public on the London Stock Exchange and raises more than \$40M. Its units include Crossroads Strategies, Seven Letter, Alpine Group, Forbes Tate Partners and O'Neill & Associates.

**Texas launches search for a PR firm to educate** Texans about new controversial voter identification requirements in the Lone Star State ahead of the key 2022 Congressional elections.

**Jim Weiss, Shankar Narayanan****Symone Sanders****Jim Dowling**