



Kevin McCauley
Editor-in-Chief

O'Dwyer's Newsletter



**The Inside News of
PR and Marketing
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**271 Madison Ave., New York, NY 10016
212/679-2471. Fax: 212/683-2750
www.odwyerpr.com; jobs.odwyerpr.com**

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WEBER BACK AT RACEPOINT GLOBAL'S HELM

Tech guru Larry Weber, founder/chairman of Racepoint Global, is returning to the helm following the surprise resignation of CEO Peter Prodromou.



Larry Weber

Prodromou held the top post for about two years and served as president for three years prior to that.

Weber, who has counseled Microsoft, AT&T, GE, IBM, Coca-Cola, Pittsburgh Steelers and Verizon Wireless, launched the Weber Group in 1987.

Interpublic bought that shop in 1996 and put Weber in charge of its advanced marketing services unit in 2000.

AT&T TAPS TILLERSON'S EX-COS PETERLIN

AT&T has hired Margaret Peterlin, who served as chief of staff for Secretary of State Rex Tillerson during his 13-month run in Trump's administration, as senior VP external and global affairs, based in Washington.

She takes over the duties of Bob Quinn, who retired in May, following news that AT&T paid \$600K to Essential Consultants, which was run by former Trump lawyer Michael Cohen.

Peterlin, a former Navy officer, reports to AT&T general counsel David McAtee, who had been handling Quinn's job on an interim basis.

Prior to joining Tillerson's team, Peterlin was global technology strategy officer at Mars Inc.



Margaret Peterlin

TRUMP SHINES SPOTLIGHT ON SHINE

Former Fox News executive Bill Shine, who was pushed out of his post in 2017 for his handling of sexual harassment claims against the company, will be the White House's fifth communications chief.

He will take the assistant to the president and deputy chief of staff for communications posts, according to a statement released by president Trump.



Bill Shine

Shine, who was the right-hand man of Roger Ailes, will assume the duties of Hope Hicks, who quit in March.

He's a close friend of Fox personality Sean Hannity, a strong promoter of Trump.

IPG PAYS \$2.3B FOR ACXIOM DATA UNIT

Interpublic is acquiring Acxiom Corp.'s data management unit for \$2.3B, a transaction designed to enable the ad/PR giant to compete against Google and Facebook.



Michael Roth

CEO Michael Roth said Acxiom Marketing Solutions "offers the deepest set of capabilities for helping companies navigate the complexity of creating personalized brand experiences across every consumer touchpoint."

AMS co-presidents Dennis Self and Rick Erwin will remain in their posts, working in a stand-alone division aligned with IPG Mediabrands.

WPP HIRES LAWYERS TO HUNT DOWN LEAKS

WPP has hired two law firms to track down the source of leaked emails that were sent to current and ex-staffers following the extraction of CEO Martin Sorrell, according to a report in the *Financial Times*.

Slaughter and May and Milbank are probing the leaked messages that were sent from a Proton account, which is an encrypted email service in Switzerland used by people seeking to protect their privacy.

The firm told the FT that it has collated the emails and "passed them to external legal counsel to try to ascertain the sources."

WPP had launched an investigation into the personal conduct and use of corporate funds by Sorrell, who has denied any wrongdoing.



Martin Sorrell

DOMESTIC VIOLENCE CHARITY SEEKS PR HELP

The American Academy of Cosmetic Dentistry Charitable Foundation is seeking a PR firm that can provide services to increase national awareness of its flagship charitable program, the Give Back a Smile program, which restores the damaged smiles of adult survivors of domestic and sexual violence.

AACDCF is seeking an agency to conduct a media campaign that would include securing media coverage.

Proposed budget is approx. \$15,000. The campaign is slated to commence in November.

Deadline for submission is July 26.

Contact is Lisa Fitch, AACDCF Charitable Foundation Director, lisaf@aacd.com.

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

BALLARD BOLSTERS MALI

Ballard Partners, which has close ties with President Trump, signed the Government of Mali to a one-year contract, effective July 1, worth \$300K.



The African nation, according to Reuters, is a launching pad for terrorist attacks across west Africa.

More than 3,000 French troops joined by soldiers from Mali, Niger, Chad, Mauritania and Burkina Faso are fighting terrorists in operations funded by the US, EU and Saudi

Arabia. A July 1 car bomb attack on a military patrol wounded four French soldiers and 31 others.

Amid the chaos, Mali is supposed to hold a presidential election on July 29.

Ballard is to counsel and assist Mali in its communications with US government officials, business executives and non-profit staffers.

According to its contract, Ballard will position the country as “a close working partner of key western countries in the struggles against Islamic extremism and the war against global terrorist groups, such as al Qaeda.”

Brian Ballard headed Trump’s campaign fundraising activity in Florida.

JOELE FRANK WORKS DELL MARKET RETURN

Joele Frank is handling Dell Technologies’ return to the stock market following a five-year absence.

Dell’s board approved a \$21.7B deal to buy out via cash or stock holders of Class V shares. Following the transaction, Dell’s Class C shares will be listed on the New York Stock Exchange.

Founder Michael Dell, who controls 72 percent of Dell’s shares, will remain in charge of the publicly traded company. He expects Dell to prosper due to its portfolio of technologies and services.

Joele Frank, Wilkinson, Brimmer Katcher’s Joele Frank, Kelly Sullivan and Andrea Rose work the Dell business.

GE VET TAKES GOOGLE GOVT. AFFAIRS POST

Karan Bhatia, who was president of government affairs and policy at rapidly shrinking General Electric, has shifted to Google as global policy head.

The 10-year GE vet is experienced in managing teams across a large corporation, according to Axios. Bhatia managed more than 100 government affairs staffers in 35 countries.

Former Staten Island/Brooklyn Congresswoman Susan Molinari, who is based in DC, will retain her VP public policy post at Google.

Prior to GE, Bhatia served six years in the Bush II administration.

As deputy US trade rep, he negotiated the US-Korea Free Trade Agreement. He also was assistant secretary for aviation and international affairs at the Dept. of Transportation.



Karan Bhatia

MEDIA MANEUVERS

Rolling Stone is going monthly. The change comes six months after Penske Media bought a controlling interest in Wenner Media, which publishes the magazine. In



addition to reducing its frequency, *Rolling Stone* is also hiking its cover price from \$5.99 to \$9.99.

That increased cover price is part of what Wenner Media president and COO Gus Wenner sees as an emphasis on the print magazine as a luxury product. “I don’t think that we can truly build great businesses

around it unless our core DNA product is as strong as it needs to be and should be,” Wenner told Minnesota Public Radio’s website marketplace.org.

Politico is introducing Politico Pro Canada, which it is calling a “cross-border intelligence service for professionals with a stake in the Canada-U.S. relationship.” The subscription service, which will operate out of Politico’s Washington, D.C. headquarters, is to include an early-morning policy newsletter, news alerts on policy developments, coverage of U.S. state legislative activity on key topics of interest to Canada and a weekly preview of key policy events of interest to Canadian readers.

Brian Ross, who was suspended last year as chief investigative correspondent by ABC News after a faulty report on former national security adviser Michael Flynn, is exiting the network. Ross’s suspension followed a special report in which he incorrectly said that president Trump had directed Flynn to make Russian contacts during the 2016 presidential campaign. After his suspension, Ross and Schwartz were assigned to Lincoln Square Productions, ABC’s in-house production unit.



Brian Ross

The Weinstein Co. has reached an agreement with its unsecured creditors that clears the way for **Lantern Capital** to acquire the company. TWC declared bankruptcy in March. The unsecured creditors’ committee represents accusers of former TWC head Harvey Weinstein, among others. The agreement will remove the need for further litigation, and ensures the close of the sale. TWC and Lantern said the sale price would be \$289 million, down \$21 million from the initial \$310 million price. The sale is still contingent on its approval at a bankruptcy court hearing scheduled for July 11.

Tariffs being levied on the Canadian paper used to make newsprint are hiking costs for many U.S. newspapers. In January, duties of from 4.42 percent to 9.93 percent were levied after the U.S. Commerce Department made a preliminary determination that Canadian paper suppliers had received financial assistance from the country’s government. A Commerce Department finding in June added another 22.16 percent to the price tag of paper from some Canadian paper producers and exporters. The *Tampa Bay Times* has said it is cutting about 50 jobs to compensate for what it says is an additional \$3.5 million in expenditures on paper.

NFL BETS ON S-3 GROUP

The National Football League has hired S-3 Group for DC representation on sports gambling issues in the aftermath of the Supreme Court's ruling that paved the way for states to legalize betting on sporting events.

Commissioner Roger Goodell wants Congress to develop uniform standards for states that choose to legalize gambling.

At the NFL spring meeting in May, he said standards must protect consumers, league content and intellectual property; provide fans open access to data, and allocate financial resources for law enforcement to protect fans and "penalize bad actors here at home and abroad."



S-3 Group's NFL team includes Matt Bravo, ex-aide to Majority Whip Steve Scalise; Kate Dickens, ex-chief of staff to Sen. Mark Kirk; John Scofield, ex-press secretary for Congressman Frank LoBiondo, and Todd Wooten, ex-legislative director to Sen. Debbie Stabenow.

EDELMAN CELEBRATES POLAND

Edelman has a six-month contract to provide strategic communications services to Poland's New York consulate as it slates a series of events to celebrate the country's history and culture.

The firm also will work to enhance the bilateral relationship between Poland and the US.

Throughout 2018, Poland is celebrating the 100th anniversary of its rebirth as an independent nation in the aftermath of WWI.

Edelman reps the consulate as subcontractor to the White House Writers Group, which was founded by Clark Judge, a speechwriter for Ronald Reagan. The firm will receive \$100K in fees/expenses for the job.

RF|BINDER BOLSTERS FEMALE LEADERSHIP

RF|Binder has added former Kaplow group VP Maggie Boezi as senior managing director and Marina Maher Communications/Hunter PR alum Amy Grosheider as managing director to its food, drinks and nutrition practice.

CEO Amy Binder noted the addition of Boezi and Grosheider expands the firm's female leadership at and above the managing director level, which is currently made up of 56% women. "I've always found it important to foster a leadership team that represents the voices of women," she said in a statement.



Maggie Boezi

In more than six years at Kaplow, Boezi worked with Alouette Cheese/Savencia Fromage & Dairy, Franciacorta Consorzio, Unilever, CVS Pharmacy, Timex and Shiseido.

Grosheider, who has more than 10 years of experience, has worked for Post Cereals, Dole, Dean Foods, Coca-Cola, Bimbo Bakeries USA and Pernod Richard.

Atlanta Rafferty is executive managing director of the food, drinks and nutrition group.

PEOPLE ON THE MOVE

Brunswick Group has appointed **Ash Spiegelberg** and **Rory Macpherson** office heads in San Francisco and Shanghai respectively. Spiegelberg joined Brunswick's London office in 2004, relocating to the UAE in 2009 and then moving to the U.S. in 2014. Before coming to Brunswick, he worked for several film and TV commercial production companies. He advises on all areas of corporate, financial and M&A communications. Macpherson has been with Brunswick since 2013. Previously, he led the corporate communications and investor relations functions at Suntech Power for more than five years.



Ash Spiegelberg

SMS Research Advisors, a division of Padilla, has promoted **Dan Reilly** to senior VP and leader of the division. Reilly, who has been with SMS since 2013, succeeds SMS founder Jeri Meola, who recently departed the firm to pursue a client-side opportunity. Before coming to SMS, Reilly was a managing partner at SRM Consultants and a market research analyst at Wells Fargo. In his new post, he is responsible for the growth and profitability of SMS. He also oversees primary research that serves clients for SMS, Padilla, and its Joe Smith brand consultancy and FoodMinds food and nutrition division.

Walker Sands has elevated three senior account directors to partner. Chicago PR leaders **Allison Ward** and **Erin Jordan**, along with Seattle team lead **Annie Gudorf**, were named to the role effective this month. Gudorf joined Walker Sands in 2012 and worked her way up through media relations and account management roles before heading to Seattle to expand Walker Sands' west coast presence. Jordan, who joined the firm in 2012, leads the agency's retail technology practice as well as heading up research for its annual Future of Retail report. Ward, who has been with the agency since 2013, manages a book of business across FinTech, electronics and other areas.

The **National Football League** has named **Jocelyn Moore** executive vice president of communications and public affairs. Moore has been with the NFL since 2016, serving as senior vice president of public policy and government affairs. Prior to joining the NFL, she was a managing director in Glover Park Group's government affairs division and co-led the firm's health & wellness practice.



Jocelyn Moore

Uproar PR has hired **Christina Pantin** as managing director. Previously, Pantin was a senior vice president at Abernathy MacGregor, a director at Brunswick Group and vice president, public relations at Samsung, heading the company's product PR team for the B2C and B2B markets. Her agency experience included media and communications training for C-suite executives, crisis communications, media and investor relations, content creation and executive branding. She was also at Thomson Reuters for over 20 years.

WRESTLING WITH PR'S DIGITAL FUTURE

Few public relations executives would disagree that digital technology, over the past quarter century, has impacted their work more than any technical development since Gutenberg invented the printing press in the 15th Century.



Harold Burson

Most would also agree that the use of digital technology is a work in progress. It has upgraded the research output upon which public programs are based. But it has also created unintended consequences that have the potential to have major adverse effects on society on a global scale.

There's still some question on the function of digital technology in public relations. Certainly, it will not replace PR. My view of digital places it in the continuum that began with the printing press and continued with the telegraph, the telephone, television, cable, the satellite and other gadgets that expedite the transmission of the printed or spoken word.

The great benefit of digital technology is that it has provided greater transparency, both personal and institutional, on which public relations can be effectively based. It's economical and has global reach.

One fault in the public relations process is that industry executives have worked diligently to produce programs that provided solutions to the wrong problem. The 2016 election demonstrated that by describing more precisely the attitude of individual voters and testing scenarios for the selection of candidates but also in the selection of products and services.

Undoubtedly, government entities will have a say regarding the protection of privileged and private information of individuals and institutions. But the decision is likely to be several years distant.

Another major shift is likely to be that corporations will be more transparent with the public.

CEOs will give more attention to the public's attitude toward their business. Mission statements and the like will be more than framed plaques hanging on the wall in the company's lobby. A big change will be that the public will know much more about the corporation that's responsible for the brand.

Already, efforts are taking shape to demonstrate that corporations exist to serve the public as well as make a reasonable profit to pay a fair return to its shareholders. Don't be surprised if profit sharing plans with employees come into vogue as a recognition of the average workman's contribution to corporate success.

Another change we can look for is the effect of the increased female work force in the PR sector. My feeling is this will, in the next decade or two, be translated into a more caring and sharing corporation.

All in all, I'm bullish on public relations' future. A problem that must be overcome is to provide job opportunities that create generalists. Specialists are important. But CEOs require experienced generalists and, today there are too few of them, male and female.

Harold Burson is co-founder of Burson-Marsteller.

VALUE PRICING IN THE PR PROFESSION

One of my PR clients is engaged by a large company to provide PR services. That company is having an in-house procurement department negotiate billing rates with the firm. I use the word negotiate loosely; it has specific criteria that it follows. I can only assume that once that criteria is determined, it's used across the board. What's interesting is the procurement department sets rates based on formulas I've written about over the years.



Richard Goldstein

In establishing rates for a PR agency, three elements are considered: salary by level, overhead and desired profitability. The process I go through is to determine overhead as a percentage of direct labor. I usually look for overhead to be between 80 percent and 100 percent of direct labor costs. When overhead exceeds 100 percent of direct labor, there is, for the most part, lower profitability.

The procurement department allowed a 100 percent overhead factor. By this I mean if direct labor is \$100,000, overhead is then \$100,000. To this a profit factor is added. If the profit factor is 25 percent, then 33 1/3 percent is added to the total. Therefore, \$66,666 is added to \$200,000 for a total of \$266,666. \$266,666 times 25 percent profit factor is \$66,666. The result is divided by annual billable hours of 1,500 arriving at a billing rate of \$178 per hour. Of course, the procurement departments don't do it this way. They would multiply \$200,000 times 25 percent or allow a profit of only \$40,000. They also would use 1,800 annual billable hours rather than 1,500 for an allowable billing rate of \$133 per hour. In calculating billing rates and billable hours, I don't consider over-time billable hours.

So, what's wrong with the above model? Nothing! It just doesn't take into consideration value!

So, what's value pricing in the PR business, or the accounting business? I once asked the late Al Croft if he ever used value pricing when he was in the agency business. He told me he had three billing rates: administrative, tactical and strategic. This does meet the definition of value pricing; however, it's still tied to hours and a service rate. Regardless, consider it and use it. While it doesn't capture the value surplus that a client may be willing to pay, it's better than an agency rate per hour for all services. Develop different rates for different services.

According to Ronald Baker in his book "Professional Guide to Value Pricing," a successful professional firm will price its services according to external value, as perceived and determined by the customer — your clients are customers! — rather than by internal costs.

He also says that value pricing can be defined as the maximum a given customer is willing to pay for a service, before delivery. Value pricing requires that you price on the margin for each customer, for each service.

If you do nothing else, consider the three-tier pricing strategy used by Al Croft.

Richard Goldstein is a partner at Buchbinder Tunick & Company LLP, New York, Certified Public Accountants.

BGR HOPS ON ANHEUSER-BUSCH'S DC TEAM

BGR Government Affairs has hopped on Anheuser-Busch Cos.' Washington lobbying team, providing strategic guidance and counsel on issues impacting the St. Louis-based brewer.

Bob Wood, BGR GA president and former chief of staff to Tommy Thompson when he served as Wisconsin governor and Dept. of Health & Human Services secretary, spearheads the five-member lobbying team.



He's joined by Dave Boyer, former lobbyist at Pharmaceutical Research & Manufacturers of America; Brent Del Monte, aide to former Virginia Republican Senator John Warner; John Stone, former staffer for Michigan Republican Congressman Fred Upton; and Rob Walton, ex-aide

to Louisiana Republican Senator Bill Cassidy.

Haley Barbour, former Republican National Committee chairman and Mississippi Senator, founded BGR.

DADDI DANCES TO SAMBA BEAT

Daddi Brand Communications represents Samba TV, which was featured in a lengthy July 5 front-page *New York Times* story about privacy and data concerns presented by smart TVs.

The Times noted that Samba "is one of the bigger companies to track information to make personalized show recommendations." It has collected data from 13.5M smart TVs in the US and ironed out deals with TV brands including Sony, Sharp, Philips and TCL.

The Samba Interactive feature requires consumer opt-in and tracks everything that appears on the TV, second by second. More than 90 percent of people opt-in.

Bill Daddi told the NYT that Samba "has clearly identified that we use technology to recognize what's on-screen, to create benefit for the consumer as well as Samba, its partners and advertisers."

Founded in 2005 in New York, Daddi Brand Communications works for data, analytics and consulting firms in the media, advertising and playable media sectors.

NEPAL SIGNS SPG

Sonoran Policy Group has committed to a month-long pro bono campaign to aid the Federal Democratic Republic of Nepal's Washington, D.C. Embassy with a suite of consulting and communications services.

The Washington-based lobbying and government affairs firm will facilitate meetings and interactions with U.S. administration officials for the Himalayan nation's Embassy, as well as provide strategic advice on trade, Congressional and Executive Branch engagement and economic issues, and may perform additional duties on an agreed-upon basis, according to Foreign Agents Registration Acts documents filed in June.

The agreement became effective at the end of June and runs until August 1.

FTI ESTABLISHES GLOBAL ADVISORY GROUP

FTI Consulting has established a global advisory practice within the strategic communications group to tackle "freedom to operate" issues related to entering and prospering in new markets.



Tom Crawford

Tom Crawford, who joined FTI in 2013 with its acquisition of his C2 Group lobbying operation, helms the GAP.

Mark McCall, chief of the strategic communications unit, noted that globalization is more than just market access as countries exercise sovereignty via taxing, regulating and protecting their markets.

With nationalism on the rise, "companies must demonstrate their value to society, align with sovereign agendas and create proof points that they are local businesses," added Crawford.

Based in DC, Crawford's team can tap into the expertise of FTI's 700 communicators who have access to 185 countries.

SV&C REPS RAMBUS AS IT FIRES CEO

Sard Verbinnen & Co. represents technology licensing company Rambus Inc., which fired CEO Ron Black for conduct that "fell short of the company's standards."

Silicon Valley-based Rambus signed a five-year contract with Black in 2012. The agreement was renewed last year through June 2022.

In its statement, Rambus said Black was canned for an incident "unrelated to the company's financial and business performance."

It appointed Luc Seraphin, senior VP & GM memory & interfaces division, as interim CEO, as a search begins for a new chief.

Rambus chairman Eric Stang said Seraphin would continue to execute the company's growth plan devised under Black's leadership.

SardVerb's Megan Bouchier and Monique Sidhom work the Rambus business.

GOLDMAN'S DIVERSITY CHIEF SHIFTS TO TPG

Anilu Vazquez-Ubarri, chief diversity officer and global talent head at Goldman Sachs, has joined TPG Capital as chief human resources officer, a new post.

Her goal is to promote diversity and gender balance at the private equity firm with \$82B in assets under management.

The hiring of Vazquez-Ubarri, according to Reuters, underscores the impact that the #MeToo movement has had on Wall Street and follows a demand from an investor that TPG become more inclusive.

Vazquez-Ubarri, who was with Goldman since 2007, will report to co-CEOs Jon Winkelried and Jim Coulter, plus COO Jerome Vascellaro.



Anilu Vazquez-Ubarri



COMMENTARY

RETAINING THE O'DWYER PR PRINCIPLES

Fifty years ago, Jack O'Dwyer, a disheveled, slightly-unorthodox, former journalist out of the Jimmy Breslin School of rough-and-tumble police reporting, started a newsletter to shine a light on the practice of public relations. (I met him because he was my baby sitter!)



Fraser Seitel

Today, half a century later, the old curmudgeon is still at it, his light continuing to burn brightly, extolling the virtuous and exposing the fakers in our field.

Over the years, I've questioned Brother O'Dwyer's viewpoint. (Who hasn't?) But I never questioned the "O'Dwyer Principles of Public Relations" he championed:

O'Dwyer principle #1: Always seek the truth

"The truth," they say, shall "set you free." In Jack's case, the search for truth "set him loose"—sometimes like a rabid dog digging for the facts. Many a public relations blowhard has been laid low by the wrath of the intrepid O'Dwyer trying to ferret out the facts.

The lesson to public relations people, of course, is that the one cardinal rule of the practice must be that you should always tell the truth. Obviously, there are certain situations where the facts might not be in the client's best interests to share. That's when, rather than uttering untruths to protect the client, comment should be avoided.

O'Dwyer principle #2: Always speak your mind

Anyone who has suffered the misfortune to run afoul of an O'Dwyer verbal exchange understands how religiously Jack O'Dwyer practices this principle.

So, too, must public relations advisers speak their

own minds, not only when invited by their clients to counsel but also when not invited. Your responsibility as a PR consultant is to speak up loudly and clearly to proffer ethical counsel in the client's best interest; whether or not that client wants to hear it. That's why you're paid.

O'Dwyer principle #3: Always respond to the media

As a grizzled veteran of the old *New York Journal-American* and *Chicago Tribune* and then as the editor of *O'Dwyer's Newsletter*, Jack O'Dwyer has always crusaded for the obligation of PR people to speak to the media.

In Jack's mind, every PR person must treat the First Amendment as sacrosanct, and that means responding to journalist inquiries, no matter how unpleasant.

Today, of course, this O'Dwyer Principle is under assault, as much due to overt media bias as to reluctant PR pros. Accordingly, increasing numbers of PR professionals in business, government and agencies think twice about returning a call to a reporter that may well lower the boom on them, whether deserved or not.

While these may be confusing and perilous times for the practice of PR and the values that have sustained the field over its first 100 years, PR professionals must be optimists; secure in the knowledge that the principles that have driven the field's most fearless fighter over half a century of reporting will once again emerge victorious.

Fraser P. Seitel has been a communications consultant, author and teacher for 40 years. He is author of the Pearson text "The Practice of Public Relations," now in its 13th edition, and co-author of "Rethinking Reputation" and "Idea Wise." He may be reached directly at yusake@aol.com.

BREAKING NEWS IS DRIVING US NUTS

Look, Harry, there's breaking news.

Hey news departments, give us a break from all the breaking news? The term is barked so often on FOX or CNN, its impact may be breaking down. You're driving us nuts!

How many times can you be breaking news before it starts to sound like you're breaking wind?

Where did this hackneyed expression breaking news come from anyway? Let me give you the breaking news.

It started back in those days where there were single all-purpose channels and any news which was deemed to be of such importance that it had an immediate effect on people's lives was broadcast by interrupting (breaking) the scheduled programming of that channel, and thus was born the now overworked banner breaking news.

Breaking news, interchangeably termed late-breaking news and also known as a special report or special

coverage or news bulletin, is a current issue that broadcasters feel warrants the interruption of scheduled programming to report its details.

As TV stations grew in number, so did the competition for viewers.

Around the late 70's, a new generation of broadcasters had no knowledge of what breaking meant until some "bean-counter" thought it would be a great word to alert the audience and spike ratings.

So, it went from being studio engineer jargon to an on-air declaration, so overused today that I'm afraid it has lost its oomph.

And now BREAKING NEWS. My latest book "Is There Enough Brady in Trump to Win the inSUPERable BOWL?" is available on Amazon.

Tom Madden, the "quintessential" spin man, is founder and chairman of TransMedia Group.