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O'Dwyer's Newsletter

The Inside News of
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RHODE ISLAND SEEKS TOURISM RE-BRAND

Rhode Island, the smallest US state, is seeking agency support as it undertakes a \$5M effort to revamp its image.

"Rhode Island has dedicated substantial political and financial resources to bring together its people around a new vision for the state – one that brands Rhode Island as the best place in the Northeast to live, grow a business, and visit as a tourist or business traveler," reads an RFP release by the R.I. Commerce Corporation, the state's economic development engine.



Tourism is the major focus of the effort.

The Ocean State wants agencies to pitch solutions for public outreach, PR, advertising, brand development, design and other aspects of marketing communications with the ultimate goal of developing a statewide brand.

Deadline: July 31. RFP: <http://odwpr.us/1UV73X3>.

CARBERRY LANDS AT SCHWAB

Joe Carberry, who exited eBay as VP of global communications in May, has landed at Charles Schwab in San Francisco to head communications as a senior VP.

eBay last month tapped Daniel Tarman as chief comms. officer, replacing the outgoing Alan Marks.

Carberry is a former Brunswick Group partner and Western region president of MSLGroup. He also led PA for Visa Inc. and did agency stints at FleishmanHillard and Stoorza, Ziegus & Metzger.

Greg Gable is senior VP of corporate PR for Schwab.

JAPAN FREES HAMP

Japanese authorities on July 8 released former Toyota PR chief Julie Hamp, who was jailed June 18 for allegedly importing an illegal painkiller into the country. She was not charged.

Japanese law allows a suspect to be jailed for up to 23 days without being charged.

The former General Motors and PepsiCo PR executive was taken into custody after customs officials found 57 Oxycodone pills in a parcel marked "necklaces" that was intended for the Toyota executive.

Hamp, the first top female official at Toyota, says she didn't know that the painkiller is illegal in Japan.

On June 30, Hamp resigned the chief communications officer job. The company said senior managing officer Shigeru Hayakawa has taken over Hamp's role.

US TOURISM REBOOTS SEARCH

Brand USA, the tourism entity that promotes travel to the US, has rebooted its search for a global advertising agency of record after suspending the process amid a search for a chief marketing officer.

The Washington-based public-private organization in March tapped David Whitaker for the CMO slot. He led Toronto's and Miami's tourism boards.

Brand USA relaunched an RFP process on July 2 for global ad agency to help stem a decline in international tourists to the US over the past decade.

J Walter Thompson, along with Hill+Knowlton Strategies and other firms, previously handled the \$200M account. Ogilvy PR works the PR beat for Brand USA.

Notice of intent to bid is due by July 20. Bids are due Aug. 10. RFP: <http://odwpr.us/1UUAZmo>.

PUBLICIS ALIGNS MSLGROUP WITH FLAGSHIP

Publicis Group has moved leadership of its MSLGroup global PR operation under its Publicis Worldwide Network president Arthur Sadoun.

Olivier Fleurot, global CEO of MSLGroup, moves into a PR and administrative role with the Publicis Groupe parent, a SVP post encompassing communications, CSR, real estate, insurance and its Altair project to integrate its front and back office operations.

"This alignment is not at all about merging MSLGroup with Publicis Worldwide," stressed Maurice Levy, chairman and CEO of the ad/PR conglomerate. Levy said both entities will report to Sadoun, who will "leverage" the PR operation's "skills to develop a new integrated approach."

Fleurot is the former Financial Times Group CEO and former executive chairman of Publicis Worldwide.

The *Wall Street Journal* has called Sadoun, who took the Publicis Worldwide reins in 2013 after joining in 2006, a "rising star" at the conglomerate.

CAESARS ROLLS DICE WITH MWW PR

Caesars Entertainment has hired MWW PR to handle the launch of its \$125M Waterfront Conference Center at its Harrah's Atlantic City property.

MWW CEO Michael Kempner predicts the opening of the largest hotel-housed conference center located between Baltimore and Boston will be a "game-changer" for the troubled AC economy. He's confident the PR effort will position AC as a "sought-after destination for business."

The independent Jersey-based firm will bolster awareness of the space and both Caesars' savvy in the \$280B business meetings market and its support of AC's bid to diversify its customer base.

QATAR RE-UPS \$88K MONTHLY PACT W/ LEVICK

Qatar, the secretive Gulf State monarchy, has extended Levick's \$88,500 monthly contract for another six months effective July 1.

The Washington PA shop provides research, strategy, opinion leader outreach and NGO support in regards to US/Qatari relations.

Levick works under the direction of Qatar's US Ambassador Mohammed Jaham Al Kuwari. The contract may be terminated without cause at any time.

The *Wall Street Journal* reported that Qatar's image has been "battered by allegations that it mistreats migrant workers, aids terrorists and bribed its way to hosting the 2022 soccer World Cup."

The Kingdom is now "trying something new: openness," according to the paper.

Qatar Sheikh Tamim bin Hamad al-Thani, who took over for his father in 2013, is responsible for the new policy, which is part of his move to make the emirate more strategic about its reputation and brand.

The monarchy has formed a new agency to craft its image abroad, staffing it with 23 young Qatari communications graduates from local campuses of Georgetown and Northwestern.

London-based Portland Communications works with the fledgling PR shop in an overseas image rehab campaign that the WSJ says "won't be easy."



Jaham Al Kuwari

EX-REP TAKES ON KEYSTONE STATE

Pennsylvania has tapped former Democratic Congressman Ron Klink, who represented a district in the western part of the Keystone State, to handle legislative and regulatory matters.

In April, Pennsylvania ended its \$30K quarterly retainer relationship with Ridge Policy Group, which was founded by the state's former Republican Governor & US Homeland Security chief Tom Ridge. RPG dealt with immigration, education and other matters.

RPG's exit from the Pennsylvania payroll followed the 2014 election of Democrat Tom Wolf as governor to replace Republican Tom Corbett.

Klink's political career in Pennsylvania ended with his unsuccessful bid for governor in 2000 against Rick Santorum. He ran Ron Klink and Assocs., government/media relations, business development and coalition-building shop, before joining Nelson Mullins Riley & Scarborough in DC as senior policy advisor.

ESTONIA TARGETS US FOR E-RESIDENTS

Digital-savvy Estonia, which issued electronic identification cards for its citizens more than a decade ago, is seeking a PR firm to help promote its e-residency project in the US.

The eastern European Baltic state is the first nation to offer "e-residency," a digital identity for world citizens interested in establishing a location-independent business

online. E-residents may establish businesses, conduct banking services and handle tax matters via the Estonian program.

Estonia, a former part of the Soviet Union and current NATO member, established the e-residency program to grow its economy and attract investment.

Another benefit: make the 1.3M-population country "bigger" on the world's stage.

SAN DIEGO FLOATS \$1.6M DROUGHT PR PACT

San Diego is dangling a \$1.6M contract for a water conservation PR program as California grapples with a historic drought and water restrictions.

The city, under state mandate to cut its water use by 16% by February, released an RFP on June 25 via its Public Utilities Department for the public education communications campaign, noting San Diego is in "Drought Response Level 2," calling for a thorough outreach campaign. The work may include public service ads, public and media relations, strategy development and other outreach.

San Diego Mayor Kevin Falconer is a former Porter Novelli exec.

Proposals are due Aug. 5. The RFP can be accessed via the city's online procurement system.

PALM BEACH EYES CULTURAL TOURISM PR

Palm Beach's Cultural Council, which oversees more than \$3.5M in annual grants for the arts, is looking for PR support to attract cultural tourism from the north-east corridor of the US.

The Council released an RFP in early July for an agency to help attract affluent, well-educated travelers to the region with interest in performing, visual and literary arts, museums, heritage and architecture, among other aspects of cultural travel.

Firms must demonstrate a familiarity with the tourism industry in Palm Beach and South Florida, among other qualifications.

The Council is also hiring a PR manager. Proposals are due Aug. 31. RFP: <http://odwpr.us/1dW3Ch8>.

SVB LEADS AETNA INTO MERGER MANIA

Sard Verbinnen & Co is handling media for Aetna's \$37B deal announced July 3 to acquire Humana of Louisville.

The transaction forges the second largest managed care company in the US and the top handler of patients in the Medicare Advantage program.

The combined company chalks up \$115B in annual revenues, of which 56 percent flows from government-sponsored programs.

Shareholders of the Hartford insurer will control 74 percent of the fortified company.

Aetna CEO Mark Bertolini has pledged a commitment to Louisville, where Humana was founded about 50 years, pledging to base the Medicare, Medicaid and TRICARE businesses in the Kentucky city.

SVB's Meghan Gavigan and Patrick Scanlan work the media for the merger, while Aetna's Tom Cowhey deals with the investment community.

DOUGLASS REPORTS TO BLOOMBERG

Linda Douglass, a former journalist and Obama administration alum who stepped down as head of communications for Atlantic Media in 2013, is moving to Bloomberg Media to head global communications.

Douglass worked on the Obama campaign and later directed communications for the Obama White House's Office of Health Reform before moving to Atlantic Media in 2010. She is a former TV correspondent for ABC and CBS News.

Bloomberg Media CEO Justin Smith called Douglass a "force of nature, a gifted strategist, and a forward-thinking, creative media executive."

Bloomberg Media includes its consumer media like Bloomberg Businessweek, political news and Bloomberg View operations.

Jason Schechter is chief communications officer of parent Bloomberg LP.

**Douglass****UNIVISION TUNES IN SARD HEAD OF IPO**

Spanish-language broadcaster Univision Holdings has tuned in Sard Verbinen & Co. as it slates an initial public offering.

Owned by a group of private equity firms and the billionaire investor Haim Saban, New York-based Univision filed July 2 to go public. It claims a US audience of 57M with growth projected to 77M by 2030 through its media networks. First quarter revenue was \$624.7M, and 2014 revenue topped \$2.9B, although the company claims a large \$10.7B debt load.

Although Univision's filing listed only a placeholder \$100M value for the IPO, the *Wall Street Journal* reported that the transaction could be the biggest US offering of the year and top \$1B.

Monica Talan is executive VP of corporate communications for Univision, which she joined eight years ago from FleishmanHillard.

Sard managing directors Stephanie Pillersdorf and Brooke Gordon in New York are supporting corporate communications for Univision.

TIME INC. HITS ACQUISITION TRAIL

Time Inc. has scooped up InVNT, an experiential live media, digital, brand creative services outfit, to add more events capability to the magazine company.

Scott Cullather's shop has works on more than 200 annual events for clients such as General Motors, Merck, PepsiCo and Outdoor Advertising Assn.

Time Inc. boss Joe Ripp, says "live media is a great way to deliver targeted audiences to marketing partners."

Cullather will continue at the inVNT helm at New York City's Puck Building in Soho, and report to Mark Ford, Time Inc.'s VP-global advertising.

Time's print/digital brands including *People*, *Sports Illustrated*, *Time*, *Real Simple*, *Southern Living*, *Entertainment Weekly*, *Travel + Leisure*, *Cooking Light*, *Fortune*, *InStyle* and *Food & Wine* reach more than 120M people per month.

AP WH SCRIBE PICKLER HEADS TO PR

Prolific Associated Press political reporter Nedra Pickler has jumped to PR ahead of the 2016 presidential campaign.

Pickler is slated to join The Glover Park Group as a managing director in its strategic communications practice.

Pickler spent 17 years with the AP, starting out in Michigan before moving to Washington and the political beat. She covered the 2004 and 2008 presidential campaigns, in addition to the federal courts, the George W. Bush White House and, most recently, the Obama White House.

Politico first reported the move. Glover Park is part of WPP.

**Pickler****ESPN'S BLOUNT RACES TO NHRA PR POST**

Terry Blount, who spent the last three years covering the Seattle Seahawks's rise to the top of the NFL for ESPN.com, is moving to the PR side as VP of PR and communications for the NHRA, the governing body for drag racing.

Blount is a veteran auto racing reporter and member of the Texas Motorsports Hall of Fame who chronicled NASCAR's rise in Texas during the 1990s. He was a sports reporter for the *Houston Post*, *Houston Chronicle* and *Dallas Morning News* before moving to ESPN in 2006, first to cover auto racing.

For the NHRA, Blount will handle corporate comms., media relations and PR, starting July 30.

He penned "The Blount Report: NASCAR's Overrated and Underrated" in 2009.

CPJ LASHES OUT AT EGYPTIAN PRESS CURBS

The Committee to Protect Journalists wrote a letter July 9 to Egyptian president Abdel-Fattah el-Sisi, urging him to end the widening crackdown on Egypt's press.

A bill introduced July 5 imposes a minimum two years' jail time for reporters convicted of publishing news about terrorist organizations that "contradict official statements" of the government.

CPJ told el-Sisi the measure "defies any standard of freedom of the press and violates Egypt's own constitution."

Acknowledging that terror groups have targeted Egypt, CPJ maintains it is of "critical importance that journalists are able to report freely without fear of imprisonment."

CPJ also objected to a cybercrime measure that calls for harsh prison sentences for Internet users for vaguely defined crimes such as "harming the social peace" and "threatening national unity."

Egypt, according to CPJ, has jailed 18 reporters for their work. Most of them are affiliated with the banned Muslim Brotherhood.

In February, el-Sisi promised to release detainees who are wrongly jailed.

PR & SOCIAL MEDIA VIEWS**ACCULTURATION FOR HISPANICS TRUMPS ALL**

By Mari Escamilla

Increased buying power and consumer loyalty are a few reasons to target U.S. Hispanics, but understanding the cultural nuances within this widely diverse market is essential for success.

The U.S. Hispanic market can be divided into three subdivisions: non-acculturated, semi-acculturated and fully-acculturated.

Non-acculturated Hispanics are those who have recently immigrated to the U.S., navigate only within Latino culture, and prefer to speak Spanish. Semi-acculturated Hispanics also include those who have immigrated to the U.S. However, this group is able to navigate both cultures and is typically bilingual. Fully-acculturated Hispanics are those who were born in the U.S. and are of Hispanic descent. They prefer to speak English and can navigate the Latino culture.

Today, non-acculturated Hispanics make up the largest subdivision of the Hispanic market. In this group, the Spanish language remains a fundamental component of the Hispanic home. According to the U.S. Census Bureau, the majority of Hispanics over the age of eighteen prefer to speak Spanish at home.

This fact emphasizes the growing need for advertisers to better connect with Hispanics in their native language in order to develop relationships with the greatest number of Hispanic consumers most effectively.

The acculturated millennial

Over the next 45 years, there will be a shift in culture from a generation of predominately non-acculturated, traditional Hispanics to a new generation of fully-acculturated, Hispanic millennials.

The new generation of Hispanic millennials, like all other millennials, want to stand out, be seen, and more importantly, be represented in general markets. In order to best relate to this market, it is important to reflect the world they live in, know their influencers, and connect with them on a multi-language level.

Brands like Corona, Dish, ESPN and Hyundai have made efforts in the visible shift toward mainstream Hispanic marketing.

In an effort to appeal to the multicultural disposition of the Hispanic millennials, these brands produced ads in both Spanish and English, which aired during the World Cup in 2014. This versatility allows advertisers to reach a larger Hispanic market as well as express the tradition of the Hispanic culture in an attempt to better relate to this generation.

So, what does all this mean for the PR community? The art of crafting a message to target a U.S. Hispanic will be more difficult than ever. It is not a one-size-fits-all model based on the segmentation above. Some of the messages will be through English, others through Spanish and some using Spanglish.

The media mix must be old and new and there must be social and mobile integration. Most of all, the newsworthy content being pitched must be culturally relevant and tap into their core values.

Mari Escamilla leads Marketing Maven's Hispanic marketing department.

CULTIVATING FEMALE ENTREPRENEURS

By Jillian Fisher

There's increasing awareness that the underrepresentation of women in business today is a missed opportunity -- not only from a social standpoint, but from an economic one as well.

Recent research commissioned by the Dell Women Entrepreneur Network shows that enabling a worldwide culture of female entrepreneurship can reshape the global economy.

Women represent the largest market opportunity -- controlling \$20 trillion in annual consumer spending globally, and expected to rise to \$28 trillion in the next five years -- equal to the economies of China and India combined. Economists concur that women entrepreneurs are an untapped force that can rekindle economic expansion and provide a stream of companies that are innovative, market-expanding, export-oriented and job-creating.

Dell and its agency of record, my firm, PPR Worldwide, saw an opportunity to help accelerate the impact of women on the global economy by developing and launching the Dell Women's Entrepreneur Network in 2010.

To further propel the conversation between women entrepreneurs and policy makers, Dell and PPR commissioned first of its kind research for High-Potential Women Entrepreneurs to track the challenges women business owners face.

Research index findings

The United States, Australia and Sweden were named the best places for female entrepreneurship, followed by France, Germany, Chile, the United Kingdom and Poland. The worst places are Pakistan and Bangladesh, owing to a lack of basic legal rights and education for women and acceptance of women's social and economic empowerment. Malaysia saw the most marked deterioration in the 2014 rankings, falling from 9th to 13th place.

Highlights of the 2014 Research Index indicate that governments and corporations can support the improvement of conditions for high-potential female entrepreneurs by increasing access to education, technology, capital and networks. Highlights include:

Access to capital is crucial. Women entrepreneurs experience a greater financing gap than men do. Access to formal bank accounts is critical for entrepreneurs, as it is a necessary precursor to the financing that fuels business growth. In 14 of the 30 countries, 50% or more of the female population is unbanked.

Many industries remain male-dominated. The existence of "male" and "female" jobs in a country's economy contributes not only to the gender wage gap, but also results in the concentration of women's entrepreneurial activity within specific sectors, which can be detrimental to innovation.

The research has proven to impact global economic stability by supporting women entrepreneurs, innovation and job creation, and is being used by senior leaders and policy makers to inform policy and institute reform. For example, the International Finance Corporation is using insights to increase access to capital for women entrepreneurs with its Banking On Women program.

Jillian Fisher is vice president of PPR Worldwide.

NEWS OF PR FIRMS

PIGOTT, A TOP NASHVILLE PR PRO, DIES AT 61

Mike Pigott, founding partner of McNeely Pigott & Fox PR in Nashville, died June 29 from a heart attack. He was 61.

The former newspaperman teamed with Mark McNeely in 1988 and later with David Fox to build the Nashville firm that ranked 54th on O'Dwyer's listing of independent firms with 2014 fees of \$6.7M and 56 staffers.

MP&F has done work for Nashville Chamber of Commerce, Hospital Corp. of America, Country Music Hall of Fame, Skanska Construction, CSX Transportation, BlueCross/Blue Shield of Tennessee, Feld Entertainment, Tennessee Titans and The Hermitage.

Nashville Mayor Karl Dean said Pigott "understood Nashville as well as anyone did."

MP&F PR posted on its site: "Mike Pigott was one of a kind. Talented writer, a loving husband and father, the quickest wit in any gathering, world traveler and ballroom dancer extraordinaire. Everyone who knew him has lost a true friend and our hearts go out to Sharon, his three wonderful daughters and the many other members of his family."



Pigott

TENEO BULKS UP WITH TWO ACQUISITIONS

Teneo has acquired UK-based PR firms Blue Rubicon and StockWell to bolster the firm's existing operations in the country and reach throughout Europe.

Teneo CEO Declan Kelly called the deals a "transformational moment" for the firm, which now claims one of the largest strategic communications practices in Europe.

Fifteen-year-old Blue Rubicon counts 225 staffers in London, Doha, Dubai and Singapore, and a client base spanning blue chips like McDonald's, O2, Facebook and Lloyds Banking Group.

Stockwell, founded in 2010 with a corporate PR focus, has a staff of 30. Clients have included Alcatel Lucent, Nissan, Banca Intesa and Jaguar Land Rover. The firm was started by Brunswick alum Tim Burt and Philip Gawith of the *Financial Times*, both of whom join former FTSE head of communications Richard Holloway as managing partners.

Teneo International chairman Charles Watson will oversee the new additions, which will be integrated and co-located in London with Teneo.

KARV, JCI IN BI-COASTAL ALLIANCE

KARV Communications, New York, has aligned with Los Angeles-based JCI Worldwide in a strategic partnership between the communications and PA shops.

KARV founder and president Andrew Frank said the firms have collaborated for years, hastening the formal arrangement. "We will now more seamlessly cover more time zones and expand our ability to deliver our growing array of strategic, crisis, financial, corporate and public affairs counseling services," he said.

Seth Jacobson heads JCI.

Info: karvcommunications.com | jcipr.com.

NEW ACCOUNTS

New York Area

Ketchum, New York/Kohler Co., kitchen and bath plumbing and fixtures, for corporate and consumer PR and social media, following a competitive pitch. The work covers kitchen and bath fixtures, interiors, power and hospitality business.

Red PR, New York/Ouidad, luxury curly hair brand, and Phuse, beauty tools and products, for PR.

Montgomery Communications, New York/ Lough Erne Resort, Northern Ireland resort on 600 acres recently purchased by American firm Tru Hotels & Resorts; Delfin Amazon Cruises, Peru-based tour ship operator in Amazon; Desert & Delta, eight luxury camps in Botswana; Bushtop Camps, Kenya and Tanzania, and The Nelson Mandela Rehabilitation Centre, Mandela's family retreat in Waterburg now a villa.

East

Devine + Partners, Philadelphia/Coldwell Banker Heathside, Realtors; Comcast Spectator, hospitality firm for entertainment and sports; Rails-to-Trails/The Circuit, Philadelphia region trail system; National Constitution Center, for PR.

Pinkston Group, Alexandria, Va./Reputation Institute, research and advisory firm, for media strategies to raise its national and global profile.

Southeast

Golin, Atlanta/National Peanut Board, for advertising and marketing, following a competitive review. The firm has handled the NPB's PR account for 15 years.

Uproar PR, Orlando/Monticello Vineyards, family-owned Napa Valley winery, for media relations.

Fish Consulting, Hollywood, Fla./BIP Capital, to promote its franchise accelerator; Coverall North America, for franchise recruitment counsel and PR; AAMCO Transmissions, for franchise development and recruitment PR and marketing, and Captain D's, fast-casual chain.

South

Choice Media & Communications, Nashville, Tenn./Glory Haus, home and gift retailer; with EB Media for PR for "Strong & King: And Other Important Character Traits Your Child Needs to Succeed," (W Publishing Group 2015) a new book by "Duck Dynasty's" Korie Robertson; "It's My Pleasure: The Impact of Extraordinary Talent and a Compelling Culture," (Elevate 2015) by Chick-fil-A VP of corporate talent Dee Ann Turner, and "Discipline Without Damage: How to Get Your Kids to Behave Without Messing Them Up," (LifeTree Media 2015), by Dr. Vanessa Lapointe, all for PR.

Midwest

Tech Image, Chicago/Robert Bosch Tool Corp., North American branch of German tool, engineering and electronics giant, as AOR for PR, including media relations, social media, content and trade-show support.

West

Edelman, San Francisco/Aimmune Therapeutics, for PR support of the biopharma as it slates an IPO.

PMBC Group, Los Angeles/Emogi, data products for advertisers, as AOR, including corporate comms. and media relations.

NEWS OF SERVICES**LABOR COSTS CUT INTO PR FIRM PROFITABILITY**

PR agency profitability inched up to 16.2% last year, a marginal climb from 2013 but still below pre-recession levels of nearly 20%, according to an annual survey by Gould+Partners.

The largest firms in the survey of 104 agencies, those with revenues of \$25M+, saw profitability plunge from 17.9% in 2013 to 15.8% last year.

G+P managing partner Rick Gould said declines in operating profits are completely attributable to increases in labor costs without a corresponding boost in fees.

He said only about a dozen firms consistently meet or exceed model performance targets through slow-downs and recessions due to an ability to hold salaries to under 40% of net revenues. Total labor cost should be about 50% and operating expenses.

After strong increases in 2011-12 to 18.8%, the profitability of PR firms slipped to 15.8% in 2013. Gould said firms in the \$10-\$25M range were the most profitable, but declined from 18.6% in 2013 to 17% last year. Smaller firms (up to \$3M, and \$3M-\$10M) posted increases to 16.6% and 16.1%, respectively.

Gould is slated to release full results in August.

CHAIKIN CHAIRS WORLDCOM GROUP

Scott Chaikin, executive chairman of Cleveland-based Dix & Eaton, was elected chair of the Worldcom PR Group.

Chaikin was CEO of D&E from 1998 through July 1 of this year.

Worldcom claims firms with 143 offices in 115 cities on six continents. Combined revenues top \$288M last year.

Patrik Schober, managing partner of Czech Republic's Pram Consulting, is chair-elect.

Additional board posts include: treasurer, Marie-Josée Gagnon, CEO and founder, CASACOM, Montreal; marketing, Carol Klimas, VP, partner, director of PR & social media, Off Madison Ave, Phoenix; membership/recruitment, Imma Folch, CEO, LF Channel, Barcelona; business development, Crispin Manners, chairman and CEO, Onva Consulting, Surrey, U.K.; partner satisfaction, Monty Hagler, president and CEO, RLF Communications, Greensboro, N.C.; governance, Corinna Voss, managing director, HBI GmbH, Munich; knowledge sharing, Greg Tarmin, EVP, managing director, PadillaCRT, New York; Asia Pacific region chair, Niall Dologhan, principal, TQPR, Kuala Lumpur; EMEA chair, Patrik Schober, managing partner, Pram Consulting, Prague, and Americas chair, Tom Donoghue, president, Donoghue & Associates, Calgary.

AT&T MOBILITY CEO CHAIRS AD COUNCIL

David Christopher, chief marketing officer of AT&T Mobility, has been named chair of the Ad Council, succeeding Starcom MediaVest CEO Laura Desmond.

David Kenney, chairman and CEO of The Weather Company, is chair-elect.

Christopher, CMO at AT&T since 2004, led the Council's 2012 New York anti-truancy PSA campaign in partnership with the Bloomberg administration.

PEOPLE**Joined**

Jayne O'Connor, division director of strategic marketing & comms., Capital Health, to Taft and Partners, Lawrenceville, N.J., as VP of communications. She was dir. of corporate comms. for Bristol-Myers Squibb and press secretary for N.J. Gov. Christie Todd Whitman.

**O'Connor**

Christy Salcido, senior VP, Porter Novelli, re-joins Ketchum West's brand marketing practice in Los Angeles as senior VP and director. She started her career with Ketchum and spent 10 years in L.A. and New York. She was also VP of marketing for CHAYA Restaurant Group and comms. director for Norman Lear's Declare Yourself youth voting push in 2004.

Kamian Allen, senior director, The TASC Group, to Edelman, New York, as a VP.

Alynn Mills, senior VP, Beckerman | Antenna Group, to Horn Group, New York, as a VP. **Erica McDonald**, recently with DiGernaro Comms., rejoins Horn as a VP. And Brian Sinderson was promoted to senior managing director and general manager, New York, reporting to president and CEO Sabrina Horn.

Erin Madigan White, senior media relations manager, Associated Press, to Time Inc., New York, as communications director. She is a former assistant editor with NationalJournal.com.

Emilie Schaum, who has worked recruitment at Grey Direct, Medicus, MSLGrop and PHD, to Porter Novelli, New York, as VP, talent acquisition, responsible for recruiting for the firm's Atlanta, Boston, Chicago, New York and Washington offices.

**Schaum**

Christine DiGiovacchino, freelancer and former creative director of NDG Comms., to Seventy Strategies, Washington, D.C., as creative director. **Megan Blair**, graphic designer for the Univ. of Maryland, joins as senior web designer; **Joe Richards** as senior A/D, and **Grant Barnett** and **Alex Lindeman** as PHP developers.

Benjamin Ou, who directed Chinese government affairs for United Technologies Corp., has re-joined APCO Worldwide as a senior counselor in China. He spent 12 years at APCO starting in 1999.

Promoted

Darren Richards to chief operating officer, Tucker/Hall, Tampa, Fla. He joined in 2009 after a journalism career that wrapped up as news director at CBS affiliate WTSP. Bill Carlson remains pres. of T/H.

Raymond Siva to CEO of Edelman Indonesia. He was managing director of its 100-staffer Malaysia operation. Leo Burnett Malaysia **MD Robert Kay** succeeds Siva as CEO for Malaysia. All are effective Sept. 1.

**Siva, Kay**

CARNIVAL PROMOTES CUBA CRUISES

Cruise titan Carnival said it will begin voyages to Cuba in May 2016, after gaining approval of US authorities. Carnival's fathom brand, launched in June as a "social impact travel" line to the Dominican Republic, will embark from Miami.

Dallas-based LDWWgroup is working with Carnival on the PR front. Roger Frizzell is chief communications officer of Carnival.

"We know there is strong demand from travelers who want to immerse themselves in Cuban culture, so this is a historic opportunity for us to enable more people to experience Cuban society," said Carnival president and CEO Arnold Donald, who added that travelers will visit Cuba under 12 criteria authorized by the US government.

Carnival is working with the non-profit IDDI, a poverty alleviation group centered on the Caribbean region. The Cuban cruises start around \$3K per person.

The Obama administration's re-establishment of diplomatic relations with Cuba has cracked open the door for US businesses and commerce (as well as PR opportunities) in the Caribbean nation.

Burson-Marsteller said July 2 it has set up a Cuban specialty team in Miami.

UN's GENDER EQUALITY PUSH CALLS FOR PR

The United Nations gender equality campaign HeForShe is searching for a PR agency to help take the social hit to the next level.

Havas PR currently handles the work after taking over for Ogilvy PR in the fall.

Actress Emma Watson in Davos in September 2014 kicked off the campaign, which became a huge social media success and drew the support of celebrities, heads of state and other prominent backers.

The UN in New York released an RFP on June 25 for a firm to guide PR and communications raising awareness of the effort to bring it from viral campaign to social movement. That includes mentions in TV shows like "Modern Family" and "Glee," and other means of infusing the campaign into popular culture. Media relations, campaign messaging, and reputation and branding are covered in the scope of work.

Proposals are due July 17. RFP: <http://odwpr.us/1M1KjRp>.

INDIANA AXES PR PACT TIED TO LEGAL FLAP

Indiana has cancelled its contract with Porter Novelli, inked in April over fallout from the state's religious freedom law.

PN is set to collect \$365K for its work in assessing and repairing damage to the state's economy from the controversial law.

Chris Cotterill, EVP of the state's economic development entity, thanked PN for its "initial guidance," and called the firm a "trusted partner throughout its consultancy."

Cotterill said Indiana "continues to make headlines as a state that is attracting and adding private sector jobs at record-setting levels and is being recognized by national publications for its business-friendly climate."

PN North American president Brad MacAfee said

the firm respects the decision of the Indiana Economic Development Corp.

"We hope that the framework developed by Porter Novelli, which sets forth best practices for future efforts, proves useful to our trusted colleagues in the IEDC," said MacAfee.

FITZGIBBON/BLACKBIRD HANDLE SC FLAG

FitzGibbon Media, Washington-based progressive PR firm, and Blackbird, New York organizer and promoter of the Black Lives Matter movement, handled publicity for the removal by activists of the Confederate Battle Flag from the South Carolina Statehouse on the June 27 morning of funerals held for victims of the AME Church massacre in Charleston.

SC Governor Nikki Haley supports taking down the flag and legislators plan to vote of its removal after July 4. Bree Newsome, who climbed the flagpole to take down the flag, said her group couldn't wait any longer for the flag to go.

She said, "It's time for a new chapter where we are sincere about dismantling white supremacy and building toward true racial justice and equality."

The flag's removal soared to the top of Twitter's trending topics for most of June 27 and received global media coverage on outlets such as CNN and the *New York Times*.

In its piece, CNN credited FitzGibbon Media, which represented Color of Change in the flag action, for reporting the event.

FitzGibbon Media, which is headed by Trevor FitzGibbon, has 30 staffers working for clients such as WikiLeaks, MoveOn, Britain's Guardian, AFI-CIO, Pierre Omidyar's Intercept and Robert Kennedy Jr.'s WaterKeeper.

ARMENIANS TAP EDELMAN FOR GENOCIDE PR

Edelman provided PR support for the National Commemoration of the Armenian Genocide Centennial event in Washington in June.

The independent firm helped promote, position, launch and manage the ceremony on behalf of the 100 Lives Foundation.

Budget for the campaign from March 23 to May 31 was capped at \$250K.

The 100 Lives group collects stories of survivors of the genocide that began in 1915 and pays tribute to individuals and institutions that saved the lives of many Armenians. The group's "Aurora Prize" supports humanitarian projects throughout the world.

Vartan Gregorian, former Brown University and Carnegie Corp. of New York president), Ruben Vardanyan, founding partner of the Moscow School of Management SKOLKOVO, and Noubar Afeyan, venture capitalist and lecturer at MIT's Sloan School of Management lead the 100 Lives initiative.

Partners of 100 Lives include the National Archives of Armenia, The Armenian Genocide Museum-Institute and Armenian General Benevolent Union.

Armenia says the Ottoman government launched a systemic decimation of the 2M civilian Armenians living under its rule.

PR Society of America, continuing its fight against technology, as Westhampton Beach is also doing, again wants to block an O'Dwyer exhibit at its annual conference.

Executives of the Atlanta Marriott Marquis, scene of the conference Nov. 8-10, said the Society will allow the O'Dwyer Co. to exhibit its six products in a room on the tenth floor if the O'Dwyer Co. accepts status as an "affiliate." The hotel's Atrium, Marquis and Imperial ballrooms are either below lobby level or one floor above it. Bowing to the Society's anti-press, anti-information, competition-blocking, and anti-member policies for the fifth straight year, Marriott says the Society "owns" the space it rents and it doesn't want the O'Dwyer Co. there.

O'Dwyer Co. Covers as Well as Promotes

The O'Dwyer Co. wants to promote its six products to the 3,000 attendees but we are also covering the conference as press. Our reporters need to talk to the 45 or so exhibitors to gather news and information for our January PR Buyer's Guide that lists nearly 1,000 products in 55 categories.

Marriott is again going along with abuses that harm the Society as much as the O'Dwyer Co. They also reflect badly on Marriott and its PR head Kathleen Matthews, wife of MSNBC's Chris Matthews.

Ex-news anchor Kathleen, 61, is running for the House of Representatives from Maryland, saying she is "a strong fighter for human dignity, opportunity and equality." She has ignored for years our attempts to bring the PRSA/Marriott boycott to her attention.

An indication of the malaise of the PR Society is that 2014 revenues of \$11,159,091 were below those of \$11,426,867 in 2006—eight years ago. The dip is despite a \$30 dues hike in 2012 to \$255.

Membership of 22,000 is no great growth from 19,600 in 2000. It includes retirees, associates, professors and others who pay a reduced rate. The U.S. Dept. of Labor reported 208,030 "PR specialist" jobs in May 2014. It predicts a 12% growth rate to 2022.

PR firms, as tracked by odwyerpr.com, are enjoying year-after-year growth. They offer many information gathering and disseminating services.

About 100 top PR counseling firms fled to the PR Council in 1998 when PRS refused to allow firm membership. Blue chip execs went to the Arthur W. Page Society and PR Seminar. IR executives joined the National Investor Relations Institute.

Marvelous Communications Tools Ignored

PRSA and WHB ignore modern communications tools.

New York Times publisher Arthur Sulzberger, for instance, appeared in a 90-minute live webcast June 15 that we watched on our computer. He told how NYT is coping in an era where most people get their news from the web and took questions from the audience for a half hour. PRSA/NY hosted a 90-minute webinar Sept. 8, 2014 on the topic of "PR on Trial." The chapter not only webcast it live but provided a complete transcript shortly there-

after. Webinars often allow questions to be emailed to a panel or phoned in while the session is in progress.

Given the availability of such tools, the question is why aren't the WHB board meetings webcast live and a transcript of them provided shortly thereafter? Mayor Marie Moore has made "transparency" a cornerstone of her administration and new trustees Brian Tymann and Rob Rubio have made the same promise.

The ideal form of communication is the "dialogic loop," defined by PR Institute CEO Tina McCorkindale as "any negotiated exchange of ideas and opinions." Both parties must be "willing to be open and listen to the other parties even if there is disagreement," she wrote for the PR Society's online PR Journal.

Current WHB policy is to videotape the meetings and then post the tape several days later. Residents who look for the tape on the WHB website will find that a tape of the January 2015 meeting comes up.

This is backwards! The July meeting should be first, preceded by the others.

Also, few people will feel like listening to trustees drone through 36 housecleaning motions such as "Appoint safety committee," "Appoint marriage officer," and "Appoint part time DPW laborer."

The real action was No. 37—Remove medical and dental benefits for trustees. There was little discussion of that. It should have been first.

Citizen comments also deserve to be at the start of the meeting and not at the end. We gave a ten-minute description of the multi-million dollar threat to WHB, Southampton and Quogue from the East End Eruv Assn. which wants to construct eruvim Jewish religious boundaries in the three communities.

Oddly, the PR Society used to audiotape its annual full-day Assembly and supply not only the tape to the press and others but a transcript that often ran to more than 400 pages.

However, in 2005 it clamped down on information flow. Not only were the tapes and transcriptions ditched, but also its printed directory of members, a decision not run by the Assembly. Under Robert's Rules, which are used by PRS, the Assembly is supposed to sit over the board. Instead, it's a doormat for the board.

Also removed from public and even member view, except for Assembly delegates, was the list of 250 or so delegates. The list of 40+ staff members and their contact points vanished, replaced by a list of 8-9 managers.

A database of the 110 chapter presidents including their contact info was the next casualty. Anyone who wants such a list must visit all the chapter websites. Reporters were barred from the 2011, 2012 and 2013 Assemblies.

If the O'Dwyer Co. can post a PDF of its 330-page 2015 Directory of PR Firms, including 10 four-color pages and more than 400 logos, which is the only printed directory left in PR, the Society can easily post a PDF of its 22,000 members since type takes up much less bandwidth than graphics.

— Jack O'Dwyer