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O'Dwyer's Newsletter

The Inside News of
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CANADA RETURNS TO US TRAVEL PR SCENE

Canada, which pulled the plug on its US tourism marketing in 2012, wants to hear from US PR firms as it dangles a travel PR account to re-enter the market.

The Canadian Tourism Commission released an RFP open through Aug. 10 for PR and media relations support to market Canada as a four-season destination in the US.

The CTC said in April that a rebound in tourism (and the overall economy) from the US to Canada sparked plans to re-engage with US travelers. April, when 701K US travelers visited the country, marked the fifth straight monthly increase in US visitors.

The work is expected to include strategic planning, partnerships, media relations and media events, content creation and related duties.

CTC's global communications team is based in Vancouver. RFP: <http://odwpr.us/1CVs9Pv>.



MWW WELCOMES WEINER

Anthony Weiner, the former Democratic Congressman from New York who resigned after an online sexting scandal in 2011, has joined MWWPR as a part-time strategic advisor.

Weiner's former communications director, Dave Arnold, joined the independent PR firm in 2011, before decamping for Virgin America in April.

MWW told the New York Post, which put Weiner's new post on its front page, that Weiner will be a "great asset to our firm."

Weiner, who has advised the law firm Covington & Burling and served as a political pundit, ran for mayor of New York in 2013, when reports of lewd online behavior surfaced anew. Michael Kempner, a prominent Democratic fundraiser and adviser, leads MWW.

EDELMAN TIES UP KNOTT AGAIN

Edelman has named Bob Knott, head of FTI Consulting's corporate communications practice, the global chair of its business + social purpose unit.

Joining the firm Aug. 3, Knott, will head the 150-member b+sp unit and report to Ben Boyd, president of practices, sectors and offerings.

Knott is doing his second tour of Edelman. The 13-year veteran of the No 1 independent firm played a key role in the development of the "ecomagination" program of General Electric.

INTERPUBLIC SEES MODEST GAINS

Interpublic's Constituency Management Group posted a 2.3% gain in organic revenue for the second quarter to \$349.4M while its advertising and digital operations climbed 7.7%.

Second quarter gains were hit by currency fluctuations, which helped swing CMG revenues to a 1.7% decline and curbed ad/digital revenues to a 2.1% gain.

Andy Polansky, CEO of Weber Shandwick, said IPG's PR group, which includes Golin, Cassidy & Assocs., Rogers & Cowan, Powell Tate, FitzGerald & Co. and DeVries, chalked up more than 10 percent organic growth. IPG's Weber Shandwick flagship continued its double-digital growth performance for both the quarter and half. Polansky said Weber enjoyed across-the-board gains as it registered double-digit advances in 24 global markets. Social, digital, content creation, healthcare, consumer and corporate reported solid gains.

Overall, IPG saw revenues tick up 1.3% to \$1.85B for Q2, while net income rose to \$124M, from \$103M a year earlier.

Chairman and CEO Michael Roth praised the group's organic growth and digital operations, adding that IPG's largest markets like the US, Asia-Pacific and the UK showed "good" growth.

Roth said the company remains focused on cost discipline and share buyback efforts (\$51M in Q2) that remain "a source of significant value creation."

Roth said the company has raised its organic growth target to 4%-5%, from 3%-4%.

NADAL QUILTS MDC

Miles Nadal, founder/CEO of MDC Partners, has quit the ad/PR combine amid the continuing Securities and Exchange probe into his expenses. He has agreed to repay the firm an additional \$1.88M on top of the \$8.6M already paid to reimburse expenses.

"I am leaving the company in a strong position, with brilliant partners, exceptional talent, dedicated employees, wonderful clients, a strong shareholder base, and an incredible culture and reputation as 'the place where great talent lives,'" Nadal said in a statement. "I have every confidence that the company's deep leadership team will build on this strong foundation in the years ahead."

Michael Sabatino, chief accounting officer also has resigned, agreeing to repay MDC \$208,535 in cash bonus payments. Neither Nadal nor Sabatino will receive further compensation or severance.

Scott Kauffman, presiding director on MDC's board since 2012, succeeds Nadal at the helm.

US TO REVIEW ORGAN DONATION PR

The \$10B federal agency that oversees the organ transplant and donation system in the US is preparing a review to handle its communications, outreach and marketing assignments.

The Health Resources and Services Administration is the primary entity within the Dept. of Health and Human Services with major responsibility for the federal organ transplant program.

On the PR front, the HRSA implements public education programs to increase the number of organ donors. It is expected to release an RFP on Aug. 5 for work including mass media outreach, community relations and other PR tactics with four key goals: increase donor registrations, raise public awareness of the need for organs, encourage family discussions about organ donation, and improve public trust in the organ transplant system. The system's web portal, organdonor.gov, is a key hub of information.

Crosby Marketing Communications is the incumbent. The HRSA plans to award a five-year contract.

PUBLICIS POSTS 1.2% ORGANIC GROWTH

Publicis Groupe CEO Maurice Levy has reported a 1.2 percent organic growth rate during the first-half, driven largely by a robust performance from digital activities that generate 51 percent of overall business.

The French ad/PR operation generated a 35.2 percent surge in revenues due to the integration of Sapient, which CEO Maurice Levy said is "slightly ahead of plan."

He boasts Sapient is "fulfilling promises that exceed our strategic valuation of the company."

Claims Levy: "None of our competitors is capable, on a standalone business, of providing a complete range of services from consulting and technology right up to the execution of communications programs."

On the PR front, MSLGroup picked up new business from American Public Health Assn., 24 Hour Fitness, and Rover.com in the US, AIG, Conforama, Elior, Michelin, Credit Agricole, Sanofi Pasteur, Orange (France); ING, Thyssen Krupp, Amazon, Nivea in Poland; Alibaba.com (China) and Rotterdam World Gateway Terminal Ranstad Holding and Cathay Pacific in Holland.

Levy predicts accelerated organic growth and a double-digit revenue growth for the second half.

KLEINHANS, ARENS FORM OCTAGON

John Kleinhans, who was executive director of the Connecticut Republican Party, and Andy Arens, former New England regional director of American Israel Public Affairs Committee, have launched Octagon Strategy Group, a partnership with Cashman + Katz Integrated Communications, which is based in Glastonbury in the Nutmeg State.

The bi-partisan firm will handle political strategy/consulting, grassroots/community organizing, coalition development, issue advocacy, voter registration, referendums and campaign management and strategy.

Kleinhans also advised politicians in Vermont and did a stint as AIPAC's national field officer.

CHEATING SITE LURES POST-HACK CRISIS MATE

Levick is providing crisis communications counsel to the Toronto-based company, following a July 19 report by cybersecurity site Krebs on Security that the "dating service" was breached and large caches of user data were posted online.

AshleyMadison.com, owned by Avid Life Media and self-proclaimed as "the most famous name in infidelity and married dating," said July 20 it is investigating the breach.

"We apologize for this unprovoked and criminal intrusion into our customers' information," the company said in a statement. "The current business world has proven to be one in which no company's online assets are safe from cyber-vandalism."

MSLGroup vet Paul Keeble is VP of communications for Avid Life. Levick is based in Washington.

Avid Life said it is working with law enforcement agencies.

Krebs reported that hackers identifying themselves as "The Impact Team" hit AshleyMadison.com, as well as CougarLife.com (older women looking for young men) and EstablishedMen.com (matching "beautiful women with successful men").

ANTI-IRAN NUKE PACT GROUP GETS RATIONAL

Citizens for a Nuclear Free Iran is using Rational 360 for media support as it plans a \$20M ad effort to thwart President Obama's foreign policy achievement.

CNFI is the tax-exempt entity established by the American Israel Public Affairs Committee, the ardent Iran deal foe that relies on Rational 360 for PR.

Patrick Dorton, partner at the DC PA shop, told the New York Times CNFI would launch "a sizable and significant national campaign on the flaws in the Iran deal."

Once Congress receives the Iran deal, it will have a 60-day window to review the Iran.

Republicans are largely dead-set against the Iran package, which makes Democrats a key target for CNFI's campaign that is planned for 30 to 40 states.

Dorton, who served as media relations chief during Arthur Andersen's crisis, has strong Democratic ties.

He was special assistant to President Clinton, and press secretaries for former Sen. Tom Harkin (Iowa) and Congressman Peter DeFazio (Oregon).

RUBENSTEIN SEARCHES FOR ALIENS

Rubenstein Communications handled the July 20 "Breakthrough Initiative" announcement of a \$100M program to hunt for intelligent life in the universe.

Physicist Stephen Hawking and Russian tycoon Yuri Milner, who is bankrolling the enterprise, unveiled the effort at a London press conference.

The ten-year program will have access to two of the world's most powerful telescopes—the Robert C. Byrd Breen Bank Telescope in West Virginia and Parkes Telescope in New South Wales, Australia—to survey the closest one million stars to Earth. A radio search will accompany the visual effort.

All data gleaned from the effort will be available to the public.

PEARSON UNLOADS FT TO JAPAN'S NIKKEI

Pearson is selling the Financial Times to Japan's Nikkei, which is Asia's largest independent media group, for \$1.3B.

The move ends its 60-year ownership of the British salmon-colored paper, enabling Pearson to focus its attention on its global education business.

The FT has bolstered its print/digital circulation 30 percent over the past five years to 737K. Digital accounts for 70 percent of that total circ.

Nikkei takes ownership of the FT, FT.com FTChinese and the Financial Publishing Group (The Banker, Investors Chronicle, Medley Global Advisors, MandateWire).

The FT Group kicked in \$500M revenues and \$36M in operating income in 2014.

John Fallon, Pearson CEO, said of the deal, "We've reached an inflection point in media, driven by the explosive growth of mobile and social. In this new environment, the best way to ensure the FT's journalistic and commercial success is for it to be part of a global, digital news company."

He said Nikkei "has a long and distinguished track record of quality, impartiality and reliability in its journalism and global viewpoint."

Fallon is confident the FT "will continue to flourish under Nikkei's ownership."

**PLAIN DEALER EDITOR TAKES PR POST**

Thom Fladung, managing editor of the Cleveland Plain Dealer, has moved to PR as a VP with Hennes Communications in Cleveland.

Fladung stepped down from the PD earlier this month after four years in the top slot, capping a 30-year journalism career. He was also the top editor at the Detroit Free Press and held reporting and editing posts at the St. Paul Pioneer Press and Akron Beacon Journal, among others.

HC managing partner Bruce Hennes called Fladung an "expert at crafting effective, strategic messages on hard deadlines."

HC is based in Cleveland.



Fladung

JOURNALISTS HOOKED ON SOCIAL MEDIA

More than half of reporters say they couldn't do their job without social media, according to the annual "Global Social Journalism Study" from Cision and Canterbury Christ Church University, the British institution with more than 20K students.

Two-thirds of journalists surveyed in the US, UK, Germany, Sweden, Finland and Australia spend up to two

hours a day on social media, up from 38 percent in 2012. Twitter and Facebook rank as the top platforms.

American and British media pros rely on social media for publishing and promoting their content, while reporters in the other countries use it for sourcing.

Nearly six-in-ten (58 percent) of the polled US journalists expressed concern over data security and privacy.

"This data confirms the mission-critical nature of social media and its ever-growing popularity for journalism," said Valerie Lopez, Cision's VP for media research.

The study also showed that PR pros are relying more on social media to interact with reporters.

American reporters consider PR contacts their second best source of information, after No. 1 experts.

Journalists rate email (84 percent) as their best form of contact, following by social media (33 percent) and telephone (15 percent).

EVERETT STARS AT UNIVERSAL PICTURES

Terri Everett, who was a top PR person at Time Inc. and News Corp., will take the executive VP-global communications post at Universal Pictures on Aug. 17.

She will take over for Kori Bernards, who announced her departure last week as senior VP-communications after a seven-year stint.

Everett will assume external/internal communications, media relations, executive visibility and box-office reporting at the \$5B unit, which is part of the Comcast Corp. media empire.

In February, Everett exited Time Inc.'s executive VP-corporate communications post after a three-year run as part of a restructuring.

Earlier, she worked at News Corp., ABC News and Ogilvy PR in Washington.



Everett

YANKEES PR DIRECTOR CRINGES AT SOCIAL

Jason Zillo doesn't discourage Yankee players from using social media but he worries whether the pitfalls outweigh the benefits.

The New York Yankees Media Relations Director spoke to a group of PRSA-NY members July 22 afternoon in the Yankess press briefing room before the Yankees beat the Orioles 4-3.

Zillo noted how it's necessary to even keep up with what players in the Yankees farm system are saying on Twitter and Facebook.

The team has an extensive media training program. One part that's a big hit with players is Zillo's description of a blooper-like video which is mandatory viewing to see what to do and not to do with the media.

Zillo said players will forward him YouTube clips of particularly awkward moments they catch with other athletes that need to be in the montage so those gaffes are never repeated.

While most PR pros are constantly worried about getting attention for their clients, the situation is the exact opposite for Zillo and the Yankees. Media focus on the team is constant and unwavering.

PLANNING A SUCCESSFUL PRESS TRIP

By Elizabeth Maxim

Press trips remain enormously popular for the media and are a great way to win client coverage. However, plenty of things can go wrong. Itineraries should be conducive to coverage, but an overly packed schedule that herds journalists won't allow them the needed time to write. Ironing out details and managing client and journalist expectations before the trip begins is paramount, and establishing protocols for journalists, as well as an orientation upon arrival, is key for success.

So what are the basic rules for a great press trip?

Manage expectations prior to the trip

This applies to both your client and the journalists. Make sure you fully understand the client's main objective before you even begin pitching media.

Carrie Borzillo, a writer for *Men's Health* and other publications, stresses, "Talk to the writers in advance of the event to find out their specific needs for coverage, interviews, and photos. [Figure out who you] need to coordinate with to make those needs happen — such as other publicists for the event and the individual celebrity publicists."

Carefully plan the itinerary

As Jeffrey Gomez, Editor-in-Chief of *The Snob* magazine explains, "An itinerary is always first priority for me. I want to know who, what, when, where and how before I leave my house. The details matter."

Don't plan every second

Journalists I've spoken to have echoed one sentiment across the board: make sure to give the journalists some free time on the trip to decompress, relax and, most importantly, write! Group dinners are good for team bonding, but mandatory meals together every single day can make journalists feel trapped. On this note, as Borzillo reminded me, "The journalists' agenda is more important than the organizers' [agenda]. If you have to skip a dinner to take a writer to an interview opportunity, do it."

Two words: free Wi-Fi

Another thing that is absolutely critical for journalists is internet access in the hotels each night. Nicolas Stecher, an editor for publications including *AskMen* and *Nylon* told me, "I don't think it's professional to have journalists pay for internet at their hotels. The web is obviously critical for us to get our assignments done."

Communication is key

When you're coordinating a large group of journalists in a foreign country (or unfamiliar city), it's imperative to have an efficient system of communication established between the journalists, the PR team, and the client.

Coordinating teams of more than 40 people or driving hundreds of miles each day all on unfamiliar roads with signs in unfamiliar languages could potentially be a recipe for disaster. Group chat apps, maps and an updated itinerary each day can help, as well as a buddy system, so that everyone is accountable for at least one other person.

Press trips should be fun, engaging, and natural. If they feel too staged, the journalists will pick up on it and it will be reflected in their final articles.

Elizabeth Maxim is senior account executive at *Marketing Maven*.

IMAGE TURNAROUND TIPS FOR TRUMP

By Bill Huey

Donald Trump has been a blowhard for so long that we've gotten used to him and his outsized pronouncements. But with his dismissive comments about and criticism of Navy veteran and Vietnam POW John McCain, he has ended his career in politics.

The question now is whether he wants to leave it that way, or undertake a focused program to rehabilitate himself and the public image he has tended to every bit as carefully as the thing he refers to as his hair.

He'll be crossing the 70 age mark next year, and 73 by the time the next presidential race heats up. Far too old to be a player, but he could still be a participant.

Here's the proposition: Imagine Donald Trump as a reasonable, thoughtful, serious guy, well informed on the major issues and willing to entertain opposing points of view as long as they are well founded and well-articulated.

Oh, I can hear the snickers! Nevertheless, Trump has an opportunity to turn things around and be taken seriously. He just needs to shift his focus away from cheap celebrity and toward being the kind of solid citizen that is, say, David Rubenstein.

It begins with coming clean.

For example, now that Trump's Vietnam-era draft dodging has been aired, it's time for a look at his "marks" (as Trump calls them) as an undergraduate at Wharton, which, at the time he attended, was a program for rich boys who were going to take over their daddy's businesses.

During his Birther phase, Trump once demanded to see President Obama's "marks," so it's time to have a look at his to see if he's as smart as he claims.

Next, his net worth. If it's really \$10 billion as he claims, The Donald should announce that he's dedicating a percentage of that—perhaps the traditional tithe of one percent—to charitable contributions over the next ten years. A hundred million a year shouldn't be a pinch for a stepper like him. Unless, that is, he's not really that rich.

Now it's time to go back to school. Trump should join the Council on Foreign Relations and attempt to get himself onto the rolls of the Trilateral Commission, where he can rub elbows with the likes of David Brooks, Paul Volcker, and Donald Graham (the kind of Donald that Trump should aspire to be).

And for God's sake, Donald, don't refer to them as a bunch of "losers" who've got nothing and couldn't get a real job. That's all in the past.

Finally, Trump should make a big push toward capitalism with a heart. Do fundraising for organizations that promote hiring veterans. Endow a chair at Wharton aimed at investigating social mobility in this country, which has been on the decline for years. Start a program called "You're Hired!" that gets young people into their first jobs and tracks them for five years, providing any needed assistance in getting a leg up.

It's not too late, Donald. After your hot-air campaign balloon crashes, you can still salvage something and create an admirable image of yourself. We'll be watching and rooting for you.

Bill Huey is president of *Strategic Communications*, a corporate and marketing communication consultancy.

NEWS OF PR FIRMS**ALLISON TAPS CAMPHER FOR SOCIAL WORK**

Henk Campher, managing director of sustainability for Edelman, has moved to Allison + Partners in San Francisco as executive VP for its CSR, sustainability and corporate citizenship unit, Social Impact.

Campher was a senior VP for Edelman in its business and social impact unit, handling Starbucks' "Shared Planet" campaign and Levi's "Water<Less" push, among others.

The South Africa native Campher joined Edelman in 2009 after a stint at Cone Communications, where he was a VP.

At A+P, he reports to Europe and global corporate president Matthew Della Croce.



Hamilton

FINZEL TEAMS WITH 38 NORTH

Ben Finzel, president of RenewPR, will also serve as strategic communications practice lead at 38 North Solutions, public policy/business strategy shop.

He'll provide PR counsel, outreach to clean energy/innovation clients and support services.

Finzel, who launched RenewPR in January, has more than 25 years of experience including stints at Glen Echo Group, Waggner Edstrom, Widmeyer Communications, FleishmanHilliard and Edelman.

He served in the Dept. of Energy during the Clinton Administration and on the staffs of former Democratic Congressmen Bill Richardson and Tim Valentine.

Finzel has counseled American Wind Energy Assn., American Energy innovation Council, Combat Climate Change, Portland Cement Assn., Shell Hydrogen and SCJohnson.

QGA Public Affairs veterans Patrick Von Bargen, Katherine Hamilton and Jeff Cramer launched 38 North Solutions, which has offices in DC, Denver and the Bay Area.

PSB'S LEVETON REPLACED BY CEO DUO

Burson-Marsteller's Penn Schoen Berland unit has named Curtis Freet and Jon Penn CEOs of their respective operations to replace Jay Leveton, who had been at the helm since 2012.

Freet handles corporate and political businesses, splitting his time between New York and Washington.

The more than 20-year technology marketing/research veteran is a Microsoft alumnus.

Penn, a nephew of former B-M CEO Mark Penn, oversees media and entertainment practices from his perch in Los Angeles.

During the past dozen years, he has worked with Hollywood production, marketing and research executives to develop approaches for green-light, franchise management, script positioning, ad testing and box-office forecasting. He also Internet strategy director for Hillary Clinton's 2000 Senate run in New York.

Freet and Penn report to B-M CEO Don Baer.

NEW ACCOUNTS**New York Area**

Finn Partners, New York/Crystal Cruises, expanding luxury cruise line, for North American travel PR. Managing partner Virginia Sheridan leads the account, which includes media relations, strategic partnerships, marketing promotions, brand and image management, and events.

Lou Hammond & Associates, New York/Visit Natchez (Mississippi), for 2016 tricentennial as one of the oldest cities in America; CompareCards, credit card comparison site; McCall Farms, canned and frozen vegetable growers and packers; Nantahala Outdoor Center, outdoor recreation company, and PlanSource, health exchange and benefits engagement platform, all for PR.

Nichols & Lence Communications, New York/Carnegie Deli; Dorf & Nelson, law firm; Michael Jordan's The Steak House NYC; New York Wheel, Staten Island attraction in development; Rolex Central Park Horse Show, Sept. 23-27, and Ride of Fame, mobile monuments, for PR.

Golin, New York/Kayak, travel portal, as AOR for PR and social media.

MWW, New York/Harry & David, gifting brand, for PR. H&D was acquired by MWW client 1-800-FLOWERS.

Emerging Media, New York/Babblar, real-time media relations platform, as AOR.

Issa PR, New York/Bloom + Grace, sustainable jewelry collection in partnership with the UN Foundation's Shot@Life Campaign, for PR.

The Brandman Agency, New York/Christophe Harbour, Caribbean island real estate development on St. Kitts, for PR. The project includes residences, villas, and a forthcoming Park Hyatt hotel.

Verasoni Worldwide, Montclair, N.J./NeoGraft, medical device for hair restoration, for integrated marketing communications.

East

Hollywood PR, Plymouth, Mass./Runkeeper, mobile fitness app, Summer Infant, juvenile products, for PR.

Walker Sands, Sterling, Va./Enterworks, enterprise software for the value chain, as AOR for PR, including brand awareness, positioning of its master data management platform, and help to extend its presence in industrial and consumer markets.

Southeast

Anson-Stoner, Winter Park, Fla./Catrike, maker of recumbent trikes, as AOR for PR, following a national search.

Midwest

Henson Consulting, Chicago/Biggs, cigar lounge; Pork & Mindy's, retail sauces by chef Jeff Mauro; LISA, on-demand beauty app, for PR.

Southwest

Phoenix Marketing Associates, Scottsdale, Ariz./Ahi Mahi Fish Grill, for PR.

International

The CommsCo, London/Preservica, for PR in the US and UK, after a three-way pitch for the provider of digital asset security software.

NEWS OF SERVICES**UBM REPLACES PR NEWswire CEO**

UBM has moved to replace PR Newswire's CEO with the parent company's chief financial officer, months after a report that UBM is shopping the profitable news dissemination service.

Current PRN CEO Ninan Chacko has "decided that it is time for him to pursue other opportunities," said a statement from UK-based UBM. Chacko took the reins in 2009 after posts at Worldspan and Sabre Holdings.

UBM has installed CFO and director Robert Gray as CEO of PRN, effective Aug. 1. UBM chief Tim Cobbold said Gray has "deep knowledge of the PR Newswire business and its people, and has been involved in the creation of its strategy."

Reuters reported in May that UBM was shopping PRN in a deal that could be worth more than \$700M.

UBM in recent years had shed legacy publishing operations and focused on trade show events, leaving PRN as a lucrative but discrete business unit. One analyst said, per the Guardian, that UBM would likely take a short-term hit but could use PRN sale proceeds to better benefit its core business. Revenue for 2014 at UBM was \$1.15B.

PRN posted 2014 revenue of \$302.1M with operating profit of \$69M.

Cobbold said Chacko did a "great job of positioning the business for the future" and wished him well.

SYMOS GRABS CONTENT PLATFORM EXPION

Sysomos, the social analytics company that spun out of Marketwired in February, has acquired social marketing platform Expion.

The deal adds content management and publishing tools to Sysomos' analytics services. CEO Lindsay Sparks said the combination allows companies to translate their knowledge of customers "into actions and engagements."

The two companies, with operations in 10 cities in 10 countries, said their offerings will be integrated and combined staff will approach 500 by the end of the year.

Sysomos is owned by private equity firm OMERS.

PR GROWS IN SOUTH CHINA

PR Newswire said it has relocated its Shenzhen office to a larger space in the business district of Futian as it serves southern China. Clients in the region include Canton Fair, Tencent, ZTE and Mindray.

Yujie Chen, senior VP of Asia-Pacific for PRN, said the south China region "has the potential and vitality for high growth, innovation and entrepreneurship, which will serve to stimulate the economy across the region."

BRIEF: Cision is divesting the UK operations and assets of both Cision and Vocus to Access Intelligence, the London-based enterprise software purveyor. Cision, under pressure from UK regulators over its acquisition of British competitor Gorkana Group, said the UK Competition and Markets Authority has approved its divestment plans, adding it will resume integrating Gorkana and operate in the UK under the Gorkana mantle.

PEOPLE**Joined**

Kerry-Ann Hamilton, assistant VP for university communications and marketing, Howard University, to GMMB, Washington, D.C., as a VP focused on education and global maternal and child health clients. She also worked comms. for the U.S. Agency for International Development's Global Development Alliance and was a Trinidad and Tobago correspondent for the Associated Press.

**Hamilton**

Tony Freinberg, a news producer for NBC's "Today," has moved to Los Angeles PR firm G.F.Bunting+CO as a senior account exec. He was previously a TV agent at the William Morris Agency and started out in the UK as a reporter for the Sunday Telegraph. He holds dual US-UK citizenship.

Ted Eismeier, A/S, Hager Sharp, to Whiteboard Advisors, Washington, D.C., as an associate VP. He was previously an A/M at Liman Hearne and has focused on the education sector. The firm also promoted **Jenna Schuette Talbot** to VP.

**Eismeier**

Michael Young, associate director, Ketchum, London, to Sharp Communications, New York, as VP, account director. **Meghan Ficarella**, A/S, Edelman, joins as an A/S.

Beth Kann, social & digital media coord., Apple-Metro, New York, to The Brandon Agency, Myrtle Beach, S.C., as PR and social media executive.

Monica Higgins, former A/S and A/E for Mullen Lowe, Cone Comms. and Edelman, to Hollywood PR, Plymouth, Mass., as an A/S.

Katherine Cockrel, director, strategic comms., Ignition Media Group, to Finn Partners, Detroit, as an associate VP. She was marketing manager for the Detroit Regional Chamber and an A/E at Duffey Petrosky.

Matthew Anderson, partner, Code and Theory, to Marina Maher Communications, New York, as executive VP, chief marketing officer, a new post. Annie Fileta, who handled agency marketing and business dev. at Golin, joins as VP of marketing. Edwin Endlich, VP, digital creative director, Taylor, joins as senior VP, digital consumer. And Matt Duralek, dir. of talent acquisition, Rosetta, joins as VP, talent acquisition.

Rami Sharaf, CEO of Worldbridge International Group (Cambodia), has joined APCO Worldwide's International Advisory Council.

Promoted

Brenda Vujanic to executive VP, Benchworks, Chestertown, Md. She joined in 2008 and handles corporate marketing and comm. strategy.

Dawn Langeland to managing director of Golin's New York office. She joined the firm in April and played a key role the firm's recent Kayak and NYX Cosmetics wins.

**Langeland**

PR INCHES AHEAD AT OMNICOM

PR revenues across Omnicom's units limped to a slight 0.3% organic gain in the second quarter, outpaced by advertising (+6.4%) and customer relationship management (4.3%).

Currency fluctuations, however, pushed revenue growth negative across its major units and overall, as across-the-board revenue fell 1.7% to \$3.8B during Q2 on a 7.1% hit on exchange rates. Companywide organic growth was up 5.3%, including a 5.9% climb in North America.

Net income at OMC slipped 3.5% to \$313.9M, from \$325.2M a year earlier.

For the first two quarters, Omnicom PR units, including Porter Novelli, Mercury, Omnicom and FleishmanHillard, among others, posted a 1.6% organic revenue gain.

SQUIRE PATTON BOGGS INKS \$2.7M DR PACT

Squire Patton Boggs has ironed out a five-year government relations pact worth \$2.7M with the Dominican Republic, which has received heat over treatment of the estimated 525K migrant workers from Haiti.

According to the firm's July 10 engagement letter, SPB will develop and implement "a government relations strategy that would help the government maximize its Washington profile."

The firm reports to Jose Ramon Peralta, administrative minister to the presidency of the DR.

Impoverished Haiti and the more prosperous DR share the island of Hispaniola.

The migrants faced a June 17 deadline to register for legal residency or face the return to Haiti. Only a fraction of those who registered have qualified for legal residency.

Upon the request of Haiti and the DR, the Organization of American States dispatched a delegation this month to the DR gather information on the situation of Haitian migrants. Its goal is "to build bridges between the two countries in order to find a lasting solution to the dispute."

Jose Tomas Perez, DR's US ambassador wrote a letter to the New York Times published July 5 which said: "Like many other countries around the world facing a large immigrant population, we must enforce the law and carry out return policies according to international norms, similar to those of the US."

DIDIT ADDS ANOTHER NY SHOP

Didit, the Long Island-based digital marketing shop, has acquired its third PR shop in the past year, snapping up New York-based JB Cumberland PR.

JB Cumberland sprung out of LobenzStevens PR in the late 1990s under the direction of Joanna Cumberland, specializing in PR for European companies looking to enter the US market.

Clients have included Australian lamb, Zero Water, Reischel and Peugeot, among others.

Didit said JBC will retain its name and staff, but relocate to the agency's Manhattan offices.

President and co-founder Dave Pasternack said the

firm adds creative and strategic consumer and product branding and PR to Didit's offerings.

Gould & Partners advised the transaction, Didit's seventh deal over the past three years.

On the PR front, it acquired Bridge Global Strategies in February and LVM Group a year earlier.

PERCEPTURE CHECKS AT WILLIAMSBURG

Percepture notched the pitch for the Williamsburg Area Destination Marketing Committee, an estimated \$200K piece of business that was sought by more than 18 firms.

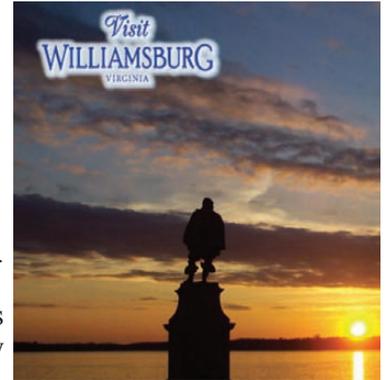
The committee issued the RFP in January, looking for an agency to promote overnight visits and position the Virginia region as having more tourism attractions than just the Colonial Williamsburg restoration.

The "historic triangle" area of Young/James City counties and the city of Williamsburg is home

to Busch Gardens, Jamestown Settlement, Water Country USA, Yorktown Battlefield (site of last major battle of American Revolution) and College of William & Mary (nation's second oldest university), golf courses, shopping and fine dining establishments.

Corrina Ferguson, director of marketing for the Williamsburg group, said, PR is the "key element of our brand messaging campaign" because the discipline can tell a more complete story than traditional advertising.

Percepture is the home of veterans Rene Mack, former president of Weber Shandwick's travel group, Cathleen Johnson, founder and 25-year chief of Edelman's global travel practice, and Veronica Stoddart, former travel editor at USA Today.



KENYA RAILWAYS SEEKS PR ENGINE

Kenya Railways is looking to hire a PR firm to improve the image of the state-owned system.

According to an RFP, Kenya Railways "has experienced negative publicity damaging its reputation following various issues including; decline in services offered, retirement related cases, and housing."

The railroad this month received criticized from local cement producers over Kenya Railways' \$4B infrastructure project, the largest transportation investment in Kenya since it received independence from the UK in 1963.

China Rail & Bridge Corp, the lead contractor on the project to link Nairobi to Mombasa, east Africa's biggest port, was hit by charges that it imports cement from China rather than using local suppliers, as promised.

Kenya Railways wants PR support to create and maintain "a good public image, reputation" and "effective communication to cultivate good relations with its stakeholders as it implements its mandates," according to the RFP, which can be accessed at <http://bit.ly/1HEAoJ>.

PR OPINION

New York Supreme Court Justice Joseph Farneti ruled that proposed Jewish markers would be “invisible” on Southampton utility poles and ordered SH to allow them. Eruvim, once established, are commonly displayed on synagogue websites.

The Hampton Synagogue, Westhampton Beach, which initiated the quest for the eruv boundaries in 2008, shows the outlines of an eruv on its website. A more elaborate Manhattan eruv is shown on a Google map.

However, no one this far, including the *Southampton Press*, which examined 47 WHB poles licensed for the lechi markers, has been able to find any evidence of them. The eruv appears to exist only on the Synagogue’s website.

WHB Candidates Opposed Eruv

The East End Eruv Assn., which supposedly placed lechis on the poles under agreements with Verizon and Long Island Power, will not say where they are. EEEA said it fears vandalism to the markers if they are identified. Removal or damage to one lechi would invalidate the entire network.

Conrad Teller, mayor of WHB until last year, had estimated that 90-95% of local residents opposed the eruv. Further evidence of WHB sentiment on the eruv is that Brian Tymann and Rob Rubio, who challenged incumbents Hank Tucker and Patricia DiBenedetto for WHB board seats June 19, won election by a large margin—248 and 240 votes, respectively, to 161 and 142 votes for Tucker/DiBenedetto.

Tyman and Rubio had said they oppose any exemption to WHB sign laws and Tymann had said, “I personally do not support the general concept of a religious demarcation on public property.” Their stands won the support of Jewish People Opposed to the Eruv, which asked its 300+ members to vote for them.

National Issue Involved

SH Town Attorney Tiffany Scarlato said SH will file a notice of appeal and will then have six months to file a formal appeal. There is also an ongoing lawsuit in U.S. District Court, she noted. Eruv proponents have said that failure of EEEA to win in SH, WHB and Quogue could jeopardize eruvim throughout the U.S.

Justice Farneti, a 1982 graduate of Brooklyn Law School, has been Acting Justice in Supreme Court Suffolk County since 2007.

His June 30 decision does not attack the question of whether the lechis are of a religious or secular nature, finding only that since they cannot be seen, they are not signs and thus do not fall under the sign laws of SH.

Judge Says Markers “Invisible”

Justice Farneti examined photos of the proposed SH markers and said they were “invisible.” The proposal is for 28 lechis on 15 poles. “Neither [automobile] drivers nor casual observers would be able to differentiate the poles which have lechis from the other poles,” he ruled.

Therefore, he said, the markers did not display a message and could not be classified as a sign or distraction hazard.

The decision of the SH Zoning Board of Appeals,

which rejected the EEEA’s request to post the markers, was “contrary to the language of the law, irrational and unreasonable,” said Justice Farneti.

SH Press Praises Ruling

The Southampton Press praised the ruling in an editorial July 23 under the headline, “Words of Wisdom.”

It calls an eruv a “symbolic roof” that allows for “benign activities such as carrying keys or pushing strollers on the Sabbath.”

The information that we have about eruvim is that they are not a “roof” but a symbolic wall that forms a courtyard creating a “home” and “domain” for believers. It is also a succession of doors that have to be opened and closed.

Said Yeshiva President Richard Joel in describing an eruv:

“It was never, boy, now we can carry. It was, now we’re a neighborhood.” Others on this 20-minute videotaped discussion of eruvim called them “a vital facilitator of social connections” and something that “makes life livable” on the Sabbath.

An eruv is “a very, very serious and sacred responsibility,” said Rabbi Yaakov Kermaier of the Fifth Avenue Synagogue in the same video.

Women and children are in “virtual house arrest for 25 hours a week” without an eruv, wrote Zachary Paul Levine, a curator of the Yeshiva University museum. The museum has also noted that willful violation of the rule against doing work on the Sabbath can bring the death penalty in a Jewish court.

Heavy duty religious and ownership concepts are embodied in an eruv. Justice Farneti, as in the 2002 Appeals Court decision on Tenaflly’s eruv, has focused on the wafer-thin issue of what is a sign or not.

Judge William Bassler of the Federal District Court in New Jersey in 2001 issued a 23,424-word decision saying Tenaflly could not tolerate permanent lechi religious symbols on its utility poles and ordered them removed. The six trustees of Tenaflly, including Mayor Ann Moscovitz, gave lengthy statements supporting that view.

That decision was overturned in 2002 by a 16,981-word ruling by Thomas Ambro of the U.S. Court of Appeals, Third Circuit. It said that Tenaflly had allowed lost pet signs, colored ribbons by high school students, directional signs, and signs during the Christmas season and could not therefore stop the lechi markers of the Orthodox.

Comedian Black Had “Words of Wisdom”

Comedian Lewis Black, a regular on TV, Broadway, the movies and nightclubs, on March 27, 2015 blasted the claimed eruv Jewish boundary in Westhampton Beach as a violation of separation of church and state.

“Keep the church out of the state and the state out of the church,” he told 450 at the Westhampton Performing Arts Center.

Rabbi Marc Schneier of the Hampton Synagogue and Morris Tuchman, Synagogue president, who welcomed the decision in an email to congregants, said, “We expect to get licenses from LIPA and Verizon to expand the WHB eruv to Westhampton and Quogue.”

— Jack O’Dwyer