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O'Dwyer's Newsletter

The Inside News of
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CALIFORNIA TOURISM SEEKS SOCIAL AOR

Visit California, which plans to double its \$50M budget this year, has kicked off a search for a global social media agency of record.

The travel and tourism commission for the Golden State released an RFP on May 22, dangling a \$300K-per-year contract to manage social media communities, develop strategic initiatives, and monitor at least six social platforms (Facebook, Instagram, Sina Weibo, etc.) on a global scale of 11 countries.



Development Counsellors International handles Visit California's domestic PR account, which is under review.

The state claims to be the No. 1 visitor destination in the US with an estimated \$117B travel and tourism spending last year.

Proposals are due July 2, although notice of intent to bid is due by June 5.

RFP: <http://odwpr.us/1SQz1IK>.

INDIANA GOV MIKE PENCE REVAMPS PR

Indiana Gov. Mike Pence, whose signing of a controversial religious discrimination law drew widespread scorn against his administration and state, has brought in a new communications director.

Shelley Triol, director of strategic communications for the state's Dept. of Administration who worked on the agency side with Sease, Gerig & Associates in Indianapolis, has taken the post. Triol is a former TV news producer in central Indiana.



Triol

She follows the appointment of Koch Industries PR exec Matt Lloyd in late April as a deputy chief of staff focused on PR for Pence.

Communications director Christy Denault resigned at the height of the religion law blowback in April to spend more time with her young children. Her last day was May 22.

Indiana in April hired Porter Novelli to repair the PR damage. The firm's initial pact with the Indiana Economic Development Corp. is worth \$750K through September with a second phase to be determined.

PR COUNCIL PRESIDENT CRIPPS STEPS DOWN

Kathy Cripps, who led the PR firm trade group PR Council for 13 years, is stepping down at the end of the year.

Former PR Council chair Dave Senay of Fleishman-Hillard is leading a search committee created to find a new president.

Cripps joined the then-Council of PR Firms in 2002 after directing US healthcare for Hill+Knowlton Strategies. She also held posts at SCI-ENS Worldwide PR, Creamer Dickson Basford and Burson-Marsteller stretching back to the 1980s.



Cripps

Cripps said it was a privilege to guide the "vital" PR industry group.

"Now it's time for a new president to take the Council to new heights," she said.

Christopher Graves, global chair of Ogilvy PR and current chair of the Council, said Cripps wrangled competing agencies into a "unified team in continual efforts to solve the biggest challenges, including diversity and inclusion, and our industry's evolution."

The group, founded in 1998 as the American Association of PR Firms, adopted the "PR Council" name last year as it considered dropping "PR" from the moniker amid media changes and the rise of digital marketing and content.

SAUL EXITS LEANIN FOR INSTACART

Andrea Saul, a political PR pro who led marketing and communications for Sheryl Sandberg's LeanIn.org group, has moved to grocery delivery service Instacart as VP of communications.

Instacart, with a valuation around \$2B and \$275M in funding from some of Silicon Valley's top VC firms, is a same-day delivery service initially focused on groceries. It started in the San Francisco market and has expanded to 16 cities in the US with prominent partners like Whole Foods and Costco.

Saul was national press secretary for Mitt Romney's 2012 presidential bid and Carly Fiorina's 2010 Senate campaign, and directed media affairs for Sen. John McCain's 2008 White House run. She was communications director for a brief stint with Sen. Orrin Hatch (R-Utah) and started out with DCI Group in Washington.

Saul spent the last two years at LeanIn.org, a non-profit backed by Sandberg, Facebook's COO, focused on opportunities for women.

Boston's Big Swing Communications is Instacart's outside PR firm.

EX-TREASURY PA CHIEF TO BANK LOBBY

Rob Nichols, the former Treasury Dept. public affairs chief who leads the Financial Services Forum, has been tapped as president and CEO of the American Bankers Association in Washington.

Nichols, assistant secretary of Treasury for PA during President George W. Bush's first term, will take the ABA reins from former Oklahoma Gov. Frank Keating, who steps down after four years.

ABA chair John Ikard said Nichols fit the bill with policy savvy, understanding of the banking system and a strong record of management and bipartisan advocacy, traits sought as "the banking industry is undergoing a great deal of change."

The appointment comes as the ABA, which reps the \$15B banking sector, continues its assault on the Dodd-Frank Act, the sweeping financial reform that ratcheted up regulations on banks in the wake of the financial crisis. Since 2005, Nichols has led the Financial Services Forum, the policy shop of financial sector CEOs.

Nichols previously led PR for the Electronics Industries Alliance and earlier was a Hill and White House aide.



Nichols

HERBALIFE BOLSTERS PR, CORP AFFAIRS

Herbalife, the weight loss and nutrition company facing Justice Dept. scrutiny and ongoing attacks from a prominent hedge fund, has bolstered its corporate affairs operation, including the addition of a new global communications exec.

Megan Jordan, former VP of corporate communications for Southern California Edison, has moved to Herbalife as senior VP of global corporate communications.

Current VP Julian Cacchioli continues in the same title but adds responsibility for coordinating global public policy strategy and CSR. Longtime SVP/comms. Barbara Henderson stepped down from that role in August 2014.

Jordan is a former senior VP at MSLGroup, Cohn & Wolfe and Zeno Group. She also directed PA and comms. for Kaiser Permanente.

On the PA front, Ric Hobby, a 27-year Herbalife veteran, was elevated to run global government relations. Randall Popelka, a former US Dept. of Commerce staffer who led federal affairs for pawn shop chain Cash America, joins Herbalife in Washington as VP of government and industry affairs.

The company in January added Weber Shandwick alum Marcus Reese in a new post overseeing state and local government affairs.

Herbalife in March won dismissal of a shareholder lawsuit alleging, as the activist investor Bill Ackman has, that the company is a pyramid scheme.

That followed a \$15M settlement by the company last year in a class-action suit by distributors who made a similar allegation.

FEDEX DELIVERS PR TO BURSON

Burson-Marsteller has received global PR and corporate communications duties from FedEx after a review.

The move is a departure for the Memphis-based shipping giant, which worked predominately with Ketchum since the mid-1990s.

Burson's scope includes the \$1.5B FedEx Services unit.

Maury Lane, former director of issues, crisis and PA communications for FedEx, is president of Burson's corporate issues operation after joining the firm in 2012.

Patrick Fitzgerald, a former Ketchum exec, is senior VP of integrated marketing and communications for FedEx, which continues to give some work to Weber Shandwick and Ketchum, as well as other firms.

"We are proud of the award-winning work that Ketchum and FedEx have done in partnership for more than 20 years," Ketchum said in a statement. "Our team is committed to continued excellence in the work we are doing with FedEx in Europe, Latin America and Asia Pacific. We look forward to accomplishing many more great things together as we share our best practices and ideas at the integrated table."



HUNTER ADDS LONDON TO PR MENU

New York-based food PR specialist Hunter PR has crossed the pond with a London office, its first foray outside of the US.

The firm kicks off its UK venture with an assignment for longtime client McIlhenny Company's Tabasco Brand, including UK brand communications in a bid to unify its global PR.

Alex Conway, an eight-year Hunter alum who led its Diageo North America business, is staffing the London branch as managing director.



Conway

LA TURNS TO PR TO CUT INFANT MORT. RATE

Louisiana, which has one of the highest infant mortality rates in the country, is looking for an agency to guide a health campaign centered on prenatal care.

The state's Bureau of Family Health, backed by federal grants, wants a firm to create a statewide social marketing and multimedia outreach campaign touting a hotline and other resources to reach low-income residents and stakeholders like medical providers.

Louisiana attributes its 8.2 infant deaths per 1000 to low birth weight, which is tied to socioeconomic status, young maternal age, inaccessible healthcare and poor nutrition, among other factors.

Proposals are due June 25.

RFP: <http://odwpr.us/1FXW3BH>.

KATE NOCERA MAKES MOVE TO PR

Kate Nocera, Congressional reporter for BuzzFeed, is moving across the aisle to PR with SKDKnickerbocker in Washington.

Nocera, who covered health-care and Congress for *Politico* and is a former *New York Daily News* reporter, will handle advocacy, non-profit and corporate clients of the firm.

On the move to PR, she told the *Washington Post's* Eric Wemple, "the sugar high when you have a great story -- I wasn't getting that anymore." Nocera is the daughter of *New York Times* columnist Joe Nocera.



Nocera

SKDK has also brought in Maureen Shanahan from embattled Sony Pictures Entertainment, where she was director of worldwide publicity and corporate communications. She is a former comms. director for Rep. Adam Schiff (D-Calif.) and is stationed in New York for the firm.

Jaclyn Rothenberg has rejoined SKDK in New York from Teneo.

CONSUMER REPORTS REVAMPS

Diane Salvatore was promoted to editor-in-chief of *Consumer Reports* magazine to replace Ellen Kampinsky, who exits after a year leading its re-design. She joined in 2013 as senior director of content strategy and development after leading *Prevention* and *Ladies' Home Journal*.

The hire was among several moves by the publisher in a shift away from smaller print publications and greater focus on digital.

CR is pulling the plug on *ShopSmart* magazine and the newsletter *Money Adviser*.

Also, Wendy Bounds, who leads Consumer Reports' video unit, has been named executive director of content to oversee editorial strategy and content creation for all of its print and digital properties.

She was previously a managing editor and deputy at the *Wall Street Journal*.

CR, which counts 3.6M magazine subscribers and more than three million online subscribers, also tapped Erle Norton, ABC News alum, as executive editor, digital, to oversee its digital properties, including the Consumerist blog.

Finally, IBM director of social media Kevin Winterfield takes the reins of CR's social media offerings.

LOSEE HEADS POLITICO CONTENT PUSH

Stephanie Losee, managing editor for Dell in charge of content marketing, has joined Politico to lead a branded content unit.

Losee serves as executive director of brand content to launch Politico Focus, billed as a data studio and brand journalism operation. She has held content posts at AxiCom, Say Media and Red Consultancy, after staff positions at *Fortune* and *PC Magazine*.

Losee also co-authored "Office Mate" (Adams Media 2007) and "You've Only Got Three Seconds" (Doubleday 1997).

VOX ACQUIRES RECODE

Digital publisher Vox Media is acquiring tech news site ReCode in an all-stock deal.

ReCode will continue to publish under its name and leadership, including veteran journalists Kara Swisher and Walt Mossberg.

Vox said ReCode will complement its existing tech news unit, The Verge, and will eventually move on its content platform, Chorus.

Swisher and Mossberg, who will be in charge of editorial for ReCode and report to Vox editorial director Lockhart Steele, noted that while The Verge has focused on tech from a consumer, lifestyle perspective, ReCode is zeroed in on the "business of tech."

They noted ReCode will benefit from Vox's marketing, communications, audience development, sales and production capabilities, as well.

DAILY NEWS ATTRACTS TWO BIDS

The *New York Daily News* has attracted two bids: one from a group led by *The Hill* owner Jimmy Finkelstein, and a second from supermarket mogul and failed mayor candidate John Catsimatidis, according to reports.

Daily News owner Mort Zuckerman earlier this year hired Lazard to explore a sale of the paper. He hopes to fetch as much as \$150M.

The *New York Post* reported that Finkelstein would sell off the News' commercial presses to focus on a digital publication.

Interest by Cablevision chief James Dolan has reportedly waned. Reports peg Daily News losses from \$20M-\$30M a year.

GANNETT SNAPS UP TX, NM, PA PAPERS

Gannett has acquired a group of newspapers including the *El Paso Times*, *Las Cruces Sun-News* and *York Daily Record*.

Gannett had a minority stake in the papers through Digital First Media but bought out the remaining 60% interest. The deal also includes New Mexico publications *Alamogordo Daily News*; *Carlsbad Current-Argus*; *The Daily Times in Farmington*; *Deming Headlight*; *Las Cruces Sun-News*; *Silver City Sun-News*; as well as Pennsylvania papers the *Chambersburg Public Opinion*; *Hanover Evening Sun*, and *Lebanon Daily News*.

Gannett is splitting into two companies this year: one for broadcast and digital, and the other for publishing.

BRIEF: *Maxim* VP Gretchen Tibbits has moved to women's lifestyle startup LittleThings.com as COO. She handles overall strategy, branding, advertising sales, talent acquisition, internal and external communications, finance, and reader growth. Tibbits was COO and CFO for Maxim and held the same roles for StyleCaster. She is a former Hearst VP and senior director for ESPN Outdoors.

THE COMMS ROLE IN THE M&A REBOUND

By Phil Denning

The use of strategic communications unquestionably plays a significant role in helping to ensure the success of a transaction through its different phases. It helps inspire confidence, minimize distractions, reduce uncertainty and generate stakeholder buy-in, and in some cases shareholder support.

The value of proactive, transparent communications should not be overlooked or understated.

The importance of planning

It's a familiar drill. A client picks up the phone and says, "I'm announcing a deal in a week. What can you do for me?"

With the clock ticking, patching together a communications plan becomes a mad dash to the finish line. You have seven days to figure out how to articulate: that a transaction is taking place; what it means for every company stakeholder; and why the deal is in the best interest of the organization and then create a broad set of carefully crafted documents that will deliver those messages ... all of which need to be approved by every cook in the crowded kitchen.

The challenges are clear, and the risks — speculation, fear, confusion, uncertainty — are real.

Align messages with business strategy

While an M&A transaction is a one-time event, communication with stakeholders often takes place over many different phases. It is essential to maintain regular communication, especially around milestones, and the messages incorporated in all internal and external communications must align with and support the company's overarching business strategy.

Identify and analyze key stakeholders

In the flurry surrounding a deal, it can be easy to focus on a small group of stakeholders, such as the media or investors. However, it's important to not overlook the importance of sharing information with employees, customers and vendors, among others.

Anticipate tough questions

Every company executing a transaction inevitably gets asked about the deal rationale. There will also be questions internally and externally on matters of integration. The more prepared management is for the communications of M&A, the better they can defend the deal and the faster they can create value.

Pick the right communication vehicles

How you communicate can be equally as important as what and when you communicate. In today's age of social media and smartphones, there are a broad array of communication vehicles available to us, from email to blog post to video. However, the right communication vehicle is entirely dependent on the company and its culture.

In addition, consider the tone and style in which you communicate.

As the level of M&A activity continues communications professionals should proactively align messaging with the business strategy, identify and analyze key stakeholders, think about the tough questions, and assess the right communication vehicles at your disposal.

Phil Denning is managing director of ICR.

CEOS: WHAT WOULD CHURCHILL HAVE DONE?

By Ken Makovsky

Winston Churchill exemplified the power and necessity of visible, public leadership -- something many current CEOs struggle with.

A recent study found that almost half of an organization's market value is attributable to CEO reputation-building visibility. I have found that these realities can be reluctantly accepted by CEOs. This is where Churchill comes in. The man they admire most knew that, by its very nature, leadership means rising to the potentialities of high office, being highly visible in order to persuade, connect and inspire.

During his wartime leadership, Churchill did for Britain what every CEO must be prepared to accomplish today.

Leadership is visibility

It would have been easy for a prime minister in the throes of war to hunker down with a team of advisors and devote the lion's share of his energies to "running the war," out of the public eye. It's a modus operandi for many CEOs today. Churchill rejected this course. He was ahead of his time not just in understanding the essential role of public visibility in leadership, but in publicly modeling attributes (courage and resilience) that his nation needed to embrace.

It's not always easy commandeering CEO time for these activities. But the payback can be dramatic.

Visibility under crisis

Too often, CEOs have kept a low profile up until a crisis, and they're unprepared for the limelight.

Churchill's speeches serve CEOs as a crisis communication textbook. His defined three principles of CEO communication during times of challenge:

- Candor. Churchill never spared his audience hard truths or sugarcoated reality.
- Direction. Although he described a future with risk and hardship, Churchill usually inspired his audiences by illuminating a clear a path forward.
- Commitment. Churchill promised his and his team's investment of time and energy to lead through challenge.

Walking the Talk

Leadership "face time" is indispensable for building morale and commitment within the organization, and should be an integral part of every CEO's visibility agenda.

Churchill expertly leveraged this human quality of leadership. For example, at the height of the London blitz he regularly visited bombsites, meeting residents and hearing their stories. During one such visit, surprised by an air raid, he repaired to a bomb shelter, replacing his ever-present bowler with a helmet.

Overcoming obstacles

Occasionally, I hear a CEO explain that he or she won't elevate their visibility because "they're not good with the media." I often consider this as an excuse, because I believe that anyone who has risen to corporate leadership can be trained to be a capable media spokesperson.

Again, Churchill overcame a speech impediment and spoke with a slight lisp most of his life.

That fact, and ideas for visible and inspirations leadership, are clear teachings from the leader CEOs admire the most.

Kenneth Makovsky is CEO of Makovsky.

NEWS OF PR FIRMS**LE BLANC TO LEAD STRATACOMM UNIT**

Karyn Le Blanc, a public sector Washington, D.C., communications pro, is moving to Stratacomm as a senior VP to lead its infrastructure practice.

Le Blanc, who takes up the post on June 1, exits the Downtown Business Improvement District, where she was communications director for the 138-block area of DC north of the National Mall.

Stratacomm has a robust infrastructure unit and worked projects like the Woodrow Wilson Bridge, Anacostia Waterfront Initiative and Intercounty Connector in the region.

She held the same title for Washington's District Dept. of Transportation after eight years there.

KRISIUKENAS TO MARKETING MAVEN IN NY

John Krisiukenas, a former NHL PR exec and Next Fifteen senior VP, has moved to Marketing Maven as a managing director in its New York office.

MM CEO and president Lindsey Carnett said Krisiukenas will lead business development and East Coast growth for the new office of the Camarillo, Calif.-based firm.

Krisiukenas, as a senior VP for the holding company Next Fifteen, worked business development for its Text 100 and Joe PR units. He was previously director of communications and marketing for the National Hockey League and a VP for Jericho Communications.

He started out in the agency realm with Taylor and Cohn & Wolfe.

HEALTHSTAR BECOMES CENTRON

HealthSTAR Communications, the New York-based parent company of Centron, HealthStar PR and HealthStar Market Access, said it has merged the four entities under the Centron name as Centron Advertising, Centron Medical Education, Centron Public Relations and Centron Market Access.

HealthSTAR CEO Chris Sweeney said the move allows the company to leverage the reputation of its already-established units, keep leadership intact, and present a more integrated offering.

Erinn White leads its PR offering.

PAYNTER EXITS HENNES PAYNTER

Crisis and litigation firm Hennes Paynter Communications, Cleveland, has become Hennes Communications following the departure of Barbara Paynter.

Paynter will continue in her own consultancy.

The firm was originally formed as Hennes Communications by Bruce Hennes in 1989. He remains managing partner.

Hennes has promoted Nora Jacobs to senior VP.

BRIEF: Gener8 Maritime, the oil tanker operator slating a \$100M IPO, is relying on Joele Frank, Wilkinson Brimmer Katcher for PR counsel. ...Dallas-based M/C/C won Marketer of the Year honors from the Dallas-Fort Worth American Marketing Association for its product launch for Animalz by ReTrak. The entry for the kids' headphones was in the new product/service launch category.

NEW ACCOUNTS**New York Area**

MWW PR, New York/US Bank, commercial bank, as lead PR agency, including corporate comms., social media and research and insight work. US Bank EVP for strategy and corporate affairs, Kate Quinn, said the firm will help the bank grow brand awareness and solidify leadership in the industry.

Red PR, New York/Ouidad, luxury curly hair products brand with salons in Santa Monica and New York, and Phuse, beauty products including quiet dryers, styling brushes and hair care, for PR.

Blackbird PR, New York/Mandapa, a Ritz-Carlton Reserve, Bali resort slated to open in the third quarter of 2015, for PR.

J Public Relations, New York/Checca Lodge & Spa (Islamorada, Florida Keys); SmartFlyer, high-end corporate and leisure travel service; Fairmont Mayakoba (Mexico); Marqui Los Cabos (Mex.), and Grand Hotel Tremezzo (Italy), for PR.

Child's Play Communications, New York/Legacy Games, mobile and PC game apps for kids and adults, for media relations and blogger outreach for launch of Crayola DJ, an app aimed at children 6-10.

Eric Mower + Associates, Rochester, N.Y./ESL Federal Credit Union, for development of a social media program. ESL counts more than 350,000 members and \$5B in assets.

Issa PR, New York/NGO - START, charity that organizes art workshops for refugees, orphans and children across the Middle East and India, for pro bono PR.

East

LaVoieHealthScience, Boston/Matinas BioPharma, clinical stage biopharma focused on infectious diseases, cardiovascular and metabolic conditions, as AOR for PR.

Vitamin, Baltimore/RMF Engineering, as AOR for a fifth year, including a website overhaul, PR and marketing comms.

Agenda, Washington, D.C./TradeMark East Africa, as North American public affairs agency to promote trade with the region. TEA is based in Nairobi and is backed by governments of Canada, Sweden, Denmark, the US and UK, among others.

Southeast

TransMedia Group, Boca Raton, Fla./Steve's Frozen Chillers, purveyor of Skinny Iced Coffee and other drink mixes, for PR.

Goodman PR, Fort Lauderdale/WP Glimcher, retail real estate investment trust; We Florida Financial, former City County Credit Union of Fort Lauderdale, and John Offerdahl's Broward Health Gridiron Grill-Off Food and Wine Festival, Nov. 14 event, all for PR.

rbb PR, Miami/Sawgrass Mills, Sunrise, Fla., outlet and value shopping destination of Simon Property Group, as AOR for PR.

West

Duke Marketing, San Rafael, Calif./Le Boulanger, Bay Area bread maker and operator of 17 bakery-cafes, as marketing AOR, including development of a new fast casual brand.

NEWS OF SERVICES**3BL GRABS SUSTAINABILITY NL. SITE**

Sustainability news platform and content provider 3BL Media has acquired UK-based Dunstons Publishing, a sustainability reporting service.

Dunstons, based in Canterbury, publishes the *Ethical Performance* newsletter and website.

3BL CEO Greg Schneider said greater corporate emphasis on reporting environmental, social and governance goals and data has spurred demand for news and analysis like Dunstons' EP.

The subscription-based monthly was founded in 1999. Dunstons also offers a stakeholder communications service, quarterly magazine, *Best Practice*, and a CSR professional services directory.

The deal is 3BL's fourth acquisition since 2011, including CSRwire.com, socialearth.org and justmeans.com.

BUFFKIN PLACES WEILL EXECES

Executive search firm The Buffkin Group recruited two key marketing and communications execs for Weill Cornell Medical College in New York.

Mason Essif, senior VP and senior strategy for Ogilvy PR in Washington, joined the medical college as executive director of communications and PA for its office of external affairs.

Also, Tina Georgeou, former chief marketing officer for Lighthouse International, was hired as director of marketing.

Both report to vice provost for external affairs, Larry Schafer.

Nashville-based Buffkin previously placed Weill's brand manager, Sarah Woods, out of Edelman, and marketing manager Roselena Martinez, previously at HelpMeSee.

BRIEFS: MDC Partners has formed a cross-disciplinary marketing firm across advertising and PR. Cultura United Agency claims expertise among Hispanic, African American and Asian audiences. MDC formed the Los Angeles-based venture in partnership with Doner and counts clients like JCPenney and JAFRA Cosmetics International. Anita Albán Gastelum heads CUA. ...Online news distribution service **CrowdFund Beat Media** International has aligned with **Marketwired** in a news distribution partnership. The deal has CrowdFundBeat.com, and its Canada, UK, Italy, Germany, France and Holland editions featuring a custom Marketwired newsfeed with content relevant to the crowdfunding industry. The companies noted that crowdfunding platforms raised \$16.2B in 2014 and are forecasted to reach \$34.4B in 2015. MW said the deal gives its clients increased access to the market segment, which includes professionals, investors and experts. ...**Ecobank**, the pan-African banking group, has tapped **APO** for press release distribution on the continent. ...Duree Ross, president and founder of PR, marketing and events firm **Duree & Company**, Fort Landerdale, was named 2015 Influential Business Woman by the South Florida Business Journal at a May 21 event in Davie.

PEOPLE**Joined**

Jeremy Jacobs, senior VP focused on financial communications at FleishmanHillard, to The Abernathy MacGregor Group as a managing director. Jacobs handled M&A transaction communications at FH for the past five years in New York. He was previously a managing director in ten years with Joele Frank, Wilkinson Brimmer Katcher. At New York-based Abernathy, he reports to co-presidents Chuck Burgess and Tom Johnson.

**Jacobs**

Charles Arms, director of advertising strategy, *St. Louis Post-Dispatch*, to the paper's parent company, Lee Enterprises, Davenport, Iowa, as director of corporate communications. He succeeds the retiring Dan Hayes.

April Ward, deputy comms. director, US House Committee on Homeland Security, to The Telecommunications Industry Association, Arlington, Va., as director of comms. and PA. Prior to Congress, she worked in policy and PR at the Ohio House of Representatives and in production at a local television station in Columbus, Ohio.

Adam Axvig, comms. director, Minnesota AgriGrowth Council, to Tunheim, Minneapolis, as a member of its PA team. He was a comms. staffer for Sen. Norm Coleman (R-Minn.) and worked Minnesota GOP campaigns in 2010 and 2012.

Jose Carbonell, senior VP for marketing and comms., US Fund for UNICEF, to the National Audubon Society, New York, as chief marketing officer. He leads marketing and PR for the 110-year-old conservation org. He was previously VP for franchise marketing and strategic planning at Nickelodeon.

Promoted

Linda Martin, partner at Porter Novelli, to managing director for Southern California. She joined the firm in 2000. Adam Scholder, senior VP, to MD of Chicago. Both report to North America president Brad MacAfee. He signed on this year.

John McInerney to director, healthcare digital strategy, Ruder Finn, New York. He was SVP, consumer marketing, for the firm's RFI Studios digital unit handling The Home Depot, Showtime Sports, SodaStream, Mountain Dew and Caribou Coffee.

Nicki Gibbs to senior VP, strategy, Beehive PR, St. Paul, Minn. She joined in 2005.

**Sharma**

Carlee Pett to senior A/E, R&J PR, Bridgewater, N.J. She joined in 2012.

Lindsey Young to A/E, BizCom Associates, Dallas. She has handled Smoothie Factory, Red Mango, RedBrick Pizza, The Dwyer Group and Vent-A-Hood.

Megha Sharma to associate managing director of Cohn & Wolfe India, based in Mumbai. She previously headed the firm's Delhi office and replaces Rafi Khan, who exits at the end of May. India clients include Lufthansa Passenger Airlines and Wyndham Hotel Group.

CA COMBS FOR DIESEL REGS PR

California's Air Resources Board is combing for an outside agency to develop an outreach campaign targeting those affected by the state's stringent truck and bus regulations.

The Golden State, which sees one million trucks operate in and through its borders each year, has implemented the toughest diesel emission regulations in the country with the CAB authorized to exact fines on trucking companies that violate the regs.

This month, one trucking company agreed to pay \$525K for violations.

The CAB wants an ongoing campaign to reach in-state and out-of-state operators and small fleets to educate them about the regulations. Public service ads, online marketing and other tactics are to be considered.

The state slates a two-year contract valued at \$500K per year.

Proposals are due June 17. RFP:
<http://odwpr.us/1LXh7Zt>.

PAUL: PR SEMINAR LACKS PEOPLE OF COLOR

New York counselor Mike Paul, a member of PR Seminar for many years, is skipping the meeting May 31-June 3 in Colorado Springs to protest lack of people of color in high PR posts.

There is only a "sprinkling" of such people in the group, which has nearly 300 members, says Paul. He is one of 13 executives on the group's website praising it along with one other person of color, Barry Caldwell of Waste Management.



Paul

Paul, president of Reputation Doctor LLC, said he is taking such action "as a means to bring more attention to the lack of senior executives of color in corporate communications, especially at the critical chief communications office level in our industry."

The Seminar, he says, "is like Davos for CCOs and PR executives. It is the most selective group of corporate communications and PR executives in our industry."

Members mostly work with the CEOs of the biggest companies in the U.S. Many of the CEOs were named in a three-page article in the May 16 *New York Times* headlined "Shareholders' Votes Have Done Little to Curb Lavish Executive Pay."

Gretchen Morgenson wrote that such pay has risen 12% annually in recent years despite passage of federal laws aimed at curbing the increases and stockholder proposals.

Average pay for CEOs at the 200 biggest public companies is around \$14 million. CEO pay many years ago averaged 20 times employee pay but has soared to more than 400 times that pay in recent years.

PR and CC staffers may get more than \$1 million in pay and benefits at such companies since pay packages have to be "proportionate." Clay McConnell, VP-communications of AirbusAmericas, Herndon, Va., is 2015 Seminar chair. Registration for the meeting is about \$3,500.

PR MANAGER AMONG TOP JOBS FOR WOMEN

Public relations manager was listed as one of the best career choices for women in 2015, according to a new CareerCast report.

In the report, CareerCast claimed PR managers have an annual median wage of \$95,450 and currently boast a projected growth outlook of 13%.

"Opportunities both with established firms and start-ups offer public relations managers options in their careers," the report said of the field.

The findings are part of CareerCast's "Best Jobs for Women" report, which compiled wage and career forecast data from the U.S. Bureau of Labor Statistics.

Dental hygienist, biomedical engineer, market research analyst, human resources manager, and advertising and promotions manager were other top career options for women that made the list this year. The CareerCast report noted that "the variety of professions that welcome women has greatly expanded as women are becoming more fearless and demanding in their career planning and options."

Possibly highlighting a labor trend, this is the second consecutive CareerCast report showcasing careers involving mathematics as among the nation's most successful. Careers requiring a strong math background dominated the "Best Jobs for Women" report, and CareerCast noted that 40% of all enrolled students in statistician programs last year were women.

"While STEM (science, technology, engineering and mathematics) fields are notorious for lacking gender diversity, some of the best jobs for women are bucking the trends," CareerCast Publisher Tony Lee said in a statement.

The best career for women in 2015, according to the report, is an actuary, which offers an annual median wage of \$93,680.

GENENTECH'S ARNOLD TO RELYPSA

Charlotte Arnold, who handled corporate relations at Genentech, has moved to biopharmaceutical company Relypsa in the Bay Area as VP of corporate communications.

Sylvia Wheeler left the VP of IR and corporate affairs slot at Relypsa in January for a similar role at Aduro. Biotech.

Arnold was director of corporate relations at Genentech after nearly 10 years with the biotech company. She earlier did agency stints at Chandler Chicco Agency and Huntsworth Health.

Relypsa president and CEO John Orwin said Arnold has commercial-stage communications experience that will aid the company as it prepares to launch its lead compound and Hyperkalemia treatment, Patiromer FOS, later this year.

Rob Whitehouse, a Buckeye State PR pro and Goodyear Tire & Rubber alum, has rolled to Ohio's Summa Health System as VP of marketing and community relations. Whitehouse, a seasoned healthcare comms. exec and corporate PR veteran of Goodyear, is a former managing director for Dix & Eaton. He moved to the PR realm with the Cleveland Clinic after a career in journalism.

PR OPINION

One Vanderbilt, a 1,501-foot office tower on Vanderbilt Ave. between 42nd and 43rd Sts., next to Grand Central, has ousted two PR groups from their offices and put a focus on escalating costs and congestion in Manhattan.

Moving from 317 Madison Ave. at 42nd are the Arthur W. Page Society, now at 230 Park Ave., suite 455, and the PR Council, now at 32 E. 31st St., ninth floor.

One Vanderbilt, taller than the Empire State Building and which has been argued about for years, failing passage during the previous Bloomberg Administration, was approved May 27 by the NYC Council. Investor Andrew Penson, who owns Grand Central and the air rights above it, argued unsuccessfully that SL Green Realty should have purchased the development rights from him. Green is New York's largest office landlord.

One Vanderbilt supposedly will provide "easier access to the subway and MetroNorth" although we have never experienced a problem with entering Grand Central Station for either purpose.

One of the complaints against this building, and others that will be allowed on Vanderbilt, is that they will increase overcrowding in Manhattan. More than 100 proponents and opponents showed up at a public hearing Aug. 7, 2013.

Offices and apartments generate lots of vehicular traffic not only from the occupants but from the numerous companies and people that serve them such as limousines, domestic help, decorators, etc. Manhattan streets suffer from traffic jams more than ever.

"Needle" Apartments Add to Congestion

Adding to the congestion are the numerous "needle" apartments that are springing up as described by Paul Goldberger in the May 2014 *Vanity Fair* article, "Too Rich, Too Thin, Too Tall?"

The most obvious of these is 432 Park Ave. at 56th St., which describes itself as the "tallest residential tower in the Western Hemisphere." The 1,396-foot building sticks out like a sore thumb amid other Park Ave. buildings that are a fraction of its size.

Daily Kos, a liberal-oriented website, said 432 Park "speaks to the insatiable appetite of the world's greatly expanded billionaire class. Middle Eastern oil magnates, Chinese billionaires, Russian oligarchs and the Latin American aristocracy all have one thing in common: more money than they know what to do with and a desperation to get as much of it out of their home countries as possible. New York real estate works very well as both a facilitator of this as well as a store of value."

Daily Kos, 13-years-old in May, says that tax revenues to New York City for 432 Park will be minimal because of tax breaks given to the builders and unit owners. Ownership of units in the new high-rise apartments is often masked by a series of "shell companies," said a *New York Times* article Feb. 7, 2015 by Louise Story and Stephanie Saul. It was headlined: "Stream of Foreign Wealth Flows to Elite New York Real Estate." Transactions are often in cash, hiding public exposure.

NYC PR Workers Face High Costs

The influx of domestic as well as foreign funds into New York real estate, both for rental and owned units, drives up the prices of each and makes finding affordable living quarters for those working in New York's large PR industry a formidable problem.

Rent in a class A building can easily be \$2,500 and more monthly for as little as 500-600 sq. ft. One-bedroom condos average about \$1.5 million in price.

Students who came to New York last summer shared some of their experiences with us in finding living quarters.

One intern paid \$1,750 monthly for a 9X12-foot "box" on the Upper East Side that didn't include a bathroom. That was in the hall and she shared it with a dozen others on the floor. She had to take a six-month lease. The room had a bed, desk, drawers and a closet and reminded her of her college dorm.

She said she should have looked for space in Brooklyn or Queens and advised future interns to do so. Her fears that the boroughs might be dangerous or take too much time getting to and from work have now been brushed aside.

Her room included access to a gym, swimming pool, exercise room and an indoor track. Lectures, classes and concerts were available for the residents.

While the rent was "a burden," she also feels she had "wonderful experiences" in New York. She liked being close to midtown. The paid internship was not enough to pay living costs but her parents made up the difference.

Student Paid \$4.2K for 2.5 Months

Another intern paid \$4,200 for two and a half months or about \$1,680 a month. She came from Tennessee and "did not know anybody and did not have a lot of money to spend."

She did as much advance research as possible, looking for something in the "heart of the city," which was also "safe."

She used nycintern.org to find a place near Herald Square at Ave. of the Americas and 34th St. The "spacious" apartment, which she shared with two roommates, included a full kitchen, bathroom, and laundry access and was close to the subway.

The building had a 24-hour concierge, full gym with fitness classes, and private roof access. Rent was due in full at the start of the summer. She enjoyed going out to eat in Greenwich Village and Soho. Co-workers knew the city and suggested many places, she said.

College Dorms About \$1,200 Monthly

Some interns found quarters at college dorms at New York University, Columbia and Fordham, among others. Rates start at around \$300 a week. A room without air conditioning was priced at \$187 weekly.

One student, unable to afford Manhattan prices, was able to board with a relative in Westchester for the summer. The only major cost was the monthly train ticket of around \$200.

— Jack O'Dwyer