



Jack O'Dwyer
Editor-in-Chief

O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

271 Madison Ave., New York, NY 10016
212/679-2471. Fax: 212/683-2750
www.odwyerpr.com; jobs.odwyerpr.com

June 5, 2017 Vol. 50 No. 23

CIA/DOD VET LITTLE TAKES OVER BRUNSWICK DC

George Little, one-time press secretary and PA director for the Defense Department and Central Intelligence Agency, has taken the helm of Brunswick's Washington office.

He succeeds David Sutphen, who is exiting to digital education outfit 2U to serve as its newly minted chief communications & engagement office slot.

Mark Palmer, Brunswick's US management partner, said Sutphen is leaving to pursue his "lifelong passion for education."

He praised Little, who joined the UK-headquartered corporate PR and financial-oriented firm in 2015, for his "wealth of experience and deep-seating expertise" in disciplines such as crisis communications, cybersecurity and reputational/PA matters.



George Little

MARKETING GURU BLATE EXITS MWWPR

Alissa Blate, who served as executive VP-global brand marketing & communications at MWWPR, left the independent shop in March following a 20-year stint. She has established consulting firm Black Dog Strategies (alissa@blackdogstrategies.com).

Assuming the chief marketing officer slot in 2015, Blate was responsible for strategic reputation and engagement campaigns.

Previously, she served as executive VP & global practice director of MWWPR's consumer lifestyle marketing group, counseling clients such as McDonald's, Samsung, Bank of America, Volkswagen, Nikon and Atkins.

MWWPR CEO Michael Kempner praised Blate for her "extraordinary contributions" and said she "will always be a valued friend."

Though there is no specific replacement for Blate, Kempner told O'Dwyer's that her duties "have been divided among senior team members including Mark Riggs," who joined the firm in May.

Senior VP Riggs, who handles internal & external brand marketing initiatives, joined MWWPR from Taylor, the former firm of MWWPR President since 2016 Bret Werner.

At **Taylor**, Riggs worked on Allstate and RJ Reynolds.



Alissa Blate

O'Dwyer's welcomes back Kevin McCauley as editor-in-chief of odwyerpr.com!

kevin@odwyerpr.com
646/843-2079



ALMOND BOARD OF CALIFORNIA PICKS PADILLA

The Almond Board of California has hired **Padilla** to lead an industry communications program for the Modesto, CA-based nonprofit. The retainer follows a competitive national search.

The Almond Board's industry communications program aims to reach farmers, processors and other key industry members involved in the production of almonds. The Almond Board of California, which was founded in 1950, markets and conducts research to promote California's almond industry, which comprises 80 percent of the world's almond supply.

Minneapolis-based Padilla will field the account alongside Chicago-based food and nutrition communications and consulting division FoodMinds, which Padilla acquired in 2016. FoodMinds has worked with the Almond Board for several years.

The account will be co-led by senior vice president Tina Charpentier, who leads Padilla's environmental sciences team, and executive VP (and FoodMinds founder) Laura Cubillos.

The California Almond Board has held additional PR pacts with Porter Novelli.



CHILDHOOD 'ENDERS' VIDEOS SHOCK, EDUCATE

In commemoration of International Children's Day June 1 and in conjunction with Save the Children's first annual **End of Childhood Report "Stolen Childhoods,"** the organization has released a series of videos featuring kids "unboxing" what they think are fun toys, but turn out to be hard reminders of the events that "end" childhood for one in four children worldwide.

In one video, **a little girl opens what she thinks is a baby doll**, but it turns out to be a pregnancy test wand. Another spot shows an ammunition belt inside a box for a toy gun.



This is My Baby Doll.

(Continued on pg. 2)

CHILDHOOD 'ENDERS' VIDEOS SHOCK, EDUCATE

(Continued from pg. 1)

Unboxing videos are hugely popular on the web because viewers feel they are seeing a real reaction to a product they might be interested in buying. There's no corporate-speak in the way.

With the Save the Children videos, Weber Shandwick's creative team have used the up-close, personal act of unboxing to capture the bewilderment of the kids and drive home a serious message.

"By turning the genre on its head and having kids unbox items that represent the end of childhood for millions of children around the world, we were able to capture some authentic and emotional reactions – and bring some much-needed attention to this global issue," said Dan Jividen, vice president and creative director of **Weber Shandwick**.

The Stolen Childhoods report ranks 172 countries comparing the best and worst places in the world for children to have a safe, secure and healthy childhood (until 18 years old).

Norway and Slovenia are tied for first as the safest countries for children to grow up. Niger is at the bottom. The U.S. comes in at number 36.

Criteria is based on eight crucial life events: mortality under the age of five, stunted growth due to malnutrition, lack of education, forced labor, child marriage, teenage pregnancy, displacement by conflict and child homicide.

A separate index for the U.S. shows the threat to a safe childhood highest in New Hampshire and lowest in Louisiana.

"Childhood should be a time for kids to play, learn and develop to their full potential," said Carolyn Miles, president & CEO of Save the Children. "The global community must do better to ensure no child misses out on their childhood and that every last child gets the future they deserve."

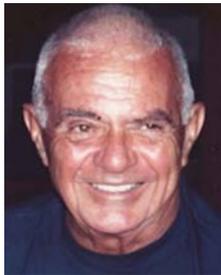
FINAL CREDITS ROLL FOR 'DEAN OF PUBLICITY'

Joe Hyams, who spent 45 years at Warner Bros handling stars such as Clint Eastwood, died May 31 in Los Angeles. He was 91.

Born on New York's Lower East Side in 1926, Hyams started his career as a reporter for the *Daily Mirror*, before becoming a unit publicist at Columbia Pictures, where his first two films *From Here to Eternity* (1953) and *On the Waterfront* (1954) won Academy Awards for best picture.

He moved to Los Angeles to work for Hecht-Hill-Lancaster Productions, the venture formed by actor Burt Lancaster, agent Harold Hecht, and producer James Hill. In 1960, Hyams signed with Warner Bros. as national advertising and publicity director. He became a VP of publicity for the studio in 1970, was promoted to senior VP in 1987 and in 1992 was named executive VP special projects.

"Joe definitely marched to his own drum, but he was also a terrific company man," said Robert Daly, ex-former Warner Bros. chairman, who nicknamed Hyams the "Dean of Publicity."



Joe Hyams

photo: The Hollywood Reporter

GRIFFIN GIVES WORST PRESSER OF ALL TIME

By Fraser Seitel, comms. consultant, author and teacher for 40 years



Seasoned public relations people understand that the press conference is probably the worst setting for any loose-tongued client, especially one ready to pick a fight.

Think Donald Trump on his worst day — which is pretty awful — Or Mel Gibson after his anti-Semitic tirade. Or Michael "Kramer" Richards after his racist meltdown.

Exposing these ticking time bombs to nasty media questions in an uncontrolled environment is PR suicide. Indeed, no PR person worth his or her hourly rate would ever recommend a press conference when a more controllable sit-down interview would do.

If you doubt that wisdom, consider America's latest celebrity, self-immolation poster child, Kathy Griffin, who on the advice of her trusted legal counsel, held a press conference and ruined a career, all in one disastrous swoop.

That Griffin's attorney, Lisa Bloom, would suggest that her Trump severed head-holding client "clear the air" with a press conference isn't surprising. Attorney Bloom, the poor woman's Gloria Allred, has made a living using the media to plead her cases.

Bloom may be an expert in handling the press, but her client most definitely isn't. And Griffin's disastrous, jaw-dropping press conference should be an object lesson for any public relations counselor tempted to suggest a similar course for a client.

Here's how the comedian used the press conference to torch her livelihood.

Apologize and mean it

When you've done something egregiously wrong — as Tiger Woods or Kobe Bryant or Michael Phelps, or now, Kathy Griffin did — then apologize and shut up.

At first, Griffin used her press conference to reiterate that she was wrong to channel ISIS with Trump's severed head, but then, without missing a beat, she shifted the blame to Trump, Meanie Melania and the rest of the family.

"A sitting President of the United States and his grown children and the first lady are personally trying to ruin my life forever. You guys know him, he's not going to stop."

In other words, the Griffin "apology" was merely a convenient segue to get to the real heart of the matter — the insensitivity of the clan and the man who simply couldn't take a "joke."

Quit whining

While one valid goal of a press conference is to earn empathy for an offender demonstrating contrition, nobody likes a whiner.

For example, CNBC was properly pilloried last week when it permitted poor, picked upon Hillary Clinton an hour of free air time to complain ad nauseam once again about how she was denied the Presidency.

So, too, at her press conference, a sobbing Griffin droned on about how she had spent her career as an itinerant mid-level comedian, wandering from comedy club to comedy club, regularly subject to the "bullying" of "older white men."

One wondered if the "older white men bullies" Ms. Griffin referenced included Sen. Al Franken, who disinvited her to a book signing, or the nasty gents at Squatty

(Continued on pg. 3)

GRIFFIN GIVES WORST PRESSER OF ALL TIME

(Continued from pg. 2)

Potty, who fired her as spokeswoman, or those evil suits at CNN who “severed” their New Year’s Eve relationship with her.

Equally conjectural was how many converts to her side the crying comic could expect from such a cringe worthy, whining performance.

It’s not about you

If you’ve called a press conference to deliver one message — how sorry you are for what you’ve done — stick to that message and move on.

When Bryant and Woods spoke to the press about their philandering, each directed his remarks to his aggrieved wife and family. When Phelps apologized for his drug-taking and drinking, he directed his comments to the fans he’d let down.

But when Kathy Griffin offered her public mea culpa, it was a lot more “mea” than “culpa.” After grieving about the mean, online attacks and death threats she’d received, Griffin sputtered, “I’m not good at being appropriate. I’m only good at doing comedy one way. It’s in your face. I’m going to make fun of the President. And I’m going to do it more now.”

On the other hand, maybe not, as she added ...

“I don’t think I’ll have a career after this. I’m going to be honest, he broke me.”

Not exactly.

What really “broke” Kathy Griffin was a dumb and tasteless stunt to get publicity and an even dumber press conference to try to wriggle out.

TANAKA STRESSES DIVERSITY AND INCLUSION

Patrice Tanaka, recipient of the 2017 Paladin Award of the PRSA Foundation, which recognizes courage in the pursuit of worthy causes, stressed the need for diversity and inclusion.

Tanaka now heads **Joyful Planet**, which is focused on helping individuals and organizations to discover and live their purpose to unleash greater success and joy in their personal lives, their workplaces and their communities. She was called “a model and inspiration for us all” by Judith Harrison, Foundation president.

Her career is “a tribute to the power of creativity, insight and advocacy,” said Harrison. “Her work throughout her career embodies the spirit of the ‘paladin,’ an advocate of noble causes in medieval times.” Tanaka was a principal of Patrice Tanaka & Co., CRT/Tanaka and PadillaCRT, which is now Padilla.

The presentation took place June 1 before a gathering of 125 at the Helen Mills Event Space, W. 26th st., New York.

Previous recipients were Charlotte Otto, Harris Diamond, Dan Edelman, Harold Burson, Jon Iwata, Marcia Silverman, John Graham and Mike Fernandez.

Proceeds support the Foundation, which partners with



Patrice Tanaka

the Arthur W. Page Society, the PR Council, the Plank Center and major universities.

Harrison Is on Diversity Mission

Harrison, SVP of diversity and inclusion at Weber Shandwick, said her singular mission is increasing diversity and inclusion in the communications industry.

“We help educate and empower rising diverse talent with the potential to become the next generation of leaders in a rapidly changing industry,” she said. Weber Shandwick provides scholarships to promising students as well as internships.

She noted that “43% of millennials are diverse” and 47% consider diversity and inclusion to be the determining factors in where they will work. “So that is huge and something we have not seen before. We know that a diverse workforce operating in an inclusive environment is a key driver in innovation, a critical component, a necessity for companies looking to attract and to obtain top talent.”

“We know that companies with diverse executive boards significantly outperform their peers and enjoy higher earnings and returns on average and yet, with mostly \$3.5 trillion of minority buying power in this country 91% of the top 100 senior roles in the US are white. In 2014 only 8.7% of people in our business were black and 10.7% were Hispanic.

“Thus it is imperative that we treat diversity in our industry as a hair-on-fire emergency... lives have been changed and career choices validated by the tuition support, internship opportunities, industry connections the Foundation has provided.”

Read text of Tanaka’s speech on www.odwyerpr.com.



Judith Harrison

TOSY TAPS TEXT100 AS US AOR

Text100 has been named U.S. agency of record for Vietnam-based toy and robotics manufacturer Tosi.

Tosi designs and manufactures robots and smart toy robot products, which are available in more than 65 countries worldwide. The Hanoi-based company was founded in 2002. The robotics industry is expected to account for nearly \$32 billion in sales by 2019, according to IDC.

TOSY has tapped the Next Fifteen unit as AOR for its entry into the North American market, where it plans to debut a first-of-its-kind gaming robot at the end of the year.

Text100 will deliver an integrated services program for the U.S. launch, which will include media relations, influencer relations, social media, content creation and design. The agency will also partner with search marketing agency Path Interactive to initiate a pay-per-click management and SEO strategy.

Global communications agency Text100, which was founded in 1981 in the UK, is headquartered in New York and maintains nearly two dozen offices worldwide.



PR OPINION

President Trump's pull-back from efforts to fight global warming has irked corporate social responsibility website **3BL Media** and its recent acquisition, **TriplePundit**.

TriplePundit, focusing on CSR and sustainability topics including global water and energy issues, social justice, economic inequality and food supplies, had six million+ unique page views in 2016. Founder and publisher is Nick Aster.

Jen Boynton, editor-in-chief, commenting on the Trump decision, said, "The climate situation is dire... we need to curb carbon to zero net emissions by 2020 to avoid the worst impacts of climate change. Globally, we aren't anywhere close to reaching that aggressive target."

A "host of other social and environmental issues" face the next generation, said Boynton.

3BL Media, Northampton, Mass., founded in 2009 and headed by CEO Greg Schneider, describes itself as the leading distributor of CSR and sustainability news and content, working with corporations and non-profits. It uses social, traditional and new media channels in serving more than 1,000 clients.

It operates a network of sites including 3blmedia.com, csrwire.com, socialearth.org, ethicalperformance.com and reportalert.com. It acquired in April the Corporate Responsibility Assn. and *CR Magazine* which publishes the annual



Greg Schneider



choice. For TriplePundit, that means telling stories of businesses that are leading the charge – to inspire and to



Jen Boynton



Nick Aster

COMMIT! Forum conference and ranks the 100 "Best Corporate Citizens." It says content of 3BL clients appear on hundreds of thousands of Bloomberg and Thomson Reuters terminals.

Children Are Victims--Boynton

"As parents, we're deeply nervous about the uncertain world our children will find when they reach adulthood the 20s and 30s," said Boynton.

"How can we prepare them for successful lives when we don't know what skills they'll need or the future state of the world? We all need to keep fighting as hard as we can to effect positive change. We don't have a

inform. There is no doubt in our minds that the best way for us to do that is as members of the 3BL Media family."

The Paris Climate deal has been described as the most comprehensive international accord to fight climate change yet. It was signed by all but two countries, and hailed as an historic effort to save our planet.

President Trump said that the United States will withdraw. This would mean the United States ditches crucial environmental regulations, and cedes further influence to China, say critics.

Trump is said to ignore advice from the Pope, foreign leaders and even business leaders like Exxon. He is rebuffing pleas from his daughter Ivanka and from Secretary of State Rex Tillerson.

Critics including the *New York Times* say energy use by the U.S. for its cars, many of them SUVs, large houses and almost universal air conditioning is the biggest contributor to earth-warming.

Defenders of Trump's action say the 2015 pact would have imposed unfair environmental standards on American businesses. He called it a "draconian" international agreement.

TriplePundit Tracks "Triple Bottom Line"

Boynton said TriplePundit has "a hard-won reputation for deep knowledge of the sustainable business landscape and the triple bottom line and for reporting that gives credit where credit is due. We don't stand for greenwashing and we have no plans to change that."

The triple bottom line, called TBL or 3BL, is an accounting framework that tracks social, environmental and financial elements.

Said Boynton: "In the next phase of life, we'll be focusing on quality over quantity, delivering a unique take in every article. We are doubling down on our commitment to bring stories of triple bottom line thinking in communities and in our world. We'll also continue to examine the implications of a policy sphere that neglects long-term, systems thinking.

"As members of the 3BL Media family, we'll have more resources to deliver quality reporting you can't find anywhere else. And we're thrilled to join a well-financed organization that 'has our back' and sees the social and economic value of our work.

Armon Is CEO of 3BL Unit

Handling communications for 3BL is Dave Armon, CEO of the Corporate Responsibility Board, a unit formed to house new assets. He is a 3BL board member and chief marketing officer.

Armon was with PR Newswire for 20 years until 2008, rising to president and CEO. He was president of Critical Mention from 2011 to 2014.



Dave Armon

– Jack O'Dwyer