



Jack O'Dwyer,  
Editor-in-Chief

# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## **BRUNSWICK LURES MEDIA HEAVYWEIGHT**

Laurie Hays, who was senior executive editor at Bloomberg News, has joined Brunswick in New York.

Her role is to advise top corporate executives and deepen the corporate/crisis PR shop's ties with business leaders.

At Bloomberg, she managed more than 1,100 reporters and editors. Before joining Bloomberg in 2008, Hays was at the *Wall Street Journal* as national news editor, deputy management editor for investigative projects and technology editor.

Steve Lippin, Brunswick's US senior leader and former WSJ colleague of Hays, called her "one of the most talented, well respected journalists in the business media."

Hays, who has 30 years of experiences in financial journalism, said she has worked with Brunswick a number of times and admires its ability to help clients "through tough situations and transformative deals."



Hays

## **GOLIN FLIES TURKISH AIR TO G20 SUMMIT**

Golin is promoting Turkish Airlines' sponsorship of the G20 Summit, international forum of the world's top economies, slated for Ananya, Turkey in November. Los Cabos, Mexico hosted the last G20 summit in 2012.

Turkey, which is the 2015 president of the G20, says "it attaches the highest importance" to hosting a successful summit.

The country believes its "global and regional connections, dynamic economy, expanding aid and assistance programs as a rising donor and extensive experience in hosting high-profile international events provide us with the necessary tools to steer and advance the G20 agenda in 2015 in a useful and result-oriented way," according to the foreign ministry's website.

The Interpublic unit's one-year contract kicked off Jan. 4 and is worth \$34,250 in monthly fees.

Golin is promoting the carrier's role in the US via traditional PR, reputational, marketing and social media activities. The firm manages TA's Facebook and Twitter accounts, responds to inquiries on the airline's website and ensures all messages are in line with the airline's "overall brand position, reinforcing the overall brand promise," according its contract.

Any crisis communications work or sustained PR programming requested by TA will be billed separately.

Golin's Amgad Naguib and Julia Blumenthal handle the airline, which is 49.1 percent owned by Turkey's privatization administration.

## **O'DWYER'S 2015 DIRECTORY PUBLISHED**

The 2015 *O'Dwyer's Directory of PR Firms*, the top information resource on the PR industry, is at the printer and will be available this month.

The 328-page, 45th annual edition of the directory, the only print directory in PR, includes listings for 1,250 firms; 6,700 clients cross-indexed; industry rankings in 12 PR specialties and across cities and regions, a geographical index, and more.

Copies are \$95 plus \$8 shipping. Order at odwyerpr.com or call 866/395-7710.

## **ZIMMERMAN TOUTS NJ CASINO PITCH**

The Zimmerman Agency is helping client Hard Rock International pitch a billion-dollar casino hotel for New Jersey's Meadowlands, a bold proposal in the shadow of New York that would require state voter approval.

Hard Rock envisions a 650,000-sq-ft "entertainment destination" with a giant illuminated guitar visible from Manhattan and sitting adjacent to MetLife Stadium in New Jersey.

Jim Allen, chairman of HRI, said its proximity to Newark Int'l Airport and metro location amid 14M people would make it a hit. He said the revenue generated could go toward revitalizing the state's decrepid gambling hot spot, Atlantic City.

Allen and Meadowlands developer Jeff Gural, who held a press conference June 3, said they would spend up to \$20M on a PR effort to win voter approval.

The Zimmerman Agency promotes HRI's 200 locations in 64 countries.



## **PELLETIER SHOPS AT CHINA'S ALIBABA**

Eric Pelletier, a veteran of General Electric, White House and Capitol Hill, has joined Chinese online combine Alibaba Group as head of international gov't affairs.

Based in DC, Pelletier is in charge of Alibaba's government affairs activities outside of China.

Pelletier worked at GE exiting as GE Capital's global executive leader for government affairs & policy and was a member of George W. Bush's administration, handling legislative affairs. He also served as staffer on the House Rules Committee and in the office of former Republican Congressman Gerry Solomon.

He joins another GOP operative, Jim Wilkinson, at Alibaba. Wilkinson is SVP and corporate affairs head.

## **EDELMAN SUPPORTS 'FEMALE VIAGRA' MAKER**

Sprout Pharmaceuticals won FDA advisory panel recommendation of its female sex drive drug, Addyi, dubbed by media "Viagra for women."

Edelman works the PR front for Raleigh, N.C.-based Sprout, which said the June 4, 18-6 panel vote moves it "one step closer to bringing to market the first treatment option for the most common form of female sexual dysfunction," hypoactive sexual desire disorder, or HSDD.

Amy Rose, executive VP of health media for Edelman and a Merck alum, reps Sprout.

The drug, flibanserin, originally planned as an antidepressant by Boehringer Ingelheim and sold to Sprout in 2011, was rejected by the FDA twice in the past five years over efficacy and safety issues.

The *Wall Street Journal* said the panel nod could mark "a turning point in women's health," where a debate rages over whether sexual dysfunction is actually a medical problem.

In giving its nod, the FDA advisory committee acknowledged "extensive publicity surrounding" the drug and treatments for female sexual dysfunction and hit as "misleading and inaccurate" accusations that the FDA is holding such drugs to more stringent approval because of gender bias at the agency.

An online campaign backed by drug makers and women's health groups called Even the Score has lobbied the FDA to approve more treatments for women's sexual health.

The FDA committee recommended a risk evaluation and mitigation strategy, or REMS, to include a communications plan targeting prescribers, pharmacists, professional organizations and other healthcare providers about decreased sexual desire and the risks associated with the drug, including hypotension and increased risk with alcohol use.

Sprout hopes to gain approval of the drug by mid-August.

## **ASHTON AIDS TAKATA'S CRISIS PR EFFORT**

Ashton Consulting is tackling overseas PR for embattled airbag maker Takata as the Japanese company struggles to move forward from its historic recall.

As previously reported, Sard Verbinnen & Co. is advising Takata in the US, where Takata EVP Kevin Kennedy last week testified before Congress.

Dan Underwood, a managing director for Tokyo-based Ashton Consulting, leads the Takata work for his firm.

Kennedy, in testimony before the House Commerce and Energy subcommittee, expressed "regret" for those injured or killed because of defective Takata airbags. The company raised eyebrows when it acknowledged that some recalled airbags would have to be replaced a second time.

Takata's 34M-airbag recall affects an estimated one in seven US vehicles.



## **KUMAR TAKES SANOFI PR POST**

Sanofi, France's pharmaceutical powerhouse, has named Suresh Kumar executive VP-external affairs and a member of its executive committee.

He left management consultant Oliver Wyman, where he led the public sector practice and served as member of the Marsh & McLennan Cos. unit's health & life sciences team.

Sanofi says Kumar will define its vision for meeting global health challenges, interact with governments and NGOs and align internal/external PR strategies to meet corporate priorities.

The Indian-born US citizen has more than 30 years experience in the corporate, NGO and government sectors.

He launched his professional career in India at Johnson & Johnson and moved to Warner Lambert for a ten-year stint in North America, South America and Asia.

Kumar returned to J&J as VP of its worldwide consumer pharmaceutical business.

In 2006, he moved to the Clinton Foundation as special advisor on sub-Saharan Africa dealing with agricultural and food security issues.

In 2010, Kumar joined the Obama Administration's Commerce Dept. to handle trade issues before exiting for Oliver Wyman in 2013.

## **CARNIVAL, LDWWGROUP TOP SILVER ANVILS**

Cruise operator Carnival Corp. and its PR agency, LDWWGroup, won the top Silver Anvil from PRSA on June 4 for work rebounding from a series of crises over two years.

Carnival and LDWW entered in the reputation/brand management category for businesses with sales over \$10B, orchestrating a 2013-14 PR effort that brought the company back from an "onslaught of negativity," in the words of PRSA awards committee chair James Roop.

LDWW is the Dallas firm led by former Hill+Knowlton COO and Weber Shandwick president Ken Luce. The "Best of" campaign emerged from 136 finalists as PRSA gave out its 2015 Anvils and Awards of Excellence at New York's AXA Equitable Center. (Full list of winners, PDF)

Weber Shandwick and the trio of MSLGroup, Leo Burnett Toronto and SMG were the top Anvil winners with four apiece. The MSLGroup team won honors for its #LikeAGirl campaign for P&G Always. Weber Shandwick earned plaudits for work on behalf of Anheuser-Busch, Ricoh Americans, American Academy of Periodontology and the Florida Hospital Assn.

Other multiple winners included Ketchum and FleishmanHillard (3 apiece), PadillaCRT, US Army Corp of Engineers, Allison+Partners, C+C and Edelman with two each.



**MSNBC'S RACUSEN RETURNS TO WH**

Rachel Racusen is returning to the White House as a strategic PR advisor following a seven-month stint at MSNBC, where she served as VP-communications.

Jen Psaki, White House communications director, said via an internal email that Rascusen would handle long-term projects, coordinate with the digital team and handle relations with outside groups.

Rascusen said Team Obama offered an attractive opportunity to manage PR during the fourth quarter.



**Racusen**

She said she feels lucky to have worked with the PR pros at the cable network.

**TOP OBAMA PR AIDE, ADVISOR TO CNN**

Dan Pfeiffer, a top advisor and longtime PR staffer to President Obama, has joined CNN as a contributor as the 2016 election cycle begins.

Pfeiffer was communications director for most of Obama's first term before moving into a senior advisor role after the president's re-election. He started out in political PR with Al Gore's 2000 presidential bid and worked for Sens. Tim Johnson, Tom Daschle and Evan Bayh before joining the nascent Obama campaign in 2007 as traveling press secretary.



**Pfeiffer**

Pfeiffer penned his first op-ed for CNN.com June 1, arguing that a fight for the Democratic presidential nomination would be good for the party and eventual nominee.

**ORR MOVES TO BETTER HOMES**

Stephen Orr will become editor-in-chief of Meredith Corp.'s *Better Homes and Gardens* on July 6, taking over from long time chief Gayle Butler, who will retire.

The 50-year old will move from his executive editor perch at *Conde Nast Traveler*.

Previously, Orr was VP/editorial director for *Martha Stewart Living* with oversight of multi-channel content focused on style/food/gardening and licensed product development.

During his more than 25-year magazine run, Orr worked at *House & Garden*, *Domino*, *Gourmet*, *Bon Appetit*, and *Epicurious*.

Tom Harty, president of Meredith's national media group, said Orr "knows how to connect with audiences on multiple platforms, be it print, digital, mobile, video or social, and has a clear affinity for the Better Homes and Gardens brand."

Orr will report to Jon Werther, national media group executive VP.

Butler, who worked at Meredith for more than 30 years, held the BH&G eic since 2006. The magazine has a circulation of 7.6M.

Harty praised Butler for doing an "outstanding job ensuring that the brand is contemporary, modern and relevant to American women from baby boomers to millennials."

**MEDIA JOBS ABOUND IN CORP CONTENT**

Reporting jobs abound as content producers at companies eager to build brand share and establish a voice in the crowded communications landscape, headhunter Jackie Riley told the Professional Journalists in New York on June 2.

The VP at Lynne Palmer executive recruiter, who has specialized in the magazine and newspaper fields for 20 years, said consumer-facing companies such as Angie's List are snapping up trained journalists.

Riley cheered the 24-member audience with talk of a "renaissance" in hiring of talent skilled in long-form journalism and the emergence of a sellers' market for their know-how.

As companies work to sharpen their identities, Riley predicted they would value content units more than sales departments.

She stressed the importance of face-time, recommending that editorial staffers work side-by-side with team members, rather than writing off-premises.

Greg Joslyn, of qbeats content distribution start-up and PJNY founder, hosted the session.

PJNY's event schedule is available at [www.meetup.com](http://www.meetup.com).

**DIGITAL VIDEO ADS THREATEN BROADCAST**

Online advertising will surpass broadcast television spots this year, according to FTI Consulting's annual US media industry forecast.

FTI projects online ad growth will spurt 11.5 percent to \$41.8B for the full year to top the projected \$38.9B in broadcast ad spending.

Digital has grown at a 10.3 percent annual clip during the past five years to more than double the 4.2 percent yearly hike in TV ad outlays.

The consulting outfit says online ad growth came at the expense of the overall market during the six years. It believes that every 1.0 percent growth in digital market share increase results in a 1.8 percent contraction of the traditional ad market.

Luke Schaeffer, co-leader of FTI's media & entertainment team, said if digital follows a growth curve similar to other technologies it will rise from 22 percent of the market today to 30 percent by 2020.

FTI is monitoring whether the rise of video ads is accelerating digital ad growth.

"If that does indeed prove out, we estimate the digital video ad trend could eliminate much of the forecasted growth in TV advertising over the next five years," said Schaeffer.

**BRIEF:** International wine lifestyle pub **LE PAN** magazine is slated to debut June 15 at the Vinexpo 2015 conference in France with plans for newsstands globally by the end of the month. LPM Communications is publisher. Info: [lepanmedia.com](http://lepanmedia.com).

**PR & SOCIAL MEDIA VIEWS****BLATTER'S EXIT BEGINS FIFA'S PR COMEBACK**

By Kevin McCauley

Sepp Blatter, keeper of FIFA's piggyback, resigned June 2 in the aftermath of the corruption probe by America's woman of the year, pride of Brooklyn and Greensboro (NC) native, Loretta Lynch.

The 79-year-old Swiss, who was overwhelmingly re-elected five days ago by the bloc of developing countries, made the understatement of the year in announcing his departure.



"Although the members of FIFA have given me the new mandate, this mandate does not seem to be supported by everybody in the world of football," said Blatter

who maintained a straight face.

Blatter's exit gets FIFA's corporate sponsors off the hook.

Multinational backers such as Coca-Cola, McDonald's, Budweiser, Adidas and VISA were content to issue wishy-washy statements following news of Lynch's painstaking probe into corruption in soccer's world governing body.

They apparently trusted Blatter's ability to reach into his bag of tricks and wiggle out of trouble. During his 17-year reign—which was just extended for another five—Blatter swatted away all challenges to his throne.

There's also the matter of sponsors cashing in on World Cup fever.

British outfit Brand Finance reports that for a fee from \$24M to \$44M a year, sponsors are "guaranteed exposure to a global audience well in excess of a billion consumers and association with the world's most beloved sporting event."

In other words, World Cup fans buy a lot of Big Macs and wash them down with many Cokes. What's a little corruption speculation on the side?

Brand Finance, though, estimates sponsors could have lost up to \$100B in brand value from FIFA's ongoing scandals. Blatter, who knows when to hold 'em and knows when to fold 'em, simply had to go or FIFA's revenues would have crumbled.

Let's hope his exit is the first leg of FIFA's Triple Crown (the final leg of thoroughbred racing's Triple Crown hits the starting gate at Belmont Park in New York on June 6.)

The second and final legs of FIFA's Triple Crown would be the removal of the 2018 World Cup from Russia for Vladimir Putin's grab of Crimea and invasion of eastern Ukraine and 2022 World Cup from Qatar for its shameless exploitation of foreign workers who have died by the thousands in building soccer venues and related facilities.

A Triple Crown would be the first stage in the cleansing FIFA and a tribute to Lynch and her diligent Brooklyn investigative team.

*Kevin McCauley is editor of O'Dwyer's.*

**WINNING BACK PUBLIC TRUST**

By Fraser Seitel

Hillary Clinton could learn a lot from Alex Rodriguez ... You heard me.

While the woman who would be President keeps a stiff upper lip, disdaining the questions of exasperated and stewing reporters, the disgraced, steroid-taking New York Yankee designated hitter is slowly winning back the tolerance – if not, trust – of a disappointed public that had largely given him up, if not dead, at least “over.”

How has A-Rod managed to climb his way back to public acceptability from such a low perch and loathsome reputation? Here's the simple formula he's used.

**First, he's shunned the spotlight.**

Heeding counsel from high-profile attorneys and public relations advisors more interested in their own self-promotion, Rodriguez first dared baseball to find any proof that he took steroids and then, when proof was clear, he “hand wrote” a goopy letter of apology to the fans.

Simply pathetic.

But today, despite performing well as Yankee DH and passing Willie Mays for fourth place on the all-time home run list, ARod avoids the spotlight, limiting his pronouncements to platitudes and speaking only when spoken to.

**Second, he's exhibited humility.**

Despite the baseball milestones that Rodriguez is passing, the new Alex is humble to a fault.

When he beat Mays' record, Rodriguez talked about the thrill to be mentioned in the same breath with the Giant great. When Rodriguez was called out by Yankee fans for a curtain call to celebrate the feat, A-Rod responded, “I certainly thought the days of curtain calls for me were long gone.”

It was a far cry from a certain Presidential candidate who insisted that her disappearing emails when found will reveal “how hard we worked and the work we did for our country during the time that I was Secretary of State, where I worked extremely hard on behalf of our values, and our interests and our security.”

**Third, he's avoided controversy.**

While controversy hasn't avoided A-Rod, he's gone to great lengths to avoid it.

The Yankees adamantly announced they wouldn't honor a clause in Rodriguez contact that calls for a \$6 million bonus when he matched Mays' record. Responded the new pinstriped diplomat, “That's not where my mind is right now. I'm really just trying to enjoy this moment.”

Smart.

**Fourth, he's eternally grateful.**

Whoever is feeding Alex Rodriguez his lines now is finally the pitch perfect public relations adviser.

When Rodriguez tied the Mays record, he used the occasion to express his gratitude to the people he owed the most: “I can tell you this (I wish I could) thank every fan personally for not only the way they've treated me all tonight, but for the way they've treated me all season.”

Exactly.

Alex Rodriguez, apparently, at long last has learned that lesson. And he is beginning, despite all odds, to win back public trust.

*Fraser Seitel is president of Emerald Partners.*

**NEWS OF PR FIRMS****G&S HELPS HEARTLAND IN DATA BREACH**

Heartland Payment Systems, the \$2B publicly traded payment processor that suffered a damaging data breach in 2008, said last week that four computers containing 2,200 customers' personal information were stolen in a California burglary in May.

New York-based G&S Business Communications is advising the company on the PR front. Kevin Petschow is senior director in charge of global PR for Princeton, N.J.-based Heartland.

Heartland said there has not been any indication that the data has been accessed or used in a fraudulent manner. Televisions and LCD panels, along with seven other computers, were also stolen in the payroll office burglary, the company said.

"Security has been, and will continue to be, the foundation of everything we do at Heartland," the company said in a statement. "We deeply regret this incident and apologize for any inconvenience this may have caused."

*American Banker* noted the 2008 breach was one of the largest-ever criminal data breaches, involving 100M credit and debit cards. That crisis cost Heartland more than \$32M.

**MALLABO SETS UP SHOP**

Jose Mallabo, former director of corporate communications at eBay and LinkedIn, has opened Mallabo Communications.

Mallabo focuses on demand generation and reputation management programs for startups and small businesses. "Smaller companies and startups tend to come to me with what they think is a traditional PR problem, but, with today's omni-channel consumer, the challenge is typically broader that involves deploying an integrated approach that includes PR, content marketing, social media, search marketing and email marketing," said Mallabo.

Charter clients include ModelQ, Direct Online Marketing and iFoster.org. Info: mallabo.com.

**BRIEFS:** Agency group **GLOBALHealthPR** has added Toronto-based **energi PR** as a member. The firm also has a Montreal office. GHPR, which focuses on science and health communications, counts a presence in 38 countries across five continents. ...**The Blueshirt Group** is supporting financial PR for San Jose-based Xactly, the cloud-based platform that ties and gauges employee sales performance and compensation, as it eyes a \$75M initial public offering. ...Clean Harbors Environmental Services has hired **Capitol Hill Consulting Group** for DC lobbying as it helps deal with one of the worst outbreak of bird flu in US history. The firm of former Oklahoma Democratic Congressman Bill Brewster is working the healthcare and agricultural beats on behalf of the client's effort to mop up Iowa. The Norwell, MA-based environmental, energy and industrial services company has US Dept. of Agriculture contracts to clean up infected farms in The Hawkeye State and Minnesota.

**NEW ACCOUNTS****New York Area**

**Banter PR**, New York/MovieQu, movie trailer recognition app, for PR targeting consumers and the film industry.

**United Entertainment Group**, New York/Asics America Corp., sports apparel, as AOR for US PR. Work includes strategic comms. planning, corporate positioning, thought leadership, event and athlete promotion and media relations, among other tasks. UEG, part of Edelman, also adds Speedo USA for PR related to the 2016 Olympics in Rio de Janeiro.

**5W PR**, New York/Jetbay, platform aimed at foreign inbound travelers to research and book private tours to China, for PR focused on media relations targeting North American consumers, investors and partners.

**Turner PR**, New York/Waldorf Astoria Park City, Utah property at Canyons Resort, for PR.

**Burson-Marsteller**, New York/AIDS/LifeCycle, 545-mile bike ride to San Francisco to Los Angeles, for pro bono media relations, social media and content production/distribution services.

**Vorticom**, New York/American Vanadium Corp., energy storage systems, for PR, including media and marketing comms., a renewal. AVC sells the Gilde-meister CellCube system and is developing the only dedicated vanadium mine in the US in Nevada.

**East**

**Abel Communications**, Baltimore/1st Mariner Bank, as AOR for PR, including content and message development and media relations.

**Vitamin**, Baltimore/Michael Halebian & Co., flooring specialties distributor, for brand messaging, a new identity, print collateral and web design.

**Maroon PR**, Columbia, Md./Ford Gum & Machine Co., as AOR for PR for its Big League Chew brand.

**South**

**Howard Communications**, Elsberry, Mo./Gunner Kennels, dog kennel manufacturer, for PR.

**Mountain West**

**SnappConner PR**, South Jordan, Utah/Tempus Global Data, three-dimensional imaging of the atmosphere for governments, organizations and businesses, as AOR for PR.

**Southwest**

**Preferred PR**, Las Vegas/American Civil Liberties Union of Nevada, as AOR for PR, including its 50th anniversary in 2016.

**West**

**Novy PR**, Santa Monica, Calif./iEntertainment Network, online simulation game developer of "Warbirds" and "M4 Tank Brigade," as global AOR for PR. Next release is "Bow Hunter 2015."

**Global Results Communications**, Irvine, Calif./mGage, mobile engagement platform for brands; CellTrust, secure collaborative mobile communication for highly regulated industries, and Numerex, on-demand machine-to-machine enterprise solutions for the Internet of Things, all for PR, including media and analyst relations.

**Glass Lantern PR**, San Diego/CORAnet Solutions, medical records software developer, as AOR for PR.

**NEWS OF SERVICES****IMC NAMES BOARD MEMBERS**

James Lamble, deputy manager for Bechtel Global Corporate Affairs, has been named VP of the Issues Management Council, the trade group for corporate issues manager. Lamble is senior communications manager on domestic and international projects for Bechtel in Washington.

David Läufer, founder of Forum Strategies & Communications, was named treasurer of the IMC. He is former VP of state government affairs for the Philip Morris companies.

**MCBEE ESCORTS BIG THINKERS FROM JAPAN**

McBee Strategic Consulting will counsel and arrange meetings in the US for Japanese intellectuals through a subcontract with advertising giant Dentsu Inc.

The "experts exchange" program of the Japanese government calls for about 30 big thinkers to visit their American counterparts, think tanks and scholastic institutions mostly in the Washington area, through this year and next.

McBee will set up those sessions and earn an \$80K fee for its work.

The program aims to foster a better understanding and stronger relationship between the US and Japan.

Eric Bovim, McBee's managing partner, co-founder of Gibraltar Assocs, and DCI Group alum, leads the five-person team that includes executive VPs Noe Garcia and John Procter along with VPs Megan Humphreys and Will Dempster.

**PR VETERAN BERNIE ILSON DIES AT 90**

Bernie Ilson, longtime New York publicist and author of *Sundays with Ed Sullivan*, died May 30 of natural causes.

Ilson, who had a Ph.D. in culture and communications from New York University, worked for Rogers, Cowan & Brenner and David Alber Assocs. before opening his own firm in 1963.

His clients included Motown Records and Ed Sullivan, as well as Procter & Gamble, the Explorers Club and BB King. A member of Writers Guild of America, he was also publisher and editor of *Ilson's Inside Information*.

Survivors include sons David and James Ilson, daughters-in-law Elyse and Rhonda, and four grandchildren.

**DRAPER CREATES CAPSTREAMX PLATFORM**

San Francisco-based PR strategist Grant Draper has unveiled CapstreamX to help businesses in resource sectors like agriculture, energy and technology integrate advanced analytics and digital strategies in their communications and marketing.

Energy tech client Terrestrial Energy is using the platform's analytics to stake out a global leadership role in the advanced generation IV nuclear small modular reactor (SMR) design sector. The platform has aided native content, corporate branding, messaging and positioning, executive media training and journalist outreach strategies, Draper said.

**PEOPLE****Joined**

**Robyn Massey**, who joined Ketchum's PR unit in 1999, to Ogilvy PR as global chief communications officer, a new position at the WPP unit. She worked for Ketchum in New York and London, departing as VP-corporate comms. and head of external relations & partnerships. Massey will return to New York to report to Ogilvy PR CEO Stuart Smith. She'll coordinate activities with Lauren Crampsie, global chief marketing officer at Ogilvy & Mather. Prior to Ketchum, she was PR & mktg. director at the World Trade Center's Windows on the World restaurant and PR director at The Rainbow Room in Rockefeller Center.

**Massey**

**Emma de Vadder**, regional director, North America, for VisitEngland, to Turner PR, New York, as VP of tourism. Caitlin Martz, comms. director for Canyons Resort in Park City, Utah, joins Turner in Denver as a senior A/E.

**Abigail Greenheck**, A/D, Olson Engage, to Beehive PR, St. Paul, Minn., as an A/D. **Ericka Webb**, former senior manager of PR, Best Buy, joins as A/D, and **Maggie Pendelton**, editorial intern at Tiger Oak Publications, signs on as an A/C.

**John De Bellis**, former EVP of external comms. for JPMorgan Chase, to R&J PR, Bridgewater, N.J., as director of business development. He previously led marketing comms. for Philips Lighting and recently ran his own consulting shop.

**De Bellis**

**Craig Pugh**, who helmed the Lowry Park Zoological Society in Tampa for the past five years, is the new president of Public Communications Inc., Chicago. He was responsible for a LPZS staff of 350 and annual budget in the \$20M range. Earlier, Pugh served as executive director of the Palm Beach Zoo. The Chicago native worked in top editing jobs at Scott Foresman Publishing and Times Mirror/Mosby Year Book before joining the Chicago Zoological Society as associate director-communications. Pugh, who gets an ownership stake, takes the title from CEO Jill Allread, who held both positions since 2010 and remains at the helm.

**Robin Chandler**, publicity chief at Pixar Animation, to DreamWorks Animation as head of theatrical publicity. Chandler spent six years at Pixar, where she handled the release and awards push for "Up," "Toy Story 3," "Cars 2," "Brave," "Monsters University" and short films. Before Pixar, she was North American product publicity chief for Electronic Arts, handling computer and console games classics, "The Sims" and "SimCity." Earlier, Chandler did PR for American Broadcasting Co. and New Line Cinema. Dreamworks' next big release is "Kung Fu Panda 3," which is slated for theaters on Jan. 29.

**Chandler**

## **PR FIRMS TARGETED BY CLIMATE ACTIVISTS**

Climate activists from the UK-based group Reclaim the Power staged a graphic mock birth in Edelman's London lobby to protest the firm's work on behalf of shale gas companies.

The June 1 demonstration saw two activists pose as a married couple to deliver a "fracked baby," noting research that ties proximity to fracking sites to birth defects. The *Guardian* reported that seven activists were arrested during several actions on June 1.

Edelman works for the Task Force on Shale Gas, a nine-month-old industry group that promotes fracking. Edelman said the group "aims to provide a transparent, trusted, independent and impartial platform for public scrutiny, discussion and information about shale gas exploration and production in the UK."

The demonstration was among 18 others aimed at fossil fuel companies in the country, the grassroots group said. RTP activist Margaret Theobald said Edelman has a "history of creating controversy around an issue to confuse the public," noting documents that leaked last year on the firm's strategy for the TransCanada pipeline. [The firm and client split, soon after.]

Another PR firm targeted was Mediazoo, which represents energy company Ineos. Activists unfurled a banner protesting the firm's work on behalf of fracking and occupied the firm's lobby.

Activists also set up a "nuclear contamination zone" at the offices of PR firm Camargue, which works for UK nuclear power provider RWE npower.

Protesters staged a demonstration outside of Edelman's London office in 2009.



## **NIEROB GETS PRAISE IN JENNER SWITCH**

Alan Nierob, the veteran entertainment PR exec of Rogers & Cowan, has earned high praise for guiding the PR strategy behind Caitlyn Jenner's public debut.

Jenner, the Olympian who discussed transition plans to become a woman in a Diane Sawyer interview last month, unveiled herself June 1 on the upcoming cover of *Vanity Fair*. An outflowing of support for Jenner followed, from the White House to ESPN to Twitter in what many see as a watershed moment for the transgender community.

"One could hardly find a news channel the past couple of days that wasn't touting the former Bruce Jenner for her courageous transgender metamorphosis or admiring her 'gorgeous' new look," wrote the Washington Post's Kathleen Parker.

Nierob, an EVP at Rogers & Cowan and seasoned crisis pro, has worked with Jenner since at least February. The *New York Times* noted the *Vanity Fair* release is the "latest in a carefully calibrated series of public steps by Ms. Jenner and her team" leading up to a new reality

show on E!. A VF spokesperson told the Times that the magazine's considered an article on Jenner last year but "it began taking shape this year when a publicist for MS. Jenner contacted an editor at *Vanity Fair*."

Veteran entertainment PR exec Howard Bragman, who has advised some high-profile members of the LGBT community, said Nierob's orchestration was a hit. "It's been handled masterfully," he told the *Los Angeles Times*. "I'm jealous I didn't get to handle it."

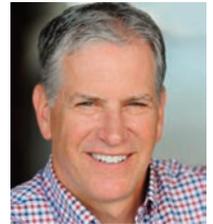
A former R&C staffer told The Wrap in April of Jenner's hire of Nierob: "He's a complete pro who's been instrumental in guiding many celebrities through tough situations and career transitions. Bruce is in very good hands with Alan."

## **WUNDERMAN'S SELLS HEADS FOR WAGGED**

Kass Sells, who led the Microsoft account at WPP's Wunderman, has moved to Waggener Edstrom Communications in Seattle as North American president.

Sells was managing director of Wunderman's Seattle outpost in addition to global client lead for Team Microsoft.

At WaggEd, Microsoft's longtime PR firm, he reports to CEO Melissa Waggener Zorkin and takes over management and new business for the firm's main region.



**Sells**

"Kass and I are very much aligned on where we see opportunities to continue expanding our agency offering for current and prospective clients, and talent acquisition will be a key focus of ours over the coming months," Zorkin said.

WaggEd has picked up business from Allrecipes, Amgen Foundation, Lucid and Invuity in the first half of this year, branching out from its core tech into consumer and healthcare, among other sectors.

Blue chip clients of the firm include Volvo, Honeywell and T-Mobile, in addition to Microsoft.

Kass, who also handled T-Mobile at Wunderman, was COO at DraftFCB West and president of FCB Seattle. Earlier posts included DDB and TBWA Chiat Day.

## **F/W/V ROOTS FOR RALEIGH**

French/West/Vaughan has aced the review for the Greater Raleigh Convention and Visitors Bureau following a pitch that grew to 18 shops. OddFellows Marketing & Design was the incumbent.

For its hometown facility, F/W/V will handle marketing communications, advertising, video and web/blog content.

Denny Edwards, CEO of the GRC&VB, praised the shop's creative and strategic capabilities and knowledge of the local market.

GRC&VB seeks to stimulate tourism in the city and Wake County. The area attracted 13.3M US visitors in 2013, up 6.8 percent from the previous year. Those people kicked in \$2B to the economy.

Rick French considers it an honor to represent the bureau "considering how much Raleigh has given all of us."

**Jewish media reported June 5 that Rabbi Marc Schneier** of the Hampton Synagogue has been expelled from the Rabbinical Council of America because of alleged adultery. He said he has not been so informed.

RCA, the largest rabbinic group of Modern Orthodoxy, “did not deny it had taken the highly unusual step of expelling Schneier,” said the *Jewish Forward*.

The report, covered by at least four other Jewish media including the Jewish Telegraphic Agency, which has a worldwide circulation, *Jewish Week*, *Times of Israel*, and *Failed Messiah*, focuses national attention on Westhampton Beach, Southampton and Quogue where a five-year-old, \$1 million+ battle is raging about construction of a Jewish religious boundary called an eruv.

Rabbi Schneier, who founded the Synagogue in 1992, proposed an eruv for WHB in 2008. He dropped the proposal following opposition and it was taken up by the East End Eruv Assn.

Blocking eruvim as a violation of local sign laws or as a violation of the U.S. Constitution would jeopardize 70 such boundaries in New York state and hundreds of others in the U.S.

#### **WHB Candidates Are Mum on Eruv**

Also focusing attention on WHB is an election set for June 19.

Rob Rubio, owner of Rubio Premier Motors in WHB, and Brian Tymann, former SH Trustee and co-founder of the Hampton Cigar Co., are opposing incumbents Patricia DeBenedetto and Hank Tucker.

WHB blogger Dean Speir expressed surprise that neither Rubio or Tymann were at the trustees’ meeting June 4, saying that according to his knowledge they have “yet to put in an appearance at Six Corners (WHB village offices) other than to file their nominating petitions.”

Tymann said in an email that Rubio and he are “running on a simple platform of downtown revitalization,” calling for a sewer district for Main Street. “The current condition of private septic systems is crippling business and the bay is also suffering from excess sewage entering through antiquated septic systems sitting in ground water,” Tymann said.

“As for the eruv,” he added, “I cannot speak for Rubio but as I understand it, the issue is out of the hands of WHB being that it has been ruled on already by the courts and is therefore not an active issue on the board’s agenda anymore.”

#### **Pro-Eruv Side Won in Court Jan. 6**

The U.S. Court of Appeals, New York, on Jan. 6, 2015 rejected moves by Jewish People Opposed to the Eruv to declare invalid an eruv that reportedly has been erected in WHB. A search by the Southampton Press in March failed to find any visible markers of the eruv on 45 utility poles that have been licensed for such a purpose by Verizon and Long Island Power.

Opponents of eruvim cite the 23,424-word decision by Federal District Court Judge William Bassler in 2001 that said “public property should not be permanently allocated to a religious purpose.” It ordered an eruv in

Tenafly, N.J., dismantled.

An Appeals Court headed by Judge Thomas Ambro over-ruled the decision in 2002, noting that Tenafly had allowed on the poles directional signs, lost animal signs, red ribbons, wreaths and lights during Christmas season, and orange ribbons posted by students drawing attention to school regionalization, and could not therefore block an eruv.

Moore told the June 4 meeting that recent activity on the lawsuit would be posted on the WHB website. The most recent entry among about 70 is for Dec. 22, 2014. One item that should be posted is the 6,000-word discussion of the suit Feb. 26 before Judge Kathleen Tomlinson by all parties involved. It is a public document obtained by an O’Dwyer correspondent copying the transcript by hand since photocopying was not allowed.

#### **Towns Say Little About Dispute**

The SH and Quogue websites make no mention of the suit. SH has complained of its external and internal costs, saying it is uninsured for this action. Fees to law firm Jaspán Schlesinger totaled \$665,860 as of last October and another \$10K was appropriated in January.

SH attorney Maureen Schlesinger told Tomlinson that “tens of thousands” have been spent on document discovery since “innumerable computers and hardware had to be searched.”

None of the four candidates will answer any questions by this website about the eruv issue. Mayor Marie Moore also refuses to take questions on the topic including why doesn’t WHB enforce a law on its books that forbids signs on utility poles on WHB property unless permission is given.

#### **WHB Law Bars Signs on Utility Poles**

Article IV 197-30 of WHB says:

D. Prohibited signs defined. Any sign not specifically permitted is prohibited and shall be removed within the time specified by the Building Inspector. Prohibited signs shall include, but not be limited to:

22. Temporary or permanent signs resting on, attached to or inside any vehicles, buildings, fences, telephone poles or any other structures or means of support or otherwise displayed in any manner designed to circumvent the restrictions in this article. [Added 4-7-2011 by L.L. No. 1-2011].

Both SH and Quogue have such laws and their applicability to proposed eruvim is being argued at the New York State level.

Schneier, five times married, was accused of having an extramarital affair with congregant Gitty Leiner in 2010, sources told the Forward, the 22,000-circulation publication/web site based in New York.

The affair was noted in divorce papers filed by Schneier’s fourth wife, Tobi Rubinstein. Pictures of Schneier and Leiner were published in the New York News. Tabletmag.com had a 5,822-word profile of Schneier June 15, 2011, headlined, “Rabbi Marc Schneier’s Hampton Synagogue Caters to New York’s Wealthy.”

– Jack O’Dwyer