



Jack O'Dwyer  
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# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## SAUDIS SAIL \$960K PACT INTO HARBOUR

The Royal Embassy of Saudi Arabia has signed an \$80K monthly contract with Harbour Group for strategic communications work and support on general policy matters and ties with the US.

Harbour veteran Richard Minitz, who also held top posts at Brunswick Group, Burson-Marsteller and Ogilvy PR, heads the one-year contract that went into effect May 1.

He reports to Sama Al-Sadhan, deputy of the Mission.

The Saudis must approve other senior staff members on the account in advance.

Harbour has extensive communications experience in the Arab World, knowledge gained from representation of the United Arab Emirates, Abu Dhabi and Libya.

Joel Johnson, ex-senior advisor for policy & communications for President Clinton, established Harbour in 2001. He left in 2005 for Glover Park Group, which is now part of WPP.



## PADILLA PICKS UP INM UNITED

**Padilla** has acquired Richmond, VA-based digital studio and strategy firm INM United.

The acquisition became effective June 1.

INM United designs and builds software applications for clients in the retail, education, health and travel industries. Clients include Luckstone, Ledbury, Virginia Wine and Virginia Commonwealth University. The company, which staffs six, was founded in 1998 by president Joel Erb when he was just 15 years old.

INM will now be integrated into Padilla's existing creative and digital team, henceforth operating under the top independent firm's banner. Erb will hold the title of senior director, and will report to Padilla chief creative officer Heath Rudduck, who's stationed in the agency's Minneapolis headquarters.

INM's staff will relocate to Padilla's Richmond office by the end of this month. That outpost was formed when Minneapolis-based Padilla acquired Richmond-



The INM United team

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## TEAM TRUMP TAPS CORALLO

Mark Corallo, who was called a "street smart Republican spin doctor" by the *National Journal*, is helping Donald Trump's legal team as it handles the James Comey crisis.

The one-time Justice Department press secretary and chief spokesperson for John Ashcroft during the George W. Bush presidency, distributed the statement from Trump's lawyer, Marc Kasowitz, following the release of Comey's opening statement for last week's testimony.

The statement said Trump is pleased that the former FBI director confirmed that he is not under investigation in any Russian probe. "The President feels completely and totally vindicated," said Kasowitz.

Corallo has worked for high-profile clients such as Blackwater Worldwide, Karl Rove and former American International Group chief Hank Greenberg.

Prior to working for Ashcroft, Corallo was press secretary for former Louisiana Republican Congressman Bob Livingston, who chaired the House Appropriations Committee.

Corallo Media Strategies is based in Alexandria, VA.



Mark Corallo

## JENKINS SUCCEEDS COOPER AS WS PA CHIEF

Pam Jenkins, president of **Weber Shandwick's** Powell Tate unit, has been tapped as chief of the Interpublic unit's public affairs practice, succeeding Ranny Cooper, who is winding down her full-time schedule after a 24-year run at the firm.

In her new post, Jenkins is responsible for worldwide PA duties, including PT and KRC Research. She also takes command of regional offices in Baltimore and the Southwest.

Andy Polansky, CEO of WS, noted that Cooper and Jenkins have worked together for a dozen years. He expects a "natural transition" for the firm and clients.

Cooper will continue as a consultant and handle special projects.

With Jenkins departure from the helm of PT, Paul Massey, who leads WS' global social impact practice, assumes its presidency. He retains the social impact role.



Pam Jenkins

## PADILLA PICKS UP INM UNITED

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based shop CRT/tanaka in 2013.

It's the third acquisition in as many years for the Midwest PR powerhouse, **which rebranded earlier this year** from its former moniker, PadillaCRT. After acquiring CRT/tanaka, Padilla in 2015 picked up Richmond-based brand strategy boutique Joe Smith, and last year acquired food and nutrition communications and consulting shop FoodMinds.

Padilla CEO Lynn Casey told O'Dwyer's that INM's expertise in health serves as a strategic growth area for the agency. Casey also said Padilla had partnered with INM on accounts for the past several years.

"Having strong digital capabilities that helps our clients achieve their goals is fundamental, and we were looking to grow our digital strategy capabilities because keeping up with client demand is always key," Casey said.

Padilla is **one of the top 10 PR firms in the country** with \$42.4 million in '16 net fees.

## WPP REPORTS REVENUE, PROFIT UP

WPP CEO Martin Sorrell reported last week that revenue (Jan.-April) rose 15.9 percent to \$6.3B, while profit ran "well above budget and ahead of last year."

The PR/PA group (Finsbury, **Burson-Marsteller**, Hill+Knowlton Strategies, and **Cohn & Wolfe**) was up 5.8 percent in revenue on a constant currency basis, off a tad from the first-quarter.

In April, WPP's PR/PA unit registered "very strong growth" in the UK with Continental Europe and Asia slightly weaker.

North America ranked as WPP's weakest region as four-month revenue slipped 2.7 percent. Advertising, media/data investment management and parts of healthcare slipped for the period. PR/PA, branding & identity, digital, eCommerce and shopper marketing businesses were up.

Sorrell sees brighter prospects in the US under the Trump Administration, "which is clearly much more strongly pro-business, and much more business-connected than the Obama administration."

He cited Trump's "planned pro-growth tax, infrastructure investment, spending and regulatory reform, although implementation has been delayed."

Due to the low-inflation environment, Sorrell said there's considerable focus on the short-term and cost. "Finance and procurement functions are dominant, certainly equal or more powerful than marketing, rightly or wrongly, and the siren calls of consultants suggesting cost based solutions," said Sorrell.

At the annual general meeting, 21.3 percent of shareholders voted against or abstained on Sorrell's \$62M compensation package. The vote against Sorrell's pay was smaller than the 34 percent tally last year.



Sir Martin Sorrell



## EVER WONDER WHAT CONGRESS IS DOING?



By Rene A. Henry, who writes on a variety of subjects including customer service, sports, and crisis. He spent 10 years of his professional career in federal service at senior appointee and career levels. His book, "**Customer Service — the Cornerstone of Success**," is a must read for everyone in Sen. Feinstein's office.

If you find yourself wondering why Congress is such a mess, just try getting a response from someone in the office of Sen. Diane Feinstein (D-Calif.). For a follow-up story and white-paper I'm writing, I was ready to praise the Senator but first had some questions. I tried for more than a week with no success.

When Feinstein learned that some of the National Governing Bodies of sports, as well as the U.S. Olympic Committee, failed to report potential criminal sexual abuse activity covered by existing laws, she introduced the Protecting Young Victims from Sexual Abuse Act last month, known as the Safe Sport Act.

That legislation amends the Ted Stevens Olympic and Amateur Sports Act and required that all allegations of sex abuse be promptly reported to local or federal law enforcement. When the House of Representatives passed her bill, she said "It's great news the House has passed companion legislation to my bill to protect young athletes from sexual abuse. ... We must do all we can to protect children."

I was ready to compliment Sen. Feinstein for her intention, but she failed in the bill's execution, because her amendment protects only children in Olympic sports. Because her bill amended the Sports Act, I contacted Michael Harrigan, who directed the President's Commission on Olympic Sports. The Sports Act was based 100 percent on the report of the PCOS in 1972. Harrigan was one of the few authors of the Sports Act and solely responsible for developing its strategy.

It's regrettable that neither Feinstein nor anyone on her staff talked to Mr. Harrigan, because he told me that the Sports Act already protects young boys and girls who compete in Olympic and Pan Am Games sports regulated by the USOC.

"The National Governing Bodies of the sports involved and the USOC already have the authority and responsibility to report any alleged sexual abuse complaint to the police," Harrigan said.

Sen. Feinstein's amendment does not include the millions of young children competing in sports not regulated by the USOC. No one on the Senator's staff would tell me why Harrigan was not contacted or if they considered amending the Clery Act or introducing a comprehensive bill that would protect all children.

Several times over two days I called Feinstein's main number and received a recorded message: "We are experiencing a high volume of calls. You can hold for two minutes and then will be disconnected. Please call back later."

Press releases from her office failed to list any name or contact information. Is this customer service? The term is an oxymoron in government and it's getting so bad that soon it will be non-existent.

The Los Angeles field office gave me the main

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## EVER WONDER WHAT CONGRESS IS DOING?

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number of the press office but no email contacts. Things got worse when a woman named Sidney told me that Ashley Shapitl, the press secretary, was out and it was the office's policy not to give anyone her phone number or email address. She also had no idea who the legislative assistant was for the Senator. After playing a game of 20 questions, Sidney said, "someone will be in contact with you."

Sidney refused to even give me her own email address so I could send her my questions that she could forward to her boss and the legislative assistant. I'm still waiting for someone in Sen. Feinstein's press office or staff to call or email me.

The behavior of Sen. Feinstein's office could be yet another example of how Congress gets nothing accomplished, even on non-partisan issues. No one wants to be available, responsible or accountable. Rep. Henry Cuellar (R-Texas) recognized this when he introduced the Government Customer Service Improvement Act in 2012. His bill is a sad commentary on society today, given that legislation is now needed to remind public servants to practice common courtesy and to combat their rudeness, inefficiency, lack of professionalism and incompetency.

Maybe the libertarians are right: if the government employees can't do their jobs, we should simply eliminate them and cut the budget.

## FH HIRES HARTT

Burson-Marsteller alum Michael Hartt has joined global PR powerhouse **FleishmanHillard**, where he'll serve as director, partner and head of international affairs in the agency's London outpost, FleishmanHillard Fishburn.

Hartt joins the Omnicom unit from Burson-Marsteller UK, where he was a senior director in the corporate and crisis practice in that WPP operation's London office. He was previously stationed with Edelman for nearly a decade, where he most recently served as a vice president in the top independent agency's international affairs practice in Washington, D.C.



**Michael Hartt**

Earlier in his career, Hartt was an associate account executive at Washington, D.C.-based public affairs and communications agency Susan Davis International and an associate at public affairs shop Chlopak, Leonard, Schechter & Associates.

In the cross-practice role, Hartt will lead international affairs efforts for FH's London outpost while bridging the agency's media relations, public affairs, digital and creative capabilities.

The global PR firm's FleishmanHillard Fishburn operation was created as the result of a 2015 merger between FH's former UK outpost and London-based agency Fishburn.

## TREEMOTE TAPS COYNE

Remote control maker Treemote has engaged **Coyne PR** to drive awareness of the brand on the heels of its U.S. launch.

Treemote is a wireless remote control switch that can operate Christmas trees lights from up to 80 feet away, as well as other household lights and small appliances such as table lamps, fans and radios. By communicating with a small receiver that can be plugged into a wall outlet, the device eliminates the need to crawl under the tree to plug lights into an outlet.



The Victoria, BC-based company was founded in 2013.

Coyne will develop and execute a communications campaign with the goal of elevating U.S. consumer awareness of Treemote during the lead up to the 2017 holiday season. The campaign will focus on a media relations program targeting traditional media outlets and will also rely on industry and social influencers and bloggers, as well as industry event support.

Parsippany, NJ-based Coyne, which posted gains of nearly 30 percent last year to account for \$27.3 million in net fees, is **one of the top 10 PR firms in the country as ranked by O'Dwyer's**.

## BARBADOS BRINGS ON DCI

Travel and economic development PR powerhouse **Development Counsellors International** has been named North American PR agency of record for Barbados Tourism Marketing Inc., the official tourism development agency for the eastern Caribbean island nation.

The retainer follows an RFP Barbados Tourism Marketing issued for a U.S. PR agency of record in November.



As AOR, DCI will manage all tourism PR and marketing initiatives for Barbados throughout the United States and Canada in a bid to drive visitor growth. The agency in a statement said it will work to elevate Barbados' profile as a leading Caribbean travel destination by differentiating the Lesser Antilles island destination from its sister islands and drawing attention to the destination's travel options for jetsetters and families.

DCI also manages communications duties for the independent British Commonwealth's economic development agency, Invest Barbados.

DCI, which maintains offices in New York, Denver, Los Angeles and Toronto, took in more than \$10 million in travel and tourism related net fees in 2016. Other destination clients include Chile Tourism, The Hangzhou Tourism Commission, the Japan National Tourism Office, Visit California, Visit Huntington Beach and Visit Scotland.

**PR OPINION**

**Cyber security expenses could soar to as high as \$6 trillion annually by 2021**, the Global PR Summit in New York June 9-10 was told.

**Piers Schreiber**, managing director, Estragon, U.K., described the numerous types of “cyber crimes” that afflict the internet to an audience of 150, saying the damage is “huge” and growing.

Choosing a spokesperson who understands the technical issues is key when handling a hacking crisis, he said. Loss of customer data can cause a sharp decline in brand value that can take 12 months to recover, he added.

Attendees were aware of hacking charges involving the 2016 U.S. Presidential election including reports that Russian interference may have affected its outcome. Whether such charges are true is still being hotly disputed.



Schreiber, one of 16 speakers at the two-day event, headed the European corporate practice of Ogilvy PR in Brussels before serving as VP-CC, Jumeirah Group, Dubai, from 2009-2016. He was co-founder of The Communication Matrix, a consulting firm.

#### **Summit Was a ‘U.N.’ of the PR Industry**

The Summit, which took place in the 34th floor Conde Nast Empire Suite at One World Trade Center, had eight PR groups as partners:

- Int’l Assn. of Business Communicators
- Int’l PR Assn., London
- Int’l Communications Consulting Organization, London
- Hispanic PR Assn.
- PR Communications Assn., London
- Organization of American Women in PR, New York
- Publicity Club of New York
- New York chapter, PR Society of America

Sponsoring lunch breaks, coffee breaks and other events were D S Simon Media, Newsmeter, ICICI Lombard, Muck Rack and the O’Dwyer Co.

#### **Petrov Founded P World**

Kosta Petrov, a native of Macedonia, is the founder of P World, which he describes as “the world’s leading events agency with operations in 30 countries in Europe, the Middle East, Central Asia, Africa and North America.” It organized an international business meeting in the Islamic Republic of Iran.

Petrov contributes to the U.S. edition of The Huffington Post and speaks at events in numerous countries on PR, leadership and entrepreneurship.

He authored *The Fear, on how he conquered anxiety*, and was editor and contributor to *The Little Black Book of PR*, “written by practitioners for practitioners.”

#### **PR Pros Must Predict News—Day**

Lauren Day, head of global communications strategy and operations, Prudential Financial, who gave the

keynote address at the PR Summit, said the job of PR people “is not just to cover the news, but to try to predict it.”

Mary Jo Jacobi, former Presidential advisor and former VP-communications, BP America, said PR pros must “think before they write because what goes on the internet is forever.” The two most important things you need to have in a crisis are “empathy and sorrow,” she said.

Colleen Harris, who was press secretary to Princes Charles, William and Harry, said content is the key to effective communications. “The public demands more meaningful content, transparency and visionary communications,” she said.

Donald Steel, U.K., conducted a workshop on reputation and crisis management in a social media era. More than 5,000 PR and communications pros in 30 countries have attended his workshops.

Doug Simon, D S Simon Media, said companies and institutions should rely on their own spokespeople instead of seeking the traditional “third party endorsement.” There are problems with using “celebs” as spokespeople, he said.

#### **National PRSA Is Absent**

Not participating was national PR Society of America. Members recalled that the last national conference of the Society in New York was in 2004 and that the headline speaker was Donald Trump.

Trump shocked the audience by sprinkling his talk with profanities and saying, “If somebody goes after you, go after the SOB and get them ... the next time they won’t go after you so much.” He advised not trusting anyone, including employees and even “the people sitting next to you right now ... they’ll take your job, they’ll take your money ... being a little paranoid is not so bad.”

Saying that “PR is much more important than advertising,” he also warned that “The press can kill you ... the press can just eat you alive.” Especially vulnerable, he said, are those who avoid the press but **get one “defining story” that may be bad.**

PRSA members at the summit were mystified at why there has only been one national conference in New York since 1992 and the fact that none are planned. The 2004 meeting, they noted, pulled a record 4,000 in attendance.

They trace the divide to Society board members. Only one of the 17 is non-APR although only 18% of members are APR. PRSA/New York has fewer than 50 APRs among 600+ members. The Society in late 2016 signed a 15-year lease at 120 Wall st. although most PR/ad/media firms are in midtown. About 80% of members are women, but the **2017 board is nine men and eight women.** The 2016 board had 12 women and five men.

Future Events of P World Include:

- Marketing Kingdom Cairo 3: 15th -16th October 2017 in Cairo, Egypt
- Marketing Kingdom KSA: 8th-9th November 2017 in Riyadh, KSA
- Global PR Summit Canada 2: 20th-21st November in Toronto, Canada

— Jack O’Dwyer