



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 13, 2016 Vol. 49 No. 24

## SPONG, CL SWEETEN PITCH FOR TRUVIA

Sugar substitute Truvia has engaged Spong and Carmichael Lynch for PR and ad work, following a competitive pitch.

The account covers PR, social engagement, digital content, brand planning and advertising. Truvia global marketing A.J. Aumock said the two agencies, owned by Interpublic, offered a "seamless integration and truly differentiating creative campaign ideas."

The stevia-based sweetener was developed by Cargill and The Coca-Cola Company and is distributed by Cargill.

RF[Binder previously handled the PR work.

The pitch centered on Truvia Nectar, a liquid sweetener combining honey, stevia and sugar.

Julie Batliner, president of Spong, said the firm will "tell the story of how sweetness with fewer calories can be enjoyed."



## NAT'L VOTER REGISTRATION DAY SEEKS PR

National Voter Registration Day, the non-partisan push to sign up the millions of voters who are turned away from voting because they failed to register, is looking for a PR firm as it anticipates hundreds of events across the country this fall.

The low-bono assignment bills up to \$25K through late September.

The organization wants national media placements, press materials, and other PR tactics from a firm working in conjunction with a "coalition" under the NVRD umbrella.

The day, championed by the nonpartisan National Association of Secretaries of State, will take place on September 26, 2016 this year and has the backing of the White House and scores of groups like the League of Women Voters, Rock the Vote, and the Fair Elections Legal Network.

NVRD was collecting proposals until June 10 for a contract running from mid-June to late September.

The 2015 event included more than 600 events across the country and 2,100 groups and elected officials participating.



## TOP LEVICK, DUTKO EXEC TO PROSPER GROUP

Mark Irion, former president of Levick and CEO of Dutko Worldwide, has joined M&A consulting firm Prosper Group in Washington as a senior advisor.

Irion helmed Dutko for 10 years and led its sale to private equity firm Lake Capital in 2003 and later to Grayling in 2009. He joined Levick in 2013 and stepped down in January.

Prosper partner David Bosses said his firm's work on the SKD-Knickerbocker sale in October resulted in a spike in business in the PA, lobbying and PR sectors for consulting and M&A. He said Irion gives the firm a "greater capacity" to help clients navigate acquisitions, mergers and integrations.

Irion started out as a Capitol Hill aide.



Irion

## HUTTNER TAKES FENTON REINS

Michael Huttner, a veteran communications and policy operative, has been named CEO of progressive PR shop Fenton. He takes the reins previously held by Bill Werde, the former Billboard editor, who served as CEO of Fenton for the past year and half through March.

Founder David Fenton, who sold the firm to investor James Marcus in 2014, continues as chairman focused on projects related to climate change.

Huttner, an attorney and former policy advisor to Colorado Gov. Roy Romer, founded the state-based communications network ProgressNow and led Boulder, Colo.-based policy communications firm Huttner Group.

Fenton said Huttner shares his goals to advance human rights, public health and environmental protection "in his life and work." He added that Huttner will keep the firm focused on public interest campaigns for clients "legitimately working for social change."



Huttner

## SHAREHOLDERS REBUKE SORRELL ON PAY

One-third of WPP shareholders voted against CEO Martin Sorrell's \$102M compensation package, a symbolic pushback against the marketing conglomerate's founder and chief.

Investors representing 33.5% of WPP voted against the pay package, although the tally was non-binding on the company. Next year the shareholder vote will be binding.

(Continued on page 2)

### SORRELL REBUKED ON PAY (Cont'd from pg. 1)

The BBC noted Sorrell's pay for 2015 is one of the largest such packages in UK corporate history.

Reuters notes WPP's annual meeting and the vote come amid a "resurgence of investor activism against excessive boardroom pay."

Sorrell has defended his pay in the past, citing the company's performance atop the ad realm.

### PENN SCHOEN BERLAND PICKS MACKENZIE

Burson-Marsteller polling outfit Penn Schoen Berland has appointed Jack MacKenzie executive vice president. He will now lead the firm's global media and entertainment practice.

MacKenzie joins PSB from Los Angeles-based ad agency Oxford Road, where he was senior advisor and head of research. Prior to that he served as executive vice president at research consulting firm Frank N. Magid and Associates, where he worked with clients such as Sony Pictures Television and Disney. He began his career as a broadcast journalist and TV news director.



MacKenzie

MacKenzie will now oversee the growth and development of PSB's media and entertainment practice, and will lead an expansion of the WPP research unit's business into TV, advertising, content and video game development.

He will be based in Los Angeles and will report to PSB CEO Curtis Freet, who said that MacKenzie's "deep understanding of the entertainment industry and media consumption habits will allow PSB to both honor our traditional areas of expertise and expand our reach into broader entertainment, digital, and consumer terrains."

### A+P ACQUIRES GERMANY'S HIGHER GROUND

Global communications firm Allison+Partners today announced that it has acquired Germany-based technology agency Higher Ground Communications.

Higher Ground maintains offices in Berlin and Munich. The agency, which specializes in B2B and consumer tech, was founded in 2010. Clients include deals.com, lumosity, TBM, TuneIn and Rally Software, among others.

Allison+Partners' new Berlin and Munich outposts effectively double that agency's European presence. The MDC Partners unit currently holds additional offices in London, Lyon and Paris. Allison+Partners in March also launched its integrated content division, All Told, in Asia and acquired Tokyo-based Focused Communications the same month.

Higher Ground principles Martina Mueller and Vivian Dadamio now join Allison+Partners as senior vice presidents to lead the new offices. They will report to Allison+Partners global corporate and Europe president Matthew Della Croce.

"Allison+Partners has been recognizing significant growth globally, including in Europe. Over the past few years both Martina and Vivian have been tremendous

partners and we collectively agreed this acquisition was the right next step to help expand our presence in the German market," Della Croce told O'Dwyer's. "Acquiring Higher Ground Communications allows us to further serve our clients in Europe while also expanding our capabilities here in the U.S."

San Francisco-based Allison+Partners now holds 25 offices worldwide. The agency in 2014 accounted for \$37 million in net fees, boasting more than 28 percent growth from the year prior.

### AIRLINE BACKS PRIVATE AIRPORT SCREENING

U.S. airline JetBlue Airways has hired Washington, D.C. government relations firm Van Scoyoc Associates for lobbying help regarding the Transportation Security Administration's Screening Partnership Program.

Established in 2004, the Screening Partnership Program allows commercial airports to use private screening companies that are contracted by the TSA and operate under federal oversight, as opposed to federal TSA screening agents.



The program is intended to improve security protocols, customer service and efficiency, as well as cut down on passenger waiting time, which has grown palpable at many airports in recent years.

To date, fewer than two dozen commercial airports in the U.S. have opted to privatize their security personnel. Potential legal liability issues have been cited as one reason more airports have not yet adopted the program.

Republicans in Congress have long supported the SPP initiative, citing the effectiveness of private screeners to save costs and fix long lines at airports.

The TSA, however, which screens about 1.8 million passengers at U.S. airports each day, had been hesitant to expand the SPP, and in 2011 attempted to block an expansion of the program. Those efforts were halted by Congress.

The TSA has also claimed that cost-benefit estimates show the program's expenses exceed that of the TSA's federal screening program. However, a November report from the U.S. Government Accountability Office that examined the TSA's approach to estimating costs found that contract award prices at 13 of the airports it analyzed were between two to 19 percent less than the TSA's estimates.

The FAA Modernization and Reform Act of 2012 made it easier for commercial airports to apply for the Screening Partnership Program.

The JetBlue account will be lead by Van Scoyoc vice president Steven Palmer, who was formerly assistant secretary for the U.S. Department of Transportation, and David Haines, former legislative assistant to Senator Kay Bailey Hutchison (R-TX), among others.

**MICROSOFT SPENDS \$26.2B FOR LINKEDIN**

Microsoft has inked a deal to acquire social network LinkedIn for \$26.2B.

Redmond, Wash.-based Microsoft said it will keep Mountain View, Calif.-based LinkedIn's "distinct brand, culture and independence."

The \$196-per-share, all-cash for LinkedIn is a mammoth deal for the tech sector. It is subject to LinkedIn shareholder approval, as well as regulatory okays.

Microsoft CEO Satya Nadella said the two companies together can speed up growth for LinkedIn and Microsoft's Office 365 and Dynamics. LinkedIn founder Reid Hoffman, pledging his shares for a yes vote, said he fully supports the deal and the company board's decision to pursue it.

LinkedIn, which caters to professionals and started as a resume listing site, has branched out into content, job listings and similar services. The company went public in 2011 with a \$4.5B valuation. For 2015, LinkedIn posted revenues of just under \$3B and a net loss of \$166M.

WE is handling PR for the deal for Microsoft.



**LinkedIn CEO Jeff Weiner, Microsoft's Nadella and Hoffman.**

**GAWKER FILES FOR BANKRUPTCY**

Digital gossip pioneers Gawker Media Group today filed for Chapter 11 bankruptcy protection in Manhattan court, and publisher and digital media brand Ziff Davis has since entered into an asset purchase agreement to buy the entirety of that company's media properties.

Gawker Media Group, which owns seven media brands including the Gawker.com flagship site, as well as sports site Deadspin, feminist blog Jezebel and technology news site Gizmodo, decided to sell its properties after a Florida judge in March awarded retired wrestler Hulk Hogan \$140 million in compensatory and punitive damages after Gawker in 2012 published a sex tape video featuring Hogan and a friend's wife.

In May, it was revealed that the Hogan suit was financed by eBay co-founder and early Facebook backer Peter Thiel, who bore a personal vendetta against Gawker for being outed as gay in that company's now-defunct Valleywag blog.

Gawker plans to appeal the judgment, and additional lawsuits against the company from Hogan are still pending.

In a statement issued Friday afternoon, Gawker said its Chap. 11 filing was done as a means of selling the company "free and clear of legal liabilities," and a subsequent sale of its properties would "safeguard the jobs and journalists and other staff."

An auction of Gawker's assets has already begun, with media company Ziff Davis currently bidding to ac-

quire Gawker's properties sans liabilities. Ziff Davis, a subsidiary of j2 Global, publishes PC Magazine, Geek.com, IGN and AskMen. The *New York Times* reported that Ziff Davis has bid less than \$100 million for the properties, and other potential buyers are still permitted to offer higher bids. Gawker will continue operations throughout the court-supervised auction process.

The Hogan suit is only one tumultuous episode Gawker has endured in the last year. The company was rocked by controversy after Gawker.com in July 2015 published an article detailing a tryst between Condé Nast CFO David Geithner — a married father of three — and a male escort in Chicago, thus making Geithner at least the second person outed as gay in Gawker's pages. Public criticism of that story grew palpable, yet took an unexpected turn when Gawker Media executives later decided to pull it from the site, resulting in several of Gawker's top editors resigning in protest.

Following that controversy, Gawker executives said Gawker.com would rebrand as a site focused on political coverage. Gawker Media Group founder and owner Nick Denton promised that the new editorial direction would be "nicer." As part of the shakeup, the company in November laid off a half-dozen staff and shuttered some of its longest-standing sites, including Hollywood site Defamer, TV site Morning After, weather site The Vane, cooking site Kitchenette and the aforementioned Valleywag blog.

In a statement, Denton said the company has "been forced by this litigation to give up our longstanding independence, but our writers remain committed to telling true stories that underpin credibility with our millions of readers."

"Authentic writing, whether it takes the form of honest reviews in technology, video games and entertainment, or revelations about the way the system works, is more important than ever," Denton said.

**STONE SELECTED AS SI EDITORIAL DIRECTOR**

Time Inc. has named Chris Stone editorial director of the publisher's mainstay sports title, *Sports Illustrated*.

Stone, who has served as SI managing editor since 2012, will now oversee all editorial content and operations for Time Inc.'s top three sports brands: the weekly *Sports Illustrated* magazine, monthly title *Golf Magazine* and *Sports Illustrated Kids*.

In a company statement released today, Time Inc. entertainment & sports group and video president Rich Battista said Stone "offers a fresh perspective, and the ambition to experiment and innovate at a time when we are transforming these iconic brands into true multimedia, multi-platform businesses."

Stone joined SI as a fact-checker in 1992. According to Time, he eventually "oversaw virtually every major sports beat," before being appointed managing editor in 2012, the ninth in that 61-year-old publication's history.



**Stone**

(Continued on page 4)

**STONE TO S.I. (Continued from page 3)**

Stone succeeds Sports Illustrated Group editor Paul Fichtenbaum, who has been with SI since 1989. Stone was promoted to Sports Illustrated managing editor in lieu of Fichtenbaum's 2012 appointment to Sports Group editor.

Fichtenbaum announced his departure from Time Inc. yesterday, noting in a company statement that he "decided it was time to explore new challenges" and that "now is the perfect time to make the change." No future career plans were mentioned.

Time Inc. said Fichtenbaum would vacate the position at the end of June.

**NEWSSTAND LOSSES LEVEL OFF**

Call it a silver lining. The steady, years-long decline in newsstand magazine sales appears to have hit a period of relative stasis, according to new findings by magazine industry group MagNet.

North American magazine publishers sold nearly 102 million newsstand units during 2016's first quarter, representing a 5.1 percent slip in year-over-year revenue from the same period in 2015.

While sales are still declining, those losses actually reveal a marked improvement from the 7.6 percent revenue declines North American publishers experienced during 2015's fourth quarter and the 10.1 percent losses the industry faced during that year's third quarter.

Larger publishers appeared to take the brunt of the latest losses, with the top ten publishers revealing quarterly declines of 7.4 percent, compared to the 25 publishers (-5.2 percent) and the top 50 and 100 publishers (both -4.6 percent).

Still, the top 50 magazine titles, which represent 43 percent of total newsstand magazine sales, saw sales decline by an average of only 7.8 percent, an improvement from the 10.7 decline experienced during the fourth quarter of 2015.

MagNet noted that higher cover prices are at least somewhat responsible for staving off the heavy losses felt in previous quarters: the number of units sold in the last year actually declined by 9.7 percent, according to MagNet data, but higher average cover prices per unit — \$5.60, up from \$5.32 in the first quarter of 2015 — somewhat mitigated those losses.

Leading the charge were special issues, which now sell with an average price of \$6.95, or \$1.35 more than magazines' average cover price.

Magazines specializing in celebrity, women's, home/garden, health and fitness, crafts, sports, teen and children and business and finance continued to perform poorly, while titles focusing on science, recreation, lifestyle and general interest picked up in the first quarter of 2016.

Adult coloring books, a new subject category that has taken the consumer world by storm, continues to hold reader interest, with many new releases in that category selling more than 125,000 units at newsstands.

MagNet also noted that current point-of-sale data shows sales in 2016's 2nd quarter, at least initially, appear to be stronger than Q1.

**U.S. REACHING MEDIA SATURATION POINT**

American adults this year will spend a daily average of about 12 hours and five minutes interacting with media of some variety, according to a new report by digital market research company eMarketer.

This includes more than three hours on mobile devices, a little more than two hours on desktop and laptop computers, more than four hours watching television, about an hour-and-a-half listening to radio and a little under a half-hour with print media.

The current average time spent per day with major media accounts for a five-minute increase in total media consumption from 2015, a 10-minute increase from 2014 and a 25-minute increase from 2012. However, eMarketer's new report indicates that Americans' rabid media consumption may be slowing, with a ceiling to those gains expected in the years to come.

eMarketer's new report, "US Time Spent with Media," shows that American adults' average time spent per day with all media is expected to see gains of only about two minutes in 2017 and another minute by 2018, revealing total growth time within the next two years of only about 0.1 percent. Digital media, by far the fastest growing media format — which includes mobile devices, as well as desktop and laptop computers — will continue to see bigger gains than any media category, comprising more than six hours of average daily consumption by 2018. Most of these gains will come from mobile devices and video. Desktop and laptop computers are the only devices in this category expected to slow in usage, losing about one minute of use in 2017 and another two minutes by 2018.

TV, on the other hand, which remains the largest serving of Americans' daily media diet, will see the biggest losses. That medium, whose usage has been steadily plummeting in recent years — losing between five and ten minutes of daily use per year — will comprise only 3 hours and 55 minutes of Americans' daily media usage in 2018, which is nearly an hour less than the average time Americans spent with the medium in 2012. Newspaper and magazines, already at the bottom of the media pyramid, by 2018 will comprise only about 15 minutes and 11 minutes of average daily time, respectively. A silver lining for this category is the detail that total print media consumption time is expected to slide by only about a minute in 2017 and another minute in 2018.

Perhaps the most prescient detail of the report is the notion that digital media, by far the most boisterous medium, will see only a modest rise in usage in the coming years, gaining 10 more average daily minutes of use time in 2017 and another eight minutes in 2018.

Even mobile, the digital media category that experienced the largest gains in recent years — jumping from an hour and 28 minutes in 2012 to two hours and 15 minutes the following year — is expected to slow: Americans will spend only nine more minutes interacting with mobile media in 2017 and only eight more minutes in 2018.

A slow-down in growth for the most popular media category, signals that Americans may be nearing a saturation point in daily media usage, and that increases in time spent with one media format could be arriving at the expense of time spent with the others.

## NEWS OF PR FIRMS

### **EUROCOM TAPS SECOND US FIRM**

Global PR network Eurocom Worldwide has tapped Washington, D.C.-based Gabriel Marketing Group as a new member

The 14-year-old, 33-member Eurocom focuses on the B2B tech, industrial and commercial sectors. Three-year-old GMG, which has outposts in Southern California and Raleigh, is its second US member.

Leah Nurik, CEO of GMG, Gabriel Marketing Group, said the network expands her firm's reach around the globe, "so we can help our current and future clients meet their international requirements while also helping organizations outside North America take advantage of the opportunities that the United

States and Canada has to offer to technology companies of all sizes."

Eurocom chair Robin Baker said the network has been searching for a suitable second member in the US to meet its "very distinct member profile in terms of agency size and structure, client focus and industry experience."

Its other US member is Boston-based Ripple Effect Communications.

### **E-MIST TAPS M/C/C**

E-Mist Innovations, maker of electrostatic disinfectant technology, engaged Dallas-based M/C/C for a brand development campaign, as well as to implement an integrated marketing communications program. The work includes paid media, PR, social media, creative and research and branding.

"We have confidence that M/C/C will help us change the way people think about disinfecting," said E-Mist chairman and CEO George Robertson.

M/C/C will aim to distinguish between cleaning and disinfecting, where cleaning equates to removing dirt and some germs and disinfecting means destroying germs.

### **GARDNER TO QORVIS MSL WITH CSR FOCUS**

Josuha Gardner, a communications advisor for polling and image consultancy Luntz Global, has moved to Qorvis MSLGroup as a VP.

He was an A/S on the DuPont account at Ogilvy PR and earlier an A/S Edelman in Washington.

Qorvis said he will work on the firm's sustainability and social purpose team, in addition to corporate communications work.



Gardner

### **MCNEELY HONORED FOR MENTORING**

Mark McNeely, founding and senior partner of MP&F PR, Nashville, won the Nashville Young Professionals Impact Award from the city's chamber of commerce.

McNeely is being recognized as a leader who has made a significant impact in leadership and professional development of the city's young professionals.

The chamber will present the awards Aug. 4 at Lipscomb Univ.

## NEW ACCOUNTS

### **New York Area**

**Coyne PR**, Parsippany, N.J./British loudspeaker maker KEF, for PR in the U.S. The firm will tackle traditional and non-traditional media outreach, seasonal activations, influencer campaigns, launches and industry events for 55-year-old company. KEF America marketing manager Stephanie Scola called 2016 a big year for the company on the new product front. She said Coyne will work to promote KEF's products, as well as its brand, among consumers. Coyne VP Brian Murphy called the business a key win for Coyne's consumer tech practice and said his firm will work to "elevate KEF in the minds of both consumers and media."

**Sharp Communications**, New York/Bertazzoni, Italian make of kitchen appliances, as PR and social media AOR for the US and Canadian markets. Bertazzoni, a 134-year-old maker of cooking, refrigeration and dishwasher products, liked Sharp's kitchen & bath sector experience and knowledge of the luxury lifestyle categories.

**Hue & Cry**, New York/Hudson Hotel and Royalton Hotel, for lifestyle PR, partnerships and influencer connections alongside LDPR, which currently handles PR for both NYC hotels, and The Laslett, for all North American PR for the new boutique Notting Hill hotel in London.

**ROAR**, New York/Massage Envy, massage and skincare franchisor, as AOR for social media, following a competitive review, including social strategy, content creation, digital experiences and social engagement.

**Finn Partners**, New York/Let's Win, online pancreatic cancer patient community, as AOR for PR. The community includes the Lustgarten Foundation, Pancreatic Cancer Action Network and Project Purple Standup to Cancer. Founder Anne Glauber was diagnosed with Stage IV pancreatic cancer in 2014.

### **East**

**Maroon PR**, Columbia, Md./United States Polo Association, the West Palm Beach, Fla.-based governing body for the sport of polo and its licensing arm, USPA Global Licensing. The account includes raising awareness for the game of polo and the brand via media relations.



### **South**

**E. Boineau & Company**, Charleston, S.C./Carolina Orthopaedics to its client list. The 12-year-old CO has facilities in Georgetown and the Carolina Forest area of Myrtle Beach, in addition to a flagship clinic in Murrells Inlet.

**Royal Kingdom PR**, Memphis/RedCrox.com, European-based shopping platform that combines sports guessing and cashback rebates, as AOR for launch PR in the US.

**NEWS OF SERVICES****AIR FORCE PA STAFF WINS TOP SILVER ANVIL**

The US Air Force Public Affairs Directorate took home PR Society of America's top award June 9 for its work supporting PR for the airman and his two friends who thwarted a terror attack on a train in Europe last year.

PRSA awarded the Best in Show Silver Anvil to the PA team for its work with Airman First Class Spencer Stone, along with Alek Skarlato and Anthony Sadler, who were hailed globally for their heroic acts in subduing a gunman on a Paris-bound train on August 21, 2015.



**Stone on the Jimmy Kimmel Show.**

PRSA honors and awards committee chair James Roop said the Air Force's strategic communications campaign capitalized on the opportunity to strengthen the military branch's image while helping the airman "balance his new fame with her personal recovery."

The Air Force PAO team fielded scores of interview requests before tapping the New York Times and "The Jimmy Kimmel Show" for Stone's first appearances to discuss the incident. He did 31 subsequent interviews over the following six weeks. The work continued through Stone's appearance at the 2016 State of the Union address.

The Air Force campaign won a Silver Anvil in the crisis communications - government category.

A full list of Silver Anvil Award winners is at [prsa.org](http://prsa.org).

**ONLINE NEWS EMPLOYS MORE THAN PAPERS**

More Americans now work for online-only publishing outlets than newspapers, according to a recent report by Nieman Journalism Lab that culled 26 years of monthly employment data from the Bureau of Labor Statistics.

As of March 2016, Internet-only publishing and broadcasting jobs now employ about 198,000, according to the Bureau of Labor Statistics. By contrast, the newspaper publishing industry now accounts for a current workforce of about 183,000.

That industry peaked in June 1990, when there were nearly 458,000 jobs, and has dropped nearly 60 percent since.

Nieman points out that employment at online-only outlets appears to have first eclipsed traditional newspaper publishing jobs in October 2015.

Nieman also notes that while online-only jobs began to gain momentum in the late 90s to account for about 112,000 jobs by 2000, the dot-com crash cut that workforce number in half.

Digital publishing gained its strongest footing in wake of the 2008 financial crisis, Nieman reports, and the number of jobs in that field has doubled since.

**PEOPLE****Joined**

**Mark Kern** has tuned in to Crown Media Family Networks to oversee corporate communications and program publicity. Crown Media includes the Hallmark Channel and Hallmark Movies & Mysteries networks, as well as web properties. Kern was previously SVP of communications for the Hallmark Channel during two previous stints, from 2009-10 and 1998-2002. He later moved to Discovery Communications in a SVP of corporate comms. and publicity role. Earlier he was a corporate comms. VP for Fox Broadcasting Company.



**Kern**

**Alan Hilowitz**, former senior director of global communications for Mattel, to packaged produced purveyor Ready Pac Foods as director of corporate communications. Irwindale, Calif.-Ready Pac posts revenues around \$800M for its salads, vegetables, fruits and other snacks sold in restaurant chains and supermarkets under brands like Bistro and Cool Cuts. Hilowitz was director of global communications and senior manager of global PR over several years at Starbucks in Seattle. He earlier directed marketing for the Charlie Browns Stakehouse chain. Peppercomm handles Ready Pac. Hilowitz, in the newly created role, oversees corporate, brand and executive communications, reputation management, and internal communications.



**Hilowitz**

**Kate Cafaro**, former PR head of Red Bull Records, the independent record label formed in 2007 by energy drink parent company Red Bull, to the brands team of Los Angeles-based entertainment and lifestyle agency Fifteen Minutes, as brands division A/S. She was senior director of publicity at Warner Bros. Records and a senior publicist for defunct music publication Blender Magazine. She brings with her two Red Bull Records artists, AWOLNATION and Beartooth, and will continue representing those artists at Fifteen Minutes.

**Rachel Madden Johnson**, global account manager for Edelman in London, to 3rd Coast PR, Chicago, as an A/S for the consumer firm. She was a senior A/E at Chicago-based agency Alpaytac, Ogilvy PR and Miller Pear PR.



**Johnson**

**Tracy Severe**, A/C, Rubenstein Communications, to Hue & Cry, New York, as an A/E.

**Promoted**

**Andrea Shaw Resnick**, global head of investor relations and corporate communications for handbag retailer Coach, has been named interim CFO of the company on the exit of Jane Hamilton Nielsen. Nielsen has resigned after 16 years effective August as she moves to the CFO slot at Ralph Lauren Corp. Coach said it engaged CristKolder Associates to handle the search for a permanent CFO.

## **FTI WORKS HERCULES' RETURN TO CH. 11**

Hercules Offshore, the Houston-based offshore oil drilling services company, is working with FTI Consulting on its return to bankruptcy protection.

Hercules' June 12 Chapter 11 filing comes seven months after its initial foray through bankruptcy. During its first run, the company reorganized and emerged in November. But this latest foray is a plan to sell the company's assets.

The steady slump in oil prices contributed to the move. Hercules is working to woo remaining shareholders to support the plan, even though the sit behind lenders in any recovery of funds.

Travis Windle, managing director for FTI's strategic communications unit in Pittsburgh, heads the work.

## **ETRE HELPS TRIAL LAWYERS HIT TRUMP**

The American College of Trial Lawyers is working with Etre Communications as it pushes back against verbal attacks on the federal judge handling a fraud case against president candidate Donald Trump's former school.

Trump has made racially charged comments about Judge Gonzalo Curiel, questioning the judge's impartiality because of his family's Mexican heritage.

Without naming Trump, the College, an invitation-only group that fosters standards for trial and appellate attorneys, expressed concern about "recent comments and their effect on the independence of the judiciary." President Michael Smith said, "Political attacks on judges pose a direct threat to judicial independence."

Etre is the Virginia-based PR firm of former Health Diagnostic Laboratory PR execs Paul Spicer and Leslie Strickler.

Smith urged political candidates and commentators to refrain from attacks on individual judges.

Eliza Gano is communications manager for the College.

Trump fired back at criticism of his remarks this week -- House Speaker Paul Ryan called the comments "racist" -- claiming his comments were "misconstrued" and changing course to argue prior rulings in the case led him to question the fairness of his trial.

## **UFC HIRES FARRAGUT TO FIGHT ALI ACT**

Mixed martial arts promoter the Ultimate Fighting Championship has retained Washington, D.C. firm Farragut Partners for lobbying help on Capitol Hill in response to a House resolution aimed at regulating full-contact combat sports.

According to June lobbying registration documents, Las Vegas-based UFC, which is the world's leading promoter of mixed martial arts and generated a record-breaking \$600 million in 2015, has launched a lobbying effort to communicate with Congress its position on the Muhammad Ali Act, which is currently facing amendments.

MMAFA websiteThe Muhammad Ali Boxing Reform Act was created to enforce fair business practices and establish regulatory oversight to protect the welfare of boxing professionals. That federal law, which amended the Professional Boxing Safety Act of 1996, re-

ceived widespread support from the boxing world when it was passed in 2000.

Currently, the Muhammad Ali Act does not apply to mixed martial arts. Some in the MMA world — including industry group The Mixed Martial Arts Fighters Association, among others — have argued that Congress should amend the Act to allow its protections to cover MMA, as the auspices it provides would benefit the fast-growing industry's fighters.

Others, however, have argued that the Muhammad Ali Act isn't applicable to MMA; that the bill was created to offer protections for another sport whose rules and organizational structure are entirely different.

The UFC, in particular, has for years resisted Congressional efforts to expand the regulations of the Muhammad Ali Act to MMA.

UFC parent company Zuffa in 2008 retained lobbying firm Brownstein Hyatt Farber Schreck to lobby on Capitol Hill in opposition to Sen. John McCain's (R-AZ) now-failed Professional Boxing Amendments Act of 2007, which would have further amended the 1996 Professional Boxing Safety Act and strengthened the oversight of the Muhammad Ali Act by standardizing new health and safety requirements as well as establishing a new commission to oversee the sport.

Now the UFC appears to have a bigger fight on its hands. On May 26, Rep. Markwayne Mullin (R-OK) introduced H.R. 5365, The Muhammad Ali Expansion Act, which would broaden the provisions in the Muhammad Ali Act to include fighters of combat sports such as mixed martial arts. The bill is co-sponsored by Rep. Joseph P. Kennedy (D-MA).

Mullin, who has served as representative for Oklahoma's 2nd congressional district since 2013, is himself a retired professional MMA fighter.

Mullin in May told ESPN.com that currently, "fighters are treated not as an asset, but as a commodity," and said the amendment "isn't about going after an organization," but "is to make sure that both fighters and organizations are in it for the long run." "It can't be slanted one way, and right now, it's slanted towards promoters," Mullin said. McCain, who once characterized mixed martial arts as "human cockfighting" and in 1996 drafted legislation in an attempt to ban the sport, has apparently changed his tune, and in April came out in support of extending the Muhammad Ali Act to cover MMA, and also stated the UFC has "cleaned up their act."

Farragut Partners was formed in January by former partners of lobbying firm Ryan, MacKinnon, Vasapoli and Berzok.

A three-person team at Farragut will manage the UFC account, which includes partner Jody Gale; Jeffrey Mackinnon, former legislative director for Rep. Joe Barton (R-TX); and Jeffrey Mortier, former professional staffer to the House Energy and Commerce Committee under chairman Fred Upton (R-MI) and legislative assistant to Rep. Ed Whitfield (R-KY).



## PR OPINION

New York Governors Mario Cuomo and George Pataki trashed the Constitution to please the powerful, bloc-voting Hasidim who had taken over the town of Kiryas Joel, says a new book.

Louis Grumet, former aide to Governor Cuomo, who held office from 1983-94, says in *The Curious Case of Kiryas Joel* that he was “dumbstruck” during a visit with Cuomo when the governor failed to see “the Constitutional infirmity” in the bill that created a special educational district for the Satmar sect in Kiryas Joel, a town in Orange county just north of New York City.

Grumet, who was a special assistant to Cuomo when he was secretary of state, later serving as executive director, New York State CPAs, writes that Cuomo saw the problem with the 1989 bill, “he just didn’t care.”

Grumet read the bill to Cuomo and said it violated not only the Constitution but the New York State Blaine Amendment that bars use of public funds for “any religious denomination.”

Cuomo’s “temper flared” and he accused Grumet himself of not trying to block the bill. Cuomo also showed sympathy for the Satmar, saying, “But Luigi, it’s just a school for 13 poor, retarded immigrant children.”

While Grumet always referred to Cuomo as “governor,” Cuomo only referred to Grumet as “Luigi,” a belittling nickname Cuomo had devised himself some years earlier.

Grumet told Cuomo that if Cuomo signed the bill the courts would “knock it out” and it would be a “huge embarrassment” to Cuomo since he was supposed to be a great “constitutionalist” governor.

Cuomo didn’t like that remark and “ushered” Grumet out of the office.

“Who’s going to sue?” asked Cuomo. “Ticked off, I said I would,” was the retort from Grumet, a lawyer who is also Jewish. Writes Grumet: “I was sick at the thought of a man I admired as much as Mario Cuomo treating the Constitution as just another political chip as long as he thought no one would sue.”

The 1994 lawsuit, *Board of Education of Kiryas Joel Village School District v. Grumet*, which was decided by the U.S. Supreme Court in favor of Grumet, “stands as the most important legal precedent in the fight to uphold the separation of church and state,” says a blurb for the book.

Grumet, aided by lawyer Jay Worona working pro bono, went through 11 hearings in state and federal courts up to the Supreme Court in the quest to block the special KJ school district.

It was all for naught since every time a court voided the district New York State Legislature would create a new one. The last and successful one was passed 1999 and applied to any municipality with between 10,000 and 25,000 residents contained within a larger school district.

### Pataki Backed KJ School District

George Pataki, governor from 1995-2006, a former Republican assemblyman from Peekskill whose district included parts of Orange county, owed much of his polit-

ical success to support from the Hasidim, writes Grumet.

“In the waning hours of the last day of the [1989] legislative session, the senate approved the Pataki-Lentol bill with no fanfare, no publicity,” writes Grumet. “The vast majority of state legislators had absolutely no idea what they were voting on.”

The battle over creation of Orthodox Jewish religious boundaries called eruvim in Southampton, Quogue and Westhampton Beach shows the Hasidim now have more allies than they did in the battle over the KJ school district.

Grumet’s allies included the American Jewish Council, the New York Committee for Public Education and Religious Liberty, the New York State United Teachers and the National Education Assn.

Supporting Grumet’s campaign against the new school district were “articles and editorials in the *New York Times*, *Newsday*, *Albany Times Union*, *Middletown Times-Herald-Record*, *Buffalo News* and the 22 *Gannett* newspapers. Lining up against the Hampton towns in their battle were the courts, the media (SH Press editorialized in favor of the WHB eruv) and Long Island Power and Verizon, which sued WHB. The local libraries ignored the topic.

Why did it take Grumet more than 20 years to write this book? He had “witnessed the extraordinary and terrifying power that a small religious enclave, which votes heavily and contributes heavily, can exert over the political system and our government.”

Eruv opponents in the Hamptons are up against the East End Eruv Assn., which gets free legal advice from the \$1.3 billion Weil, Gotshal & Manges law firm, one of the top 15 law firms in the U.S.

WHB Mayor Maria Moore has failed to have a town hall or press conference on the eruv issue. She led approval of a deal with EEEA before the public could see it or discuss it. She is the only candidate for mayor in the June 17 election.

The WH library has the *Kiryas Joel* book on order but it could take a month to get it. Jack McKeown, president of Books&Books, WHB, said he has ordered the book but is not sure whether it will be offered for sale.

### Hasidism a Religion and a Culture

A very powerful religion and an associated culture have now asserted themselves in WHB.

Hasidim children cannot go to public schools and a separate school might have to be created, as was done in KJ. “The boys never, never meet any girl,” Grumet was told by Rabbi Elliott Kohn, dean of the village’s religious school for girls. “They only have boy friends.”

Residents, said Grumet, generally spoke Yiddish, not English. TV, radio, newspapers were eschewed if not banned outright. There was no baseball, no jeans, no sneakers, no birth control, and no private interaction between males and females prior to marriage, which was arranged and always within the sect. “Religious leaders and religious tradition ruled virtually every hour of every day, and night, of the citizenry.”

– Jack O’Dwyer