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O'Dwyer's Newsletter

The Inside News of
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MD HEALTH EXCHANGE OPENS REVIEW

Maryland's state-run health insurance exchange, which rebounded after a rocky start in 2013, has kicked off an agency review covering communications and marketing for the Affordable Care Act marketplace.

Weber Shandwick is the incumbent and billed about \$4M last year for marketing and digital work.



The Maryland Health Benefit Exchange, which weathered technology troubles in 2013 to enroll 264K Marylanders in the last enrollment period, released an RFP on June 5 for the PR work. The exchange notes its challenges include smaller budgets than earlier periods, "continued lack of awareness and confusion among the general public," and the difficult-to-reach "Young Invincibles." It wants a more "granular," political-campaign-like approach to targeting specific groups and a creative approach as federal funding for outreach diminishes.

Firms must station the lead account teams within 100 miles of Baltimore. Proposals are due July 1.

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

HERRICK TAKES C&W US PRESIDENT POST

David Herrick, COO of independent firm MWW, has joined Cohn & Wolfe as US president and chief of its New York office. He reports to Jim Joseph, Americas president & chief integrated mktg. officer.



Herrick

The more than 20 year PR veteran also did marketing communications work at Bristol-Myers Squibb and led Ruder Finn's consumer technology offering in San Francisco. He has counseled American Express, Walgreen's, eBay, Subaru and Skype.

Joseph said Herrick's expertise as comms. generalist is what the WPP unit needs to help develop integrated marketing programs for clients.

AOL, PEPSICO VET LANDS AT FINSBURY

Peripatetic PR exec Peter Land is slated to land at Finsbury this month as a partner.

Land did a year-long stint as senior VP of corporate comms. for AOL from 2013-14 after three years as SVP for PepsiCo. He was CMO for the Breeder's Cup and director of marketing communications for the NBA around a nine-year run at Edelman, where he was managing director of its sports entertainment and consumer business.

FIFA PR CHIEF EXITS

Walter DeGregorio, key spokesperson for FIFA during its crisis, has exited soccer's global governing body.

The five-year FIFA veteran will serve as consultant for the rest of the year.

Nicolas Maingot, DeGregorio's top aide, will serve as director of communications & PA duties on an interim basis. "Walter has worked incredibly hard for the past

four years and we are immensely grateful for all he has done. I am glad we will be able to continue to draw on his expertise until the end of the year," said FIFA Secretary General Jérôme Valcke.

DeGregorio's departure came two days after he made a joke at the expense of FIFA on Swiss TV. When asked for his favorite joke, the PR man said: "The FIFA president, secretary general and media director are sitting in a car. Who's driving. Answer? The police."

FIFA on June 10 retreated from its position that neither Valcke nor departing chief Sepp Blatter had anything to do with the transfer of \$10M to the South African organizing committee for the 2010 World Cup.

Valcke now has admitted to authorizing the payment.

Interpol Suspends \$22M FIFA Pact

Interpol on June 12 suspended its \$22M "sports integrity" agreement with beleaguered FIFA, a pact to battle illegal gambling and game fixing.

"In light of the current context surrounding FIFA, while Interpol is still committed to developing our Integrity in Sport program, I have decided to suspend the agreement," said a statement from Interpol Secretary General Jurgen Stock.

The ten-year agreement went into effect May 2011 includes a clause that requires FIFA to "declare notably that its activities are compatible with the principles, aims and activities of Interpol."

MASTERCARD'S BOWINS TO SAMSUNG

Andrew Bowins, senior VP of external communications for MasterCard, has charged to Samsung Electronics America to head corporate communications.

The move is a return to consumer tech for Bowins, who held global marketing & communications roles with Nokia and Dell.

David Steel, EVP of corporate communications for Samsung Electronics America, was upped to a global role based in Korea in January.



WPP ENJOYS 8% GROWTH

WPP reported eight percent growth in 2014 four-month revenues to \$5.7B, a performance slowed by a "marginally softer April."

The firm's PR/PA unit, which includes Finsbury, Cohn & Wolfe, Ogilvy, Hill+Knowlton Strategies, showed a 1.8 percent in like-for-like revenues, up from the 1.2 percent hike in the 2014 period. The segment grew everywhere but Europe.

CEO Martin Sorrell called WPP's financials "particularly credible" in an environment in which global GDP growth cooled during the second-half of 2014 and into this year. He sees little chance of an "upside breakout" in global GDP, believing growth will be stuck in the three percent range.

Sorrell said though clients are more confident now than they were in the 2008 post-Lehman period, many remain risk-adverse. He mentioned pressures to control costs brought on by various factors including the rise of activist investors Dan Loeb, Bill Ackman and Nelson Pelz. The chief warned of the "lurking danger" that results from continual corporate cost-cutting.

"What were first adopted as temporary tactics almost imperceptibly become a permanent strategy," he wrote in the June 9 trading update.

"And when that happens, companies may fail to take early advantage of any upturn. The long-term becomes no more than an indefinite extension of the short-term."

GIBBS SERVES PR FOR MCDONALD'S REVAMP

Robert Gibbs, first-term press secretary for President Barack Obama, is heading to McDonald's as executive VP and global chief communications officer for the embattled fast-feeder.

Gibbs spent the past two years as a principal of The Incite Agency with another Obama alum, Ben LaBolt.

McDonald's CCO Bridget Coffing, a 30-year-veteran of the company, is retiring.

The Oak Brook, Ill., company announced Gibbs' hire last week along with that of chief marketing officer Silvia Lagnado of Bacardi Limited and, formerly, Unilever.

The 36,000-restaurant juggernaut has struggled in recent years amid consumers' more healthful eating choices and Millennial apathy. Revenue for 2014 fell two percent to \$27.4B as net income plummeted 15% to \$5.6B in what then-CEO Don Thompson called a "challenging year for McDonald's around the world."

Gibbs and Lagnado report to president and CEO Steve Easterbrook, who took the reins in March. He said the new execs will bring "a wealth of experience and outside perspective" to the company as it tries to build "a more modern, progressive burger company."

Gibbs was communications director for Obama's first Senate campaign in 2004 and held that title on staff after his election and through the 2008 presidential campaign.

GolinHarris is longtime AOR for McDonald's.



Gibbs

GRAYLING PAVES WAY FOR OBAMA IN KENYA

Grayling is handling outreach to US media on behalf of Kenya's Ministry of Eastern African Affairs, Commerce and Tourism ahead of President Obama's trip next month to Kenya, the native land of his father.

He's to attend the Global Entrepreneurship Summit, a forum for business leaders, international organizations and government officials.

On March 30, White House spokesman Josh Earnest said the goal of the trip is to "accelerate growth, strengthen democratic institutions and improve security."

Kenya has been the target of terrorist attacks, raising concern over the President's safety. The al-Shabaab lodged an attack in on Kenya's Garissa University College, killing about 150 students.

In the aftermath of that attack, Obama reiterated his plan to go to Nairobi to meet President Uhuru Kenyatta and discuss ways to bolster counter-terrorism cooperation to build a safer and more prosperous Kenya and its surrounding region.

"The future of Kenya will not be defined by violence and terror," said Obama on April 3.

Grayling, which handles tourism PR for the country as well, signed the PR agreement covering the US work on June 5. The contract, worth \$40K, runs through August.

David Murray, Hannah Slocum and Kevin Swanson handle the account at the Huntsworth unit.

PODESTA GIVES DC LIFT TO LYFT

Podesta Group has signed on to represent Lyft, the San Francisco-based ride-sharing company that competes with Uber.

The firm will deal with tax and trade issues and pitch the commuter benefits connected with ride-sharing.

Izzy Klein, who was New York Sen. Chuck Schumer's senior communications strategist and policy advisor and staffer to now Massachusetts Sen. Ed Markey, and Randall Gerald, ex-staffer at the Republican Governors Assn. and Senate Committee for Commerce, Science & Transportation when it was headed by John McCain, work the Lyft business.

Founded in 2012 by John Zimmer and Logan Green, Lyft serves about 65 cities.

Its investors include China's Alibaba, Andreesen Horowitz, Third Point, Fortress, K9 Ventures and Carl Icahn.

The firm of former House Majority Leader Dick Gephardt registered Lyft as a client in September, but has not reported any activity.

Uber has stepped up its DC lobbying push, spending \$110K during the first-quarter compared to \$170K all last year.

Federal Square Group, The Doerr Group and Franklin Square Group work for Uber.



MURDOCH TO PACK IT IN

Media mogul Rupert Murdoch, 84, plans to step down from the helm of 21st Century Fox, according to CNBC. He'll turn the reins over to son James, Fox co-president with Chase Carey.

**Murdoch**

The senior Murdoch will monitor the performance of his 42-year son in the capacity of executive chairman. He controls a 39.4 percent ownership stake in the TV/studio giant.

In reporting the story, CNBC cited various sources close to the Murdochs. A Fox spokesperson noted that succession planning will be a topic at an upcoming board meeting.

Lachlan Murdoch, 43, will join his father as executive chairman. He's now co-chairman of the board.

Carey will remain in the picture in an advisor role.

SARD TACKLES TWITTER CEO OUSTER

Twitter has engaged Sard Verbinnen & Co. for PR counsel as the company manages the resignation of CEO Dick Costolo.

Costolo quit on Thursday, effective July 1, paving the way for co-founder Jack Dorsey, CEO of payments service Square, to return as CEO on an interim basis as a search is launched.

Sard Verbinnen chairman and CEO George Sard in New York and managing director Paul Kranhold, based in San Francisco, are advising Twitter through the change.

Costolo, who will remain on Twitter's board, said he was "tremendously proud" of the company and staff for its accomplishments over his six-year tenure. He helped formulate the microblogging service's business plan and led it through its 2013 initial public offering.

But the company has faced heat from Wall Street and investors over sluggish growth and ad revenue. Although its upper management has turned over in the past year, a lengthy blog post by key investor Chris Sacca last week may have been the tipping point for a CEO change, although Costolo had reportedly been eyeing an exit for at least a year.

Board member Peter Currie will lead a search committee, noting in a statement that the board will find "the right CEO to lead Twitter into its next phase of growth."

**Costolo****REEBOK PR PRO RUNS TO BOSTON TV**

Kerri Landry, who headed global PR at Reebok International, is now communications director at the CBS media group in Boston.

The 18-year PR veteran is responsible for communications at WBZ-TV and WSBK-TV.

Prior to working at the athletic shoe marketer, Landry ran her own firm and led the consumer group at Boston's Kortenhaus Communications.

Mark Lund, president of the CBS unit, praised Landry's "creative vision and strategic approach to building brands." Landry replaces Ro Dooley Webster, who exited in April.

MOBILE ADVERTISING MARCHES TO TOP

US mobile advertising is expected to grow by a 25.6 percent compound annual rate in 2019, according to PwC's "Global Entertainment and Media Outlook" study.

Mobile, which overtook Internet display advertising in 2014, is expected to supplant paid search next year to become the No. 1 `Net advertising category.

PwC predicts a 3.5 percent overall rise in US ad spending to \$230B in 2019. `Net and video game ads will grow at an 11.1 percent clip.

Broadcast advertising, which will grow at a 2.5 percent clip, will trail `Net ads in 2018. The rise of over-the-top video services will reduce broadcast TV's share of total advertising from 95 percent in `14 to 91.6 percent five years from now.

"It's clear that consumers are demanding more flexibility, freedom and convenience when they want to consume content," said a statement from Joe Atkinson, PwC's US advisory and entertainment, media & communications leader. "They want it on-demand, on mobile and are readily engaging with content experiences that they can't get elsewhere."

PwC forecasts global entertainment and media spending will grow at a 5.1 percent annual clip to \$2.2T in 2019.

US E&M outlays will advance by 4.9 percent to \$723B.

COMART TO ADTECH MEDIAMATH

Jesse Comart, a Brunswick Group and Glover Park Group alum, has moved to New York adtech company MediaMath as VP and global head of communications.

Eight-year-old MediaMath is a so-called demand side platform that helps marketers buy and monitor online ads.

Comart, who exits an associate post at Brunswick, heads media relations, employee communications, analyst relations and government affairs for the 600-staffer company. A former Hill aide, Comart was a senior associate for Glover Park before moving to Brunswick in 2012.

MediaMath raised \$175M in a Series C funding round as of June 2014. Revenue for 2013 reportedly topped \$310M.

**Comart****'VOICE OF APOLLO' DIES AT 84**

Jack King, who was NASA's public affairs chief and voice of the Apollo moon shots, died June 11 at a hospice near the Kennedy Space Center. He was 84.

He's remembered for doing the countdown for the historic July 16, 1969 launch of Apollo 11, which resulted in Neil Armstrong and Buzz Aldrin becoming the first and second man to on the moon.

PR & SOCIAL MEDIA VIEWS

WHY MONDAY IS GREAT FOR HEALTHCARE PR

By Cherry Dumauval

The saying goes that timing is everything. So is there a right timing for healthcare practitioners to launch their campaigns, sustain healthy behaviors and engage target audiences?

Yes, and according to research that timing is the first day of the week. Call it the “Monday effect.”

Investigators from The Monday Campaigns, San Diego State University, the Santa Fe Institute, and Johns Hopkins University analyzed “healthy” Google searches (searches that included the term healthy and were health-related, e.g., “healthy diet”) originating in the U.S. from 2005 to 2012. They found that, on average, searches for health topics were 30 percent more frequent at the beginning of the week than on days later in the week, with the lowest average number of searches on Saturday.

This pattern was consistent year after year, week after week, using a daily measure to represent the proportion of healthy searches to the total number of searches each day. American Journal of Preventive Medicine published the “big data” research.

The Monday Campaigns, a nonprofit public health organization associated with Johns Hopkins, Columbia and Syracuse universities, also conducts annual surveys through FGI Research.

The 2014 survey found that respondents said Monday was the best day for scheduling a doctor’s appointment – reinforcing that the first day of the week is when people mind their health and act on it.

So what are the PR implications of the “Monday effect”?

Healthcare practitioners can leverage the “Monday effect” by planning communications around the Monday cycle, leveraging Monday insights for more effective messaging, and using Monday as a platform for a range of health behaviors such as healthy eating, wellness, exercise, and medication adherence.

For example, Monday provides an opportunity to remind your target audience how to manage a specific health challenge via weekly newsletters. Or leverage the opportunity to motivate audiences through a series of short videos featuring “Healthy Monday tips.”

The Monday Campaigns create, launch and implement initiatives that nudge people towards healthier behavior every first day of the week. Each initiative has simple, direct messaging about using Monday as the day to get started on a healthier track. Since Monday comes around every seven days when people are “open to buy” health, it can be used as a cue to help create healthy habits for life.

The organization offers free research, creative concepts and resources, such as posters, toolkits, weekly recipes and tips -- thanks to founder and chairman, Sid Lerner, a former ad executive turned health advocate and

philanthropist, whose goal is to bring marketing savvy to public health and position Monday as “the day all health breaks loose.”

Here are two examples of initiatives – one addresses healthy eating, the other sexual health.

Meatless Monday

In the business of getting consumers to eat healthier? Leverage Meatless Monday as one of your campaign strategies. It’s a simple ask – one day a week, cut out meat for your health and the health of our planet. Lerner founded the Meatless Monday movement as an easy, memorable way to encourage the public to eat better.

Associations and food brands have successfully applied Meatless Monday in their promotions. A few examples: The Mushroom Council created an e-cookbook. MorningStar Farms launched a website to engage its audience on a weekly basis, and held an SMT featuring Monday Campaigns President Peggy Neu talking about the benefits of foregoing meat one day a week.

The organization co-promotes our partners’ Meatless Monday activities through our website and social media channels (over 150,000 Facebook friends; 35,000+ Twitter followers).

Man Up Monday

Working with clients involved in sexual health?

Studies show that young men, and men generally, tend to ignore health problems until they become acute. The Man Up Monday initiative encourages men to take weekly stock of their sexual health by reflecting on their sexual health decisions, getting tested for HIV and STIs and re-stocking condoms.

In a pilot study conducted with Planned Parenthood of Southeastern Virginia, we learned that the campaign increased STI testing at their clinics by 200%.

College campuses have also benefited. For instance, Kentucky’s Murray State University saw an increase in use of testing services, with over half of students getting tested. Man Up Monday materials around campus caught their attention and encouraged them to get tested. Most importantly, the campaign reached the university’s intended audience – the 57% who had never been tested before.

Other initiatives of The Monday Campaigns include the new DeStress Monday, Healthy Monday, Kids Cook Monday, Move It Monday, Caregiver Monday, and Monday 2000. All initiatives with their free resources are described at mondayscampaigns.org.

So, healthcare PR practitioners, when developing programs for your companies or your clients, remember that the “Monday effect” could make a huge impact on the success of your campaigns because Monday is the day “all health breaks loose.”

Cherry Dumauval, an alum of Spectrum Science and Marina Maher Communications, is PR and Partnerships Director at The Monday Campaigns. She’s at @cdumauval.



NEWS OF PR FIRMS**STANTON SUPPORTS FIDELIS \$1.5B LAUNCH**

Fidelis Insurance, a newly launched, Bermuda-based specialty insurer backed by \$1.5B in private funding, is working with Stanton PR & Marketing for communications support in the US.

Managing director Tom Faust reps Fidelis at Stanton, while Haggie Partners handles communications in the UK from London.

Fidelis officially launched on June 9 led by UK-based Lancashire Holdings architects Richard Brindle and Neil McConachie. The execs said Fidelis plans to shift capital and risk between insurance and hedge funds to mitigate market volatility.

Private equity firms Crestview Partners, CVC Capital Partners and Pine Brook contributed \$650M to Fidelis, with the balance raised by Goldman Sachs from individual investors, family offices and institutional investors, the company said.

Fidelis said its insurance and reinsurance business is primarily focused on property, energy, marine and aviation.

W20 JOINS PROI NETWORK

San Francisco-based tech and healthcare agency W20 Group has joined the PROI Worldwide network of independent firms.

W20 chairman and CEO Jim Weiss said the alliance will be key to W20's growth in technology and beyond the US. "Healthcare is our foundation and ignited our relationship with PROI, but technology is a key business pillar that will also drive future growth of W20 Group," he said.

PROI global chair Andreas Fischer Appelt of Germany's fischerAppelt said W20 will help the group further its global reach in tech, as well.

MONTY HANGS SHINGLE AFTER SHIFT STINT

Scott Monty, the former Ford Motor digital PR guru, has left Shift Communications after less than a year to start his own consultancy.

Monty said Scott Monty Strategies, based in the Detroit area, will advise and counsel brands and firms in digital communications and marketing, and handle his speaking engagements. He said that after about a year in the agency realm, "I realized it was time to spread my wings a bit."

Monty was global digital and multimedia communications manager for Ford after six years with the automaker. He was previously at digital firm crayon and joined Shift in Boston last July.

BRIEF: Washington law firm **Holland & Knight** has formed a crisis management unit encompassing communications, litigation and lobbying support. Rich Gold, who heads the law firms public policy & regulation practice, and John Hogan, litigation chair, lead the risk and crisis management operation. Hogan said the group will handle situations like high-profile suits, accidents, government probes, recalls and data breaches. Audrey Young is senior strategic communications advisor at H&K.

NEW ACCOUNTS**MOTEL 6 LEAVES LIGHT ON FOR COYNE**

Coyne PR recently scooped up the Motel 6, which bills itself as the lowest priced national hotel chain.

Interpublic's Golin had the account since 2012 when it was selected to handle Motel 6's 50th anniversary celebrations.

Coyne's one-year job is to increase the positive perception and its brand transformation via digital and traditional media outreach.

The firm may also exploit the "We'll leave the light on for you," slogan that was introduced in 1986.

Tom Coyne's operation ranks as O'Dwyer's 16th biggest independent firm with \$23M in fees last year.

New York Area

Coyne, Parsippany, N.J./Timberland, footwear and accessories brand of VF Corp., as AOR for PR in North America, including seasonal strategy, media outreach, brand activations, events, press materials and influencer campaigns. Timberland VP of marketing Jim Davey said the brand wanted strong consumer lifestyle experience to help make Timberland "relevant to a new generation of consumers."

The Decker/Royal Agency, New York/City Wonders Ltd, global tour operator focused on France, Italy and the UK, for PR following an RFP process. The firm also added bridal expert and stylist Julie Sabatino, founder of The Stylish Bride, for PR.

The Brandman Agency, New York/W Mexico City, 12-year-old hotel in the city's Polanco neighborhood undergoing a multimillion-dollar renovation slated to be complete by Q1 2016, for PR.

Relevance New York/Blue Star Jets, private jet company, as AOR for PR targeting consumers and media. Hospitality director Danielle Mileno, a Zeno Group alum who previously led the Four Seasons Hotels and Resorts account, heads the Blue Star account.

Abelow PR, New York/Gogobot, travel portal and social network, for PR, following a search. Work includes corporate and product news.

Magrino, New York/The ONE Group, global hospitality company that includes STK Restaurants and ONE Hospitality, for PR.

East

Flackable, Wyomissing, Pa./Vesitcor Advisors, national middle-market M&A firm, for media relations, digital strategy and brand marketing.

Southeast

JoTo PR, Tampa, Fla./Actionable Intelligence Technologies, financial investigation software for law enforcement and regulators, for PR.

Mountain West

Ground Floor Media, Denver/Avanti Food & Beverage, eatery and restaurant incubator concept that includes seven self-contained restaurants with two craft beer bars, for PR for grand opening.

West

Engage, Oakland, Calif./The Telecom Council of Silicon Valley, to promote the annual TC3: Telecom Council Carrier Connections event Spet. 30-Oct. 1 in Mountain View.

NEWS OF SERVICES**INVESTORS RELY MORE ON SOCIAL, DIGITAL**

Seventy-seven percent of investors said they have investigated an issue based on information gleaned from social media sources like StockTwits or LinkedIn, according to Brunswick's Global Investor Survey, although information obtained directly from companies remains king.

Blogs, particularly in North America, are the preferred choice of digital or social media for investment research, followed by online sharing of investor presentations, microblogs (Twitter, StockTwits) and social networks like Facebook and LinkedIn.

Forty-one percent reported that they "launched the construction" of an investment decision based on information originally seen on social or digital media, with 29% reporting the information came from blogs, up two percent over 2014. Regionally, Asian investors appear much more willing to pursue social leads as 58% constructed an investment move from info gathered from a social/digital source. In Europe that rate was only 38%, while Americans were even more hesitant at 36%.

Brunswick Insight queried 622 buy-side investors and sell-side analysts in March and April for the report (link: <http://odwpr.us/1IfzFB4>), which found that 64% believe digital media's role will likely increase further in their investment decisions.

Corporate Sources Still Reign

While most sources like blogs and social networks have risen in importance over the past six years of Brunswick surveys, the importance of message boards has declined from 39% in 2009 to only 23% who said the media had prompted them to look further at an issue. During the same time period, those citing blogs as sources rose from 47% to 59% and social networks jumped from 11% to 26%.

Despite the rise of investment information sourced from digital, investors overwhelmingly still rely on information direct from companies as their "most influential" source.

That is followed by real-time subscription services, analyst research and primary market research, and traditional media (in print and online form).

Among direct corporate sources, direct interaction with management tops the list and has remained steady over the past five years, while investors have increasingly relied on regulatory filings and investor/corporate presentations, amid a decline in conference calls/webcasts and company news releases over the past year.

TRENT MOVES TO MERCURY

Carrie Trent, associate VP, reputation management and PR, Scotttrade, has moved to video production and PR company Mercury Labs in St. Louis as account director.

Trent held PR posts at CenturyTel, Maritz and SSM Health Care.

Mercury CEO Angie Lawing said her client-side experience will be valuable to the firm's own clients, which have included Sega, Mattel, Disney, Nestle and Palm.

Mercury has a field production facility in San Francisco, where the company was formed.

PEOPLE**Joined**

Tarsis Lopez, senior manager, global vaccine comms., Takeda Pharmaceuticals, to Astellas, Northbrook, Ill., as associate director, external and digital comms., part of the pharmaceutical company's newly formed corporate affairs unit. He focuses on media relations and digital comms. for the Americas, with a focus on Latin America. He was senior manager, comms., for Baxter Int'l and a VP for FleishmanHillard.

**Lopez**

Max Muncey, A/S, The Quell Group, to the North American International Auto Show, Troy, Mich., as PR manager. Rohatynski-Harlow PR is AOR for the NAIAS 2016-17.

John Menditto, who led Americas IR for The Imagination Group, to Argos Therapeutics, Raleigh-Durham, N.C., as VP of corporate comms. and IR. He held IR posts at Medco Health Solutions and Novartis after starting out in the agency realm with MWW and Makovsky.

**Menditto**

Russ Williams, senior VP for crisis and issues management at Cohn & Wolfe, to Washington-based crisis and disaster specialist Witt O'Brien's as VP of crisis communications. Williams, as a member of C&W's corporate practice, helped prepare crisis plans and provided crisis and litigation PR support to clients. He was a SVP for Hayslett Group and director of media relations for natural gas purveyor AGL Resources in Atlanta after two years as a spokesman for Delta Air Lines.

Jim Gorman, VP of corporate communications for stock exchange operator BATS Global Markets, has moved to the trade group for high-frequency trading companies in a communications and content role.

John Singh, director of PR for DreamWorks Animation, to DKC, as a VP in the firm's Los Angeles entertainment division. Singh led PR strategy for DWA's slate of Netflix original series. He previously ran his own shop, J2 Communications and was director of entertainment publicity for Lucasfilm. Earlier comms. posts included Fandango and The Walt Disney Co.

Iana dos Reis Nunes, VP of PR for Coach, to Marc Jacobs, as global head of communications, succeeding Bill Daley and effective August 10.

She was VP of global comms. at The Row and executive director of PR for Chanel and PR dir. for Louis Vuitton.

Laura Bulman, recent Villanova Univ. grad, to Buchanan PR, Philadelphia, as an A/C.

**James****Promoted**

Derek James to partner and VP, McGrath/Power PR and Comms., San Jose, Calif. He joined in 2003 as an intern in college and re-joined the firm in 2007 upon graduation. He sits on the firm's senior leadership team alongside founder/CEO Jonathan Blomo and SVP and partner Kate Walker.

MDC REVAMPS BOARD, GOVERNANCE

MDC Partners announced a revamp of its board of directors and enhanced governance/compensation practices designed to strengthen internal controls and procedures.

CEO Miles Nadal said the measures were made after hearing from shareholders and agreeing that some changes were needed.

The new measures also follow the April decision of the Securities and Exchange Commission to investigate the mini advertising and PR conglomerate's accounting practices, expenses of Nadal and third-party trading of its shares.



Nadal

MDC has retained Spencer Stuart to identify two to four independent directors to serve on its board. That process will play out over the next several months.

Management directors Lori Senecal (global CEO of Crispin Porter + Bogusky ad unit CEO of MDC Partner Network) and Stephen Putsil (vice chairman) will resign from the board on July 1.

Putsil will continue as vice chairman and executive leadership team member.

Independent directors Clare Copeland (vice chairman of Falls Management Co. owner of a casino in Niagara Falls, Canada) and Michael Kirby (former Canadian Senator) will retire on or before the June 2016 expiration of their one-year term.

The company plans to put into place new financial performance metrics for incentives payable to Nadal and executive officers.

MDC also has retained Mercer compensation consulting firm to implement best practice pay programs aligned with enhancing shareholder value.

Allison + Partners, Luntz Global, Kwitken, Sloane & Co. and Hunter PR are PR holdings of MDC.

The company's shares trade at \$20.10, closer to their \$17.99 52-week low than \$28.65 high.

OMC's KGA REACHES FOR WPP'S FINSBURY

Omnicom's Kreab Gavin Anderson entity in Japan hired WPP's Finsbury's New York office to handle US media relations for the Government of Japan.

The 10-month program focuses on Japan's "Walk in US, Talk on Japan" promotional push initially focused on Texas and California.

The effort is designed to increase awareness of Japan here via people-to-people diplomacy, in which a spectrum of Japanese citizens visit to talk up their country's culture and attractions.

Finsbury will edit press releases and op-ed pieces and arrange interviews with reporters from media outlets that cover the cities penciled in for presentations about Japan.

CEO Michael Gross leads the seven-member team, which includes Stephen Labaton, US chief and 23-year *New York Times* reporter.

KGA is majority owned by co-founder Pege Emilson and his family.

B-M PRESCRIBES PR FOR IPO-BOUND AXOVANT

Axovant Sciences, the Bermuda-based, late-stage biotech developing an Alzheimer's drug, is relying on Burson-Marsteller for PR support as it pursues an initial public offering.

Axovant slates a New York Stock Exchange listing with a goal of raising \$251M.

The company bought its lead drug candidate from GlaxoSmithKline in December 2014 and hopes to take the treatment where Glaxo could not -- to effectiveness and to market. Stage 3 clinical trials are set for the end of 2015. Axovant has ties to a hedge fund financier and the UK-based drug company Dexcel Pharma.

Sharron Silvers, a financial PR veteran and senior director at Burson, is advising Axovant.

APCO SERVES NESTLE PR IN NOODLE CRISIS

Nestle has enlisted APCO Worldwide amid fallout from a nationwide recall in India of its Maggi Noodles because of lead contamination.

India food safety officials, pointing a finger squarely at Nestle, said last week that tests showed the noodles contained levels of lead above safe standards. The regulator also claimed some packets of the noodles contained monosodium glutamate, or MSG, despite claims to the contrary.

Time magazine noted the noodles are "seen by many Indians as a 'third staple' after rice and lentils."

Nestle officials held a press conference June 5 and declared the Maggi Noodles "safe," but recalled the products in India because "recent developments and concerns ... led to an environment of confusion for the consumer," which, the company said, "does not provide a conducive environment to have the product in the market, at this moment."

India's *Economic Times* reported that Nestle was "under flak for not communicating enough with stakeholders and consumers, even as state governments started banning Maggi."

Nestle CEO Paul Bulcke said: "With the consumer in mind, we will do everything it takes, and are fully engaged with the authorities, to clarify the situation to have MAGGI Noodles back on the shelves at the earliest."

Nestle is based in Switzerland.

Sukanti Ghosh, a former Barclays Bank exec, is managing director of APCO's India operations.

BOSTON SLATES PR IN 2030 PLAN

The City of Boston is on the hunt for PR help as it eyes its first citywide plan in 50 years, dubbed Imagine Boston 2030.

In addition to a search for a lead planning agency, Mayor Martin Walsh released an RFP also encompassing public outreach and communications to support the effort over the next two years.

"This is the first step in a multi-year process of reimagining Boston and engaging with all residents across the city," Walsh said June 9. The city, which has divided over a bid for the 2024 Olympic Games, hopes to foster a "citywide conversation about Boston as a whole."

Proposals are due July 20.

RFP: <http://odwpr.us/1G7JQGk>.

PR OPINION

The “sustainability” of the *New York Times* will be discussed from 6 to 7:30 p.m. at Hunter College, which is providing a live videocast of the event. Questions from the public will be allowed.

Access can be obtained by visiting Roosevelt House at the Hunter College website. There is also an in-person event at Civic Hall at 156 Fifth Ave. hosted by Eventbrite.

Jack Rosenthal, interim director of Roosevelt House at Hunter, will interview Sulzberger and executive editor Dean Baquet at the Sylvia and Danny Kaye Playhouse, 695 Park Ave. between 68th and 69th Sts.

Hunter’s announcement of the appearance by Sulzberger and Baquet said that while NYT “remains a premier source of news and information and has won 117 Pulitzer Prizes,” it is competing “in an era when online communications giants measure their revenues in many billions” and “questions inevitably arise about the sustainability of The Times, new and business questions to be discussed at this evening.”

Title of the event, as noted for the Livestream Watching Party, is “The Future of the New York Times.”

NYT Revenues: \$1.58 Billion

NYT, which had revenues of \$1.58 billion in the latest 12 months, lost \$14.3 million in Q1 partly because of a \$40.3M pension charge for payments to nearly 100 employees who were offered retirement packages. Some received two years’ pay, health plans, and other settlements.

Ad sales declined 5.8% in the quarter. Print ad sales fell 11.1% while digital spots gained 10.7% to \$42.3M representing 28.2% of ad income. Debt is \$427M. NYT stock, as high as \$70 in 1997, is now \$13.

The \$14.3 loss compared with a \$1.7M profit in the same 2014 period. Revenues slipped 1.6% to \$384.2M.

Digital subscribers grew 47,000 to 957,000, said CEO Mark Thompson. He said NYT “got off to a solid start in early 2015” as it maintained digital momentum.

Questions and Issues for NYT

Whether reporters will be among those whose questions are accepted is not known.

We have sent the following advice and questions to the communications department of the paper, which is headed by VP Eileen Murphy, with the request that they be passed on to Sulzberger.

1. The lavish use of color photos and artwork, while appealing to the eye, is something that NYT cannot afford. It should stop trying to be a daily newsmagazine, noticing what happened to *Newsweek*, *US News & World Report* and is happening to *Time* mag. Your 64-page May 2 issue had 163 color and B&W pictures, about one-third of the “news hole.”

2. Start putting tinyurl-type links in print stories to previous stories, documents, and databases. NYT should have its own custom shortened link. Web stories often

have 10-20 such links. Print stories are an outmoded form of journalism without such links. Heavy use of color pictures does not make up for such a lack.

Stories Need to Be Tightened

3. Write tight. Get to the point and stop sermonizing and trying to place stories “in context.” Cut pages to 36 or fewer a day and two sections and reduce price to \$1. Wordiness is driving readers from the paper, wrote Michael Kinsley.

4. Remember your mission. Readers want the news, investigations and explanations. We already have plenty of color pictures in our smartphones, TV and mags. Books don’t have pictures. Graphics won’t attract younger readers.

5. Stop using editorial space to promote causes. Put views on editorial pages and give equal space to political candidates.

Ad/PR Column Is Needed

6. Assign a senior business writer to do an ad/PR column. Current advertising-only reporter, Sydney Ember, is a 2012 college grad. Recognize the importance of PR/communications/social media.

7. Have regular press conferences in which Sulzberger and senior editors face the public. Instruct NYT reporters to put their emails at the end of stories as is done by the *New York Post* and other media.

8. Restore the bridge and chess columns. Bridge was a daily column for many years before being cut to three times a week. Be the “thinking person’s” newspaper. Dropping bridge offended seniors who looked forward to the daily puzzles bridge hands. Inexpensive syndicated bridge columns are available. The American Contract Bridge League could supply a column. The *New York Post*, *Newsday* and many other papers continue to have daily bridge columns.

9. The “pop-up” ads on the NYT and other websites are becoming a major annoyance to users. This intrusive technique needs to be curbed.

10. Stop ducking major stories like the Tylenol murders of 1982-86 and the \$1 million+ battle over an eruv Jewish boundary in the Hamptons.

Eruvim Boundaries Now Visible, Says Prof

Prof. Charlotte Fonrobert of Stanford University says the fact that maps of eruvim Jewish boundaries are now online cancels claims of their being “nearly invisible” and “unobtrusive,” as noted in legal decisions.

Her paper, published Jan. 30, 2015 and found in a collection of materials on the eruv compiled by Southampton, focuses on the battle in Westhampton Beach over erection of such a boundary, quoting opposition by Jewish People Opposed to the Eruv. It notes that “The Daily Show” aired a segment on the dispute.

Fonrobert wrote: “Drawing maps of urban areas based on religious identity and practice is a form of laying claim to public space, however symbolic that may be.”

— Jack O’Dwyer



Sulzberger