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# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## CALIFORNIA TO REVIEW ANTI-SMOKING PR

California is slated to release an RFP for its \$2.6M anti-smoking PR account on June 20.

The Golden State's Dept. of Public Health runs the California Tobacco Control Program targeting the general market, as well as select ethnic and priority markets.

Allison+Partners, San Francisco, is the incumbent firm since 2010.

The state intends to award a four-year pact starting November 1.

The RFP will be posted to <https://tcfor.catcp.org> on June 20.

A pre-proposal webinar is slated for later this month.



## ROME DRAFTS KETCHUM FOR 2024 BID

Rome has drafted Ketchum to guide its 2024 Olympic bid following a competitive search.

Ketchum's Milan outpost will lead the charge before the Olympic Bid Committee in Lima in 2017 as Rome looks to land its first Game since 1960.

Rome 2024 said it tapped Ketchum's "global network . . . of more than one-hundred of-fices in seventy countries worldwide," citing its track record in sports and large-scale events communication.

Isabelle Harvie-Watt, who led Havas Media Group Italy and held PR posts for Gianni Versace and Giorgio Armani, is a strategic advisor to the Rome bid, as well.

Rome 2024 previously worked with UK-based Milltown Partners.

Rome squares off against Los Angeles, Paris and Budapest for the 2024 Games.

The final decision will be announced Feb. 3, 2017. Former Ferrari president Luca di Montezelolo heads Rome's bid. He handled Italy's 1990 FIFA World Cup pitch.

Germany's prospective bid was canceled in late 2015.



## EDELMAN BOOSTS CRISIS OFFERING

Blain Rethmeier, a former PR advisor to President George W. Bush and top exec of the travel and insurance industry's trade groups, has moved to Edelman as managing director of its West Coast crisis and risk practice.

The firm also recruited Francesca Trainor Alt, global director of reputation risk management at McKinsey & Company, as an executive VP and group head of crisis and risk in New York.

Edelman's crisis and risk chief, Harlan Loeb, said reputation risk has grown "exponentially" in the past six years, putting pressure on CEOs and boards. The firm said its crisis operation, which now staffs 180, has grown 70 percent over the past seven years while revenues ballooned 500 percent.



Rethmeier

Rethmeier, who has been running Strategic Action Public Affairs as managing partner for the past three years, was senior VP of PA and government relations for the US Travel Association and senior VP of PA for the American Insurance Assn. He was a special assistant to the President handling communications for the President's National Economic Council and Homeland Security Council. He was also press secretary for the Senate Judiciary Committee through the confirmations of Chief Justice John Roberts and Associate Justice Samuel Alito.

Alt was previously with Hill+Knowlton Strategies.

## TRIO ADVISE \$4.65B DIGITAL SECURITY DEAL

Stanton PR & Marketing, Brunswick Group and Joele Frank are advising Symantec's \$4.65B acquisition of Blue Coat Systems in a deal underscoring the importance of cybersecurity amid high-profile breaches.

Silver Lake Capital will make an additional \$500M investment in Symantec convertible notes for a total of \$1B, while Blue Coat owner Bain Capital is investing \$750M in Symantec convertibles.

Stanton reps Blue Coat owner Bain Capital, while Joele Frank advises Symantec and Brunswick counsels Silver Lake.

Symantec chair Dan Schulman, who will remain chairman, said the acquisition will give the company the "scale, portfolio and resources" to protect both large customers and individual consumers from digital threats and cybercriminals.

Sunnyvale-based Blue Coat, which provides services like web transaction security and cloud security, is a top web security provider with fiscal 2015 revenues of \$598M.

## **SARD ICR WORK \$870M EL'BETH ARDEN DEAL**

Sard Verbinnen & Co. and ICR are advising Revlon's \$870M acquisition of Elizabeth Arden.

The \$14-per-share deal, a 50% premium on EA's share price this week, combines the publicly traded, New York-based cosmetics giant with its publicly traded skin-care, cosmetics and fragrance competitor eyeing cost "synergies" of about \$140M.

Revlon CEO Fabian Garcia said his company will work to enhance EA through product development and marketing "while carefully preserving its unique heritage and prestige."

Revlon, controlled by financier Ron Perelman, is paying \$419.3M while assuming about \$450M in EA debt.

Sard Verbinnen chairman and CEO George Sard and managing director Stephanie Pillersdorf are representing Revlon on the PR front in the deal.

ICR managing director Phil Denning is advising Elizabeth Arden.

## **APCO DRAFTS SCANDLING FROM OGILVY**

Dan Scandling, senior VP of public affairs at Ogilvy PR, has moved to APCO Worldwide in a senior PA role.

Scandling, reporting to Washington managing director Lisa Osborne Ross, takes the title of senior director for PA at APCO.

Scandling was a longtime aide to Virginia Republican Reps. Frank Wolf and Herb Bateman, including chief of staff and press secretary to each during tenures of 14 years and 10 years, respectively.

He started out in journalism running the weekly *Caroline Progress* in Virginia and serving as copy editor for the *Richmond Times-Dispatch* before moving to the PR realm with the Virginia Housing Development Authority in the late 1980s.



**Scandling**

## **BUZZ AGENCY BUYS TRADEWINDS MEDIA**

South Florida PR firm The Buzz Agency today announced that it has acquired Palm Beach-based agency Tradewinds Media Partners.

Terms of the transaction were not made public.

Tradewinds, a full-service PR, event coordination and brand consultancy company, was founded in 2014 by owner Lilly Leas, who also serves as president.

Tradewinds' 101 Bradley Place office on Palm Beach Island will now become The Buzz Agency's second location.

The Buzz Agency will retain many of Tradewinds' clients, including Palm Healthcare Foundation, YMCA of the Palm Beaches, Hospice Foundation of Palm Beach County, Craft Bar Kitchen, 3 Natives, Strong Boalt and McMow Art Glass.

Leas will remain with The Buzz Agency during the transition in an of-counsel role.

To manage the new office, the agency has brought in Enid Atwater, who will now hold the title of vice president of PR. Atwater joins The Buzz Agency from West

Palm Beach-based full-service agency Venue Marketing Group, where she served as senior account executive and public relations director.

Atwater was also previously vice president of corporate communications at the Palm Beach County Convention & Visitors Bureau (later rebranded Discover The Palm Beaches).

Delray Beach-based The Buzz Agency, which was founded in 2009 by partners Elizabeth Kelley Grace and Julie Mullen, specializes in PR, social media and event management for clients in the travel/hospitality, restaurant, retail, entertainment and corporate sectors.

## **MSLGROUP ACQUIRES CHINA FIRM**

MSLGroup has acquired Chinese cause marketing shop Have Faith in Your Brand and installed its chief as CEO for Greater China.

Faith Brewitt, founder and president of HFIYB, is a veteran of FleishmanHillard, Hill+Knowlton Strategies and Edelman in the country, in addition to stints in Taiwan, Hong Kong, Singapore and the US.

MSLGroup global CEO Guillaume Herbertte said the firm is seeing high growth in the China region, including from its recent integration with Publicis Communications which saw more than 25 clients move to the firm.

For MSL, Brewitt will be based in Shanghai overseeing operations in Beijing, Guangzhou, Chengdu, Hong Kong and Taipei.

Her firm is said to be the only PR and cause marketing firm in the country with clients like the Bill & Melinda Gates Foundation, Dell, and the National Center for APEC.



**Brewitt**

## **PROI ADDS AUSTRALIA AGENCY**

PROI, the world's largest partnership of independent global PR agencies, has widened its footprint in the Australia market with the addition of its latest partner, Melbourne-based PR and digital communications agency icon.pr.

Icon, founded in 2010, is led by managing directors Chris Dodds and Joanne Painter. Clients include Fleet Partners, Fujimax, G.J. Gardner Homes, JMC Group and Schweppes.

"Icon has recently experienced tremendous growth with major new account wins and double-digit growth in existing client work," said PROI global chairman Richard Tsang. "Icon adds to PROI Worldwide's already strong footprint in the Australian market and will deliver strong, integrated PR solutions and measurable outcomes for our clients."

PROI now maintains a roster of 16 Asia-Pacific agencies, with net fee income in that region exceeding \$120 million. The global partnership in May signed on Kuala Lumpur, Malaysia-based Priority Communications.



**Dodds**

## EBONY, JET SOLD

Chicago-based publisher Johnson Publishing Company has sold iconic African-American monthly magazine *Ebony*, as well as its digital sister publication, *Jet*. Both publications have been bought by Austin-based private equity firm Clear View Group.

The news was first reported by the *Chicago Tribune*. Terms of the transaction weren't disclosed.

The Tribune reported that the deal closed in May. Johnson, which has published *Ebony* since its inception in 1945, now owns only cosmetics brand Fashion Fair and book publishing line JPC Book Division. Financial struggles were cited as a reason for the sale.

Clear View will now establish a new publishing entity, Ebony Media Operations, which will operate out of the magazine's existing Chicago headquarters as well as its current New York editorial office. Johnson chief operating officer Cheryl McKissack will assume the role of Ebony Media Operations CEO. Kyra Kyles, VP and head of digital editorial, will now become *Ebony's* editor-in-chief. Johnson chairman Linda Johnson Rice, daughter of founder John H. Johnson, will serve as chairman emeritus, according to the Tribune.

Media and marketing publication MediaPost reports that Clear View is an African-American-owned equity firm that invests in companies serving this market.

*Ebony*, which has been published continuously for 71 years, was the first African-American focused publication in the U.S. to achieve national circulation and remains the oldest consumer publication focused on this market. The monthly magazine in 2014 boasted a circulation of 1,261,000.

Digest-sized weekly magazine *Jet*, which was first published in 1951, saw its final hardcopy edition in 2014. It was not reported if that title, which has remained as a digital-only publication since, would return to print.

## H-WOOD REPORTER NAMES MOORE EDITOR

Booth Moore, longtime fashion critic at the *Los Angeles Times*, has been hired by entertainment news publication the *Hollywood Reporter* as fashion senior editor.

Moore, who was named *LA Times's* fashion critic in 2004, was the first fashion critic in that paper's history, and since 2007 also held the title of editor. She joined the Los Angeles daily in 1998 as a reporter.

As fashion senior editor, Moore will now cover fashion, luxury and entertainment for the *Hollywood Reporter's* print flagship and will also



serve as fashion senior editor of THR's digital style publication, Pret-a Reporter. She will report to THR deputy editor Jeanie Pyun and digital media senior vice president Tom Seeley.

Los Angeles-based THR, which was founded in 1930, is owned by Prometheus Global Media.

## STUDY: MEDIA'S ROLE IN TRUMP'S RISE

A Harvard study released last week shows how the media's coverage of the 2016 Presidential race may have influenced state primary and caucus results, and particularly, how it played a role in boosting Donald Trump's rise from a low-polling candidate with fringe support to the presumptive Republican nominee.

The report, issued by Harvard University's research center, The Shorenstein Center on Media, Politics and Public Policy, analyzed the media's cover-



age of the leading presidential candidates, particularly during the "invisible primary," the critical months leading up to the Iowa caucuses and New Hampshire primary when candidates work to rouse voter interest through media coverage.

The study, using data supplied by content analysis firm Media Tenor, collected thousands of news statements regarding the candidates made by eight networks and newspapers — including CBS, Fox News, the *LA Times*, NBC, the *New York Times*, *USA Today*, the *Wall Street Journal* and the *Washington Post* — and analyzed the positive, neutral or negative sentiment associated with each statement.

The study shows that the media's obsessive coverage of Trump during this period easily outweighed coverage given to other Republican candidates. Equating media coverage time to the amount candidates would have spent on ad buys in those outlets, the study concluded that Trump earned about \$55 million in exposure, far surpassing fellow Republican party hopefuls. Jeb Bush took a distant second at \$36 million, and Marco Rubio took in \$34 million while Ted Cruz took in \$32.5 million. Ben Carson and John Kasich rounded out last place, at \$24 million and \$16 million, respectively.

Even more puzzling, an overwhelming amount of the sentiment garnered toward Trump during this period was positive, with many of these laudatory statements made in the months predating Trump's rise in the polls, according to report author Thomas Patterson, who is Harvard's Bradley Professor of Government and the Press.

Each of the eight outlets analyzed in the study supplied coverage of Trump that was more often positive or neutral in tone than negative.

*USA Today* delivered positive or neutral coverage of Trump 74 percent of the time, and Fox News came in a close second, with 73 percent, while the Los Angeles Times took third, at 71 percent.



Moore

(Continued on page 4)

## PR & SOCIAL MEDIA NEWS & VIEWS

### MEDIA AND TRUMP'S RISE (Cont'd from pg. 3)

Even the *New York Times*, which ranked the lowest outlet on the list for doling out favorable Trump coverage, still gave him positive or neutral sentiment 63 percent of the time. Bush, by contrast, received negative coverage averaging 70 percent by December, accounting for the most negative coverage given to any of the leading Republican candidates in the months leading up to the polls.

Patterson's report surmised that "Trump is arguably the first bona fide media-created presidential nominee. Although he subsequently tapped a political nerve, journalists fueled his launch."

Overall, the 2016 Democratic candidates received less than half the media coverage allotted to the Republican contenders. In the Democratic camp, the report claims Hillary Clinton received a sizeable amount of coverage — about three times more media coverage than Bernie Sanders, even though the latter had amassed historic donations and a groundswell of grassroots support. However, an overwhelming amount of the coverage Clinton did receive was negative in tone. According to the study, Clinton received negative coverage from the eight outlets polled 84 percent of the time, more negative coverage than any other top candidate from either political party. Clinton was also the only candidate whose policy platform resulted in an unfavorable balance of coverage, according to Patterson's report.

Noting the disparity in sentiment, Patterson said that "whereas media coverage helped build up Trump, it helped tear down Clinton. Trump's positive coverage was the equivalent of millions of dollars in ad-buys in his favor, whereas Clinton's negative coverage can be equated to millions of dollars in attack ads, with her on the receiving end."

Bernie Sanders, by contrast, despite his populist popularity and rise to become a tenable threat to Clinton's candidacy, was virtually ignored by the media in the months leading up to the first caucuses and primary. Not only did coverage of Trump and Clinton grossly overshadow Sanders during this time, the five top Republican candidates after Trump also initially received more media attention than Sanders, which may confirm complaints from many in that politico's camp regarding a supposed "media blackout" of his campaign.

Coverage of Sanders picked up as a result of several heated debate performances, however, and the coverage Sanders did receive was often overwhelmingly favorable in tone. In fact, the report found Sanders received more coverage bearing positive sentiment than any other candidate from either party.

"Sanders struggled to get badly needed press attention in the early going," Patterson's report read. "Less coverage of the Democratic side worked against Bernie Sanders' efforts to make inroads on Clinton's support."

### INSTAGRAM SEES INTERACTION DECLINE

Photo-sharing site Instagram, the hottest new social hub for brands and the fastest growing network in terms of new users and frequent use, has experienced a significant drop in user interaction during the last 12 months,

according to a new study by San Francisco-based media analytics company Quintly.

While experiencing a marked increase of use by brands in 2015 that continued into the early months of this year, Quintly's study reveals an overall user interaction decrease of 33 percent from the same period a year ago. This figure includes an average 27 percent decrease in image interactions and a 39 percent decrease in video interactions compared to 2015's first quarter.



Declines particularly hit profiles with the highest number of followers: profiles that hold between 100,000 and one million followers saw a 36 percent decrease in image interactions, and profiles with at least 10 million followers experienced a 39 percent drop in image interaction. The phenomenon was even worse for video: profiles with between one million and 10 million followers saw interactions plummet by 54 percent, and profiles with more than 10 million followers experienced a 62 percent decrease in user interaction.

There are a few silver linings. Profiles with the smallest number of followers — fewer than 1,000 — saw image and video interaction decreases that were, essentially, negligible. Moreover, Instagram's overall share of video posts on timelines has surged by 10 percent, from five percent during 2015's first quarter to more than 15 percent today. Facebook meanwhile, which should be suffering from saturation after 10 years, still outpaced Instagram for post increases during the first quarter of 2016, and that site's users still post more frequently each day than Instagram users.

Quintly in May reported that while Instagram had exhibited the greatest surge in new follower gains and overall user interaction rates, number-one social site Facebook still experienced almost constant growth and daily post activity increases by greater numbers.

### SOCIAL MEDIA BECOMES MAJOR SOURCE

June research published by Reuters Institute for the Study of Journalism illustrates the rising global popularity of social media's use as a news source.

Reuters' "Digital News Report 2016," which polled approximately 50,000 people in 26 countries around the world, reported that more than half — 51 percent — of respondents said they now use social media as a weekly news source, and nearly a quarter — 24 percent — said they share news items with others via that medium. Of those polled, 12 percent claimed that social media is now their primary source of news.

The study found that the practice of using social media as a news source is especially common among women and younger generations. Women are 11 percent more likely to come across news on social media than men, and nearly a third — 28 percent — of those surveyed between the ages of 18 and 24 now claim that social media is their primary source of news, beating TV for the first time, which ranked at 24 percent (print, by contrast, drew a distant six percent).

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## NEWS OF PR FIRMS

### CISION CLOSES PRN DEAL

Cision on June 17 finalized its \$841M acquisition of PR Newswire.

The announcement came just days after the US Justice Dept. granted early termination of the Hart-Scott-Rodino anti-trust waiting period, which allowed the sale to close.

The Justice Dept. in March asked the companies for more information about certain PR operations, delaying closure of the deal originally slated for the end of the first quarter. UK regulators are also probing the deal.

In May, PR Newswire sold off its Agility media intelligence unit, which operates in the US and UK and offers services similar to those of Cision.

Cision said the deal is approved in all markets worldwide except Dubai and China, where it is pending regulatory review.

The company said the addition of PRN will see it provide clients with the industry's top content distribution, influencer outreach, media monitoring and analytics offerings, while expanding its international reach to 170 countries and 40 languages.

"Cision has always been a leader in influencer identification, media monitoring, social engagement and analytics," said Cision CEO Peter Granat. "The acquisition of PR Newswire, the market leader in press release distribution, is a huge step in providing our customers a complete integrated solution for all their PR, IR and social media needs."

PR Newswire CEO Bob Gray is exiting as Granat takes the reins of the combined operation.

### KETCHUM CREATES TOP COUNCIL

Ketchum has created a 20-member global leadership council in a bid to bring "new voices and perspectives" to the agency's senior ranks and expand its existing executive committee.

The council, reporting to CEO Rob Flaherty, includes senior leaders for the Omnicom firm's largest geographies, business units and key client relationships, as well as other areas considered to be of high strategic importance like its practices and corporate functions. All members will be partners and the firm said it has eliminated the senior partner designation.

Flaherty said the council broadens Ketchum's leadership group to include leaders "who have tremendous experience spearheading our biggest and most successful client engagements, building entrepreneurial ventures, innovating new products and services for clients, and fostering a deeply rooted culture of collaboration that has long distinguished us."

The council includes 10 men and 10 women, four with North American roles.

The firm also created an eight-member advisory board, the Break Through Advisory Board, to come up with new and "disruptive ideas" to benefit the agency and its clients. Members of the BTAB have not yet been named but the group will report to the global leadership council.

Ketchum recently named 13 new partners, bringing its total to 90.

## NEW ACCOUNTS

### New York Area

**Evins Communications**, New York/Jet Linx Aviation, private aviation company, as AOR, including strategic marketing and communications, event, programming and partnership development. JLA's managed fleet includes 75 aircraft and private terminals in 14 cities.

**Cornerstone**, New

York/Casio America, as AOR for the electronics giant's G-SHOCK watch brand, including PR and social media strategy.

**CLY Communication**, New York/DOUCCE Cosmetics, beauty brand, as AOR.

Founded in 2012, New York-based DOUCCE is a French-inspired, full-line consumer cosmetics brand.

CLY will now manage PR and press relations for DOUCCE by sharing the brand's success story through earned media opportunities in the U.S. The agency will also support the beauty brand's introduction to European markets. CLY, which was founded in 2009, maintains a second office in Berlin. Clients include Converse, Lanybook, Marco Polo, Tesiro Jewellery and Volkswagen.

**Keith Sherman & Associates PR**, New York/Samuel French, Inc., the 186-year-old-theatrical licensing leaser, and Onion founding editor's Scott Dikkers new book, "Trump's America: The Complete Loser's Guide," for PR.



### East

**360 PR**, Boston/Pete and Gerry's Organics, certified humane, free range egg producer, as AOR. Monroe, NH-based Pete and Gerry's, which owns popular brand Nellie's Free Range eggs, is the fastest growing organic egg brand in the country. The company, which produces eggs through a network of independent, family-owned



farms, in 2003 became the first Certified Humane egg producer in the U.S. 360PR will now lead a multi-faceted communications program that will focus on raising awareness of Pete and Gerry's brands by educating consumers on the importance of humane eggs, as well as the distinction between free range eggs and brands that simply tout their products as "cage free." The account will be managed by 360's healthy living practice leader and senior vice president Victoria Renwick.

**Buffalo Brand Invigoration Group**, Vienna, Va./Arcos Golf, maker of the GPS + Live Shot Tracking + Tour Analytics platform, for digital marketing, an expansion on its PR and media buying work.

### Canada

**ChizComm**, Toronto/Neal Brothers Foods, healthy snack products, as AOR amid an expansion in the US.

**NEWS OF SERVICES****BRANDS AREN'T ATTRACTING MILLENNIALS**

Millennials exhibit particularly low levels of attachment to brands, according to a new report by opinion poll giant Gallup that sought to uncover and analyze the habits of Americans born between 1980 and 1996.

Only one in four Millennials — 25 percent — express an emotional or psychological attachment to a brand, product or company, according to Gallup's report, "How Millennials Want to Work and Live." By contrast, older generations such as Generation X and Baby Boomers exhibit higher levels of brand advocacy, gauging 28 percent and 33 percent, respectively.

Millennials' lack of brand enthusiasm appears pervasive across industries. Only 31 percent of Millennial consumers expressed engagement with the banking sector, for example, and when it comes to hospitality, only 20 percent admitted an affinity for this industry. Only 12 percent expressed engagement with airline companies.

Not only do Millennial consumers appear to lack emotional and psychological attachment to brands, they're also more likely than any other generation to exhibit outright antipathy toward them. The study found, for example, that 46 percent of Millennials expressed disengagement with the airline industry, and 27 percent expressed active disengagement with the insurance industry.

Spending among Millennials accounts for 28 percent of all daily, per-person consumer spending in the U.S., according to Gallup. While spending has declined among all Americans since 2008, with Millennials that downturn has been especially precipitous, as members of this generation spend an average amount of \$13 less per day than those who belonged to the same age group in 2008. Strangely enough, the Gallup study also found that Millennials are 13 percent more likely to make impulse purchases than other generations.

Millennials have long been characterized as a generation seeking purpose over a paycheck. Perhaps as a result of this ethos, the Gallup report suggests that Millennials could be the generation least likely to experience fulfillment in the workforce. Only 29 percent of Millennials said they consider themselves emotionally or behaviorally connected with their jobs, 55 percent expressed indifference to them and 16 percent characterized an active disengagement — in other words, a dislike — toward the company or organization with whom they are employed. A majority — 60 percent — said they are open to new job opportunities, and 21 percent reported changing jobs within the last year.

A Pew Research Center analysis of U.S. Census Bureau data shows that Millennials, currently about 70 million strong in the U.S., recently surpassed GenXers as the most represented demographic in the U.S. workforce, and now represent about a third of all U.S. workers.

It comes as no surprise that Millennials are the most wired generation: 71 percent say they get their news via the Internet, and around the same number — seven in 10 — admitted using the Internet to compare product prices. A vast majority — 85 percent — say they now access the Internet via mobile devices, and 93 percent use social media to connect with others.

**PEOPLE****SEAWORLD UPS KERMES**

Jill Kermes, an agency vet who moved to SeaWorld Entertainment in 2013, has been named chief corporate affairs officer of the embattled theme park operator.

"Jill has been instrumental in building out the company's corporate affairs department and overseeing the evolution of our company's reputational efforts," said president and CEO Joel Manby.

On the agency side she was a senior VP at Ketchum and managing director of Public Strategies. She was also VP of corporate and brand communications for Volkswagen Group of America and communications director for Gov. Jeb Bush in the early 2000s.

Kermes' promotion is effective June 20.

SeaWorld VP of communications Fred Jacobs stepped down last December as the company tackled continued fallout from the documentary "Blackfish," pressure from shareholders and calls for reform of its treatment of captive animals.

Manby said he will lean on Kermes' counsel as the company works to "execute on our future plans and increase our advocacy efforts for animals in the wild — in our parks, with our guests and through engagement with policymakers, conservation groups and other constituencies."

**Kermes****Promoted**

**Zach Leibowitz** to executive VP, New York-based financial PR firm Dukas Linden PR. Leibowitz, who joined DLPR in 2010 as a senior account executive, most recently wore the title of senior VP. Prior to joining the firm, Leibowitz was a talent producer for Fox Business Network's morning shows, and also served as a national sideline reporter and talent producer for ESPN. He previously held production stints at ESPN and ABC News.

**Leibowitz**

As executive VP, Leibowitz will head the firm's broadcast operations, and will lead DLPR's accounts in its asset and wealth management and professional services groups. He will also lead executive media coaching sessions along with DLPR president Seth Linden.

**Kate Ryan** to managing director of the US, Diffusion PR, New York. She oversees all operations in the US for the UK-based firm, reporting to CEO Ivan Ristic. Ryan, previously a VP, has overseen the New York office's growth from five initial staffers to 20 and heads the US new business team.

**Ryan**

**Raquel Hochroth** to A/S, The Rosen Group, New York. Her client experience includes M. Shanken Communications, Brewers Association, SureFit, Readers Digest and the James Beard Foundation.

## **STRIDE RITE DONS 360 PR**

Stride Rite, the children's shoe brand, has engaged 360 PR for its US PR account, following a review.

Stride Rite is eyeing millennial parents and wants Boston-based 360 to help reach that group with news of the company's legacy and expertise.

360 CEO Laura Tomasetti said the 97-year-old brand has "an incredible pedigree in children's footwear" with which to target a new generation of parents.

Stride Rite, which circulated an RFI late last summer, is owned by Wolverine Worldwide, parent to other footwear brands like Merrell, Sperry and Keds. SR has 250 retail outlets in the US providing footwear for kids up to age eight.



## **ONLINE AD REVENUES HIT Q1 RECORD**

U.S. digital advertising revenues accounted for \$15.9 billion in 2016's first quarter, according to a report by ad organization the Interactive Advertising Bureau.

Those numbers are the highest first quarter on record for the industry, and represent a 21-percent climb in Internet ad revenues from 2015's Q1 figures of \$13.2 billion. That year-over-year surge is the sharpest first quarter uptick seen in four years, according to the IAB.

The numbers follow 2015's record breaking fourth-quarter revenues of \$17.4 billion, which resulted in a historic \$59.6 billion in industry revenues for that year. The IAB in December 2015 also reported that U.S. advertising revenues had totaled \$15 billion in 2015's third quarter, at that time the highest quarter since the research organization began tracking this data in 1996.

The findings appear in the IAB's latest Internet Advertising Report, a quarterly estimate of U.S. interactive advertising revenues. That report is sponsored by the IAB and conducted by PricewaterhouseCoopers US.

## **GLOBAL MOBILE USE TO SURGE 28% IN 2016**

People around the world will increase their mobile Internet usage by nearly 28 percent this year, according to a June report by London-based media services network ZenithOptimedia.

Nearly an hour-and-a-half will now be devoted by people globally per day — an average of 86 minutes — to mobile Internet, according to Zenith's report, which is titled "Media Consumption Forecasts," a surge that will account for an overall global media consumption increase of 1.4 percent.

Nearly three-quarters — 71 percent — of all Internet media consumption is now mobile, according to the report. Accounting for much of these gains is Asia Pacific and North America, where mobile use now constitutes, respectively, 73 percent and 72 percent of all Internet media consumption.

Zenith's forecast also suggests that mobile's gains are coming at a cost to other media formats. Desktop Internet use, which continued to grow globally until 2014,

is now experiencing a worldwide decline, and is expected to fall 15.8 percent in 2016 to comprise an average daily use time of only 36 minutes.

Use of all other forms of media are similarly expected to dip, according to the report.

Movie theater use is expected for shrink by .5 percent this year. Television, still the most widely used media format — accounting for 41 percent of all global media consumption in 2015 — will decline 1.5 percent in 2016. Radio will fall 2.4 percent, and print media is expected to plummet, with newspapers tumbling by 5.6 percent and magazines experiencing a debilitating drop of 6.7 percent.

Taken together, all non-mobile forms of media use are expected to decline by 3.4 percent this year.

Zenith's forecast comes on the heels of a recent report by digital market research company eMarketer that yielded similar findings.

eMarketer's June "US Time Spent with Media" report also suggested that mobile has been responsible for driving total daily media consumption, and found that U.S. adults now spend an average of about three hours and six minutes each day consuming media via mobile devices, revealing that daily use time with this medium has more than doubled since 2012.

## **SOCIAL IS TOP SOURCE (Cont'd from pg. 4)**

The report stated that social media is now a more important source for news than TV news for every age group categorized under the age of 45, delegating television a medium now preferred by older generations.

It's also a phenomenon common in the U.S.: 46 percent of American respondents now cite social media as a news source, nearly twice the amount of respondents who said this three years ago, according to Reuters. Additionally, 14 percent of all Americans polled said social media is now their main source of news, outranking most of the 26 countries included in the poll, with the exception for Ireland, Portugal, Brazil, Australia and Greece.

Facebook is, by far, the most popular social network for news-gathering, with 44 percent admitting they use that site as a news source. YouTube comes in a distant second — at 19 percent — and about 10 percent said they use Twitter for news. Facebook was also the most popular social network in every country surveyed, with the exception of Japan, where YouTube beats Facebook as the largest Western social network. Twitter also rivals Facebook for popularity in that country.

The report concludes that the surge of news accessed via social media sites has accounted for "the biggest change in digital media," and its authors "find strong concerns that personalized news and more algorithmic selection of news will mean missing out on important information or challenging viewpoints." The study mentions that most people tend to share news items that meet only their approval.

Reuters' annual study, which gauges news consumption habits around the world, commissioned Internet-based market research firm YouGov, which polled approximately 2,000 people in each of the 26 countries surveyed with the use of an online questionnaire. Research was conducted between January and February.

**Efforts by ex-Canadian Army Captain Jerry Flynn** to interest international and U.S. investigative reporters in the health threats of Wi-Fi have failed so far. Resistance is high at local levels, this reporter has also found.

Flynn, who emailed last week an essay titled “Man’s Worst-Ever Genocide” to the International Consortium of Investigative Reporters and Investigative Reporters & Editors (U.S.), has received no replies thus far. We also emailed the same groups looking for a spark of interest to no avail.

Helping to focus attention on the issue was a two-page feature in the Sunday June 19 New York Post with the headline: “Loving our phones—even if it kills us.”

Americans check their cellphones an average of 46 times a day and half of adults sleep with their cellphones, “holding them like a security blanket,” said *Time* magazine.

The NYP article does not mention the danger of pulsed, micro-wave radiation from cellphones nor warn that cellphones must not be carried in pockets, held close to the head or put in bras (or stuffed in bottoms of bathing suits which we noticed this weekend at the beach).

It tells of motorists crashing and dying because of cellphone use. More than eight people are killed daily and 1,161 injured by distracted driving, says the Centers for Disease Control and Prevention.

### **Westhampton Officials Ridicule Threat**

Efforts by this reporter to interest Westhampton Beach village and library officials in the dangers of cellphones and Wi-Fi routers went nowhere this past week.

All we got for our efforts was rudeness and ridicule.

We showed Mayor Maria Moore the Acoustimeter’s high pulsed radiation readings in the trustee meeting room when the results of the annual election were announced at 9 p.m. Friday night.

We got no reaction from her. We asked to have a tour of village offices to see where the routers were, take photos of them, and obtain all their specifications. The only answer we got was from Moore’s assistant, Maureen Jones, who said that would not happen.

High readings in the library were also shown to library president Tom Moore, husband of Maria, and other library trustees at their meeting Wednesday. We got nothing but derision and ridicule. One of the trustees said why don’t we worry about sunlight since “that’s radiation also.”

We have been asking Tom Moore and library director Danielle Waskiewicz for weeks for the opportunity to examine the routers used in the library with no result. High readings have been found in the children’s area and in the room where 64 bridge players meet for four hours each Tuesday.

Residents expressed surprise at the all-time low WHB voter turnout June 19. Only 209 of the 1,414 registered voters went to the polls—14.7%. For the first time in many years there were no signs around town by candi-

dates promoting themselves.

Mayor Moore got 132 votes vs. the 284 that she received in 2014 out of 471 votes cast. Said a letter to 27east.com: “I guess the public is realizing that her accomplishments are cosmetic, her command of the public meetings are pitiful, and her platform will eventually cost us taxpayers greatly.”

Another letter under a story on the June 17 election from former library employee Sabina Trager said that library trustee Eric Mirell resigned at the June 15 meeting and by the next day Mitchell Schecter had been appointed.

Trager, who said she has been at every board meeting since July 2015 and has never seen Schecter there, said she had applied for the opening June 15 but was not even interviewed. She has been campaigning for a year for the current appointed library board to be replaced by an elected board.

Trager worked at the library from February 2012 to June 2015 when she was wrongfully fired, according to a finding by the National Labor Relations Board. She won \$25,000 for front and back pay. The library had attempted to deny her unemployment benefits for discussing pay raises library staffers might receive. NLRB said that her description of 2-3% raises was legal and did not violate any library policy.

### **Moore’s Are Abusing Powers**

Local blogger Dean Speir, who has lived in WHB since the 1960s, noted that there were 21 write-in votes for mayor which would be more than any such votes since the late 1960s.

The low turnout for Maria Moore plus the 21 write-in votes indicates there is a lot of dissatisfaction with her administration. She has never had a press conference or town hall and this reporter has only been able to speak to her once, and for a brief period, in the past year and a half. WHB, after an eight-year battle, has agreed to allow Orthodox Jewish religious symbols to be placed permanently on 46 utility poles that are on public property. Moore did not sign it nor did any of the four other trustees. It was signed by outside legal counsel Brian Sokoloff.

The deal with the East End Eruv Assn. flies in the face of the U.S. Constitution which calls for separation of church and state. George Washington himself said, “The United States of America should have a foundation free from the influence of the clergy.” WHB’s website, as operated by the trustees, has short-changed residents on documents related to the eruv. Court decisions and papers are the only materials on the website. There are no links to the large body of literature declaring eruvim unconstitutional including 18 pages written expressly for WHB by Yeshiva Law Prof. Marci Hamilton.

Westhampton’s library and the Books&Books bookstore on Main street should prominently display the new book, *The Curious Case of Kiryas Joel: The Rise of a Village Theocracy and the Battle to Defend the Separation of Church and State.*

— *Jack O’Dwyer*