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# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## NY's REVAMPED JAVITS CENTER SEEKS PR

New York's Javits Center, the 29-year-old Manhattan convention center that is the state's largest trade show space, is on the hunt for PR counsel.

Run by the New York Convention Center Operating Corp., the Jacob K. Javits Center underwent a \$465M, top-to-bottom renovation in 2014 that includes the largest "green roof" in the country. It hosted



177 trade shows and events last year.

Although some state and city officials, including Gov. Andrew Cuomo, have pushed to move the Javits Center to a 3.1M-square-foot facility in Queens, the facility generates \$1.4B in economic activity and hosts some of the country's most prominent trade shows, including the New York Boat Show, International Franchise Expo and the annual Toy Fair, among others.

The NYCCOO, via RFP, wants a PR firm versed in the real estate and trade show sectors to handle the center's media relations, marketing PR and develop an over-all integrated PR strategy.

Proposals are due July 6. RFP:  
<http://odwpr.us/1RpeLUU>.

## SINCLAIR BOUNCES BACK TO BURSON

Heidi Sinclair, a 30-year technology PR veteran, has returned to Burson-Marsteller as senior strategist.

She spent a decade at the WPP unit and departed as EMEA CEO --after serving as global technology chair--to become the first communications officer at the Bill and Melinda Gates Foundation and then global technology president at Weber Shandwick.



Sinclair

Most recently, Sinclair served as an independent counselor on leadership, communications and philanthropy to technology, consumer goods, entertainment and beauty sectors.

Earlier, Sinclair did stints at International Creative Management (managing director), Borland (VP-strategy), Lotus Development (VP-corporate communications), Hill + Knowlton (executive VP) and Ketchum (senior VP).

The Stanford graduate began her PR career as writer at the legendary Regis McKenna tech shop.

## HAMP, TOYOTA'S PR CHIEF, ARRESTED

Julie Hamp, who became Toyota's PR chief in April, was arrested in Tokyo June 18 for allegedly bring the narcotic oxycodone into Japan,

Tokyo police arrested Hamp in her hotel suite after customs officials found the painkiller, which is illegal in Japan, in a package she sent to herself via airmail from the US.



Hamp

Hamp, who is in custody, denies that she tried to import an illegal drug. Under Japanese law, suspects could be detained for up to 23 days.

Toyota chief Akio Toyoda apologized June 19 for the distraction triggered by Hamp's arrest.

Confident that Hamp didn't deliberately break the law, Toyoda said the automaker should have taken a more active role in helping her relocate from California to Japan. He apologized and bowed at the press conference, saying Hamp "is an indispensable and precious teammate. I believe that we will learn that she had no intent to violate the law."

The Associated Press called Hamp's arrest a "high-profile stumble of a media-savvy executive" and an "embarrassment to the world's top-selling automaker."

The 55-year-old Hamp, who also handled PR at PepsiCo and General Motors, is Toyota's first female top executive.

## CCUSA BULKS UP PR AHEAD OF PAPAL VISIT

Catholic Charities USA, which serves 9M people, is expected to add a PR firm to leverage opportunities brought about by Pope Francis' visit to Washington, Philadelphia and New York in September.

The Alexandria, Va.-based non-profit group wants to educate people about its social justice mission and awareness of the offerings available to people of all faiths at its 1,700 local agencies.



CCUSA will concentrate mostly on the Pontiff's time in DC, where he will visit the White House, celebrate mass and drop by one of its agencies.

The organization plans an event at the Washington Monument during the Pope's visit, president Sister Donna Markham will speak at the National Press Club on Sept. 17 and CCUSA will announce results of a national consumer study about perceptions of Pope Francis at the NPC on Sept. 21.

## **CAL. HEALTH EXCHANGE MOVES \$50M BIZ**

Covered California, the Golden State's health insurance exchange, has moved its \$50M-per-year marketing account to Campbell Ewald and a team of minority-focused subcontractors, following a review.

Sister Interpublic unit Weber Shandwick was the two-year incumbent for the three-year contract, working for the exchange from its launch.

The exchange tapped Los Angeles-based Campbell Ewald for its plan to reach key target demographics like Latinos, Asians and African-Americans, said CC executive director Peter Lee. Subcontractors include Casnova Pendrill (Latino marketing), InterTrend Communications (Asian and Pacific Islanders) and Lagrant Comms. (African-Americans).

Ogilvy PR, meanwhile, retained the exchange's \$2M-a-year PR account with a new, three-year pact. It has worked the account since 2012. Its team includes T&T PR (African-American outreach) and Imprinta Communications Group (Asian-language media).

Ogilvy/Sacramento leads the account, with support from Los Angeles and San Francisco. Ogilvy PR/West regional manager Nathan Friedman said the firm is "extremely proud" to continue the work. Ogilvy is part of WPP.

CC, which says 1.3M Californians have signed up for insurance through its marketplace, released RFPs for the two accounts in March, looking for "fresh, innovative ideas" to move its successful early years forward.

Lee praised Weber Shandwick's ad and marketing work. "They worked hand in hand with us to reach millions of Californians under extremely tight deadlines and helped to launch one of the most successful marketplaces in the country," he said.

That effort signed up nearly 500K people for the fall 2014 enrollment period, with particular success among the state's robust Latino population.

## **FITZGIBBON GIVES PR VOICE TO VENEZUELA**

FitzGibbon Media represents Venezuela's DC embassy under a six-month contract worth \$150K.

The agreement runs through November and calls for FitzGibbon to provide PR strategy and media relations services. Client must approve any additional work in advance.

The US and Venezuela have a strained relationship, dating to the days of former president Hugo Chavez. Current Venezuela president Nicolas Maduro is a protégé of Chavez.

Earlier this year, the US imposed sanctions on top Venezuela officials for alleged human right violations.

A diplomatic thaw between the countries may be at hand. Diplomats from both sides met in Haiti on June 13 in a session billed as "a process of rapprochement." Neither country has had an ambassador in the other nation since 2010.

Trevor FitzGibbon and Suzanne Gilbert handle Venezuela work. They report to Maximillen Arvelaiz, charge d'affairs at the embassy.

Rasky Baerlein Strategic Communications also works for Venezuela under a one-year contract worth \$420K.

## **MALAYSIA AIR BOOKS NEW PR CHIEF**

Faridah Hashim, a Hill+Knowlton Strategies and corporate PR alum, is joining embattled Malaysia Airlines as head of corporate communications.

Hashim, who is slated to join the Kuala Lumpur-based carrier on July 1, led corporate communications for \$6B Asian telecom Axiata Group Berhad. She was previously a director and PR consultant for H+K in the UK and started out in journalism.

Malaysia Airlines, controlled by the Malay government, continues to cope with the disappearance of Flight 370 over the Indian Ocean in March 2014, a disaster that was followed in July by the Ukraine crash of Flight 17, believed to be caused by a missile strike.

Ketchum ICON and London-based Perowne Charles Communications have advised Malaysia since the Flight 370 disaster.

The airline in December named Christoph Mueller, a German national and head of Ireland's Aer Lingus, as its new CEO amid an overhaul. He announced the hire of Hashim, along with a new sales chief, noting the appointments will "provide important input towards shaping our new airline."

## **ALABAMA REVIEWS TOURISM ACCOUNT**

Alabama has rolled a review of its seven-figure tourism account to pitch the "Heart of Dixie" to travelers.

The Alabama Tourism Dept. released an RFP June 12 aimed to select a fully integrated firm to "position, brand and differentiate 'Sweet Home Alabama' as an amazing combination of unique experiences and destinations, all of which welcome visitors with genuine Southern hospitality."

Luckie & Co. of Birmingham is the 10-year incumbent, last defending the \$7M-per-year work in 2013.

That account includes destination marketing, communications, promotions, digital efforts and advertising, among related tasks on a two-year contract.

Proposals are due July 1 to the Montgomery-based ATD, which is also looking for a UK-based firm to pitch the state abroad on a \$150K pact (RFP, PDF). Global Travel Marketing currently handles that work.

RFP: <http://odwpr.us/1QM0u9X>.

## **OLSON CHURNS LAND O'LAKES PR**

Kim Olson, a corporate veteran who leads marketing and communications for Minnesota State Colleges and Universities, is moving to agriculture and food co-op Land O'Lakes as its first chief communications officer.

Olson, who exits the university post after less than a year, is slated to join the \$14B Arden Hills-based agribusiness on July 20.

Olson was VP of corporate communications for UnitedHealth Group, communications chief for hospital-giant Carlson and director of brand PR for General Mills.

She was also a corporate senior VP for Weber Shandwick on the agency side.

Land O'Lakes in February acquired Ohio marketing and PR firm Farmer, Lumpe + McClelland.

**WALL STREET JOURNAL SLICES STAFF**

The *Wall Street Journal* is cutting staff as it transforms to more of a digital operation, editor Gerald Baker said via a staff memo.

"We will be consolidating some areas of coverage," he said, "merging some bureaus and teams, and discontinuing completely some of what we do."

The Dow Jones unit is reducing staff in its European bureaus and closing offices in Helsinki and Prague.

Baker will eliminate some blogs and the small-business group.

He noted that a number of people will take buyouts at the end of the June 30 fiscal year.

Baker did not mention the number of cuts that are targeted. He told staffers that "dozens more jobs in the critical areas of business, finance, technology" would be added.

News Corp owns Dow Jones.

**HUFFINGTON RENEWS FOR FOUR**

Arianna Huffington has inked a four-year deal to remain at the helm of The Huffington Post following the acquisition of its AOL parent by Verizon.

She told staffers that after huddling with AOL chief Tim Armstrong and Verizon brass she's convinced that HuffPo will maintain editorial independence under new ownership and receive backing to fund the push into mobile and video.

Huffington is keeping her eye out for "smart acquisitions and strategic investments to add top talent and cutting edge technologies to her operation.

Verizon is taking over AOL via a \$4.4B deal.

There has been speculation that Verizon would jettison HuffPo. The site's liberal bent, doesn't appear to mesh well with corporate-oriented Verizon, which was attracted to the deal by AOL's ad technology savvy.

**WILLIAMS' PR REDEMPTION BEGINS**

Brian Williams last week apologized to colleagues and viewers in a statement that kicks off the PR redemption plan of the disgraced NBC News anchor.

Interim anchor Lester Holt officially takes over for Williams, who is jettisoned to MSNBC as breaking news/special reports anchor beginning in mid-August.

As part of the reputation rehab, Matt Lauer interviewed Williams over two days. That piece debuted June 19 on "Today" and during the evening newscast.

Williams made the following statement:

"I'm sorry. I said things that weren't true. I let down my NBC colleagues and our viewers, and I'm determined to earn back their trust. I will greatly miss working with the team on Nightly News, but I know the broadcast will be in excellent hands with Lester Holt as anchor. I will support him 100% as he has always supported me.

"I am grateful for the chance to return to covering the news. My new role will allow me to focus on impor-

tant issues and events in our country and around the world, and I look forward to it."

At MSNBC, Williams will work with Mark Lukasiewicz, senior VP-special reports for NBCU News Group. He'll serve as NBC News breaking news anchor for live special reports if Holt is not available.

In clearing his return, NBCUniversal said it reviewed Williams' reports, commentary and public appearances made during the past 10 years.

Kim Harris, executive VP and general counsel of NBCU and former White House and Justice Dept. counselor was responsible for the probe. Richard Esposito, head of NBC News investigative unit, conducted the investigation.

**NYT 'INSENSITIVE' IN IRISH VICTIM COVERAGE**

The *New York Times* was "insensitive" in its June 16 report about the balcony collapse in Berkeley, Calif., which killed five Irish students and a person with dual Irish-American citizenship, according to Margaret Sullivan, the paper's public editor.

Adam Nagourney, Mitch Smith and Quentin Hardy reported the victims were working in the US as part of the J-1 visa program. They wrote the work-visa program has become "a source of embarrassment for Ireland, marked by a series of high-profile episodes involving drunken partying and the wrecking of apartments in places like San Francisco and Santa Barbara."

Sullivan wrote June 17 that office fielded "hundreds of complaints from readers who are -- quite understandably -- upset about the article."

Readers said the article dealt more with "victim-blaming" than the structural defects in the building. They also objected to "depicting the young people as extreme partiers, in part because it perpetuates a stereotype."

One former J-1 participant wrote to Sullivan that the only missing thing from the story was "a picture of a kid with a pint with red hair falling down drunk."

Sullivan contacted Alison Mitchell, national editor, who regrets that readers believe the Times was blaming the victims. If she had another chance, Mitchell would have removed some passages from the article.

Nagourney emailed Sullivan to say the "second-day story" on the J-1 program "had the balance wrong."

Times spokesperson Ellen Murphy stuck with the second-day theme, but understands and agrees that "some of the language in the piece could be interpreted as insensitive, particularly in such close proximity to this tragedy." Times reporters and editors, according to Sullivan, "have heard, and understand, the valid complaints that have been raised."

Labour Minister of State Aodhán Ó Ríordáin called the Times coverage "completely insensitive and outrageous" and demanded that the offending piece be removed from the NYT's site, a move NYT rejects. He was taken aback with the tone of the article, which he considers a "reasonably reputable newspaper."

During Hunter College's "future of the New York Times" event on June 15, Dean Baquet, executive editor, said the public editor is an important function because it gives readers a sense that the paper is listening to them.



**Williams**

**AVOID CLICHES FOR 'NEXT LEVEL' WRITING**

By Fraser P. Seitel

No. The most annoying thing LeBron James said at his post-game news conference after losing Game Five to the Golden State Warriors wasn't, "I feel confident 'cuz I'm the best player in the world."

That was the most arrogant thing he said.

But the most annoying thing he said was in answer to a question about playing without two injured teammates. Replied the philosopher king, "It is what it is."

And in so answering, King James served up one of the most shop-worn clichés in the communications lexicon.

The enemy of every PR writer – particularly in this season of drafting commencement speeches - is the cliché, that tired and boring phrase that all of us have heard many times before.

For a PR speechwriter, not only are worn-out expressions like "the greatest thing since sliced bread" or "dumb as dirt" or "pleased as punch" verboten, but so, too, should be all the more mundane phrases that are displeasing to the ear. Here, with thanks to Louisiana communications consultant Yvonne Lewis Day, is a glossary of "speech dead-wood" that should be avoided by the public relations speech writer.

**1. Perfunctory platitudes**

Prefacing statements with timid platitudes sets a speaker up for failure. "As a matter of fact," Mark Twain is thought to have once said, "precedes many a statement that isn't."

Avoid such platitudes, which subtract from the meaning of your remarks. For instance:

· "I might add . . ."; "It is interesting to note . . ."; "It should be remembered . . ."; "It is worthy to say . . ."; "May I say . . ."; "Permit me to say . . ."; "With your kind permission . . ."; Or worst of all, "To be honest . . ." which implies that you haven't been up to now!

**2. Meaningless modifiers**

Also, avoid vague, modifying words that add nothing to the points you're trying to make. Speech writers mistakenly think words like these make their speakers sound smarter. For example:

· appreciably; comparatively; considerably; definitely; fairly; nearly; somewhat; suitable; undue; various.

The problem with words like these is they leave the listener hanging, without knowing what to think. Much better: Tell listeners precisely, specifically, pointedly what you mean.

**3. Pretentious phrases**

Also, speechwriters must avoid anything that sounds legalistic or straight out of business insider jargon. Phrases like the following suggest a smugness that doesn't help sell either the sincerity of the speaker or the credibility of the speech. Specifically, avoid phrases like these:

· "At this point in time . . ."; "Insofar . . ."; "Inasmuch . . ."; "Whereas . . ."; "In point of fact . . ."; "bite the bullet"; "outside the box"; "paradigm shift"; "at the end of the day."

So you see, LeBron, it really isn't "what it is" if you truly wish to take your writing "to the next level."

Rather, you must use direct, specific, straightforward, descriptive language to ensure your speaker is "pleased as

punch" and believes you are "the best speechwriter in the world."

*Fraser P. Seitel has been a communications consultant, author and teacher for 40 years.*

**TV IS DIGITAL MEDIA'S FUTURE**

By Kevin McCauley

The future of media belongs to lean digital-savvy organizations able to navigate the social world, according to conventional pundit wisdom. Unless they junk antiquated business models and adapt to the brave new world, traditional media are fated to go the way of the dodo bird, they intone.

Nonsense, replies acerbic media critic Michael Wolff in his provocative new book, *Television is the New Television: The Unexpected Triumph of Old Media in the Digital Landscape*, published this month by Random House.

Wolff dismisses the digital model used by Google, Facebook, Yahoo, BuzzFeed, Huffington Post et al. as nothing more than a race to the bottom.

He writes: "Facebook's value as a technology company may seem high, but its actual value comes from the enormity of its meaningless, undifferentiated traffic. It has no other product it can sell than some ads next to complaints about neighbor's dogs, party pics and humblebrags."

To Wolff, the core problem facing digital media is the lack of meaningful subscription revenue (e.g., think cable TV fees). They are forced to follow a "classic schlock model" tied to "advertising prices on the basis of its measurable response and immediate sales performance, which means low per-user revenues and cheap content that converges into advertising (e.g. BuzzFeed's native content.)"

Television also produces low-brow programming, but that output is offset by more selective fare. Wolff says CBS earned its "Tiffany Network" reputation for its impressive news programming, while producing junk shows such as "Beverly Hillbillies" and "Hogan's Heroes." (I was fan of both).

Wolff dismantles the fallacy that Netflix has disrupted the TV business. To him, that position "is a striking inversion of what's actually happening: TV is disrupting the Internet." Netflix launched as a commerce company delivering videos, which was no more a media business than Blockbuster, notes Wolff. Today, Netflix is using "TV programming, values and behavior—like passive viewing—to heretofore interactive and computing-related screens."

Voila, Netflix has entered the world of HBO and premium paid TV content. Meanwhile, Hollywood and TV program suppliers receive hefty license fees from Netflix.

Wolff writes that commodity aspects of the digital world has preventing it making a news product that's a unique experience. Despite the pundit hype, only a handful of digital players generate more than \$100M in yearly revenues. Many that do, such as the *New York Times* began as a traditional news company. Meanwhile, Fox makes \$1B a year and the maligned CNN generates about half that amount. Both enjoy margins in excess of 20 percent.

Ignore the geniuses that forecast the death of TV. The medium remains the killer content.

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

**NEWS OF PR FIRMS****NEEDLE CALLS FOR PR PITCHES**

Customer engagement software developer Needle has cast an open call for PR proposals.

The five-year-old, Utah-based company helps clients pinpoint online customers who need help to make a purchase, providing information and real-time chat capabilities.

"We're carving out a new space that will help define the next wave of e-commerce," reads an RFP released June 19. "We're not a 'me too' technology, and we're not looking for a 'me too' PR agency."

The company, which works with Coach, Taylor-Made and Norwegian Cruise Line, among others, wants a firm to enhance industry and brand awareness.

Jenna Cason heads corporate communications.

Proposals are due July 8. RFP:

<http://odwpr.us/1ftfwkb>.

**COLT TARGETS SARDVERB FOR RE-ORG**

Legendary gun maker Colt Defense, the sole supplier for the Union Army during the Civil War, has declared bankruptcy due to faltering sales and heavy debt.

Colt, which calls the Chapter XI filing a "fast track restructuring," plans to sell assets in the US and Canada to its private equity sponsor Sciens Capital Management. Proceeds are earmarked for debt reduction.

Competing bids for Colt's assets are to be sought and evaluated by an independent committee. SCM serves as "stalking horse bidder" in the auction process.

Keith Malb, Colt's restructuring officer, said the revamp "provides a sound path of stewardship for an iconic American brand and the key stakeholders we service."

SV&C's Matt Benson and Trevor Rees handle media for the 175-year-old firearms company.

**ALAN CARUBA DIES AT 77**

Alan Caruba, a New Jersey PR pro, journalist and conservative writer, died at his home June 15. He was 77.

The Newark-born Caruba was a reporter and columnist for the Morris County (NJ) Record before founding The Caruba Organization in 1970 and handling PR for myriad clients, particularly in the chemical and pest control sectors.

For years he published a spoof list of "The Most Boring Celebrities of the Year" under the guise of the Boring Institute, saying the media coverage, not the celebrities, was the boring issue. "The bottom line is that the media does not know when to stop; they write about a celebrity long after the story has lost its value," he told O'Dwyer's in 2002, when Ozzy Osbourne and Osama bin Laden were among the Top 10. Michael Jackson headed the first list in 1984.

Caruba later attempted to expose media-frenzied issues, often through a right-leaning lens, with his National Anxiety Center and wrote extensively online for his blog, Warning Signs, and other outlets.

Caruba wrote on May 29 that he was to undergo surgery, reporting June 3 that he had begun several weeks of recovery. He was a prolific writer on policy and reviewed scores of books. He also penned several books over his career, from *An Instant Guide to Crisis Communications* to *Travel Guide of Scenic America*.

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

**Rubenstein PR**, New York/Moon River Studios, global film production and distribution company, for PR.

MRS is developing a 1,560-acre studio complex in Effingham, Ga.

**Nancy J. Friedman PR**, New York/Conrad Fort Lauderdale Beach, for launch PR, and iStar, real estate investment company leading Asbury Park, N.J.'s waterfront redevelopment, as AOR.

**CRC**, New York/Perfect Corp., developer of mobile beauty platforms YouCam Perfect, YouCam Makeup and Beauty Circle, for PR, including media and consumer activation events and ongoing marketing. Perfect Corp. is a spinoff of online beauty company CyberLink.

**Child's Play Communications**, New York/Aurora World, plush toys and gift products, for media relations and blogger outreach.

**Kellen**, New York/College Media Association, for assn. management for the 1,000-member group.

**King + Company**, New York/Fullstack Academy, JavaScript-driven curriculum for software developers, for PR.

**East**

**Calypso Communications**, Portsmouth, N.H./Covanta, sustainable waste and energy solutions, for creation of an animated video to explain its technology.

**Pan Communications**, Boston/Perspecsys, cloud data protection solutions, as AOR for PR focused on boosting its media and digital presence.

**The Wind Communications Agency**, Warwick, R.I./Workamajig, software for ad agencies and others in creative and design, for PR, including launch of its new Platinum for Salespeople system for agency sales teams to review metrics, leads and track progress.

**French/West/Vaughan**, Raleigh, N.C./Concord Hospitality Enterprises Co., for AOR for PR and creative services, following a competitive review. CHE operates 83 hotels in North America, including brands like Choice Hotels, Hilton and Marriott.

**Midwest**

**Maccabee PR**, Minneapolis/Start Fresh Recovery Program, alcohol craving suppressant program, for media relations, social media marketing and comms. SF is based in Omaha, with outposts in Oklahoma City and Minneapolis/St. Paul.

**Southwest**

**TrizCom PR**, Dallas/Revtech, three-year-old venture accelerator and seed fund focused on restaurant and retail industries, as AOR for PR.

**West**

**Anthemic Agency**, Los Angeles/Propellerhead Software, music software applications and creators of digital audio workstation program Reason, for PR, supporting a new social music-making tool.

**KCD PR**, San Diego/Pavia Systems, Seattle-based developer of tech systems for the transportation infrastructure industry, and Toppan Vite New York, financial printer for capital markets transactions, financial reporter and regulatory compliance filings, for B2B PR.

**NEWS OF SERVICES****PENN IN INVESTMENT FIRM**

Microsoft EVP and chief strategy officer Mark Penn has left the tech giant and formed an investment firm focused on advertising, data, PR and digital marketing.

The Stagwell Group reports \$250M in investment capital as it eyes up to \$750M in acquisitions.

Former Microsoft CEO Steve Ballmer is a core investor of the group.

Penn, former CEO of Burson-Marsteller and Hillary Clinton's 2008 presidential campaign maven, said Ballmer's "support," coupled with Penn's own experience in politics, marketing and tech will have Stagwell honed in on the digital marketing arena.

"I think now is the time to bring together new kinds of marketing companies into a more dynamic environment – one where entrepreneurs can really thrive," he said.

**TRADE GROUPS BOOST PAID DIGITAL**

Trade associations have increased the use of paid digital content, as well as photo and video platforms like Instagram and YouTube, in their communications efforts, according to a study by Kellen.

Google ads, sponsored posts on Facebook and Twitter are the preferred paid media among trade groups as more than one-third of US associations (37%, up from 32%) said they are now using such tactics.

Key goals for paid content are to promote organizational content (58% in US) or attract people to events (67%), although efforts to recruit members via social have struggled with 38% calling such outreach for new members ineffective and 45% saying it has been effective.

The need to turn a limited amount of in-house writing or data into multiple forms of content has precipitated the need for paid placements and the use of social platforms like Pinterest, which were initially seen as consumer, rather than commercial, domains.

Kellen, an association management and PR firm, also found increased adoption of Instagram (29%, up from 19% a year earlier) and YouTube (73%, up from 64%), with the adoption levels higher in the US than Europe. While LinkedIn use was steady at around 88%, Pinterest registered an increase from 21% to 24%.

Facebook and Twitter remain the top social media tool, reportedly used by 93% and 91%, respectively, slight increases over a year earlier.

After a series of high-profile gaffes among corporations, Twitter is now perceived to carry the greatest threat, among social platforms, according to 22% of respondents, edging blogs (20%), Facebook (19%). LinkedIn is seen as the safest platform, cited by only 8% as a "high risk" outlet.

Kellen, which said 439 trade orgs participated in the survey, reported that social media has increasingly fallen under the guidance of communications managers (48%, up from 41%). While only 17% reported having a dedicated social media manager, nearly one-fourth of respondents said a staffer spends more than 10 hours a week on social activity, while 45% said social media duties log from one to five hours per week.

**PEOPLE****Joined**

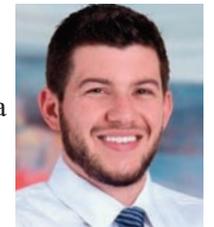
**Fran Carpentier**, long-time editor of *Parade*, to FleishmanHillard's New York media group as senior VP focused largely on healthcare clients. She worked on *Parade* pieces with notable contributors such as Gloria Steinem, Bill Moyers, Gail Sheehy, Andrew Tobias and a trio of US Surgeon Generals. As editor-at-large for *Parade*'s website, she blogged at its healthcare ("Diabetes, Day by Day"), food ("Eat My Words") and parents ("Mom to Mom") channels. Carpentier, who has lived with type 1 diabetes for more than 40 years, is director of the Diabetes Media Foundation and volunteer at the Juvenile Diabetes Research Foundation.

**Carpentier**

**Michele Galen**, who was stationed in the US and Switzerland over more than a decade for Novartis in several top communications roles until January, to Ireland-based pharmaceutical company Shire as SVP and head of corporate communications and public affairs. She replaces Stephanie Oey, Shire's chief communications officer who joined Alexion Pharmaceuticals this month. Galen, an attorney, is based in Shire's Lexington, Mass., nerve center. She is a former managing director at Burson-Marsteller, co-founding the firm's "change communications" unit advising companies through M&A, restructurings and other events.

**Galen**

**Kyle Giunta**, senior VP for Finsbury, is departing to head corporate communications for enterprise social media management company Sprinklr. Giunta was a Time Warner communications hand when he followed TW comms. chief Ed Adler to MediaLink and, a year later, to Finsbury in 2011.

**Giunta**

**J. Peter Donald**, spokesman for the Federal Bureau of Investigation, to the New York Police Dept., as director of communications. The former McCain/Palin presidential campaign aide was also a senior associate at Washington-based Smith Fairfield.

**Abby Berger**, director, Golin/D.C., to Outreach Strategies, Washington, D.C., as a VP. She consulted and held federal posts with NOAA, Small Business Admin., the US Fish & Wildlife Service, and EPA.

**Hillary Schmidt**, director, The Herald Group, to CLS Strategies, Washington, D.C., as a managing director. She was a senior A/S for Hill+Knowlton Strategies and principal of Public Strategies Inc.

**John Little**, interim SVP of government affairs, Wellpoint, to Magellan Health, Scottsdale, Ariz., as senior VP of government affairs and comms. He was previously EVP of external affairs for Amerigroup.

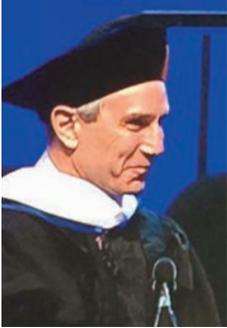
**Promoted**

**Elisabeth Deckon** and **Chowning Johnson** to senior VPs, Dodge Communications, Atlanta. Both joined in 2007.

## **EDELMAN TO GRADS: DISPERSION SHAPES PR**

The dispersion of authority, audience and experience is the important trend shaping the communications sector, said Richard Edelman in his June 14 commencement address to graduates from DePaul University's College of Communication and College of Computing and Digital Media.

"The democratization of production means that older mainstream media have lost their monopoly on opinion," said Edelman.



**Edelman**

He noted that aggressive new platforms such as Business Insider -- where reporters are expected to write eight stories a day with search-friendly headlines and eye-popping graphics -- have more unique visitors than the *Wall Street Journal*.

As audiences disperse, the traditional broadcast model favored by the advertising sector will become "more subject-specific and targeted based on data, programmatic buying and the ability to test several hundred ad executions by niche before going to market," the chief of the No. 1 independent firm told his hometown Chicago school.

Edelman, who received an honorary degree, said influence has moved from the few opinion leaders to the many. "Impressions are fleeting and not trusted until five or more exposures to the message," he said.

DePaul graduates enter a communications world that is vastly different from the one that Edelman faced when he graduated.

"The key to success will be powerful ideas. Your ideas will be based not on creative alone, but on tangible actions that bring real change. It is what you do, not what you say," according to Edelman.

He urged the audience to take their dreams and find a way to deliver commercial and societal benefits.

"You must catalyze change by becoming the initiator of movements, creating a connection within communities that stimulate action. You must morph from agent to partners, from muckraker to actor, from generator of sales to builder of relationships based on trust," said Edelman.

A re-invention of marketing communications is in order. Edelman said dominance of advertising in the mar-comm sector, representing two-thirds of client spending vs. 25 percent for digital and under 10 percent for PR, is coming to an end: "I predict that in the next decade, those percentages may well be reversed, as earned and social media take precedence over paid."

The DePaul graduates will help PR clients move business in new ways, not to just manage perceptions or images alone. They will "see around the corner to predict what will happen, make alliances with partners such as non-governmental organizations, listen to community feedback online and then help clients adapt to meet the needs of the marketplace," said Edelman at the Allstate Arena.

As communicators, the DePaul grads "will have one foot in the world of the company and the other in the out-

side world of media, NGOs and consumers," according to Edelman, who called them "the essential bridge, the ones who balance the often-competing needs of shareholders and stakeholders."

## **MERCURY RE-FIGHTS BATTLE OF OKINAWA**

Mercury Public Affairs represents the Okinawa prefecture of Japan in its long-running dispute over the massive US military base there.

The island, which is about 1,000 miles south of the Japanese mainland, hosts three-quarters of the US military presence in Japan. It believes it's overburdened by Japan's security needs.



**White Beach Naval Facility, Okinawa**

Okinawa's governor Takeshi Onaga made a June 3 pitch in Washington to US officials, urging them to block the relocation of a Marine Air Corps station from a crowded area to a more remote spot on the island. More than 70 percent of Okinawa residents want the base shut, not moved. Following Onaga's visit, the State Dept. issued a statement, saying the relocated base is the "only solution that addresses operations, political, financial and strategic concerns. Japan's central government supports the relocation plan.

Mercury on May 25 began work for Okinawa under an agreement that runs through February. The contract is renewable on a month-by-month basis.

The firm will receive two payments totalling \$110K for representing Okinawa's defense/security concerns before members of Congress.

Ex-Congressmen Vin Weber (R-Minn.) and Denny Rehberg (D-Mont.) join Adam Ereli (former ambassador to Bahrain and spokesperson for then Secretaries of State Colin Powell and Condi Rice) on Mercury's five-member Okinawa team.

The Battle of Okinawa began April 1, 1945.

## **5W ROLLS OUT YOGAMAT FOR CHANDRA**

5W Public Relations on June 19 hosted Indian billionaire Subhash Chandra at a press conference at its New York office to announce groundbreaking of the Veria Nature Cure and Ayurvedic Wellness Center slated for Monticello, NY.

The location is home of the fabled Kutsher's Country Club, once the grand resort of the Catskill Mountains' Borscht Belt.

Closed in 2013, Chandra paid about \$8.2M for Kutshers' as part of his \$90M plan to build a complex featuring alternative medical treatment, yoga sciences, golf, tennis and "biodynamic restaurants" complex.

**The victory of challengers Brian Tymann and Rob Rubio** over incumbents Patricia DiBenedetto and Hank Tucker June 19 in Westhampton Beach, New York, is a rebuke to the tight-lipped administration of Mayor Marie Moore.

The decisive losses of eight-year trustee Tucker and six-year trustee DiBenedetto to the two newcomers sends a message of disapproval of Moore, who was elected last year. Tymann garnered 248 votes and Rubio 240 to the 161 votes and 142 votes for Tucker and DiBenedetto.

Their election has national implications because they made a firm stand against “religious demarcations on public property,” meaning the eruv Jewish boundary that has been proposed for WHB. Also fighting eruvim are Southampton and Quogue. The successful blocking of eruvim in these three towns would jeopardize eruvim throughout the U.S.

Boosting the drive of the winners was their statement in the last week of the campaign that they oppose giving the East End Eruv Assn. and Verizon the perpetual right to put Jewish religious symbols called lechis on 47 WHB utility poles, a demand that was made during the Feb. 24, 2015 conference called by Judge Kathleen Tomlinson on the dispute.

Tymann/Rubio said they “strongly oppose granting any waiver or exemption from any present or future WHB ordinance, regulation or requirement to Verizon or EEEA.”

Tymann added: “I personally do not support the general concept of religious demarcations on public property.”

Tucker and DiBenedetto were asked for their views on the eruv issue but did not respond. Answering lawsuits by Verizon, Long Island Lighting and EEEA demanding acceptance of the eruv has cost WHB, Southampton, Quogue and JPOE more than \$1 million so far.

#### **JPOE and Others Boost Tymann/Rubio**

Jewish People Opposed to the Eruv, a group of nearly 300 local residents who have fought erection of an eruv in WHB since 2008, actively campaigned for the two winners.

JPOE emailed to members the following statement, urging that it be forwarded to Moore:

“I strongly oppose the granting of any waiver or exemption from present or future WHB ordinance, regulation or requirement to Verizon or EEEA. Further, I oppose the granting of any permission for Verizon to make a licensing agreement with EEEA for the erection of lechis on utility poles in WHB or for the EEEA to erect lechis on said poles.”

#### **We Catch up to Moore**

This reporter went to the WHB village hall shortly after the polls closed at nine on election night and met Moore for the first time.

Although we are a tax-paying homeowner and registered WHB voter, we have been unable to meet with her or talk with her on the telephone since January, despite many efforts to do so.

We told Moore the defeat of DiBenedetto and Tucker was a repudiation of her stone-walling ways. We asked that she put on the WHB website the 6,000-word transcript of the Feb. 24, 2015 Judge Tomlinson conference, which is available not only on this website but on the Court website. Latest entry on the WHB site under “Eruv Litigation” is Dec. 22, 2014.

Moore said she opposes what EEEA and Verizon want, a stand we were not aware of. We asked for a formal statement to that effect by her. With a \$9.9 million budget, WHB should have a dedicated person to deal with the press 24/7.

#### **Sewers, Health Plans Also Issues**

Also issues in the election, but by no means as important as the eruv, were the proposal for a sewer for Main st. that could cost \$15-\$25 million, and healthcare insurance for WHB employees.

The sewer proposal has been on the table since 2008. Opposing it won election that year for former Mayor Conrad Teller. He says that bringing back the number of visitors that crowded WHB in the 1960s and 70s might support more restaurants and businesses on Main st. but that he is not sure residents would relax the rules that bar unrelated people from renting houses. “Groupie” houses were sometimes marked by loud parties and dozens of cars parked outside a house,

Rubio and Tymann, noting that hospital and medical insurance costs are budgeted at \$1.22 million of a \$9.8M budget, are against lifetime benefits for trustees after ten years as provided by the current law.

Tucker, 54, who has served eight years, would have received lifetime benefits if he had won another two-year term. Family plans cost \$25,000 and more yearly.

#### **Dean Settlement Embarrasses**

Pension and other benefits available to WHB employees are a hot button issue with residents because of the pension package to Police Chief Ray Dean who retired last year.

“Charge this cop with robbery,” headlined the New York Post Aug. 16, 2014. His retirement package included \$403,714 for 531 days of unused sick, vacation and personal time accumulated over 15 years. Dean, then 53, has a pension estimated at \$142,000 yearly. His pay in the last year was \$226,236 for supervising a force of 11. NYP noted that was more than NYC Police Commissioner Bill Bratton got for supervising 34,000 cops.

#### **“Twin Police Chiefs” Riled Citizens**

A record turnout of 62 residents came to a board meeting Feb. 5 to protest creation of a “police commissioner” proposed by Moore who would sit over police chief Trevor Gonce at a total cost of about \$350,000.

WHB trustees since 2010 have rejected attempts to merge the police department with Southampton’s. SH supervisor Anna Throne-Holst, responding to a New York State directive urging the merger of small departments into larger ones, had proposed a merger of police depts. of WHB, Quogue, Sag Harbor and Southampton.

— Jack O’Dwyer