



Jack O'Dwyer,
Editor-in-Chief

O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

271 Madison Ave., New York, NY 10016
212/679-2471. Fax: 212/683-2750
www.odwyerpr.com; jobs.odwyerpr.com

March 2, 2015 Vol. 48 No. 9

SOUTH AFRICA SEEKS US TOURISM PR SHOP

The South African Tourism Board has kicked off a PR agency search in the US.

The SATB, which has its New York office overseeing the search, currently works with Coyne PR, which won the expiring pact in 2011. The board released a solicitation to hear from US firms with New York offices for a contract running three years, starting in October.



The two-part review will include a pre-shortlisting period where the tourism board reviews submitted credentials of firms. The second part will include a formal tender sent to short-listed firms that will pitch in April 2015.

Initial responses are due by March 20.

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

EX-OBAMA SPOKESMAN JOINS AMAZON

Former White House spokesman Jay Carney has joined Amazon as senior VP to head its newly formed global corporate affairs department.

The one-time *Time* journalist joined Barack Obama's team as press secretary in 2011, taking over for Robert Gibbs. He exited the White House in June.

Carney, who was doing political analysis for CNN, reports to CEO Jeff Bezos. He'll split time between Amazon's Seattle headquarters and DC.



Carney

Carney also served as VP Joe Biden's spokesperson.

REVENUES CLIMBS, LOSS TRIMMED AT MDC

MDC Partners posted a fourth quarter revenue increase of 17.5% to \$339.9M as net loss was trimmed by more than \$67M to \$26.8M.

The New York-based ad/PR combine, parent to Hunter PR, Sloane & Co., Kwitken + Co. and Allison + Partners, saw organic growth jump 10.8% for the year on revenue of \$1.22B, up 15.2%.

MDC's strategic marketing services division, which houses its PR operations, soared nearly 19% to \$270.9M for the quarter.

CEO Miles Nadal said the business "performed very well" as evidenced by strong organic growth, cash generation and agency performance. "The future is bright for MDC," he said.

PISTON PUMPS UP LEWIS PR

Lewis PR has acquired Piston, a San Diego digital shop with 50 staffers.

Lewis McLintic, executive VP in charge of Lewis' US operations, posted a blog saying the deal deepens the firm's "bench of creative and analytics services."

The firm will add \$8.4M in revenues to Lewis, driving its overall business to the \$72M mark.

McLintic wrote the strategy of London-based Lewis is "to have the scale in the US to handle any client campaign, and to broaden our digital service proposition."

Piston will become part of Lewis Pulse and operate under its current president & co-founder John Hartman.

Michael Chaney, Piston CEO and co-founder, will take a non-executive post.

Piston serves clients such as AARP, Intuit, Shiseido, SkullCandy, Sunglass Hut, AAA and cars.com.

KOENIG TO DRIVE PORSCHE PR

Christian Koenig, former head of corporate affairs for German conglomerate ThyssenKrupp in North America, will roll to Porsche Cars NA next month as VP of PR. Koenig is slated to join the German automaker April 6 in Atlanta, where it moved into a new, \$100M headquarters in January. He reports to president/CEO Detlev von Platen.

Koenig had been running his own Washington-based PR firm for the past year and a half since stepping down as senior VP and corporate affairs head at ThyssenKrupp NA. He spent 12 years at the company in Germany, Chicago and Washington. Earlier PR stints included Imperial Tobacco's European unit Reemtsma Cigarettenfabriken GmbH as well as Deutsche Shell.

Porsche has 189 dealers in North America. Bernd Harling is principal communications for Porsche NA. Steve Janisse, now with PMK-BNC, left the GM of PR role in late 2013.

WAXMAN JOINS SON IN PR

Retired Rep. Henry Waxman (D-Calif.), who stepped down after 40 years as a prominent liberal voice in Congress in 2015, has joined his son's PR firm, Waxman Strategies, as chairman.

PR veteran Michael Waxman opened WS in 2013 after senior stints at Hyde Park Communications and Fenton. Previous stints included Charter Communications, FleishmanHillard and Falcon Cable TV.

WS, which has four key staffers, has worked for veterans advocacy group DAV, Immigrant Legal Resource Center, accounting firm Baker Tilly and financial transaction technology company UC Group.

CHR CONTINUES PR SHOPPING SPREE

New York-based marketing holding company The CHR Group has inked its fourth PR acquisition in the past year, snapping up the software-driven PR marketplace of AirPR that connects early stage companies and small businesses with PR counsel.

AirPR, which launched the service as a "Match.com for startups and PR" in 2012, plans to focus on its burgeoning PR analytics platform, Analyst, moving forward. Venture capital vet Sharam Fouladgar-Mercer and Dreamworks and Zynga alum Rajagopal Sathyamurthi founded AirPR.

The deal by CHR follows PR acquisitions of Toronto's Idea Workshop in November, New York-based Trylon SMR (September), and New Jersey-based Raker Goldstein last March. It also snapped up content marketing shop Studio One in October.

Jonathan Zaback, chief strategy officer and partner at The CHR Group, told O'Dwyer's the AirPR deal is part of CHR building a "21st century marketing services holding company" that includes digital assets like the marketplace platform. "PR Marketplace offers marketers the opportunity to engage seamlessly with quality PR professionals, improving the overall quality of the relationship between clients and PR practitioners, thus benefiting all involved," he said.

SAMBORN LEADS CHICAGO PUSH FOR LEVICK

Randall Samborn, a journalist, assistant US attorney and chief public information officer, has joined Levick to lead a Chicago office of the Washington firm.

Samborn was PIO and assistant US attorney in the US Attorney's Office for the Northern District of Illinois. He was previously Chicago bureau chief for the *National Law Journal* and earlier covered legal affairs for *The Blade* in Toledo, Ohio.

Levick president Mark Irion said Samborn fits in well with the firm's litigation and crisis PR focus, adding that "communicating on legal matters demands more than what most PR shops are equipped to do."



Samborn

MC2 AMENDS ECUADOR FILING

MCSquared PR amended its federal lobbying Feb. 23 to say work for Ecuador to highlight environmental damage caused by Texaco, which was acquired by Chevron, included efforts to counter Chevron's "PR strategy to harm the reputation of Ecuador."

The Brooklyn-based firm also disclosed additional fees of \$3.6M for non-registrable activities connected to the global PR campaign. It had earlier disclosed \$6.4M for the one-year PR campaign.

MCSquared says it visited over 90 contaminated sites; invited celebrities and international personalities to Ecuador and handled trip support (logistics, security, ground/air transportation, catering); arranged press conferences; promoted tourism, prepared video reports in Ecuador, US, Central/South America and Europe; bought advertising, and monitored media.

The firm also arranged the visit of Guillaume Long, Ecuador's Minister of Knowledge and Human Talent, to New School University in New York City.

McSquared denies lobbying US government officials but says it engaged in political activity by doing media outreach in connection to President Rafael Correa's trip to the US in April.

MD 529 PLANS REVIEW PR INVESTMENT

Maryland is reviewing its PR and community outreach account for its \$4B college savings plans.

The College Savings Plans of Maryland encompass two so-called 529 plans, the Maryland Prepaid College Trust and the Maryland College Investment Plan, which is managed by T. Rowe Price. More than 177K beneficiaries are taking part with more than \$4B invested in the plans.

Budget is expected to be just under \$1.1M for fiscal 2015 with about 80% of the funds coming from T. Rowe Price and half slated for media buys.

Devaney & Associates is the incumbent.

The state released an RFP on February 26 covering eight categories of marketing and PR services and inviting firms to pitch particular segments or the entire pact. Up to two firms, with an office within two hours of Owings Mills, will be selected for the work.

Proposal deadline is March 25 with a pre-bid conference set for March 10 in Owings Mills.

A one-year contract is planned to carry two option years. RFP: <http://odwpr.us/1wE4sYW>.

SHAREHOLDERS HIT WALMART ON PAY EQ

Wal-Mart, which received much positive PR for this month's decision to hike wages a buck to \$10 per-share, faces a challenge at its June annual meeting on gender pay equity, according to SEC documents.

Cynthia Murray, a Wal-Mart worker, plans to sponsor a resolution calling for disclosure of hourly and wage breakdowns by gender.

The measure asks Wal-Mart to disclose the proportion of men and women in each pay grade and range along with the average hours worked at what rate.

Murray is concerned that Wal-Mart, which is the No. 1 employer of females in the US, is creating a crisis for working women stuck with low wages and erratic scheduling.

She is a member of the OUR Walmart activist group that fights to improve worker pay and conditions at the retail giant.

Congresswoman Rosa DeLauro of Connecticut is a supporter of Our Walmart, She said Walmart's "low pay, involuntary part-time work and treatment of pregnant employees is harming working women and their families." The Democrat wants WalMart to treat women fairly by paying them a living wage and predictable and fair schedules so they can provide for their families.

BerlinRosen handles PR for Our Walmart.

Meanwhile, TJX Corp. today announced that it would follow Wal-Mart's lead and pay workers at least \$10 an hour at its TJ Maxx, HomeGoods and Marshalls stores.

FCC PASSES 'NET NEUTRALITY

The Federal Communications Commission today passed 'net neutrality rules by a 3-2 vote.

The measure treats broadband providers as "common carriers" similar to phone companies and prohibits so-called fast access lanes for entities willing to pay extra for that service.

The FCC said the rules guarantee that broadband networks will be "fast, fair and open."

It said the "overwhelming majority" of the 4M comments received from the public supported an "open Internet."

FCC chairman Tom Wheeler said the 'net neutrality rules resulted from a more than decade-long effort to adopt the strongest possible open Internet protections.

He said the FCC listened and learned from public comments and in the process "saw a graphic example of why open and unfettered communications are essential to freedom of expression in the 21st century."

Verizon's Vintage Response

Verizon responded to the FCC move in cheeky PR fashion by issuing a Morse code response and typewritten press release, calling the new regulatory scheme a "throwback Thursday move" that imposes 1930s rules on the Internet.

Dated Feb. 26, 1934, Verizon senior VP for public policy and government affairs, Michael Glover, said the neutrality rules "encumber broadband Internet services with badly antiquated regulations," blasting the change as a "radical step that presages a time of uncertainty for consumers, innovators and investors."

Glover added that "it is likely that history will judge today's actions as misguided."

ERGEN RETURNS TO DISH HELM

Charlie Ergen, co-founder of Dish Network satellite TV giant, is returning to the helm effective March 31 to succeed the retiring Joe Clayton.

The 61-year-old executive stepped down in 2011 to focus on long-term business development and acquisition strategy.

Ergen credited Clayton for engineering a transformation of the Englewood, Col.-based company and preparing a new class of management.

Before taking the CEO post in 2011, Clayton was chairman of Sirius Satellite Radio, president of Global Crossing America and CEO of Frontier Corp.

Dish, which has been squabbling with Time Warner and 21st Century Fox over carriage fees, recorded a 17 percent rise in 2014 profit to \$945M on a 5.3 boost in

**Wheeler**

revenues to #14.6M. The company wound up the year with 14M subscribers who pay an average \$83.77 monthly tab.

MAYNARD DIES AT 56

Dori Maynard, a champion of diversity in the newsroom, died Feb. 24 from lung cancer. She was 56.

At her death, the former reporter/editor served as president of the Robert C. Maynard Institute for Journalism Education, which was named for her father, former editor/publisher of the *Oakland Tribune*.

He was the first black American to own a daily newspaper.

Maynard's mother Nancy was the first black woman to report for the *New York Times*.

Dori reported for the *Bakersfield Californian*, *Patriot Ledger* (Quincy, MA) and *Detroit Free Press*.

The Maynard Institute has trained more than 5,000 minority journalists and newsroom staffers.

Maynard joined the Institute following her father's death in 1993 and became its president in 2001.

**Maynard****SONY TAPS ROTHMAN FOR PASCAL'S JOB**

Tom Rothman, who was chairman of Fox Filmed Entertainment until 2012, is taking over for Amy Pascal at Sony Pictures Entertainment. He had been running Sony's Tri-Star label.

Michael Lynton, who shares the co-chairman title with Rothman, has renewed his contract.

Pascal took the fall for the North Korean hacking attack that was triggered by Sony's release of "The Interview." She plans to continue in a producer capacity.

Rothman, an entertainment lawyer by training, began his career at Columbia Pictures, which is now part of Sony.

ESPN SUSPENDS OLBERMANN

ESPN suspended Keith Olbermann for Twitter posts related to Penn State.

He tweeted that a post by a Penn State grad about students raising \$13M for pediatric cancer was "pitiful."



Olbermann apologized Feb. 24, saying the tweet and another one were "stupid and churlish."

In suspending Olbermann from hosting his program though the end of the week, ESPN said the tweets were "completely inappropriate and does not reflect the views of ESPN."

**NEWS RELEASE**

FOR IMMEDIATE RELEASE
February 26, 1934

Media contacts:
El Morfaden
Phone: 202-515-2441

Title II Regulations a 'Net' Loss for Innovation and Consumers
WASHINGTON - Today (Feb. 26) the Federal Communications Commission approved an order signed by President Roosevelt that imposes rules on broadband Internet services that were written in the era of the steam locomotive and the telegraph. The following statement should be attributed to Michael D. Glover, Verizon senior vice president, public policy and government affairs:
"Today's decision by the FCC to encumber broadband Internet services with badly antiquated regulations is a rational step that presages a time of uncertainty for consumers, innovators and investors. Over the past two decades a bipartisan, light-touch policy approach unleashed unprecedented investment and enabled the broadband Internet age consumers now enjoy."

PR & SOCIAL MEDIA VIEWS**PR'S ROLE IN MAKING SENSE OF SUPPLEMENTS**

By Arielle Bernstein

Dietary supplements have come under fire from state agencies, raising questions about what role they play in healthcare. PR pros now have a duty to participate in this conversation, to alleviate any potential confusion and help health-conscious consumers make informed decisions.

With patients and consumers increasingly empowered and engaged in their own healthcare, dietary supplements have gained in popularity and importance. Easy-to-access capsules and tablets help consumers ensure they're getting the vitamins, minerals and fatty acids that may be missing from their diets.

As it turns out, confusion is common among consumers, as well as the healthcare professionals charged with guiding their wellbeing.

As PR professionals seeking to guard client reputation and improve public health, it's critical for us to understand the facts about dietary supplements, their intended use, and their potential safety concerns.

What's in a name?

Dietary supplements are intended to do just what their name suggests -- supplement diet. In fact, under United States law known as the Dietary Supplement Health and Education Act of 1994, these products are regulated as foods, not drugs.

While this seems straightforward, their location in the drugstore may be contributing to confusion about their nature and appropriate use. Both healthcare professionals and patients may be mistakenly calling dietary supplements "over the counter" products — an entirely different FDA-supervised regulatory category.

Supplement scrutiny creates confusion

During recent weeks, dietary supplements have come under scrutiny — perhaps most notably and publicly, from the New York Attorney General, whose office announced a lawsuit against four major national drug store chains for selling dietary supplements that are mislabeled and contain undisclosed fillers and allergens.

For PR firms in this category, helping dietary supplement clients and pharmacy chains requires knowledge and asking the right questions. In light of the NYAG announcement, the U.S. Government Accountability Office reissued its 2010 report on herbal dietary supplements, revealing that 37 of 40 supplements tested contained a hazardous contaminant.

Healthcare PR carries a special responsibility and privilege: our work on behalf of innovators, marketers, patient advocates, professionals and health systems as a whole is linked directly to patient outcomes. In the case of dietary supplements, confusion and inconsistent use of terminology is obstructing care; as a result, people who might benefit from dietary supplements or prescription medicines don't realize these products' full health benefits.

PR practitioners have the opportunity to disseminate communications that make a tangible difference in patient care.

Hopefully, increased knowledge will ensure patients can access safe, effective dietary supplements in the course of aiding their health.

Arielle Bernstein is group VP-health at Makovsky.

KEEP KEYSTONE CHAMPAGNE ON ICE, GREENS

By Kevin McCauley

Keep the Champagne on ice, environmental groups. Any exhilaration over President Obama's veto over the Keystone XL Pipeline is premature. Keystone is going to happen.

Obama rejected TransCanada's scheme to ship dirty tar sand oils from Alberta to the Gulf Coast merely on procedural grounds.

True to form, Obama made a lawyerly decision. He objected to the GOP's attempted hijacking of the State Dept.'s review of the 1,179-mile pipeline.

The Dept., which received TransCanada's application in 2012, says it "continues to review the presidential permit application for the proposed Keystone XL pipeline in a rig-



orous, transparent, and objective manner."

The President did not reject Keystone because it will worsen the global warming crisis.

He hardly expressed agreement with green group 350.org that Keystone is the "fuse to the largest carbon bomb on the planet."

Imagege Barry using poetic imagery like that. Obama doesn't do emotions.

My gut tells me the President will ultimately come around on Keystone.

The Canadians are hell-bent on developing their oil sand assets, regardless of the degradation of the globe's climate and the poisoning of the land/water of Alberta. If not Keystone, a pipeline will transport tar oil to either Pacific or Atlantic oceans for export.

Canada is currently shipping its oil through the US via train. Oil-by-rail, a risky transportation mode, has soared because of inaction on Keystone.

The *Wall Street Journal* reported Feb. 24, citing an Energy Monitor Worldwide report, that each day the equivalent of a 17-mile oil train is rumbling across the US if all the railcars carrying crude oil on a single day were hitched together to a single locomotive.

Obama's oil railroad is traveling through places like the streets of Philadelphia. That potentially explosive train is susceptible to derailments, fire, sabotage and terrorism. An accident or attack in a populated area would be devastating. That's a much scarier proposition than a possible oil spill from a pipeline like Keystone.

Just-the-facts Obama certainly agrees.

Kevin McCauley is editor of O'Dwyer's.

NEWS OF PR FIRMS

KETCHUM, AUSTRALIA TOP ADRIAN AWARDS

Ketchum and client Tourism Australia took home PR "Best in Show" honors at the annual Adrian Awards of the Hospitality Sales & Marketing Association Feb. 23 in New York.

The "Reporting on OZ:CorOZpondents" campaign gathered bloggers and other social "influencers" in areas like travel, food & wine and golf to cover Australian adventures as correspondents. "Oz" is a colloquial term for Australian.



HSMIA gave Destination Cleveland and its agency, MMGY Global, advertising Best in Show honors for its re-brand of the city's marketing, while Red Roof Inn and 360i won top honors for digital marketing for a data-crunching campaign that saw the hotel chain reach out to stranded travelers.

HSMIA, which carried an "Adrian in Wonderland" theme for the event, handed out 130 PR Adrians, along with 46 in advertising and 87 in digital marketing. Ten of the highest PR honors, Platinum Adrians, were awarded.

They included:

AKA - Ballentines PR and Quinn; Berkshire Hathaway Travel Protection - Mardiks PR; Destination Quebec - DQMPR; Embassy Suites Omaha - La Vista Greater Miami Convention & Visitors Bureau - Current Lifestyle Marketing; Marriott Marquis Washington, D.C. - Laura Davidson PR; MCA Namibia/Namibia Tourism Board - Development Counsellors Int'l; Premier Rail Collection - Lou Hammond & Associates; The Cayman Islands Dept. of Tourism - Mfa Ltd.; Tourism Australia - Ketchum; Visit St. Pete/Clearwater - Paradise Advertising, Digital and Entertainment.

Geoffrey Weill, president of travel PR shop WEILL, was given the Winthrop W. Grice Award for lifetime achievement in PR. Weill noted his three "great passions" growing up in London - hotels and travel, Israel and New York. "And I have been so incredibly fortunate to have been able to forge a life and a career that encompasses all three," he said.

Hilton Hotels president/CEO Christopher Nassetta received HSMIA's Koehl Award for lifetime achievement in hospitality marketing.

Full list of Adrian winners is at adrianawards.com.

HSMIA said nearly 1,000 attended the event at the New York Marriott Marquis.

BRIEF: Republican communications veteran **Ron Bonjean** is supporting Congressman Aaron Schock who faces questions surrounding his use of campaign/taxpayer funds for travel and entertainment expenses. Schock's office told ABC that the Congressman takes "compliance obligations seriously" and that he launched a full review of procedures used in his office and campaign.

NEW ACCOUNTS

New York Area

Aspectus PR, New York/OpenLink, energy, commodities and treasury trading systems, for global comms., following a competitive pitch. Aspectus' London and Singapore offices, as well as its Houston partner Paige PR, are engaged on the account.

East

Tier One Partners, Boston/Comverse, monetization and revenue management software, for internal comms., IR, PR and social media counsel.

Buffalo Brand Invigoration Group, Vienna, Va./Telluride Ski & Golf Resort (Colo.), for golf-focused PR.

French/West/Vaughan, Raleigh/BRAND Napa Valley winery, as AOR for integrated marketing, including brand strategy and positioning, comms. and creative. NBV brands include BRAND Cabernet, BRAND proprietary blend, both selling at \$225 per bottle, and BRIO, which retails for \$125.

Southeast

Fetching Communications, Tampa, Fla./The Rein Coat, calming coat for pets, and Daybreak/Lindy & Co., gourmet pet treats that benefit homeless youth, for PR.

Insider Media Management, Boca Raton, Fla./Florida Association of Recovery Residences, which monitors and evaluates the quality of addiction care in the state, for a statewide PR campaign.

Southwest

LaneTerralever, Phoenix/National Multiple Sclerosis Society, Arizona chapter, as AOR for PR.

the spr agency, Scottsdale, Ariz./Corso & Rhude, Houston-based criminal defense law firm, for digital marketing, PR and social media.

Amendola Communications, Scottsdale/Zynx Health, health IT, for PR and content development for the company. Amendola previously handled CareInSync, acquired by Zynx in 2014.

West

The BlueShirt Group, San Francisco/Silicon Valley chip maker eASIC, for financial PR as it slates an initial public offering. The Santa Clara-based company filed Feb. 19 to sell shares on the Nasdaq market in a deal that could fetch \$75M.

Smith PR, Marina del Rey, Calif./Pacific Shore Holdings, natural pesticides under Thermal-Aid and Nature-Cide brands, as AOR for marketing and PR.

JMPR Public Relations, Woodland Hills, Calif./AutoWeb, automotive search site for car buyers, as AOR for PR.

Movement PR, Los Angeles/The Detour Bistro Bar, Culver City eatery founded by L.A. caterers Ranni Kungisky and Dane Pearson of Great Dane Catering and Events, for strategic PR, marketing and branding services to the first-time restaurant owners.

Bob Gold & Associates, Redondo Beach, Calif./Toberman Neighborhood Center, Los Angeles community non-profit, for its 8th annual charity gala.

Canada

DECK Agency, Toronto/The Cruise Professionals, luxury travel agency, for creative, PR, content, social and newsletter services.

NEWS OF SERVICES**CURRENCY CUTS GAINS AT PRN IN 2014**

PR Newswire's 2014 revenue declined three percent to \$302.1M, mostly due to currency effects, as underlying growth actually ticked up 3%.

Adjusted operating profit for the year at PRN dipped slightly to top \$69M, down from \$70.4M a year earlier.

PRN's parent, UBM, said US distribution increased 4.1% on an underlying basis on continued growth in the text press release market and cross-selling of multimedia features. The company said it has made gains in pushing customers to long-term contracts, now representing about 31% of North American distribution and \$51.7M in the US alone.

Earnings releases continued to decline, PRN noted, slipped to just 4.2% of revenue from 4.6% in 2013.

Abroad, PRN's European revenue slipped 1% to about \$32M, pushed negative by currency changes, while its Canadian operations dipped 10% to \$42.1M, a 1.1% decline on an underlying basis. Asia and Latin America saw a 5.6% increase to \$17.4M.

London-based UBM overall saw 2014 revenue fall 6% to around \$1.2B across its events (-2.6%, \$695.1M), PRN and OMS (other marketing services, -22.7% to \$154.3M).

MCDERMOTT BACK TO US WITH KORN FERRY

Peter McDermott, an executive recruiter for London-based Taylor Bennett, is moving to Korn Ferry in New York later this month as a principal in its corporate affairs unit.

McDermott, who joins March 16, will handle corporate communications and IR searches.

He spent the past five years at TB and its US affiliate, Heyman Associates, handling financial services, IR, corporate communications, government relations and public affairs executive searches. Earlier posts included James & Co., Sextant Search and People Ventures.

Richard Marshall heads K/F's corporate affairs practice as global managing director.

**McDermott**

BRIEF: Kabul-based **Afghanistan Monitoring & Research** has launched, offering data collection services for private sector companies in the south Asia country. Daily TV audience outreach, advertising tracking and similar services are being offered. CEO is David Fox, a copywriter for agencies in the Middle East, including Mindshare MENA and Asda Burson-Msrateller, who has spent the past two years in Afghanistan. ...**Effective Immediately PR**, New York, has developed a curated monthly music series for Starbucks highlighting emerging recording artists. The first showcase of the series, "The Acoustic Buzz," debuted Feb. 19 at New York's Astor Place Starbucks from 4-7 p.m., with performances by singer-songwriter Jillette Johnson and folktronic artist Howard. Follow-up events are slated for March and April.

PEOPLE**Joined**

Dara Busch, executive VP and managing director after 16 years at Rubenstein PR, to 5W PR, New York, as senior VP in its consumer division. She started out at Bobby Zarem Inc.

**Busch**

Lisa Bell, senior VP for Regan Communications, to 451 Marketing, Boston, as VP of consumer PR.

She is a former comms. manager for Mullen and earlier was at Citi-gate Cunningham in Cambridge after starting out with G.S. Schwartz & Co. and Burson-Marsteller in New York.

John Stauffer, regional strategy director at social@Ogilvy, to APCO Worldwide, Washington, D.C., as co-lead of the firm's StudioOnline practice and lead digital strategist within the Washington office. He led digital and social strategy for U.S. and global brands at Ogilvy like IBM, Marriott International and DuPont.

**Stauffer**

Jennifer Iwanicki, VP of operations, Olson, to PadillaCRT, Minneapolis, as VP of creative operations, overseeing operations, project management and production for the firm's creative design and digital team across its six U.S. offices. She was founder and president of Curation Station, a software as a service (SaaS) company, and co-founded online media production company Bannerpalooza and advertising agency Hello Viking.

Sylvia Wheeler, VP of IR and corporate affairs, Re-lypsa, to Aduro Biotech, Berkeley, Calif., as senior VP, corporate affairs and IR. She was VP of corporate comms. for Hyperion Therapeutics and VP of IR for Affymax, in addition to similar roles at Depomed, Cerus Corp. and Coulter Pharmaceuticals. At Aduro, she reports to chairman/CEO Stephen T. Isaacs.

Jennifer Biter, an intern for Eisbrenner PR, joins the Royal Oak, Mich., firm as an A/C, handling Dana Holding Corp., Michigan Science Center, Robert Bosch LLC and Strong Automotive Marketing.

Teri Morris, A/S, Lavidge, to Zion & Zion, Tempe, Ariz., as a senior A/E. She was an A/M for Allison+Partners and senior A/E at Riester.

Dave Stump, executive VP, sales, ContentActive, to Pierpont Communications, Houston, as VP of business development.

Promoted

Kelly Mack to VP, Environics Communications, Washington, D.C. She joined in 2011 from the National Association of Home Builders.

Dave Black, executive vice president and co-founder of Porter Novelli's Voce Communications, and Paul George, EVP and global director of PN's health and wellness practice, were named partners of PN. Black leads work with major tech clients and oversees operations, finance and HR at Voce, which PN acquired in 2011. PN has 17 partners.

MORGAN STANLEY PARODY RAPPED

A leaked, internal Morgan Stanley video spoof of the "Hunger Games" has surfaced as a PR black eye mocking cutbacks at the investment bank.

Investment News first published the 10-minute video, "Margin Games: Manager on Fire," featuring top executives who oversee a death match between branch managers of the bank and joke about how expendable the underlings are.

Coverage of leak comes after layoffs, cost-cutting and in the same week Morgan Stanley reached a settlement to pay \$2.6B to the Justice Department for the bank's role in the housing market collapse.

Investment News reported that MS Wealth Management CEO Greg Fleming nixed the video. It was never shown to its intended audience, an annual manager's meeting.

Fox Business said the bank has launched an internal probe into who leaked the parody video, which cost around \$100K to produce. Top Morgan Stanley brass reportedly held a meeting as the video spread virally on Feb. 25 to smoke out the leaker and possibly sanction the executive who approved the video's production.

EDELMAN BACKS McCLENDON IN SUIT

Edelman is mounting a PR defense for American Energy Partners and its founder Aubrey McClendon after McClendon's former company, oil and gas giant Chesapeake Energy, sued AEP and the well-known oilman for allegedly stealing trade secrets.

McClendon, hailed on Wall Street for his success in growing Chesapeake, was CEO and chairman of the company before being pushed to retire in 2013 amid questions about undisclosed personal loans and other issues. He founded AEP the same year and Chesapeake alleges that McClendon illegally used its trade secrets to start the new company.

McClendon and AEP have blasted the suit, filed in federal court in Oklahoma, as "meritless" and issued a lengthy rebuttal to Chesapeake's allegations, noting his exit included a deal to share information about more than 16,000 wells and other information. AEP has also published online McClendon's separation agreement with Chesapeake, among other documents related to the suit.

Edelman's Washington office is bolstering AEP's defense on the PR front.

Earlier this year Brunswick Group worked the PR front for AEP as it revamped its shale operations into American Energy Appalachia.

TPG CAPITAL TABS MENDELSON FOR PR

TPG capital, the Texas private equity firm that has sued its former PR chief over alleged press leaks, has hired veteran PR operative Adam Mendelsohn to lead communications.

Reuters first reported that Mendelsohn has been named managing director and head of external affairs at TPG.

Mendelsohn is a partner at Omnicom's PA and PR shop Mercury and has advised LeBron James and served as spokesman for Gov. Arnold Schwarzenegger on the PR front.

TPG last month sued its former public affairs chief, Adam Levine, alleging he took confidential documents and threatened to disclose information to the press. Levine is a former Goldman Sachs PR exec who worked in the George W. Bush White House.

B-M GIVES 'REVERSE MENTORING' A SHOT

Burson-Marsteller CEO Don Baer is featured in a story about "reverse mentoring" that is in the March AARP Bulletin.

The 60-year-old boss spends time with staffer Patrick Kerley (32), to discuss what's new in social media and how that medium can be used to spread a client's message.

AARP reports that reverse mentoring (e.g., younger staffers teaching older ones) isn't widespread yet in the corporate world, but is expected to become commonplace as companies rely on work forces that span multiple generations.

Baer told AARP he's a believer in reverse mentoring because he didn't grow up in the digital and social media environmental so it helps to better understand what's going on. He encourages managers in the 2,500-member WPP-owned PR firm to find millennial mentors.

Kerley, a senior director on B-M's social and digital team, works with Baer at least once a month though he's encouraged to "pop in" to his office if he discovers something new and interesting.

He says younger staffers often provide updates on the "latest and greatest" of the social media world.

US 'INDIAN COUNTRY' EYES TOURISM HELP

The New Mexico-based tourism entity for Native American tribal areas in the US has kicked off an agency search to burnish so-called "Indian Country" lands for travelers.

The American Indian Alaska Native Tourism Association, the "voice and resource" for advancing tourism for US tribes, released an RFP on Feb. 25 for integrated communications support for a range of duties from developing a new AIANTA brand to communicating "the diversity of Indian Country destinations to the consumer audience."

AIANTA is made up of member tribes from six US regions: Eastern, Plains, Midwest, Southwest, Pacific and Alaska.

Proposals are due March 31.

RFP: <http://odwpr.us/1BPI1Cc>.

DSCC MESSAGING GURU CANTER TO GSG

Matt Canter, deputy executive director for the Democratic Senatorial Campaign Committee, has moved to Global Strategy Group as a senior VP in its Washington office.

Canter, who directed messaging for the DSCC as it faced the loss of Senate control in 2014, is a former senior advisor and communications director to Sens. Kristen Gillibrand (D-NY) and Jeff Merkley (D-OR) and Gov. Jim Doyle of Wisconsin. He joined the DSCC in 2011 as communications director.

Jim Papa is SVP and managing director of GSG's Washington outpost.

Spunky libraries, spurred by the American Library Assn., are hosting public discussions of topics such as the Muslim culture. Hampton libraries are ducking such a role so far.

The Smithville, Texas library endured “angry” patrons who made the staff “fear for their safety” but they hosted a program anyway on Muslim culture, winning an award of the ALA.

Staffers were also praised for “standing up against censorship” by the Smithville City Council. They won the 2014 Gordon M. Conable Award of the ALA for promoting “diverse points of view” and promoting “community dialog on controversial issues.”

The ALA’s “Muslim Journeys Bookshelf” included 25 books, four DVDs and other materials on the “people, places, history, faith and cultures of Muslims in the U.S. and elsewhere.” A \$4,500 grant went to 125 libraries that accepted the materials.

Opponents even stole a couple of the books from the library and bragged about it on a website, the library said.

Amina Zarrugh, sociology grad student at the University of Texas/Austin, conducted a session on *The Country of Men* by Hirsham Matar that was attended by 100+. The book details oppression under Muammar Gaddafi. About 30 of those present did not support the program, the library said.

A dispute that has already cost Southampton, Westhampton Beach, Quogue and Jewish People Opposed to the Eruv more than \$1 million in fees to law firms (plus their own staff time), is raging in the Hamptons but there is no sign thus far that any of the local libraries will host a discussion on the subject.

ALA should Have an Eruv Package

ALA, since it fears not controversial topics, should put together a suite of legal papers, media coverage, Jewish definitions of an eruv, and editorial opinions on eruvim and offer it to libraries.

There are hundreds around the U.S. including an estimated 70 in New York state. Involvement of public property in any of them is unconstitutional and un-American. The U.S. was founded as a secular state and must fight to keep that status.

Southampton’s 138 sq. miles includes 16 communities such as WHB, Quogue and Hampton Bays. Homeowners pay taxes to SH as well as their local communities. SH has the largest library, the Rogers Memorial Library, with 126,321 volumes and a budget of \$3.53 million.

An O’Dwyer correspondent delivered 260 pages on the dispute to library director Liz Burns.

She said the library would file 11 of the legal papers and commentaries by lawyers, eliminating any materials that were in the media. There would be no public notice of the file.

Accepted were the 34-page opinion of UCLA Law Prof. Alexandra Susman that eruvim are unconstitutional; the 38-page memo by Judge Kathleen Tomlinson on

many details of the case, and the Jan. 6, 2015 U.S. Appeals Court decision supporting an eruv in WHB.

Not accepted were articles on the dispute that appeared on odwyerpr.com or in 27east.com of the Southampton Press. Accepted was the Sept. 18, 2014 statement of JPOE promising a continued fight against the eruv in WHB.

WHB Library Nixes O’Dwyer Materials

O’Dwyer reps attended a board meeting of the Westhampton Beach Library Feb. 11 and presented materials which the trustees said they would discuss in private.

Library director Danielle Waskiewicz then emailed that none of the O’Dwyer-supplied materials would be kept at the library.

No reason was given for this.

The O’Dwyer collection was provided on Feb. 26 to Hampton Bays Library director Susan LaVista who said she would bring it up at the board meeting March 10.

She said the likelihood was that the “factual information” in the legal documents might be accepted but not media coverage that included opinions. The library has 67,767 volumes and a budget of \$1.7M.

An attempt is being made to set up an appointment at the Quogue Library where Christine Clifton is director. Board president is Lynda Confessore whose son, Nicholas, is a reporter for the New York Times. The last NYT story on the Hamptons eruv dispute was filed by Sharon Otterman on Feb. 4, 2013.

Moore Administration Under Fire

The administration of WHB Mayor Marie Moore has come under press attack in recent weeks, led by local blogger Dean Speir, a former village official, who says “There are multiple violations of municipal and open meetings law here, but the one that resonates most sharply in this affair is the blatant lack of the ‘transparency’ this administration promised.”

At another point he says, “There’s something rotten at the core of the Moore/(trustee Charles) Palmer apparatus (political power structure) and it’s going to make the *New York Post* wonder what was so bad about (former Police Chief) Ray Dean’s compensation.”

Dean, 53, retired last year, collecting \$403,714 for 15 years of unused sick, vacation and personal time. This drew criticism of the WHB from the *New York Post*. He also got a pension estimated at \$142K yearly.

The political power of the Orthodox community was shown in its ability to force Mayor Bill de Blasio to back away from his bid to stop circumcisers of Jewish babies from sucking blood off the penises, a practice that has given herpes to more than 12 babies and cost the lives of two of them, said NYT Feb. 28.

Rabbi David Zweibel sued NYC when it passed a rule requiring Jewish parents to sign a consent decree before allowing the practice. The decree was “profoundly offensive” to Zweibel’s Orthodox group, the rabbi said.

NYP, a supporter of eruvim in the Hamptons, hailed de Blasio’s retreat as “a huge victory for religious freedom.”

— Jack O’Dwyer