



**Kevin McCauley**  
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](http://www.odwyerpr.com); [jobs.odwyerpr.com](http://jobs.odwyerpr.com)

March 5, 2018 Vol. 51 No. 10

## WPP'S PR/PA REVS SLIPPED IN 2ND-HALF '17

WPP today reported Mar. 1 that PR/PA revenues dipped during the second-half of 2017 but rose 1.7 percent for the full-year to the \$1.6B mark.

Revenues (on a constant currency basis) slipped 0.9 percent and 0.8 percent in Q3 and Q4, respectively.

CEO Martin Sorrell said Cohn & Wolfe, Glover Park, Ogilvy Government Affairs and Buchanan “performed particularly well” in comparison to Burson-Marsteller, Hill+Knowlton Strategies and Finsbury.



**Martin Sorrell**

WPP enjoyed strong PR/PA growth in the UK and Middle East during Q4, while North America and Continental Europe lagged.

Sorrell summed up 2017 as “not a pretty year.”

He said the major factors influencing WPP’s lackluster financial performance “were probably the long-term impact of technological disruption and more the short-term focus of zero-based budgeters, activist investors and private equity than, we believe, the suggested disintermediation of agencies by Google and Facebook or digital competition from consultants.”

### **WPP merges B-M, C&W**

Sorrell, who on Feb. 27 announced the consolidation of **Burson-Marsteller** and **Cohn & Wolfe**, expects “further simplification of our structure” and the “sharing of functions, systems and platforms across the group.”

C&W CEO Donna Imperato will helm the unified firm backed by B-M chief Don Baer who becomes chairman with a focus on counseling key clients.

BC&W will have more than 4,000 staffers in 42 nations. The mash-up combines C&W’s consumer, healthcare and technology strengths with B-M’s PA, corporate and crisis savvy.

Sorrell praised Imperato for “years of strong leadership and delivering excellent results at C&W” and thanked Baer for his contributions as CEO over the last six years.

Sorrell’s goal is to step up the “pace of WPP’s development from a group of individual companies to a cohesive global team dedicated to the core purpose of driving growth for clients.”

Looking at 2018, Sorrell sees global GDP growth at three to four percent.

He credited the strengthening US economy to Donald Trump’s policies of tax/regulation reduction and infrastructure investment.

## PALM BEACHES DOT SEEKS AOR

Discover The Palm Beaches, the official tourism marketing corporation that promotes the collection of cities, towns and tourism districts within Palm Beach County, Florida, has issued a request for proposal for a North American PR agency of record.

Scope of work will include implementing a North American PR program that both supports the DOT’s 2018 marketing plan and also secures earned media impressions supporting the South Florida tourism destination.

An agency will be selected on a criterion of experience and qualifications, understanding the needs and goals of the client, cost and overall strength of firm, as well as a campaign project exercise. A preference will be given to agencies that have a permanent place of business in Palm Beach County.

Deadline for submissions is April 12, at 4 p.m. Questions should be sent before March 16.

[Download the RFP \(PDF\).](#)



## HICKS EXITS WHITE HOUSE COMMS. POST

Former actor/model Hope Hicks is leaving her communications director post at the White House in the next couple of weeks.

The 29-year-old, who told the House Intelligence Committee on Feb. 27 that she told “white lies” to provide cover for President Trump’s exaggerations, was responsible for a 40-member staff.

“She is as smart and thoughtful as they come, a truly great person,”

President Trump said in a statement.

“I will miss having her by my side, but when she approached me about pursuing other opportunities, I totally understood. I am sure we will work together again in the future.”

Hicks, who was spokesperson for the Trump Organization and then for Donald Trump’s presidential campaign, moved into the communications director slot in August, replacing ousted Wall Street player Anthony Scaramucci.

She has PR firm experience, earned at Hiltzick Strategies in New York while working with First Daughter Ivanka Trump on her fashion line.



**Hope Hicks**

## **WS PITCHES PARCHED CAPE TOWN**

**Weber Shandwick** is working with South Africa Tourism to promote travel to Cape Town, which has been in the news as potentially the first major city in the world to run out of water.

The Interpublic unit began work Feb. 14., handling media requests, pitching reporters and developing messages to best position Cape Town and South Africa as tourist destinations.

The budget for fees/expenses is capped at \$100K.

*The Guardian* (Feb. 3) reported that Cape Town is in the midst of a one-in-384-year drought.

Greg Pillay, a Cape Town emergency services official, identified water shortages, sanitation failures, disease outbreaks and anarchy as the major risks faced by the city.

Unless water consumption is drastically slashed, the city forecasts July 9 as Day Zero, when reservoirs fall to 13 percent of capacity, and water valves to one million homes, 75 percent of the city, will close.

Residents will then have to go to 200 municipal sites, where armed guards will enforce the daily intake of water to 6.6 gallons.



**Aerial shot comparison of Cape Town between 2011 (top) and 2018.**

## **EX-PR COUNCIL CHIEF JOINS GOULD+PARTNERS**

Jack Bergen, who was first president of the Council of PR Firms, chief of Hill and Knowlton US and CEO of GCI Group during his dozen years in the PR agency business, is now strategic partner at **Gould+Partners**.

The 76-year-old executive also held top corporate affairs posts at CBS, Siemens and headed Alcoa's global human resources department which included oversight of communications and government affairs.

In taking the post, Bergen said his corporate HR savvy is a good fit with G+P's mergers and acquisitions practice due to the "growing emphasis on human capital in agency valuations, as well as retaining top talent in post-merger integration."

Rick Gould, who worked with Bergen when he headed the Council, called him a "brilliant visionary."

At G+P, Bergen, a West Point graduate and former Army Ranger, will help firm owners develop compensation schemes for key executives, including equity options and incentive plans

Before affiliating with G+P, Bergen was VP-corporate projects at Arconic, the aerospace company spun off from Alcoa in 2016.



**Jack Bergen**

## **PUBLICIS GROUPE TO COMBAT 'FAKE NEWS'**

Publicis Groupe leads a \$6M investor group financing NewsGuard, a venture announced today by media entrepreneur Steve Brill and former *Wall Street Journal* publisher Gordon Crovitz, to combat "fake news"

They plan to hire dozens of journalists to review 7,500 of the most-accessed and shared websites, and give each a green (trusted source), yellow (proceed with caution) or red (fake news) reliability rating. Those English language sites account for 98 percent of the articles read and shared in the US.

Sites also will receive "nutrition label" write-ups containing info about who owns/edits the site, what it covers and notable awards/mistakes.

The ratings and nutrition labels will be licensed to social media platforms and online search companies.

A NewsGuard "swat team" will be on alert 24/7 to act on suddenly trending stories from an unrated source or a site just launched to promote a fictitious story.

Brill, founder of Court TV, *The American Lawyer* and *Brill's Content*, said NewsGuard's use of experienced journalists operating in an accountable fashion "will apply basic common sense to a growing scourge that clearly cannot be solved by algorithms."

Maurice Levy, Publicis Group chairman, called NewsGuard a concrete and answerable answer to the concerns of clients.

"Advertisers care about the quality and credibility of the brands they support, and we are delighted to be the lead investor in NewsGuard as a key part of the solution to the crisis of fake news," he said in a statement.

Levy noted that advertisers are concerned about brand safety and don't want to finance or appear alongside fake news.

He said NewsGuard will publish and license "white lists" of news sites that clients can use to support legitimate publishers while protecting their brand reputations.

Brill and Crovitz expect to launch NewsGuard ahead of the November mid-term elections.

## **WPP WOMEN EARN 15% LESS THAN MEN**

Women working at WPP's UK firms earn less than their male counterparts, according to a report released by the the PR/ad conglomerate.

The median pay gap (e.g., difference between the midpoints in the ranges of men's and women's pay) was 14.6 percent, while the average hourly pay rate was 25.5 percent higher for men than for women. The average median pay gap for all UK companies sits at 18.4 percent, according to the study.

The gaps were not consistent across all the WPP units, however. While Ogilvy & Mather Group had a 24.7 percent median pay gap, Hill+Knowlton Strategies did much better, with women actually sitting on the positive side of a 3.9 percent median pay gap. WPP's J. Walter Thompson Group advertising unit showed some of the



**Maurice Levy**



**Karen Blackett**

(Continued on pg. 3)

## WPP WOMEN EARN 15% LESS THAN MEN

(Continued from pg. 2)

biggest pay gaps skewed toward men in both median and average compensation, with Kantar Media and Precise Media Monitoring boasting some of the narrowest margins between pay for male and female employees.

Perhaps more telling than the simple pay gaps, however, is where women are placed in a company's hierarchy. Overall, there are over 14,000 WPP employees in the UK, 51 percent of them and 49 percent women. The study breaks down the workforce of each company into four quartiles, with quartile one representing the most highly paid 25 percent of employees and quartile four the lowest paid.

When looked at in those terms, the divide between men and women becomes clearer. Women comprise a significant majority of the two lowest-paid quartiles in about three-quarters of the WPP units. For quartile two, the numbers are close to even. But at the top, those numbers slant much more toward male employees, with 17 units showing a strong majority of men (55 percent or more) in quartile one. Only two units had a majority of women in quartile one, and even then it was a narrow gap, with women accounting for 51 percent of quartile one at Hill + Knowlton and 52 percent at Millward Brown UK.

Karen Blackett, recently named WPP's UK manager, says that the group is working to address that imbalance. She says that WPP is "placing an even greater emphasis on the development of female leaders, which includes actively promoting best practice in recruitment, training, mentoring, parental leave and flexible working within our companies."

## COMCAST SHOOTS FOR SKY WITH TULCHAN

Comcast is using London's Tulchan Communications to handle its \$31B bid to acquire British TV broadcaster Sky, a bid 16 percent sweeter than Rupert Murdoch's 21st Century Fox's offer for the 61 percent Sky stake that it doesn't own.

Calling Sky "an outstanding company," Comcast CEO Brian L. Roberts said the Philadelphia-based parent of NBCUniversal plans to use it as a "platform for growth in Europe."

The satellite TV company has 23M customers, mainly in the UK, Italy and Germany. "Sky has been a consistent innovator in its use of technology to deliver a fantastic viewing experience and has a proud record of investment in news and programming," said Roberts in a statement. "It has great people and a very strong and capable management team."

Comcast will retain Sky's London headquarters. The deal would boost Comcast's international revenues from nine to 25 percent.

Tulchan's founder Andrew Grant and partners Tom Murray, James Macey-White and Graeme Wilson work Comcast's Sky bid.

Brunswick Group's London office (Jonathan Glass and Andrew Porter) and New York outpost (Justin Dini and Laurie Hays) handle investor outreach for 21st Century Fox.

**Tulchan**  
Communications LLP

## LEVICK PRO RICCI HANGS SHINGLE

Levick alumnus Andrew Ricci has launched Riccon Strategic Communications in DC to offer PA, media relations, advocacy, stakeholder engagement, content and crisis services.

Prior to joining Levick, Ricci was a senior communications aide to Ohio Democratic Congressman Zack Space, handling strategy, messaging and outreach to national/state/local media.

Earlier, he did a stint with Arizona Representative Harry Mitchell.

His ghostwriting has appeared in publications such as the *New York Times*, *Washington Post*, *Politico* and *The Hill*.

Ricci named his firm after his father's home building business, Riccon Development, where he says he learned to "work hard, get results and earn a paycheck."



**Andrew Ricci**

## PORTLAND PR BACKS QATAR FOUNDATION

Portland PR represents Education Above All Foundation, which was launched in 2012 by Qatar princess Sheikha Moza bint Nasser, to provide US-focused media/stakeholder outreach, digital engagement and international conference support.

EAA supports educational opportunities in nearly 50 nations affected by poverty, conflict and disaster.

On Feb. 28, it opened a multi-building "child-friendly" compound in Gaza, which features learning spaces, health clinic, psychological counseling center, sports complex and emergency shelter. The United Nations and Qatar Fund for Development provided funding for the project.

Portland represents the Foundation through the end of the year.

Qatar has been under an economic/political boycott from its fellow Arab states for alleged ties with terrorism and cozy relations with Iran.

## FWV PROMOTES PORK OF NC

**French/West/Vaughan** has scooped up the North Carolina Pork Council to oversee its brand positioning, creative development, media relations, social media and advertising efforts. Eckel & Vaughan had the account.

Originally chartered as the North Carolina Swine Industry Assn. in 1962, NCPC is the oldest state pork producer group that has operated with a mandatory check-up since its beginning.

The Raleigh-based F/W/V will handle NCPC's consumer-facing communications to promote the industry as a profitable and socially responsible business that impacts the lives of all North Carolinians.

Andy Curliss, CEO of NCPC, expects F/W/V will promote the "great stories that are the result of the efforts of hardworking hog farmers across the state."



**Sheikha Moza bint Nasser**



## **FEMALE PR PIONEERS SHARE THEIR STORIES**

The hurdles crossed, and barriers broken by the first generation of women to work in the public relations industry were the subject of “PR Women Who Changed History,” an event sponsored by the Museum of Public Relations Mar. 1.

Hunter Public Relations CEO Grace Leong took the stage to introduce the event’s keynote speaker, former AT&T CCO Dick Martin, who talked about the life of the late Marilyn Laurie, AT&T’s first female CCO. “Martin actually worked for Marilyn Laurie,” Leong told the crowd. “Most people might think that Marilyn Laurie followed him. But Dick wants to remind everybody that he followed a woman.”

In his remarks, Martin noted some of the many lessons that Laurie taught him. “She approached

issues from surprising angles that kept her from myopically focusing on the obvious and allowed her to see around the next corner,” he said.

“Marilyn knew exactly how she could help in every job she had,” Martin added. “And that’s exactly what she did. In her own way, largely through the example she set, she did change history.”

Martin also speculated on how Laurie might have responded to the #MeToo and #TimesUp movements currently sweeping the country. He told the audience: “I can’t believe I’m saying this, but I think on #Metoo and #TimesUp, Marilyn would have come to the same conclusion as Steve Bannon who said, ‘#Metoo is not just sexual harassment. It’s an anti-Patriarchy Movement. It’s going to undo ten thousand years of recorded history.’”

Following Martin’s talk, there was a panel discussion moderated by Baruch College professor Caryn Medved. The panelists were Hunter PR founder Barbara Hunter, National Organization for Women founder and longtime PR exec Muriel Fox and Saralie Slonsky, who held executive positions at Burson-Marsteller and Cohn & Wolfe.

Hunter talked about how different everything used to be for women, right down to how they were expected to dress for work. “When I went to work, I would put on my hat, often with a veil, my white gloves, and my high heeled shoes and go into the subway to go to work,” she said. “When I got there, I would deal with carbon paper and mimeograph machines.”

She also remembered how few women there were in the field back then. “I would go to a PRSA luncheon, they were held at the Waldorf at that time. There might be a hundred and fifty men and maybe ten women.”

Fox talked about the fact that women were always steered toward jobs that were deemed suitable for them. “A lot of young women don’t recognize that in those days

they had help wanted ads. The help wanted ads said, help wanted male, help wanted female,” she said. “And that was really the first big cause that NOW took on in 1966. It was a very tough fight, but of course, we won.”

Fox acknowledged that even she was not immune from having a narrow view of the options possible for many female workers. “I’m going to use this occasion to apologize to Saralie Slonsky,” she said about her fellow panelist. “She was my secretary.”

“What I apologize for,” she noted, “is that we took it for granted that she was going to remain a secretary and there were just no secretaries who moved on. I came in as a writer and a former reporter. In those days, it was just impossible, and she had to go to another agency which appreciated her.”

Slonsky saw Fox’s behavior in a more positive light, saying that Fox “taught me so much that I was able to move on.”

Medved asked the panelists to talk about the biggest hurdle each faced as they worked their way up in the business.

Hunter brought up the difficulty of juggling work and family. “I remember when I was with National Dairy at one time, as a publicist. I left to have a baby. They said, oh we’ll hold your job for you. I came back a month later, and there was no job.”

That problem was still evident when she moved to a small PR agency run by two women. “I remember one night being called in after work and they’re complaining to me because I left the office at five thirty, even though my work was done and why didn’t I stay till eight or nine o’clock like they did. I said, ‘I have a small baby at home. I have another responsibility.’ So, I think that is something you have to deal with as women.”

Fox mentioned the stereotypical view of women that most of their male colleagues had: “I remember the head of ABC News, a very nice guy, said to me once, just matter-of-factly, ‘Well, you know women can’t be bosses because women can’t give orders. It took a very long time to show that women could be bosses.’”

Slonsky said that when she started to work for Fox, “she really helped me to understand that you can be a woman, be an executive and still be a person.”

Slonsky, who now teaches communications to college students, said the differences between advertising and PR inadvertently opened a door for women. “Advertising was more for the men,” she said. “And so, women began to do public relations. That was kind of a little bit difficult for a while. But I think now that it doesn’t matter whether you’re male or female. Now it really matters what you know and how you do it.”

If you aren't curious about what's going on in the world ... you're not going to be able to make the connections that it's your job to bring to the table.



**(L to R) Muriel Fox, Barbara Hunter and Saralie Slonsky**