



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 27, 2017 Vol. 50 No. 13

GROWTH RETURNS FOR HUNTSWORTH

Huntsworth accounted for £180.1 million (about \$224 million) in revenues for 2016, revealing like-for-like growth of one percent, according to yearly results the London-based PR group released last week.

Headline profit before tax revealed

HUNTSWORTH

especially strong gains, up 21 percent (and six percent on a like-for-like basis) to £16 million (about \$20 million), a big leap from 2015's £13.3 million (about \$16.5 million).

Huntsworth Health — the communications group's largest division, accounting more than half of its revenues — was the standout performer this year, accounting for £90.8 million in revenues (about \$113 million), revealing like-for-like growth of 13.8 percent from 2015's £72.3 million (about \$90 million). Operating profits at the health and science division was £18.3 million (\$22.8 million) million, up more than 20 percent from 2015's £13.8 million (\$17.2 million).

On the other hand, PR flagship Grayling performed poorly in 2016, offering £53.9 million in revenues (\$67.2 million), a like-for-like plummet of 17.4 percent from

(Continued on pg. 2)

CISION MERGES WITH BLANK CHECK COMPANY

Chicago-based marketing software giant Cision has entered into an agreement to combine with shell company Capitol Acquisition Corp III. The newly merged entity will make Cision a publicly listed company with an anticipated initial enterprise value of about \$2.4 billion.

Cision will own 68 percent of the newly combined company's common stock, with Capitol owning 32 percent. The transaction, which is subject to regulatory as well as Capitol stockholders' approval, is expected to close during 2017's second quarter. Both Cision and Capitol's boards have unanimously approved the proposed deal.

CISION®

GTCR, the private equity firm that owns Cision, retains 100 percent of its equity in the company. Cision's management team, which is led by CEO Kevin Akeroyd and CFO Jack Pearlstein, will run the combined company post-transaction. Capitol chairman and CEO Mark Ein will join its board and serve as vice chairman. Capitol president and CFO Dyson Dryden also joins the board.

PJT Partners served as financial advisor to Cision in the transaction. Citigroup Global Markets Inc., Deutsche Bank Securities Inc. and Credit Suisse served as financial and capital markets advisors to Capitol.

CANCER GROUP ISSUES PR RFP

The Global organization, International Association for the Study of Lung Cancer, has **issued a request for proposal** for agencies that can provide PR and media relations work for the 18th annual IASLC World Conference on Lung Cancer, which will be held Oct. 15-17 in Yokohama, Japan.

Duties will include writing press releases, pitching stories to media outlets, organizing press conferences, creating a social media program, assisting with bylined articles, and media training work for key IASLC spokespersons and stakeholders.

The work is scheduled to run from May 15 through November 15, with the potential for an ongoing agency retainer. Firms that apply should staff medical writers as well as have international experience.

Deadline is March 30.

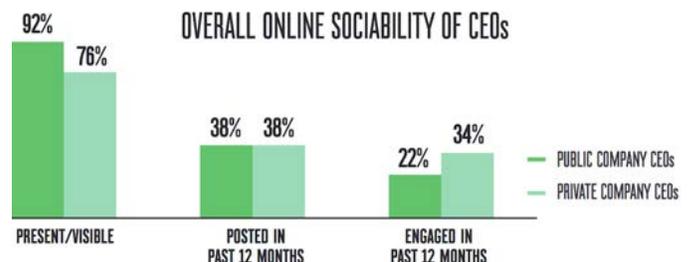
Contacts are PR manager Becky Bunn, Becky.Bunn@iaslc.org, and communications director Colleen Miller, Colleen.Miller@iaslc.org.



ONLINE ENGAGEMENT ABSENT AMONG U.S. CEOS

CEOs have come around on social media, but most still aren't engaging with audiences online, according to a March report released by Weber Shandwick that gauged the sociability and online engagement of U.S. executives.

Weber Shandwick's "**Socializing Your CEO**" report found that the vast majority of U.S. public company CEOs and private company CEOs — 92 percent and 76 percent, respectively — now maintain some form of online presence, be it on social media or their company's website.



Engagement among these executives remains low, however, with just 22 percent of public company CEOs and 34 percent of private company CEOs interacting with audiences online in the past year.

The report also found that fewer than four in 10 public and private company CEOs (38 percent) have posted online within the past year.

(Continued on pg. 2)

GROWTH RETURNS FOR HUNTSWORTH

(Continued from pg. 1)

2015's £63.2 million (\$78.8 million). Grayling's operating profits resulted in a \$1 million loss (£800,000), compared to 2015's profits of £2.6 million (\$3.2 million).

Executives in a preliminary results statement said declines at the unit were due, in part, to "challenging trading conditions, particularly in the U.S.," as well as the Middle East region, where the PR unit suffered client losses and client renewal delays. Huntsworth stated that Europe "remains the strongest and most profitable" region for Grayling.

Huntsworth in a February trading statement announced the restructuring of that unit, which began in 2015, is now complete and said that "early indications are that the Group's trading in Q1 is in line with management expectations."

PR shops Red and Citigate saw modest like-for-like revenue gains of 4 percent and 4.5 percent, respectively.

In a statement, Huntsworth CEO Paul Taaffe said the global PR group's 2016 performance is mostly reflective of Huntsworth's strong growth and Grayling's underperformance, as well as the impact of a positive change in exchange rates.

ONLINE ENGAGEMENT ABSENT AMONG U.S. CEOS

(Continued from pg. 1)

The report defined engagement as any correspondence between a CEO and site visitor, be it participating in a discussion or responding to comments or criticisms on Facebook or any other online forum, including corporate websites.

The report discovered that public and private company CEOs exhibit different online behaviors. For example, although private company CEOs are the least likely to be visible on their company's website (66 percent, vs. 90 percent for public company CEOs), they're more likely than public company CEOs to be found on social networks (59 percent vs. 50 percent, respectively). Public company CEOs are also more likely to engage with audiences when they do post online.

The study also found that Silicon Valley CEOs are uniquely more likely to engage with audiences than chief executives from other industries, at 39 percent, and also exhibit a slightly higher posting rate (41 percent). On the other hand, Silicon Valley CEOs revealed slightly less overall online social presence than public company CEOs, at 86 percent vs. 92 percent.

Weber Shandwick's "Socializing Your CEO" study, the fourth installment in a series that began in 2010, analyzed the online presence of CEOs from the top 50 public U.S. companies listed in the 2016 Fortune 500 rankings, as well as CEOs from *Fortune's* 25 Most Important Private Companies in the U.S. and *Mercury News's* top 150 companies in Silicon Valley for 2016.

CEOs were gauged on public presence and visibility, as well as posts and engagement activity during the last 12 months across several online platforms, including company websites and YouTube, and external CEO blogs and websites, as well as Facebook, Twitter, LinkedIn, Google+ and Instagram.

SPOKESMAN'S ROLE: ROCKEFELLER V. TRUMP

By Fraser Seitel, comms. consultant, author and teacher for 40 years



For more than four decades, I served as public relations "spokesman" for David Rockefeller, who died in March at the age of 101. It was my privilege to represent Mr. Rockefeller with the media, first as public affairs director at Chase Manhattan, where Mr. Rockefeller served as CEO for a decade, and then as public relations counsel to the Rockefeller family.

He was — despite what you might read from conspiracy theorists and angry tweeters — a wonderful man, hard-working and kind to a fault. Had David Rockefeller not been born a billionaire, he still would have been the world's nicest guy.

On the occasion of his death, it seems fitting to compare my job as spokesman for Mr. Rockefeller with that of Sean Spicer as spokesman for Donald Trump. Here's how David Rockefeller might define the task of a spokesman and why Mr. Spicer has a lot tougher road to hoe than I ever did.

Respect the reporter's role

Mr. Rockefeller, being a Rockefeller, never coveted media coverage. He preferred to keep his activities private, but as Rockefeller and the CEO of a major institution, privacy simply wasn't an option. So, he accepted that reporters have a duty to keep the public informed. And if that meant reporting on problems or scandals or things that might make the institution look bad, then so be it.

Reporters, he understood, weren't in business to kiss the buttocks of a CEO or a person of wealth or the President of the United States, for that matter. They were there to report a story, warts and all.

Anyone who drops in on a Sean Spicer daily news conference, where he regularly lambastes the assembled media for following the wrong stories and emphasizing the wrong aspects, understands that "respect" for journalists isn't part of the Trump playbook.

Help with the "why"

Mr. Rockefeller also understood that journalists need to know "why" actions are taken or decisions reached. He recognized, as good public relations counselors do, that the "who/what/where/when/how" are important but not nearly as critical as understanding the rationale for statements.

Watching Mr. Spicer's daily contortions, specifically his failure to explain "why" his boss believes his inauguration attendance set records or "why" Russians espionage wasn't important in the election or "why" Obama spied on him, one can see how elusive explaining "why" can be.

Don't play favorites

Mr. Rockefeller's eminent fairness always shined through in his dealings with the press.

At Chase, we would accommodate all comers, from sit-downs with *The New York Times* editorial board to profiles from *Fortune* magazine to interviews with college journalists. Mr. Rockefeller treated all equally, whether they approached him in reverence or revulsion.

With a boss who has openly questioned the "failing" *New York Times* or the "fake news" CNN or the enemy mainstream media, Mr. Spicer has been criticized for freezing out certain more hostile reporters in favor of those more hospitable to the Trump administration.

Read the rest of this story on odwyerpr.com >>

SOCIAL MEDIA, EMAILS FEED CELEB EDITORS

Celebrity editors like extended interviews with celebs if possible and prefer emails from PR reps before phone calls or in-person visits, a PRSA/New York “Meet the Media” audience was told March 23 at Cohn & Wolfe.

The editors don’t mind a celebrity being linked with some product or company as long as this is kept at a discreet level.

Panelists were Kristin Harris, BuzzFeed; Allison Cacich, *Life & Style Weekly*; Leora Arnowitz, Foxnews.com; Jenna Lemoncelli, Hollywood Life; Joi-Marie McKenzie, ABC News, and Carly Sitzer, *In Touch Weekly*.

Recent interviews of Harris included Ryan Gosling, Kate Winslet, Robert De Niro, Anne Hathaway, Rihanna and the cast of *Pretty Little Liars*.

Panelists mostly confined themselves to generalizations about their work habits and how best to reach them with few names of celebs being mentioned.

Arnowitz Did “Worst” Celeb Scandals

Celeb and gossip columnists, while tracking the news of stars, also pride themselves on showing that stars have “feet of clay.” Arnowitz last December listed the “Biggest Celebrity Scandals of 2016.”

No. 1 was the arrest of Austin Lee Russell of *Pawn Stars*, also known as Chumlee, when police found drugs and a gun in his Las Vegas home. He was booked on **19 drug possession and one weapons charge**.

No. 2 was the “messy breakup” of “Hollywood good girl” Taylor Swift with Calvin Harris and her “reignited feud with Kanye West and Kim Kardashian.”

Others were the alleged “lie” of Ryan Lochte about an incident after the Olympics in Brazil; the accusation that Johnny Depp abused Amber Heard; the split of Angelina Jolie and Brad Pitt that was accompanied by abuse charges that were later dismissed; the hospitalization of Kanye West for a reported psychotic breakdown; and the backlash against model Gigi Hadid after she “mocked Melania Trump during a speech at the *American Music Awards*.”

McKenzie Shows Sympathy

Recent posts of McKenzie show that she has sympathy for subjects she covers and **follows popular TV shows**.

A March 24 item displayed “A touching video about 57 dogs saved from kill shelters.”

On the same day she noted that Huck, a character on “Scandal” known as Olivia Pope’s “secret weapon,” was shot and viewers must wait until next week to learn more.

Other items included the note that John Mayer has a new song about former partner Katy Perry; Selena Gomez explains how “online bullying” affects her; McKenzie herself played “The Engagement Game” to obtain a marriage proposal; and a couple in North Carolina moved up a wedding so a dying newborn son could take part.

Read the rest of this story on odwyerpr.com >>



(L to R) Erica Tsioutas of Ketchum & Nicole Chismar of Weber Shandwick moderated the event.

RXADVANCE APPOINTS 5W AOR

New York-based 5W Public Relations has been named AOR for health-tech company RxAdvance.

RxAdvance is a pharmacy benefit management company that utilizes cloud technology to manage drug benefits and reduce health care costs.

Founded in 2013, the Southborough, Mass.-based company is led by former Apple CEO John Sculley, who serves as chairman and chief marketing officer.

5W PR will work on establishing RxAdvance as the only cloud-based PBM that can help curb the billions wasted on drug-impacted health care costs each year.



STATE EDO NAMES NJF AOR

The Rhode Island Commerce Corporation, the official economic development organization for the state of Rhode Island, has named **travel and tourism shop NJF** as agency of record.

NJF will focus on raising awareness and interest in Rhode



Island travel and will build relationships with key media and influencers in a bid to increase leisure, business and meetings, incentives, conferences and exhibition travel to the state.

Travel, hospitality and entertainment marketing agency **MMGY Global** acquired **New York-based NJF** in October.

STRUCTURE HOUSE COMMITS TO FWV

Structure House, Durham, N.C.-based residential weight loss center and residential retreat for men and women, has signed on with **French/West/Vaughan** to boost its media presence and distinguish its services in the health care industry.

FWV will spread the word on the facility’s new spa building and interactive demonstration center where guests can learn from executive chef John Beverly on how to prepare well-balanced, healthy meals and snacks.



CROSBY INVESTS IN SOCIAL MEDIA EXPERTISE

Crosby Marketing Communications is beefing up its social media team with the addition of Jasmine McGee and Wallen Augustin.

McGee takes the title of content creator and will create copy and graphics for social and digital media programs. She comes over from digital agency Possible, where she worked with Coca-Cola’s social media team.

Augustin will serve as social media specialist, focusing on content management, analytics and social listening programs.



Jasmine McGee & Wallen Augustin

NO REJOICING OVER DEATH OF TRUMPCARE

By Joseph J. Honick, president of GMA Int'l in Bainbridge Island, Wash.



It echoes the old theme: "There is no joy in Mudville; mighty Casey has struck out!" No one from any side of the confusing political spectrum should be happy at the apparent death of the presidentially-declared "cure" for the Affordable Care Act. None of the ACA defenders and attackers can hold their head high and assert they have been working in the public interest.

The most insulting aspect of all the claims and counterclaims is that there seemed to be more concern for dollars and cents than American health.

Somehow President Trump had little hesitation to demand we up the budget for winning wars we are not fighting by just under \$60 billion.

Not content with that, he found no problem with an estimated \$23 billion or more to produce a fence between us Americans and those nefarious Mexicans who've been scrambling across the border to clean the toilets in luxury and lesser hotels on our border and pick the crops farmers cannot find Americans to get the job done.

For Trump supporters, the argument was straightforward and appalling: kill the ACA and then we could try to figure out what to do. From the folks who thought they were in the President's army, there was disenchantment over how much the proposed Trumpcare would cost.

From the Democrats, who were presented a huge opportunity for leadership, there was only the same kind of reaction as the Trump supporters: our way or the highway.

Anyone in public life knows there is no such thing as a perfect law. After all, the story of how our great Constitution finally came into existence was one of the greatest dramas in the history of democracy.

Yet, even with this document, 33 amendments have been proposed by the United States Congress in reasonably honorable moods. Twenty-seven of those are part of the Constitution after ratification by the required number of states...the first ten collectively known as the Bill of Rights, and they enunciate rights of undeniable importance to Americans who could be labeled left, right and whatever remains.

How wonderful it might have been had the Democratic party opponents of the Republican assault team worked to show public understanding of honorable effort to review the ACA and made very public negotiation that would emphasize health over dollars.

So, while there is rejoicing that this President, who was hell-bent on destruction of the entire existing program and slandered anyone in his way, finally was knocked off his horse, those who made it happen can claim no great leadership on behalf of those who wonder "what now?"

Perhaps it is too much to hope there are caring, sensitive people in all the elements named earlier who can meet separately from President Trump and bring forth a serious, reasonable and bipartisan proposal that will not only speak concern for all who need the help, but also to other nations who want and need to believe America stands behind all those amendments that made our Constitution something so very special.

PR OPINION

A panel from GE Digital, Levick, Digiday, The Daily Beast and Cision will examine on March 29 journalism's "credibility crisis" including "loss of public trust" and "shrinking deadlines." The session, which takes place in New York, will be webcast at 2 p.m. ET and is free but **only to those who register**.

Cision's annual survey

of more than 1,550 North American journalists and "influencers" found that while people have more faith in earned rather than paid and owned media, "journalists perceive they are now struggling to maintain the public's trust."

Confidence in the media "eroded due to the presidential election and other factors," it says. "Findings illustrate power of PR in helping journalists to provide relevant, authoritative and accurate information."

Cision notes that its survey results align with the **2017 Edelman Trust Barometer** which found that public trust in the media dropped to 43%, a level almost as low as that of government officials, who have the lowest rating of 41%.

Facebook Is Tops; "Branded" Content Dips

Cision found that "Facebook still dominates as the most valuable channel for audience engagement" and the "market is moving away from sponsored content and native advertising and towards mobile compatibility, video and image-based content, social media as a journalistic resource and influencer marketing."

Journalists want story ideas from "credible industry experts," says Cision.

Helpful to them are Cision units such as **Help a Reporter Out (HARO)**, which spurs feedback from the public; **PR Newswire for Journalists (PRNJ)**, and **ProfNet**.

Journalists Are Under Pressure

"A combination of lack of resources and the fast pace of new media is pushing some writers and publishers out of the industry," says Cision. "Journalists are being asked to do more with less resources, often being forced to make cuts in fact gathering and investigative journalism. The disruption of media business impacts journalists' productivity and performance, making the relationships between brands, trusted newswires, journalists and influencers even more vital than ever."

Cision also notes that 81% of senior marketers believe that earned media is more effective than paid media. "Communications executives are starting to recognize the power of earned media to share their brand's message and increase market share in this changing consumer environment," it adds.

– Jack O'Dwyer



Panelists, clockwise from top: Chris Lynch, chief mktg. officer, Cision; Katrina Craigwell, VP of mktg. innovation, GE Digital; John Avlon, editor-in-chief & mng. dir., The Daily Beast; Brian Braiker, exec. editor, Digiday; Richard Levick, chmn. & CEO of Levick