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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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FMAA SEEKS PRO-BONO PR

The Flag Manufacturers Association of America, a tax-exempt nonprofit trade association comprised of the four largest U.S.-based flag manufacturers, is seeking a PR agency willing to do pro-bono work for the organization.

The FMAA safeguards U.S. flag manufacturing by sponsoring a "made in the U.S.A." certification that helps consumers identify where their flag is made. The organization is looking for an agency that can develop an awareness campaign in the form of a PSA for print and social media outlets that would educate American consumers on how to tell where their flag is manufactured before buying it.

The FMAA wants the campaign to coincide with the top U.S. flag flying holidays — Memorial Day, Flag Day and July 4th — as well as the 2016 Presidential Election.

RFP: <http://odwpr.us/24tGxIj>.

BRANDT, CLAY NAMED SLOANE CO-CEOS

Darren Brandt and Whit Clay, partners and managing directors of New York-based Sloane & Company, have been named co-CEOs of the specialist corporate and financial PR shop, succeeding founder and CEO Elliot Sloane.

Brandt and Clay's appointment becomes effective immediately. Sloane, who founded the MDC partner unit in 1998, will remain with the firm in an advisory role.

The leadership transition had been several months in the making. Sloane, who prior to opening his agency served as financial media relations VP and director at Ruder Finn as well as executive VP and general manager of Edelman practice Edelman Financial Worldwide, said in a statement that given the agency's "series of record years and even stronger performance through the first quarter of 2016, there could be no better time for my talented colleagues to take the helm."

"I am proud of the world-class communications firm we have built at Sloane & Company — one widely acknowledged as a leader in public relations, investor relations, crisis, public affairs and high-stakes transaction work," Sloane said.

Agency officials with knowledge of the transition told O'Dwyer's that Sloane will continue to work with some of the firm's clients — somewhere between 10 and 12 — in areas that interest him.



Brandt, Clay

FTI COMMUNICATIONS REVENUE UP IN Q1

FTI Consulting reported revenue of \$470.3 million for the first quarter of 2016, an 8.8 percent increase from the \$432.3 million the consulting operation brought in during the first quarter of 2015.

The Washington-based corporate services company also posted net income of \$30.2 million for the quarter, up from \$23.7 million in Q1 2015. Operating income was \$52.2 million, compared to \$48 million during the first quarter the year prior.

FTI Consulting's strategic communications revenue increased 7.1 percent — \$3 million — to \$45.1 million in the quarter, compared to \$42.1 million in the first quarter of 2015. This was due primarily to stronger project-based revenues in public affairs and financial communications operations occurring in North America and the EMEA regions, the company said in a statement.

Adjusted EBITDA for FTI's Strategic Communications segment was \$6.1 million, or 13.5 percent of that division's revenues, compared to \$5.8 million, or 13.7 percent of segment revenues in Q1 2015.

"In the first quarter, our teams delivered record quarterly revenues and adjusted earnings per share," FTI president and CEO Steven Gunby said in a statement. "And importantly, no businesses underperformed our expectations."

SALES, REVENUE UP AT WPP IN Q1

WPP boasted revenue gains of 10.5 percent for the first quarter of 2016, to about \$4.5 billion (£3.07 billion) from \$4.2 billion reported in the first quarter of 2015, including revenue growth of 5.1 percent on a like-for-like basis.

The British ad/PR conglomerate also posted net sales growth of 8.1 percent, revealing like-for-like gains of 3.2 percent, with almost all regions and business sectors — with the exception of its data investment management properties — reporting like-for-like revenue increases. Reported billings were up 8.3 percent to £11.922 billion (about \$17.4 billion). Net new business in Q1 achieved about \$1.8 billion, compared to \$1 billion reported for the first quarter of 2015.

In a quarterly trading update statement released today, the world's largest advertising group said these figures accounted for a performance that was "well above budget."

Performance was strong in all regions, but particularly so in North America, where like-for-like revenue growth was up 6.9 percent and net sales growth reported 3.9 percent gains.

(Continued on page 2)

AGENCY CEO HASS TO TEACH AT ASU

Mark Hass, a former CEO for Edelman and MSLGroup, has been appointed a professor of Arizona State University's business and journalism schools.

Hass, who recently served as a senior advisor at Teneo Strategy and helped found consulting shop Peconic First, will serve as professor of practice in a joint appointment with the Walter Cronkite School of Journalism and Mass Communications and the W.P. Carey School of Business, starting in August.

Cronkite School dean Christopher Callahan called Hass a "master of strategic communication and marketing."

Hass was president and CEO for the US at Edelman in four years at the firm, departing in 2014 amid a controversy over the firm's work for clients who question climate change. That followed seven years at MSLGroup, including four as CEO of the firm.

Hass started out in journalism with the Miami Herald and Detroit News.



Hass

CITIZEN RECRUITS OGILVY ALUM AS US GM

Nathan Friedman, former regional managing director for Ogilvy PR, has moved to Citizen Relations as its US general manager.

North America chief Nick Cowling said the firm wanted to expand its leadership team amid strong growth in the region.

Friedman, who left Ogilvy late last year, is based in New York and oversees client services, talent management and business development for the US market. He spent 16 years at Ogilvy & Mather and Ogilvy PR, including as managing director for Chicago and regional managing director of its four West Coast offices. He also led the Americas for the WPP group handling LG Electronics.



Friedman

Citizen Relations, based in Los Angeles, was acquired by China's BlueFocus Communications in 2014. It has nine offices and a client roster that spans Aflac, Travelocity and P&G Brands.

The agency, the former Citizen Paine, was forged in 2011 by PainePR (US), Optimum (Canada), Band & Brown and Brando (UK).

DEALER IN 'BOUVIER AFFAIR' GETS PR HELP

The Swiss art dealer at the center of a global scandal that rocked the art market has reportedly engaged PR counsel in his ongoing perception battle.

Yves Bouvier faces accusations, investigations and charges around the world for alleging selling expensive works of art at inflated prices. The prominence of the artists and significant wealth of his accusers has drawn widespread media interest in the scandal, which media have dubbed "The Bouvier Affair."

Bouvier has engaged Publicis' CNC - Communications & Network Consulting, which is part of MSLGroup and affiliated with Kekst and Company in the US, according to a report. Jacqueline Henard, a managing director out of Berlin and Paris at CNC, leads the work.

Bouvier, who is fighting the allegations, is credited with helping foster an art storage concept known as a Freeport, where owners of significant works can store and deal art and avoid declaring the pieces to tax authorities.

KEKST WORKS DIAMOND CRYSTAL SALE

Kekst and Company is representing Peak Rock Capital in its acquisition of foodservice supplier Diamond Crystal Brands from Hormel Foods.

Austin-based DCB makes condiments, sauces, sweeteners, dressings and other food and beverage products for the foodservice sector.

Kekst managing director Daniel Yunger reps Peak Rock.

Hormel said it will provide financial details of the deal on its second quarter earnings call May 18.

Wendy Watkins, VP of corporate comms. for Hormel, handles PR for the deal.

WPP PR REVENUE RISES 6.9% IN Q1 (Cont'd from 1)

Second place went to the UK (which boasted 4.7 percent and 3.2 percent gains in like-for-like revenue and net sales growth, respectively), followed by Western Continental Europe, Asia Pacific, and the Latin American, Middle Eastern and Central and Eastern European regions.

Revenue at WPP's PR and public affairs operations — which includes powerhouse properties such as Hill+Knowlton Strategies, Cohn & Wolfe, Finsbury, Burson-Marsteller and Ogilvy Public Relations — achieved £239 million for the quarter (about \$349 million), a 6.9 percent increase from the £224 million (about \$327 million) reported during 2015's first quarter.

WPP in a statement today noted that these figures reveal "a slower rate of growth than the final quarter of 2015, but significantly stronger than the first quarter of last year."

All regions boasted growth in WPP's PR/PA sector, with the exception of North America. WPP noted that New York unit Cohn & Wolfe performed "strongly, especially in the United States," as did Finsbury and Ogilvy Public Relations.

WPP expressed caution amid the good news, claiming that clients remain "risk averse," and that the conglomerate's operating companies were "still hiring cautiously and responding to any geographic, functional and client changes in revenue," establishing a pattern WPP characterized as "very similar to 2015," and one for which the multinational sees "little reason, if any, for this pattern of behavior to change in 2016."

The advertising and PR giant now projects like-for-like revenue growth of "well over 3 percent" for fiscal 2016, a similar forecast made during 2015's fourth quarter results.

WPP celebrates its 30th anniversary this year.

HARRIS PUBLICATIONS FOLDS

Harris Publications, the New York-based publisher of special interest magazines such as *Celebrity Hairstyles*, *Decorating Shortcuts*, *Flea Market Style*, *Juicy*, *Guns & Weapons* and *Hollywood Icons*, among others, is shuttering.

The news was first reported today by magazine-media news site Folio.

The shutdown is effective immediately, Folio reported. Harris senior management notified employees of the closure today.

In a narrative that has become all too familiar, Harris officials, in a company statement obtained by Folio, cited digital media's continued disruption as a reason for the closure.

"The magazine publishing industry has been through turmoil in the face of the rapid ascendance of digital media, changing consumer content preferences, magazine wholesaler struggles and consolidation in the supply chain," the statement read in part. "We have tried mightily to persevere against these forces, but have been unable to overcome these challenges."

Harris, which maintains more than 75 titles, was founded in 1977. Successful former Harris music publications *Guitar World* and *Revolver* were acquired in 2003 by publisher Future US.

News of the closure comes after longtime executive publisher Jonathan Rheingold, who left Harris in 2009 and later served as VP custom solutions and ad sales for Marvel Entertainment, returned to Harris in March to fill the role of chief revenue officer.

**EISNER TAKES COMMS REINS FOR FOX TV**

Les Eisner, VP of corporate communications for A+E Networks, has moved to Fox Broadcasting Co., as senior VP of corporate communications.

He takes a role vacated by Gaude Paez, who decamped for Hulu earlier this month. Fox Broadcasting is the broadcast TV network of 21st Century Fox. Eisner led PR for Lifetime and A+E Studios at A+E. He previously started out on the agency side rising to EVP at The Lippin Group working the Starz Entertainment business, among other accounts.

Eisner worked in-house leading media relations at Fox's 20th Television and MyNetworkTV.

Eisner reports to Shannon Ryan, EVP of marketing and communications for Fox Television Group.



Eisner

KAPLOW GIVEN NYWICI MATRIX AWARD

Liz Kaplow, CEO, Kaplow Communications, and seven women in top broadcast, media and corporate posts received Matrix Awards from New York Women in Communications April 25.

The lunch at the Waldorf-Astoria, attended by more than 1,000, generated contributions towards scholarships.

This year, 22 students received a total of \$136,000 from NYWICI. Scholarship total has topped \$1.5 million. NYWICI has more than 2,000 members.

Andy Cohen, host and executive producer, "Watch What Happens Live," was emcee.

Kaplow received her Matrix from Debra Shriver, chief communications officer, Hearst.

Other winners were:

- Linda Boff, chief marketing officer, General Electric, presented by Beth Comstock, vice chair, GE.

- Nancy Dubuc, president and CEO, A+E Networks, presented by Jamie Gangel, special correspondent, CNN.

- Lena Dunham, creator and star, HBO's "Girls," presented by Gloria Steinem, writer, organizer, activist.

- Nancy Gibbs, editor, *Time*, presented by Katie Couric, TV host.

- Carol Hamilton, group president, Ariel Investments, CBS financial contributor, presented by Bill Bradley, former U.S. Senator from New Jersey, managing director, Allen & Co.

- Janice Min, co-president and chief creative officer, *The Hollywood Reporter*, Billboard Media Group, presented by Bonnie Hammer, chairman, NBC University Cable Entertainment.



Debra Shriver & Liz Kaplow

Photo: Sharlene Spingler

TIMES NAMES HEAD OF BRAND

David Rubin, global head of brand marketing for Pinterest, has moved to the New York Times Co. as senior VP and head of brand.

The post covers brand strategy, development and execution across the company, reporting to chief revenue officer, Meredith Kopit Levien.

"How we lead and tell the story of our brand in a digital era matters more than ever," said Levien, who called the Times brand a "mighty, meaningful and sometimes-overlooked asset." She added that the "Times' consumer brand reputation for the next generation has become even more important."

Rubin led marketing for Unilever's Us hair care brands like Dove and Suave and earlier oversaw the launch of Axe body spray in North America in 2002.

Times to Send 300K Google Viewers

The Times said it has forged a deal with Google to distribute 300,000 cardboard viewers to digital subscribers in May with the publication of a virtual reality production about Pluto.

"Seeking Pluto's Frigid Heart" will allow viewers to fly over Pluto, "soaring above never-before-seen rugged mountains and bright plains, and stand on Pluto's unique surface as its largest moon hovers over the horizon," the paper said.

WHAT DOES A PULITZER REALLY MEAN TODAY?

By Rich Oppel

When this year's Pulitzers were announced last week, they confirmed some fascinating and important realities about the future of media in a fast-paced, digital-first environment.

Just two examples:

Fact #1: Reporters for the *Tampa Bay Times* and the *Sarasota Herald-Tribune* were awarded the investigative reporting prize for collaborative reporting on escalating violence in Florida mental hospitals.

Think about it: Once, these two newspapers were fierce competitors, fighting over hundreds of thousands of readers in Manatee County, FL, which separates them. Now their reporters are sharing Pulitzer champagne!

Lessons: Don't believe the diminished strength of one publication means diminished strength across journalism.

Media organizations are realigning and reorganizing to sustain quality and strength. More limited resources mean old competitors are now new partners.

Fact #2: Reporters from ProPublica and The Marshall Project won the Explanatory Reporting Pulitzer for an exposé of law enforcement's enduring failure to investigate reports of rape properly and to comprehend the traumatic effects on its victims.

Think about it: These two organizations are independent, nonprofit online organizations funded by wealthy donors.

Pro Publica, started in 2007 and edited by former New York Times Washington bureau chief Steve Engelberg, focuses on investigative journalism in the public interest.

The Marshall Project, started in 2013 and edited by former Times executive editor Bill Keller, concentrates on criminal justice.

Lessons: Non-profits are on the rise. They exist on the state and national level. Very experienced reporters and editors often staff the nonprofit newsrooms. Don't dismiss them.

These changes play out in Austin, too.

The Austin American-Statesman and KVUE-TV years ago entered into a deal sharing news, including a jointly conducted, hard-hitting investigation of the Travis County District Attorney's Office.

New media partnerships and players largely share values of old media, but they confront reporting in some different ways, make heavy use of data analysis and publish on a variety of platforms — print, online and broadcast.

They exist in a fast-paced, digital-first media consumption environment.

This complicated environment requires smart and evolving communications strategies led by experienced hands that know the new journalists and understand the coming future.

Rich Oppel Sr. was chairman of the Pulitzer Prize Board in 2008-2009 and has been editor of three newspapers. He now serves as senior advisor for media strategy and engagement at Crosswind Media and Public Relations.

ARE WE SERVING OUR CLIENTS?

By David Ritchey

"How's your dinner?" Is everything okay?" the waitress asks. Would a public relations professional ask for the same critique from a client?

How was our service? Did you like the news release, the PR plan, the house special, our new campaign? Are we overcharging you for an old campaign that didn't work the first time we used it ten years ago?

Do our account executives deliver quality public relations work? Would the client tip you 10 percent, 15 percent, or perhaps 20 percent for quality service?

Sure, working in PR isn't the same as working in a restaurant, but both are service industries. What are we serving our clients? Or even more importantly, what does the client think we're providing?

Once, a client complained about a campaign and made suggestions for improving the project. I was not working on this project, hence I had some degree of objectivity. I thought the client was right. The client spotted a weakness in the campaign and wanted to make the public relations plan as strong as possible and as energetic as his budget would permit.

One of my colleagues was unhappy the client would make such a suggestion.

"I'm the public relations professional," she said. "I know what I'm doing. I make the decisions."

People who earn a living as public relations professionals typically have extensive training and professional experience. Yet, in truth, even they (we) sometimes make an error. Our PR plan can be tweaked and improved. And maybe the client, who knows the company better than anyone, is the one to offer the winning suggestion.

Certainly, in that restaurant mentioned, the customer doesn't provide a helping hand in the kitchen. However, the customer may request that a steak be rare and the coffee extra hot.

One of the issues that rises to the top is this: how much does the client trust the PR professionals who works on the account? Much is to be said for a client who trusts the PR firm to do the right thing, the client that plans for a budget and expects the PR agency to do the job without interjecting with the usual trivialities.

Once upon a time, the client said to the president of the agency, "I want you to be my PR Agency." People shook hands, a contract was signed and we all hoped the agency and client lived happily ever after. But all marriages have a rocky spell. *And the relationship between the agency personnel and the client may become rocky when the client interjects himself into the job of the PR agency. Or the relationship gets perilous when the PR agency doesn't share its responsibilities with the client.*

Certainly, in my agency days, I would never send a news release, feature article or anything I'd worked on to the media without client approval. I wanted the client to read the manuscript and respond. I remember the president of a company once looking over a news release and responding, "exactly what I would have said if I'd have had a time to say it."

David Ritchey, Ph.D., is professor of The School of Communications, The University of Akron.

NEWS OF PR FIRMS**COYNE DRESSES UP BABIATORS**

Children's sunglasses brand Babiators has engaged Coyne PR to dress up its PR.

The five-year-old company says it has sold more than one million pairs of sunglasses for babies and children with help of a one-year lost or broken guarantee.

Parsippany, N.J.-based Coyne will guide media relations, blogger engagement and launches with an emphasis on children's eye safety.

Babiators co-founder Molly Fienning said Coyne will help build the brand as they look to take the company "to the next level."

FEINTUCH ADDS NY AGENCY VET WRIGHT

Doug Wright, a veteran agency VP and account man, has moved to Feintuch Communications in New York as senior account director.

Wright was a VP for Crenshaw Communications and account manager for Giles Communications after stints at De Leo Textiles, Wilson McHenry and Roher PR. His client work spans tech and consumer PR, including Sony, Verizon Wireless and Pioneer.

His early career at Dorf & Stanton Communications included the launch of Sharp's Wizard, the first electronic organizer device.

FC president Henry Feintuch said Wright's resume includes areas where the firm shows strength, as well as other sectors where it wants to expand.

Feintuch acquired Roher PR in 2015.

TEUWEN MOVES WEST

New York-based Teuwen Communications is dispatching VP Louise Jordan to open a West Coast office in San Francisco this month.

Jordan continues to co-manage the firm's wine clients and will focus on cultivating new business on the left coast, especially wine-focused states like California, Oregon and Washington State.

Stephanie Teuwen, president of the 20-year-old firm, called the move "the next exciting step the agency's continued growth."

TC reps clients like Le Pain Quotidien, Bodeaux Wines and Chpagne Laurent-Perrier.

LUCKIE IN SUMMER CAMPAIGN FOR W-BURG

Luckie & Company, Birmingham, Ala., is working with the Williamsburg Area Destination Marketing Committee and the Greater Williamsburg Chamber and Tourism Alliance on a summer tourism contextual marketing travel campaign called "Summer of Freedom."

The firm said it found through research that most Americans don't use all of their paid vacation time, which has a real impact on children, so they developed six 15-second videos targeted to programing focused on crime, drama and comedy content to be distributed through Hulu, CBS.com and Tremor Video until the end of June.

The firm created a charming child character, Meta Mikey, to encourage families to take vacations and included messaging that would correlate to the content of the TV show or web page where the Meta Mikey content appeared.

NEW ACCOUNTS**New York Area****Intermarket Communications, New York/Bryn Mawr**

College, women's liberal arts college, as AOR for the school, which has an enrollment of about 1,300 undergraduate and 450 graduate students. The private liberal arts institution, which was established in 1885, was the first higher education institution to offer graduate degrees to women. The agency's mandate is to strategically increase its visibility in the media and raise its profile among current and prospective students, alumnae, donors and key influencers. Intermarket will also advise Bryn Mawr on social media strategy. Intermarket senior account supervisor Jade Faugno, who leads the account, told O'Dwyer's that one of the agency's main areas of focus involves leveraging the expertise of college president, Kimberly Cassidy, and building a thought leadership platform where Cassidy can share her views on education-related issues with a broad audience. "Its standing as one of the nation's leading women's colleges gives Bryn Mawr a special perspective on the opportunities and challenges women face both in the classroom and in the work force," Faugno told O'Dwyer's.

1-800-PublicRelations, New York/Skully, augmented reality hardware and maker of the AR-1 motorcycle helmet, as AOR for PR.

East

Crosby Marketing Communications, Annapolis, Md./The Military Community and Family Policy, a program funded by the U.S. Department of Defense, for outreach, online marketing and social media support. Crosby will provide comms. support for the DoD's flagship digital service platform Military One-Source, an online resource for service members and their families, including online marketing, comms. outreach and social media support for the digital platform.

Southeast

Rountree Group Integrated Communications, Alpharetta, Ga./Kasasa, financial tech mktg. services.

Oberhausen Marketing & PR, Miami/Four Seasons Resort Estates Nevis, group of villas and estates in the Caribbean, as AOR for PR and marketing.

Midwest

Adventure Advertising, Minneapolis/Kinetic, bicycle maker, as AOR for PR, including a major product launch this year. The firm has been marketing AOR since last year.

Mountain West

Verde Brand Communications, Durango,

Colo./Chamois Butt'r, maker of GoStik anti-chafing lubricant for runners, cyclists and other athletes, as PR and brand AOR.

West

JMPR Public Relations, Woodland Hills, Calif./3M

Auto, maker of adhesives, sealants, waxes, body filler products and kits for consumer auto care, following an RFP process. The firm has been AOR for 3M-owned car care product company, Meguiar's, for more than two decades.

PHC NAMES GLOBAL CCO

Publicis Groupe division Publicis Healthcare Communications Group, which manages 15 of that holding company's health and Pharma properties in 10 countries, announced that Kipp Jarecke-Cheng has been appointed global chief communications officer.

It's a newly created role at the French ad/PR conglomerate, whose health-oriented communications network oversees brands such as Saatchi & Saatchi Wellness, Digitas Health LifeBrands, Razorfish Health, Publicis Health Media and Tardis Medical Consultancy.

As CCO, Jarecke-Cheng will lead communications efforts across Publicis Healthcare Communications Group's network of agencies. He'll report to PHCG CEO Nick Colucci.

Publicis Groupe in December announced it would restructure its business model in an effort to eliminate silos and provide clients better access to integrated, customizable offerings, including its health and Pharma brands. Colucci was named PHCG CEO as part of that reorganizational effort.

Jarecke-Cheng told O'Dwyer's that challenges exist when orchestrating messages across 15 agencies, especially in a way so that narratives remain distinct while simultaneously coherent. It's paramount to ensure each agency maintains its own distinctive voice and culture while also reflecting the point of view and vision of the collective.

"At Publicis Health, we say that we are 'distinct, together,' meaning that while our individual businesses may have expertise within certain categories or functions, we are able to deploy our offerings in a unified way, configured to meet the needs of clients rather than the other way around," Jarecke-Cheng said. "In essence, the whole is greater than the sum of the parts."

Before joining Publicis, Jarecke-Cheng was a marketing director at independent design studio FOUR32C. Prior to that, he served as director of global public relations and communications at digital design consultancy Nurun. He was also corporate communications group director at G2 (now Geometry Global) and a senior VP of communications at the American Association of Advertising Agencies.

Jarecke-Cheng said communications, especially at the larger networks, can fall into the same kind of silo trap as practices belonging to agencies. He sees an opportunity for PHCG to refine how it communicates so that its network of agencies are bridging gaps and avoiding overlaps, and predicts that the shape of communications will change dramatically at PHCG in the coming months.

"One thing that always surprises me — although it probably shouldn't be surprising anymore — is that agencies are great at providing counsel and delivering big ideas for optimizing communications when it comes to clients, but we often fall short when it comes to telling our own stories. It's the classic tale of the cobbler's children having no shoes," Jarecke-Cheng told O'Dwyer's. "Rather than simply crossing our fingers and hoping that collaboration occurs, we make purposeful decisions about how to work together even better. That's where communications come in."

Joined

Elizabeth Higashi, a veteran financial communications exec on the corporate and agency side, has been named VP of IR for Hertz Equipment Rental Corp., as parent Hertz Global Holdings prepares to spin off the unit as a publicly traded company this year. Higashi is a former VP of IR for Horizon Pharma and principal at Sard Verbinen & Co. in Chicago. She ran her own IR shop, Higashi Advisors, for the past four years. She also held in-house roles with IMCERA Group, SFN Companies and Times Mirror Co. Hertz is finalizing the spinoff two years after first announcing plans to separate the operation, which serves oil and gas, industry and construction markets. At HERC, Higashi reports to president and CEO Larry Silber based in Bonita Springs, Fla.

**Higashi**

Sieger Graduates to Cengage

Daniel Sieger, VP of communications for McGraw-Hill Education, to Cengage, as senior VP of brand strategy for the Boston-based textbook giant. Sieger is based in New York and charged with creating campaigns to highlight the company's technology, content and services for students. Cengage went through bankruptcy in 2014 as it faced a crush of debt and a changing education market pivoting toward technology and software and away from textbooks. He previously handled messaging and national media for Toyota Motor North America as manager of media relations and was a senior managing director for RF|Binder and VP for Ruder Finn, which has repped Cengage. Sieger started out in PR with Stuart Pearlman & Co. and The Bruce Cohen Group. Sandi Kirshner is chief communications officer for Cengage.

**Sieger**

Susannah Malarkey to APCO Worldwide, Washington, D.C., as a senior advisor based in Seattle. She was for 20 years executive director for non-profit tech advocacy organization Technology Alliance, which was founded by attorney and philanthropist Bill Gates Sr. She was director of public policy programs at the Greater Seattle Chamber of Commerce, and was a board member with the Washington Technology Industry Association. Malarkey will help the agency's tech practice on public affairs issues that impact the tech sector, medical research institutions and the education community.

Pat McKenna, a Democratic PR aide and associate for media strategy firm Parkside Group, to the New York Racing Association as director of comms. and media relations. McKenna takes the reins from John Durso Jr., who decamped for a VP of comms. role at NBC New York in February. McKenna was a spokesman for the Pennsylvania Democratic Party and traveling press secretary for New Jersey Gov. Jon Corzine. NYRA, based in Queens, runs New York's Aqueduct Race-track, Belmont Park and Saratoga Race Course.

REPUTATION PARTNERS ACQUIRES VOLLRATH

Chicago-based Reputation Partners has acquired Vollrath Associates, a Milwaukee-based PR and IR shop that builds RP's presence in the Brew City.

Co-founder Marilyn Vollrath (pictured) takes an EVP title with RP, which also adds Jessica Vollrath Huebner as a VP and Samantha Orne as an associate, effective May 2.

Co-founder Phil Vollrath is exiting to continue teaching at Marquette University.

The firm was set up in 1979 with a financial communications focus. Said Marilyn Vollrath: "This is the right decision for Vollrath Associates, at the right time and with the right partner – one who shares our values and is committed to Wisconsin for the long term."

Megan Hakes, a co-founder of Reputation Partners, has been based in the Milwaukee area for the past 12 years and the firm said it has enjoyed incremental growth to the point where it accounted for about 25% of 2015 revenues. Hakes called VA a "firm we have long admired."

RBB ACQUIRES SPIDERBOOST

Miami-based independent marketing PR firm rbb Communications today announced that it has acquired digital marketing shop SpiderBoost Interactive.

Terms of the transaction were not publicly disclosed.

Miami-based SpiderBoost specializes in web design, search, social media and lead generation. The agency, which in 2014 reported revenues of \$2.4 million, was founded in 2005.

In lieu of the acquisition, the agency will now be titled SpiderBoost Communications.

rbb in a statement said the SpiderBoost team will collaborate with the agency's social media division, Digital Park, though that Miami-based operation would continue to operate as a separate business unit.

rbb, which acquired Florida shops Thorp & Company and Haber & Quinn six years ago, is also part of joint venture Gibbs-rbb Strategic Communications, which specializes in consumer and food product marketing. That partnership holds offices in New York, Chicago, Miami and Raleigh.

rbb, which was founded in 1975, in 2015 accounted for more than \$7.6 million in net fees, according to O'Dwyer's rankings of PR firms.

OMNICOM LAUNCHES NONPROFIT COLLECTIVE

Omnicom Group's marketing services division, The DAS Group of Companies, has launched an integrated marketing collective for nonprofits titled One Hundred.

The ad/PR combine's new offering will connect the nonprofit sector with access to experts in research, reputation, marketing and fundraising, drawing from across DAS' portfolio of agency partners, including Changing Our World, Critical Mass, Interbrand, Ketchum, Porter Novelli and Russ Reid.

The unit will be led by Changing Our World CEO Brian Crimmins, who now also wears the title of One Hundred managing partner.

The new unit is designed to address the changing needs of today's nonprofit sector. One Hundred's coal-

ition of agencies have previously collaborated on many fundraising and nonprofit campaigns over the years, partnering with more than 1,200 nonprofit organizations in 2014 alone.

"Our business strategy is built on the collective success we have had in partnering with leading nonprofits, as well as the rapid growth of the nonprofit sector," Crimmins said in a statement. "Our experts understand that at the core, nonprofit organizations are about the passions of real people aligning to make our world a better place."

LA COMMUNITY COLLEGES SEEK A PR PLAN

The governing body for Los Angeles' nine community colleges wants an agency to develop a strategic PR plan.

The Los Angeles Community College District released an RFP for a firm to work under its director of communications. Firms must have five years' experience in communications, PR, strategic campaign formulation and implementation strategies.

The district slates a six-month contract worth \$117K that could be extended for up to a year to \$189K.

Proposals are due May 4. RFP:

<http://odwpr.us/1rr6YAd>.

QUELL GROUP EXPANDS ACCOUNT TEAM

Troy-MI based communications firm The Quell Group has expanded its account team with the appointment of Brian Tague and Pamela Turner, who now hold the titles of senior director of client services and senior director of digital marketing, respectively.

Tague was previously marketing director at staffing agency Kelly Services Inc. Prior to that, he was an executive VP at marketing consultant MarketMatch, Inc.

He has also held marketing director roles at Entertainment Publications, Detroit-based law firm Dickinson Wright PLLC and Entertainment Partnership Marketing.

As Quell Group's senior director of client services, Tague leads the agency's strategic planning initiatives and helps clients develop branding and rollout plans, as well as integrated marketing campaigns and channel execution strategies.

Before joining Quell Group, Turner was stationed at technology company Lowry Solutions, which she joined as a copywriter and marketer before being named digital marketing manager.

Prior to that, she was a senior copywriter and marketing manager at Troy, MI-based Merit Marketing & Communications.

As senior director of digital marketing, Turner will lead The Quell Group's content marketing, SEO, digital advertising and social media marketing initiatives.

Quell Group president and CEO Mike Niederquell said "Brian and Pam's expertise in integrated marketing communications, branding and strategic planning will support our client's business objectives, bringing creative and innovative ideas to gain brand awareness and accelerate growth."

The Quell Group, which serves B2B and B2C clients in the automotive, healthcare, technology and professional service sectors, was founded in 1994.

The prime time Israeli TV program on the dangers of radiation from Wi-Fi, cellphones, computers, cell towers, etc., a subject that has evaded U.S. TV, has been given English subtitles and transcribed.

The subtitles are accessed by clicking on “cc” at the bottom right of the screen: <http://odwpr.us/1QNRQkY>.

Theme of the half-hour April 12 program titled, “How We Are Killing Ourselves—Wireless Radiation,” is that electro-magnetic radiation, even though it may not heat the body, a “floor” specified by government bodies, is still dangerous and there is copious evidence that many people are suffering from its effects.

Cited as a victim is 15-year-old Jenny Fry of Oxfordshire, U.K., who was found hanged in the woods near her home on June 11, 2015.

She had been suffering from headaches, fatigue, sleep problems, rash, heart flutters, difficulty concentrating and “an overwhelming sense of needing to leave some classrooms,” said her mother, Debra Fry. At one point she had a “bad nose bleed” while trying to do homework.

Attempts to convince school officials of the dangers of Wi-Fi and computers went nowhere, says Debra Fry. Some of Jenny’s symptoms disappeared when Wi-Fi was turned off at home and an Ethernet cable was used.

However, school authorities would not relent. The Rukus Zoneflex 7982 Wi-Fi at school brought back her symptoms.

Jenny was faced with the prospect of losing touch with her friends if she quit school and took suicide as the way out, her mother said. Attempts to find a school without Wi-Fi were unsuccessful.

The program says more than 800,000 Israelis are suffering from different levels of radiation sensitivity but “only a few of them are aware of the problem.” There are a number of interviews with Israelis who describe their symptoms and interviews with scientists, professors and engineers.

Dr. Gerd Oberfeld, an environmental official of Austria, is quoted as saying that by 2017 half of the world’s population will suffer from some kind of radiation sensitivity. An estimate in 2013 was that 10% are suffering from radiation sensitivity.

Also quoted on dangers of radiation is Dr. David Carpenter, a graduate of Harvard Medical School who heads the Institute for Health and the Environment at the University at Albany, part of the New York State University system.

He told the program that EMS hypersensitivity is “a real disease, one of a series of diseases called idiopathic environmental intolerance. Individuals who suffer from this syndrome can be extremely incapacitated. They basically cannot survive in modern cities.”

“It’s time to tell parents, ‘Don’t let your kid have a cellphone,’” he told the program. “Their skulls are thinner, their brains are smaller. Holding a cellphone to their heads exposes a greater degree of radiation than to an adult’s brain.”

EMR Health Advocates Need Publicity

EMR health advocates, faced with lack of concern by local, state and government bodies, schools and libraries, national and local politicians, celebs of one sort or another, and virtually all media, need ways to energize the public on this issue.

The list compiled by Ellie Marks of 311 well-known people who contracted brain cancer, 300 of whom died, could open the door to greater public awareness. So far, almost none of the families of the victims are talking.

A prime prospect, it would seem, is the family of Tug McGraw, who set up the Tug McGraw Foundation after the New York Mets star died of a brain cancer in 2004 at the age of 59. He was one of the all-time most popular Mets, creator of the “You gotta believe” slogan that helped propel the team to a

National League pennant in 1973. We have emailed Jennifer Brusstar, president/CEO, and Elisabeth Ritz of Ritz Communications, Chicago, a board member.

Yankee Murcer Died in 2008 at 62

Yankee Bobbie Murcer, who played for 17 years and was a Yankee broadcaster for nearly 24 years, died at age 62 in 2008 after a 19-month battle with brain cancer. He was diagnosed in 2006 after experiencing a lack of energy. Brian Hoch of wrote an extensive article on one of the most popular Yankee stars. Whether Murcer was a cellphone user has yet to be determined.

Other sports figures who died of brain cancer include NFL head Pete Rozelle, who died in 1996 at age 70, and golfer Seve Ballesteros, who died in 2011 at 58.

Brain cancer is a rare disease. The chances of contracting such a disease in a lifetime is less than one percent—one in 140 for men and one in 180 for women, according to the American Cancer Society. EMR health advocates say the percentage is higher for cellphone users. The May 1 New York Times had a 12-page section on victims of Alzheimer’s disease by Nathan R. “Sonny” Kleinfeld that does not go into possible causes of the disease. Kleinfeld in an article May 2 said his mother was a victim. No drugs for it “have been shown to work very well for very long,” he wrote. The article traces the experience of Geri Taylor who at age 69 in 2012 found she did not recognize herself in the mirror.

EMR health advocates say NYT, like most media, have ignored the health threats of radiation from cell towers, Wi-Fi, computers, cellphones, etc.

Best-EMF-Health and other websites find a connection between radiation and Alzheimer’s. A Bioinitiative study in 2012 said “There is strong epidemiologic evidence that exposure to extremely low frequency magnetic fields is a risk factor for Alzheimer’s.” A review of 42 studies by the Electric Power Research Institute found “moderately increased risk” for AD.

EMF health advocates say that devoting a section to AD victims and their families without examining possible causes of the disease and suggesting solutions puts NYT in the position of exploiting the victims of AD rather than helping them.

– Jack O’Dwyer