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O'Dwyer's Newsletter

The Inside News of
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DOWLING SPLITS FROM FLEISHMAN

Robert Dowling, president of FleishmanHillard's US East Region, has departed to pursue other opportunities.

JJ Carter, western regional chief, heads east to oversee the Omnicom unit's operations in New York and Boston.

Dowling joined FH three years ago from Weber Shandwick, where he was New York president. He also ran the Interpublic unit's northern California operations, developing campaigns for the State of California, Juniper Networks, General Motors and Cathay Pacific Airlines.

Earlier, he was EVP at Ruder Finn and VP at Peppercomm.



Dowling

BURSON LEADS TEAM ORACLE

Oracle has selected Burson-Marsteller to lead a WPP team to position the software/hardware giant as a leader in cloud computing.

WPP's unit will offer its enterprise technology, corporate reputation, analytics and thought leadership expertise.

Rowan Benecke, B-M's global tech practice chief, manages the communications program.

Bob Evans, Oracle's chief comms. officer, said the WPP team notched the business because of its "competitive fire, focus, Big Data tools and engineering skill."

Oracle on April 27 announced a partnership with Accenture to deliver industry-specific solutions built on Oracle's cloud capability to help clients benefit from cloud faster with reduced risk.



HAVAS SEES STRONG Q1 GROWTH

Havas reported first quarter revenues grew 20.6%, or 7.1% on an organic basis, to \$529M as the ad/PR conglomerate said two years of "strategic measures" are paying off.

North America was the "biggest growth driver" at 37.1% (10.2% organically) with revenue of \$201M.

Havas chairman and CEO Yannick Bollore acknowledged that falling oil prices and a weaker euro boosted its bottom line, but also credited a "strong internal dynamic."

PR wins for the quarter included Getty Images, Boostcase, Peparami and Mercedes-Benz Vans.

AL JAZEERA AMERICA OUSTS CEO

Al Jazeera America on May 6 fired Ehab Alshihabi, who launched the US version of Arab satellite TV network in 2013, following staff upheaval, executive departures and filing of an anti-Semitism/sexual discrimination lawsuit.

The move came on the same-day a front page story ran in the *New York Times* to chronicle the mess at AJA.

Al Anstey, who joined AJ in 2005, and most recently served as managing director of Al Jazeera English takes over for Alshihabi.

As director of news for AJE, Anstey, who began his career as a producer at CBS News, recruited global staff, established news bureaus and led editorial vision.

The channel is available in more than 130 countries and accessible to 250M households.

"I'm delighted to be leading Al Jazeera America into the next stage of its development," Anstey said in a statement. "The US is a remarkable country, with amazing people across the nation who are looking for in-depth, trusted, and inspiring stories."

After leaving CBS, Anstey worked at Reuters GMTV in the UK, Associated Press TV News in New Delhi, Asia editor, foreign news head and Washington bureau chief at ITN.

Washington's Qorvis handles PR for AJA.

HOLLAND HANDS INVESTMENT PACT TO DCI

The Netherlands Foreign Investment Agency has signed Development Counsellors International to a three-year integrated marketing program worth \$25K per-month.

The New York-based firm will push the "Invest in Holland" brand carrying the "rolling out the orange carpet" theme to underscore the "warm welcome that North American investors find in the Netherlands," according to its contract.



The program calls for creation of a news bureau, organization of press trips, trade shows (Brooklyn, Philadelphia and Chicago), luncheons, small events ("Heineken Happy Hour,"), participation in social media (Twitter, Linked-In, website management) and digital advertising.

Dariel Curren, senior VP, heads the seven-member DCI team.

Under the contract, DCI agrees not to work for IDA Ireland and UK Trade & Investment or any other entities that NFIA considers competitors.

J&J FORMS THIRD-PARTY 'COMPASSION PANEL'

Johnson & Johnson, responding to an unsettled ethical, medical and PR issue, has tapped a prominent bioethicist to lead a third-party advisory committee to decide access for seriously ill patients to drugs that haven't yet been approved.

The Food and Drug Administration allows "compassionate" access to so-called investigational (unapproved) drugs and simplified the process earlier this year after sustained criticism – fueled by social media and viral news reports – by terminally ill patients trying to obtain experimental drugs.

J&J said May 7 it has created a third-party pilot program with the Division of Medical Ethics at the NYU School of Medicine to decide applications for such access, led by renowned bioethicist Arthur Caplan. The program, Compassionate-Use Advisory Committee, or CompACT, is initially centered on a single J&J drug in its Janssen unit but will be expanded companywide if successful, J&J said.

"Our goal is to ensure that compassionate use of specific investigational medicines still in development is guided by ethical principles, and that the selection process continues to be thorough, transparent and fair," said Caplan.

Compassionate access to drugs carries risks to drug companies in multiple areas, including to possibility of harm to the patient, the limited availability and often high demand of experimental drugs, and the difficult task of deciding which desperate patients will get doses or treatment.

As inVentiv Health PR's Meg Alexander wrote in O'Dwyer's last month, the parents of a young boy suffering from cancer successfully leveraged a social media campaign to pressure drug maker Chimerex (and the FDA) to open clinical testing of an experimental drug. The #SaveJosh campaign, lauded by many as a PR success, raised concerns in the healthcare sector about pressure campaigns for access to unapproved drugs.

BLACKBERRY COMMS. HEAD HEADS OUT

Heidi Davidson, senior VP of corporate communications for BlackBerry, is leaving the tech company after four years as it continues to mount a comeback.

The New York-based MasterCard and Brodeur Worldwide alum earlier handled the BlackBerry account at Brodeur and helped guide its meteoric rise in the device realm through its current challenges in a crowded market.

"Heidi has made a significant contribution to the company through several transitions," BlackBerry said in a statement.

Adam Emery is VP of corporate communications for the company. He joined in 2012 from Hill+Knowlton Strategies.

BlackBerry CEO John Chen said this week that the company's reputation is "one of the biggest things that I'm working and struggling with." He told an event in Canada that the company is "now out of trouble in terms of financial, but we haven't established a growth . . . until that happens nobody will go willingly buy our products."

EX-SENATOR COLEMAN PILOTS EMIRATES

Norm Coleman, who was Republican Senator for Minnesota, is lobbying for Emirates as the Middle East's biggest airline seeks to win more routes to the US.

Delta, United, and American Airlines have fiercely opposed more US access for Emirates, Qatar Airways and Ethihad Airways, claiming they enjoy a competitive edge because they have received subsidies of more than \$40B for the Gulf governments.

More than 250 members of Congress have signed a letter seeking a probe into the subsidy allegations by the Depts. of State and Transportation.

Emirates president Tim Clark criticized the Delta, United and American report on subsidies, saying, "You could drive a bulldozer" through it. He promised Emirates would deliver a "sledgehammer" response.

Emirates on Sept. 1 will kick off service to Orlando, its tenth US destination. It carried 2.3M passengers to and from the US last year.

Coleman represents Emirates through Hogan Lovells law firm.

Emirates moved its PR account to Red in in January.

EDELMAN AIDS SALLY BEAUTY IN BREACH

Sally Beauty Holdings, the \$3.8B beauty supplies retailer and distributor, has put on its crisis face as it investigates a possible second data breach in a year.

Edelman is advising the publicly traded, Denton, Tex.-based company. David Chamberlin, executive VP for Edelman in Dallas who heads its data security and privacy group, leads the SBH account.

Sally Beauty said May that it is investigating reports of "unusual activity" using payment cards at some of its stores and is working with law enforcement and its credit card processor in the probe. That revelation comes a year after the company initially mishandled a data breach that affected more than 25,000 customers.

"Until this investigation is completed, it is difficult to determine with certainty the scope or nature of any potential incident," the company said in a statement.

Karen Fugate is VP of IR and strategic planning and Jan Roberts director of corporate comms. at SBH.

BRUNSWICK HANDLES SYNGENTA'S REJECTION

Switzerland's Syngenta is using Brunswick Group to handle media regarding its rejection of Monsanto's \$45B acquisition play.

St. Louis-based Monsanto, which relies on Joele Frank, has proposed the largest agribusiness merger ever. A completed deal would create the No 1 worldwide supplier of seeds and crop sprays.]

Michel Demaré, Syngenta chairman believes Monsanto's offer "does not reflect the outstanding growth prospects of Syngenta's integrated strategy and the significant future value potential of the company's crop-focused innovation and market leading positions."

Steve Frankel and Scott Bisang represent Monsanto for Joele Frank.

Brunswick's Joe Coles/Richard Jacques (London) and Monika Driscoll/Tripp Kyle (New York) work Syngent.

LAT BUYS U-T SAN DIEGO

The parent of the *Los Angeles Times* is buying the *San Diego Union-Tribune* and nine community papers from a San Diego real estate investor for cash and stock worth \$85M.

Tribune publishing chief Jack Griffin said the deal "represents another step forward in our strategy to leverage our publishing infrastructure, resources and management teams."

The company has formed the California News Group to manage its holdings in the Golden State's first and second largest cities.

LAT publisher Austin Beutner will serve as CEO of CNG and publisher of the two newspaper flagships.

He promised editorial independence for the San Diego paper and expects the paper will continue to provide "an authentic voice that reflects the diversity of the state and the distinct values of our communities."

The community papers involved in the transaction as *Carmel Valley News*, *Encinitas Advocate*, *La Jolla Light*, *Rancho Bernardo News Journal*, *Rancho Santa Fe Review*, *Solana Beach Sun*, *Del Mar Times*, *Poway News Chieftain* and *Ramona Sentinel*.

The U-T, which was founded in 1868, had a Sunday circulation of 271,564 during the first-quarter.

Circulation ranged from 169,484 to 222,479 for the rest of the week.

**SORKIN MOST INFLUENTIAL JOURNALIST**

Andrew Ross Sorkin of the *New York Times* and CNBC, tops Gorkana's roster of the most influential journalists for the second year in a row.

Sorkin slipped a bit but was cited by 23.7 percent of the 422 respondents, down from 27.5 percent in the year ago survey.

Jon Hilsenrath of the *Wall Street Journal* again held the second position on the list, attracting 17.7 percent of nominations.

Gretchen Morgenson of the NYT and Michael Lewis of *Vanity Fair* were tied for third place, earning nominations from 14.4 percent of the professionals working in the financial news business.

Jim Cramer (CNBC/TheStreet), Paul Krugman (NYT), Felix Salmon (Fusion), Jason Zweig (WSJ), Joe Weisenthal (Bloomberg) and Maria Bartiromo (Fox Business) round out the list.

David Wessel, who left the WSJ for The Brookings Institution, and Matt Taibbi, contributor to VF and *Rolling Stone*, dropped off the Top Ten list. Weisenthal and Zweig replaced them.

Gorkana's rankings of the most influential publications are WSJ, Bloomberg News, NYT, *Financial Times*, CNBC, Reuters, *The Economist*, *Forbes*, Fox News/Business and Yahoo! Finance.

MATHIS EXITS S&P FOR MCGRAW-HILL

Catherine Mathis has left Standard & Poor's for the top communications slot at McGraw-Hill Education.

The McGraw-Hill Cos. split in 2011 into the education unit and McGraw-Hill Markets, which owns S&P.

Mathis spent six years at S&P, guiding corporate communications for the ratings agency post-financial crisis. At New York-based McGraw-Hill, she takes the chief communications officer role as the company reaps millions from Common Core testing and builds out its digital education capabilities, moving on from its textbook roots.

She is a former spokeswoman and VP of corporate comms. for the New York Times Co., and VP of corporate relations for Overseas Shipholding Group.

Daniel Sieger is VP of comms. for McGraw-Hill Education, which hired Ogilvy PR last year as its AOR.



Mathis

NEWS CORP.'s NET TUMBLES 44%

News Corp.'s net income dropped 44 percent to \$34M during its March-ended quarter on flat revenues of \$2.1B. The *Wall Street Journal*, *New York Post*, *Times of London*, *Sun* and *The Australian* newspaper group registered a nine percent hit in sales to \$1.3B and 23 percent dive in EBITDA to \$113M.

The company attributed the newspaper revenue decline to foreign currency fluctuations, weak print ad sales and lower revenues at News America Marketing.

CEO Robert Thomson said the "new News Corp. continues to build a firm foundation for growth."

He's bullish on the integration of realtor.com into operations to make the company "a global leader in digital real estate."

He views that leadership as underpinning "long-term expansion and complementing company expertise in news and financial analysis."

News Corp. reported a \$15M quarterly charge to clean up legal matters regarding hacking in the UK.

The nine-month charge is \$42M.

HERREY HANDLES NYT EVENTS

Dorothea Herrey will join the New York Times Co. as senior VP of its NYT Live events business on June 1.

She will handle conferences and its TimesTalks series as the media company seeks to bolster revenues to offset plunging ad sales declines.

Herrey had led the Wall Street Journal's conferences operation.

She will report to Meredith Kopit Levien, who called the new staffer "a dynamic executive with a strong background in both the live event business and in developing alternative growth initiatives for media companies."

BRIEF: Video gaming company Zynga has announced a fresh round of staff cuts that will trim its employments level by 18 percent or 364 people in an effort to right the corporate ship. CEO Mark Pincus is narrowing the business focus, shutting data centers and trimming product line in an effort to save \$100M in annual costs.

PR & SOCIAL MEDIA VIEWS**ROGER GOODELL'S NEXT PR OPPORTUNITY**

By Fraser Seitel

Well, at least that's settled.

Both Tom Brady's father and his agent agree that the 243-page report of NFL-appointed investigator and prominent criminal attorney Ted Wells' implicating "Tom Ter-rific" in Deflategate is not only wrong but a "terrible disappointment."

Case closed. Move on. Although . . . it is true that:

- The New England Patriots, for whom Brady toils, are proven cheaters, starting all the way back in 1982 when a stadium snowplow operator plowed off a spot in the Foxborough field so that Patriots' kicker Josh Smith could kick the winning field goal against the Miami Dolphins; an event fabled Miami Coach Don Shula labeled, "the most unfair act" in the history of the league.

- Bill Belichick, Brady's longtime coach, is an acknowledged cheater, most famously for illegally videotaping the New York Jets' play-call signals in 2007.

- And Brady, himself, it's entirely likely, is also a cheater for winking and nodding as his half-witless Patriot associates deflated footballs, in violation of league rules but more to Brady's liking.

The real villain behind this motley record of sports scamming may be the Patriots' top man, Robert Kraft. Over the years, as they continued to produce for him on the field, the team's owner has steadfastly defended his loathsome coach and golden boy quarterback, even continuing to question Brady's guilt in the light of Wells' well-researched report.

"To say we are disappointed in its findings, which do not include any incontrovertible or hard evidence of deliberate deflation of footballs at the AFC Championship Game, would be a gross understatement," Kraft pumphered. Then, sheepishly, exhibiting the kind of dodge that would make a caught politician envious, Kraft acknowledged, "Fighting the league and extending this debate would prove to be futile."

So now, once again, the deflated ball is back in the court of NFL Commissioner Roger Goodell, just now starting to put the NFL's domestic abuse problem behind him.

Here's what the commissioner might consider – in addition to strengthening the inflating rules -- to bolster the reputation of the league this time around.

1. Fine the Patriots \$5 million, the largest fine in the history of the league for the team's knowingly violating league rules in deflating the balls -- and also, at least inferentially, for brazenly cheating the system over the years.

2. Suspend the two knuckleheaded equipment managers involved for half the season or the first eight games.

3. Suspend Tom Brady the same amount – eight games – to indicate that while what he did wasn't equivalent to the full-year suspensions of drug abusers, it was serious enough to tarnish the "integrity of the game."

Wouldn't this be a show-stopper for Commissioner Goodell's upcoming speech before PR Seminar at the Broadmoor in Colorado Springs? Let's see if in the aftermath of the embarrassing Deflategate report, the commissioner has the, uh, guts.

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

SCANDAL WON'T PENALIZE BRADY'S BRAND

By Ronn Torossian

Tom Brady needs to make a statement following the just released NFL report which says he was "at least generally aware of the inappropriate activities" of a locker room attendant in "Deflategate."

If 5WPR represented Tom Brady, we'd advise him to make a generic statement today surrounding this controversy to ensure that it passes quickly. He should say, "As a world-class athlete I am well-aware of the rules and regulations of the NFL. If I have ever done anything to break any rule, I was unaware."

With that statement, this is case closed and finished.

Brady has always been the ultimate competitor, and is a champion. He is very marketable and will remain so. His brand will remain highly marketable and he won't lose even one sponsor as a result of this.

The report was vague in its language blaming Brady – noting he was "at least generally aware of the inappropriate activities" – and it was far from a clear-cut indictment of Brady.

Football fans want Tom Brady to win, and while the Tom Brady brand will be damaged, this is not the same as a steroids controversy, or an arrest.

This report, for the Tom Brady brand is the equivalent of being listed as probable for the next game. In the big picture, this too shall pass. And he'll still wake up tomorrow next to his wife, supermodel Giselle Bundchen.

Tom Brady is no Tiger Woods, Alex Rodriguez or Mike Tyson. He's very marketable and this report will largely be a non-factor for Brand Tom Brady.

Ronn Torossian is the CEO of 5WPR, a leading independent PR firm.

SUPPORT FOR GAY POTUS IS CULTURAL SHIFT

By Kevin McCauley

Nothing signifies the massive cultural shift this country is undergoing as the latest WSJ/NBC poll showing Americans would be more comfortable with a gay or lesbian President than with an evangelical Christian in the Oval Office.

More than six-in-10 (61 percent) of the poll's respondents would be either enthusiastic or quite open to a gay president, while 37 percent would either be uncomfortable with or have reservations about a homosexual leader.

A little more than half (52 percent) would be either enthusiastic or comfortable with a born-again Christian president.

The poll found that 44 percent of respondents believe America has "not gone far enough" in accepting homosexuality. In contrast, 20 percent say the country "has gone too far." Thirty-two percent say the US has "reached a reasonable balance."

As the Supreme Court readies its ruling on equal marriage rights, 58 percent of the WSJ/NBC respondents want the High Body to decide it favor of it. Thirty-seven percent are against marriage equality.

The poll shows that America has come a long way since day the days of Jerry Falwell and The Moral Majority, which is a blessing for all of us.

Kevin McCauley is editor of O'Dwyer's.

NEWS OF PR FIRMS**DAVENPORT HEADS ALPAYTAC DC PUSH**

Alpaytac, the Chicago-based PR and PA firm that works with Turkey's Washington embassy, has named Ogilvy alum Rory Davenport to manage its DC outpost.

Davenport is a former senior VP with Ogilvy PR, Hill+Knowlton Strategies, FleishmanHillard and Edelman in the capital, handling political and PA assignments.

Alpaytac, led by Huma Gruaz, set up shop in Washington last year when it landed a \$1.4M PR pact with Turkey. It has also worked with Turkish Airlines, consumer electronics retailer Abt Electronics and consumer products marketer Euro-Pro.

Gruaz said Davenport brings "big agency-caliber expertise into the fast and flexible boutique environment" of Alpaytac.



Davenport

MP&F TAKES 'BEST IN SHOW' IN NASHVILLE

McNeely Pigott & Fox won Best in Show honors at PRSA Nashville's annual Parthenon Awards April 23 in the Music City, earning kudos for its "Red, White and Food" campaign supporting a voter referendum to allow wine sales in Tennessee retail food stores.



MP&F staff celebrates its 'Best in Show' win.

The get-out-the-vote campaign, backed by retail food stores, saw the measure pass in all 78 municipalities where it appeared on the ballot statewide. MP&F beat six other entries for the top award and survived a tie-breaking vote.

DVL Seigenthaler, fresh off its acquisition by Finn Partners, took home 39 Parthenons, followed by MP&F's 28 and Dollar General with 20. Lovell Communications made a solid showing with eight Parthenons. [Full list of winners]

The chapter awarded Bonnie Reichert, prof. of PR at Belmont Univ., its 2015 Olympus Award for leadership and management of PRSA Nashville in 2014, while Katie Adkisson, VP of accounts for Reed PR, won the Mercury Award for young professionals.

BRIEF: Global insurer Chubb has added Edelman to its roster of PR firms to aid companies in crisis. Edelman joins The Abernathy MacGregor Group, Sard Verbinnen & Co. and Kroll to provide up to \$300K worth of crisis counsel under Chubb's commercial umbrella policies.

NEW ACCOUNTS**New York Area**

Kwittken, New York/Matrixx Initiatives, as AOR for PR for Zicam, over-the-counter cold, sinus and allergy remedies, and Gabriella's Kitchen, renamed from Hollywood Foods in March, maker of fortified and functional foods, for PR support. HF's products include the skinnypasta brand.

5W PR, New York/Fairy Tales Hair Care, all-natural hair care and lice prevention products for children, for media relations targeting the consumer and beauty space, wellness and parenting categories.

Blackbird PR, New York/Dorado Beach, a Ritz-Carlton Reserve, three-year-old Puerto Rico resort, for PR.

Havas PR, New York/B&G Foods, for launch of a Skinnygirl brand of salad dressings with author and TV personality Bethenny Frankel.

Issa PR, New York/Pernod Ricard and The Absolut Company, as AOR for its luxury vodka, Elyx, launched in 2013 and made from Swedish single-wheat. Work includes media relations, partnerships and event management. Issa is led by Edelman vet Viet N'Guyen.

Tartaglia Communications, Somerset, N.J./Berkeley Initiative for Transparency in the Social Sciences, to develop a comms. program around new prizes named after Drs. Edward E. Leamer (UCLA) and Robert Rosenthal (UC Riverside) to encourage open social science research.

East

Fetching Communications, Tampa/Bark Busters Home Dog Training; Charleston Veterinary Referral Center, and Research-in Technologies, maker of iPet Companion, for PR.

Midwest

The Quell Group, Troy, Mich./DE-STA-CO, productivity solutions for industrial customers; SafetyShift, automation of traffic barrels and traffic equalizers used during road construction projects; The Oakwood Group, engineered products for the global automotive, defense and sports marketplaces, and Air Caster, air bearing technology used for movement of heavy objects during manufacturing, for PR and marketing.

Southwest

MWW, Dallas/RAVE Restaurant Group, parent to Pie Five Pizza Co. and Pizza Inn, for a strategic comms. campaign, national media relations, thought leadership, and ongoing support for marketing growth and franchise initiatives.

West

Racepoint Global, San Francisco/Altera Corp., programmable semiconductors; Healing for People, energy medicine clinic; Rambus, technology solutions that focus on bringing invention to market; Loop Commerce, SaaS platform for retailers; Lucile Packard Children's Hospital Stanford; Springpath, compute and storage management software; WorldViz, virtual reality software and solutions.

Nadel Phelan, Scotts Valley, Calif./AccelOps, provider of security information and event management software to monitor IT security, performance and compliance in a single-pane-of-glass view, as AOR for PR.

NEWS OF SERVICES**PRSA 2014 REVENUES DIP BELOW 2006**

Revenues of PR Society of America dipped to \$11,159,091 in 2014 from \$11,405,304 in 2013 and are now below the \$11,426,867 revenues of 2006. Society leaders and staff are mum on the results. Kathy Barbour is Society chair.

The Society has posted its 2014 audit on its website but there is no accompanying story on the report. It is not in the newsroom and in any case only members are allowed to view the results.

Operating expenses of \$10,949,248 resulted in a profit of \$209,843. Investment income totaled another \$186,222 for an increase in net assets of \$396,065 to \$5,362,398.

The Society, unlike most other trade associations, books dues as cash except for \$361,020 allocated to its publications. Deferring dues income until it is earned would chop about \$2.5 million from its net assets, reducing them to \$2.8 million.

Payroll costs were \$5,321,535 or an average of \$96,755 per staffer assuming a staff of 55 full-time employees.

Dues income of \$5,038,225 averages out to \$229 for the 22,000 members. The Society is not responding to questions about the audit.

Spending on "ethics" rose to \$2,105 from \$1,057 in 2013, which was the all-time low for that category. Income from seminars and webinars fell to \$438,643 from \$753,523 because the Society is giving free \$150 webinars to members as an incentive to keep them.

PR VETS UNVEIL CRISIS PORTAL. SOFTWARE

Crisis PR veterans Jim Haggerty and Thom Weidlich have unveiled CrisisResponsePro, a subscription software platform and secure content hub meant to provide information on and serve companies enmeshed in crisis or litigation communications.

Haggerty, author of *In The Court of Public Opinion* and the forthcoming *Chief Crisis Officer*, is CEO and called the venture "a simple, secure, efficient tool to facilitate crisis communications." He sees users as PR and law firms and companies of various sizes, noting charter clients include large industrial and healthcare companies, retailers, a resort complex, and a major nonprofit.

Cost starts around \$300 a month for four users with no long-term contract.

Weidlich is a former Bloomberg and *PRWeek* reporter who moved to PR with Sitrick and Company in 2012. He serves as chief content manager of the new portal, which was launched with the backing of Haggerty's PRCG | Haggerty LLC.

The site, which functions as a communications portal for companies, includes a database of statements issued by entities facing various conflicts, templates and checklists for coping internally and externally with crises, as well as daily links to news and articles on topic.

Users can also upload crisis plans and other materials to a secure, encrypted "virtual workroom" and collaborate with team members via email and SMS.

PEOPLE**Joined**

Jorge Ortega, founder and managing partner of Newlink America, to Burson-Marsteller, Miami, as executive VP and managing director of the office, headquarters of B-M's Latin America business. He started his career at Burson, serving as GM of its Mexico office, and also was president of JeffreyGroup.

**Ortega**

Christopher Meier, head of comms., Lombard Odier Group, Geneva, to Credit Suisse Group, Zurich, as global head of media relations, starting July 15. He is former global head of corporate comms. for UBS Wealth Management. He reports to Clarissa Haller, head of corporate comms. for Credit Suisse.

Sydney Steinhardt, senior A/E, Ripp Media/PR, to The City College of New York, as associate director, PR. He was senior director of PR for the NYU School of Continuing and Professional Studies.

Jeff Maldonado, lead strategist for digital and social media, FleishmanHillard, to Turner PR, New York, as VP of digital comms. He did stints at Verizon, Wal Disney Resorts and the NBA. Deborah Park, associate director of comms., Visit Denver, joins Turner in Denver as senior director, travel.

Vicky Waters, deputy director of PA for the California Dept. of Parks and Recreation, to Ogilvy PR, Sacramento, Calif., as VP and leader of the firm's West Coast Latino unit. She was director of media relations for the California Charter Schools Assn. and political reporter for La Opinion, among other journalism posts.

Mandy Cudahy, social media and content marketing manager, Sharp Electronics, to The Halo Group, New York, as senior social media strategist.

Christopher Barron, former president of CapSouth Consulting and former chairman of GOProud, to McDonald Hopkins Government Strategies, Washington, D.C., as director of its communications practice. He has been consulting for a subsidiary of MHGS led by ex-Rep. Steve LaTourette.

**Barron**

Cassey Elder, A/E, RMR & Associates, to eTERA Consulting, Washington, D.C., as manager of PR for the data and tech management firm.

Erin Gentry, executive VP, Hill+Knowlton Strategies Albuquerque, to the office of Albuquerque Mayor Richard Berry, as director of public affairs. Rhiannon Schroeder was promoted to media relations manager.

Ashley Dillahunty, entertainment journalist and former West Coast bureau chief for Bauer Media Group (In Touch Weekly, Life and Style), to Azione, Los Angeles, as VP of entertainment marketing.

Barbara L'Amoreaux, director of corporate comms., Holy Redeemer Health System, to Simon PR, Philadelphia, as VP, account service, focused on healthcare. She directed marketing, community and gov't relations at Friends Hospital after a stint as principal of Strategic Marketing Comms.

SARD VERBINNEN GUIDES \$8B FOR SYNAGEVA

Sard Verbinen & Co. is handling media for Alexion's \$8.4B bid announced May 6 for Synageva Bio-Pharma Corp., the Lexington, MA, maker of treatments for rare diseases.

The cash/stock deal is valued at twice the market cap of Synageva.

The *Wall Street Journal* notes the big premium is due to the "relatively higher prices" charged for rare disease treatments that go to smaller patient populations.

Synageva plans a global launch of Kanuma, which treats LAL Deficiency that causes a build-up of fatty material in the liver, spleen, gut and walls of blood vessels.

The company also produces enzymes to target Hunter syndrome, Farby disease and Pompe disease.

Alexion, which is based in Cheshire, Conn., produces a treatment for a deadly metabolic disorder. It said the Synageva acquisition will expand manufacturing capability and generate cost savings of at least \$150M in 2017.

David Hallal has helmed Alexion since April when he replaced company founder Leonard Bell.

Sard Verbinen's Andrew Cole and Devin Broda Alexion work the Alexion account.

'WEARABLE' PIONEER FITBIT EYES \$100M IPO

Fitbit, the fitness tracking device maker that filed for a \$100M initial public offering on May 7, relies on Olson for PR support.

San Francisco-based Fitbit helped bring so-called "wearable" technology into the mainstream with its "smart" scales and watch-like devices that track users' physical activity and meals.

The company has spawned an industry and numerous competitors in selling nearly 21M devices.

Fitbit said this week that it plans an IPO on the New York Stock Exchange under the ticker symbol "FIT." It plans to use the proceeds for working capital and other general corporate purposes, including research and development, sales and marketing activities, and capital expenditures, among other plans.

Tim Rosa is VP of global marketing. Olson's San Francisco office handles Fitbit.

Fitbit claims revenue of \$745.4M in 2014 with net income of \$131.8M, an exponential rise from 2011 revenue of \$14.5M and a net loss of \$4.3M. It sees a market for wearable devices of 114M units by 2018, a potential market of \$33.7M.

In a PR coup for the company, President Obama was photographed in March wearing a Fitbit device.

OPTICAL SOCIETY FOCUSES ON SCHARIO

The Optical Society has recruited Tracy Schario as chief external relations officer at the Washington organization of scientists, engineers, students and entrepreneurs.

She'll handle PR for TOS' PR programs for its scientific journals, trade shows, international conferences, STEM educational outreach effort and the 2016 centennial celebration.

Previously, Schario directed advocacy for the clean energy portfolio at Pew Charitable Trusts and served as

spokesperson for George Washington University.

She also had stints at Strategic Communications Group, community relations manager at the American embassy in the Philippines and government relations staffer at National Utility Contractors Association.

Elizabeth Rogan, CEO of TOS, said, "Promoting and educating audiences on the essential role optics and photonics plays in helping solve real world challenges will be a core goal during the upcoming centennial year."



Schario

DOORLEY, LONGTIME NYU PROF. TO ELON

John Doorley, who was the founding director of New York University's M.S. in PR and CC, will join Elon University, N.C., as a visiting professor.

Doorley will take part in Elon's new M.S. in Management degree. He joins the School of Communications, which is partners with the Martha and Spencer Love School of Business in the program that starts in the fall.



Doorley

Study areas include accounting, economics, finance, management, marketing and project management, with a focus on one of the specialties—corporate communications or organizational analytics.

The courses will be evenly distributed between Elon's business and communications faculty.

Paul Parsons, dean of the School of Communications, said Doorley is a "leading voice in reputation management and a nationally known leader in the discipline. His credibility is enormous."

He headed CC at Merck from 1987-2000 and from 2005-2014 was academic director of NYU's M.S. in PR and CC. It is one of the largest such programs.

Doorley, co-author with Helio Fred Garcia of *Reputation Management*, also co-authored *Rethinking Reputation* with Fraser Seitel. He remains a consultant to Mindful Reputation, London.

Elon has 5,000 undergrads including Heather Harder, president of PR Student Society of America of PRSA. It also has 700 grad students.

Suspended NBC anchor Brian Williams hosted a fund-raising dinner for the school at the Waldorf-Astoria last Oct. 16.

TPG TAPS ABMAC'S BARRETT

Luke Barrett, senior VP at Abernathy MacGregor, has moved to TPG Capital private equity firm as external affairs director in New York.

The eight-year veteran of the Havas property takes over for Adam Levine, who was let go for allegedly leaking confidential documents to the media.

TPG and Levine have been squabbling via lawsuits. Barrett has provided financial and corporate counsel to Walmart, PepsiCo, SAB Miller and Vodafone.

He also handle M&A deals such as Hudson Bay's acquisition of Saks and JAB's move on the coffee business of Mondelez International.

The \$14.3 million Q1 loss of the *New York Times*, coupled with editorial decisions such as dropping the bridge and chess columns, put the focus on how the paper views its mission.

The reason given for the dropping of the columns was that a half million had to be cut from the cultural budget to save valuable editorial space.

Flabbergasted bridge and chess fans wondered how their less-than-a-column/mostly copy features proved so burdensome when the paper squanders acres of newsprint on color graphics that often take up a half page or more.

NYT writers should take the paper back from the graphics department, slash use of pictures and art, write much tighter, and cut the price of the paper from \$2.50 to \$1.

Michael Kinsley, in a 2010 article in the *Atlantic*, highlighted a 1,456-word piece in NYT as an example of wordiness that is driving readers from newspapers. Fewer than half the words in the opening sentence say what actually happened, he noted. "On the internet, news articles get to the point," he wrote.

White Space Used for Emphasis

A new high (or low) in wasted space was achieved April 2 when the article on page one of the NYT sports section had the top and bottom thirds blank. Seven inches of copy was sandwiched between 11 inches of white space.

The story that NYT wanted so badly to highlight was the suicide of former football player Patrick Risha who suffered from head injuries. It is a tragic, heart-rending story but it did not need all that wasted space to win the attention of readers.

Color pictures are fine but do they have to be a half page?

Color in newspapers cannot compete with superior color on computers and hand-held devices. Furthermore, newsprint photos are stills and can't compete with the video and sound available on the web.

NYT editors have long been enthralled with their ability to print color but the tail wags the dog. NYT's print version could be half as big, turn a profit, and still report the news if it curbed its love affair with graphics. Its stock was as high as \$70 in 1997 and \$31 in 2006. Currently it is \$13.76.

Where is NYT's Ad Column?

Besides missing the bridge and chess columns (which we hope NYT will restore), we also miss the daily advertising column that had been a staple of the paper since the 1950s. Stuart Elliott, after doing the column for 23 years, took two years' severance pay and other benefits and retired at the end of last year.

His successor is Sydney Ember, a 2012 graduate of Brown University who joined NYT last year on the Deal-Book financial section. She is a classic "cub reporter" when a journalistic "shark" is needed in this sophisticated and politics-ridden area.

She has been writing on ad topics but the articles are not slugged "advertising." She often shares a byline with

other NYT reporters. Recent articles cover advertisers spending more on mobile screens and problems Twitter has in attracting ads.

Since this writer covered advertising daily from 1964 to 1972 for the *New York Journal-American* and *Chicago Tribune*, we have a special interest in coverage of the industry.

Advertising is a far cry from what it was in the 1960s and 70s but daily coverage by experienced writers is even more important now. PR has exploded in dollar volume and importance and should be one of the topics of the column. The public conglomerates WPP, Omnicom, Interpublic and Publicis have many billions of income from the numerous communications techniques that fall under the banner of PR.

A main story that we used to cover was who is doing the best work, who is the most creative? Quite often those were the firms that were growing the fastest. Almost all advertising migrated from companies to agencies in the 1960s and the same thing has happened to PR.

The rankings of PR firms by the O'Dwyer Co. and *PR Week* should be staples of NYT's advertising coverage. *Advertising Age's* advertising and PR rankings also should also be covered.

Major ad agencies and PR firms in the 1960s and 70s had staffers dedicated to contacting reporters. The PR Roundtable, made up of nearly 50 such staffers, had monthly meetings. However, those days of press outreach ended in the 1980s. Reporters today have to initiate contacts in many instances.

Ad/PR Picture Is Confusing

Covering ad/PR is more challenging than ever but it remains of paramount importance. Elections are won and lost because of it, products live or die, companies thrive or go out of business.

The May 4-17 *New York* mag has a 4,762-word article titled "The art of the sell, a half-century after *Mad Men*" by Jessica Pressler that examines the multitude of forces impacting advertising and communications.

The ad world is "a lot more complicated" than the world portrayed by "*Mad Men*," it notes.

"Before fast-forward, before the internet, before BuzzFeed started tweeting for Pepsi, the advertising industry, like the media industry, enjoyed the privileges of a bully pulpit," Pressler writes. "People had to see advertisements. They didn't have a choice. These days, ads are forced to fight for attention in the crowded bazaar of the internet just like everything else."

Steven Panariello of the Droga5 ad agency told Pressler that pressures have escalated in the past decade.

"You used to be able to put a 30-second commercial out, but now you're orchestrating an entire system of content," he said. "You have to do posts for social and write headlines for press releases and manage the forum on the website, and it's got to work in mobile and the notion of what it means to launch something has become fundamentally much more complex and demanding of your soul and your life."
— Jack O'Dwyer