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O'Dwyer's Newsletter

The Inside News of
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Communications

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BURSON AIDS RUSSIA AMID OLYMPIC SCANDAL

Burson-Marsteller Europe is advising Russia as the country faces allegations of state-sponsored doping and potential bans of its athletes from the upcoming Summer Olympics in Rio De Janeiro.

The World Anti-Doping Agency in November said Russia's anti-doping laboratory chief was the head of a state-sponsored doping ring involving the country's athletes. The official later told the *New York Times* that he acted at the direction of the Russian government to supply banned substances for athletes in global competition.

"Burson-Marsteller Europe is advising on a range of communications and media issues relating to Russia's participation at the Summer Olympic Games in Rio," said Catherine Sullivan, managing director of worldwide communications for the firm in New York.

Russian sports minister Vitaly Mutko penned an op-ed in London's *Sunday Times* apologizing for the scandal. "We are very sorry that athletes who tried to deceive us, and the world, were not caught sooner. We are very sorry because Russia is committed to upholding the highest standards in sport and is opposed to anything that threatens the Olympic values," he wrote.

The International Olympic Committee said last week that Russian athletes could be banned from the upcoming games. IOC chief Thomas Bach wrote in an op-ed to *USA Today* on May 17 that consequences could range from life-long Olympic bans for implicated people to financial sanctions and exclusion of athletic federations.



FAIRFAX EYES ECONDEV PR PITCH

Virginia's Fairfax County is looking for an agency to pitch the region as a business and technology center in the US and abroad.

The Fairfax County Economic Development Authority released an RFP for a PR firm to develop a communications plan encompassing PR, advertising and related services focused on economic development.

The Authority notes the county is "widely recognized as the economic engine" for the Washington, D.C., area and Virginia. The county of 1.1M people, which claims a presence for more than 410 foreign-owned companies, particularly wants to reach companies that are looking to expand or locate on the US east coast.

Proposals are due May 31. RFP:

<http://odwpr.us/25bLOEN>.

EX-CITIGROUP PR EXEC JOINS PANDIT

Shannon Bell, the former managing director of corporate communications for Citigroup, has moved to the financial start-up The Orogen Group, the financial start-up of ex-Citigroup chief Vikram Pandit.

Since leaving Citigroup on Pandit's exit in 2014, Bell has been chief communications officer and partner at TGG Group, a management consulting venture.

Pandit has partnered with private equity firm Atairos Group to form Orogen, which will invest in financial services and related business. Pandit is chairman and CEO. In a corporate announcement, Orogen said it believes over time the financial industry will "evolve from one dominated by large, leveraged conglomerate banks, and unregulated non-bank financial companies to a broader and more decentralized network of vertical financial services companies." Sard Verbinen & Co. reps Atairos.

Earlier in her career, Bell directed North American public affairs for Zurick Financial Services and directed communications for Standard & Poor's. She started out at APCO Worldwide.



Bell

UKRAINIAN PLEADS GUILTY IN RELEASE HACKS

A 28-year-old Ukrainian man pleaded guilty May 16 in federal court in New Jersey to hacking Marketwired, PR Newswire and Business Wire and stealing confidential information from press releases in a conspiracy to reap \$30M in profits.

Vadym Iermolovych copped to charges of conspiracy to commit wire fraud, conspiracy to commit computer hacking, and aggravated identity theft in the ring, which conspired to swipe 150,000 press releases and the sensitive information they contained.

He was arrested in November 2014 on other charges related to computer hacking and credit card fraud, said the US Attorney for New Jersey, Paul Fishman. He faces up to 27 years in prison and hundreds of thousands of dollars in fines.

Iermolovych and co-conspirators stole press releases with information about earnings, gross margins and other material information, authorities said. They then shared the stolen information with traders via overseas computer servers.

Iermolovych admitted to hacking PR Newswire in 2013 with a set of user credentials of PRN employees he obtained from hacking a social networking website.

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OGILVY TAKES ON CRIMINAL JUSTICE REFORM

Non-profit prison reform organization the U.S. Justice Action Network has retained WPP lobbying unit Ogilvy Government Relations for Washington representation regarding a series of criminal justice-related bills moving through Congress that make changes to current U.S. criminal sentencing laws.



The U.S. Justice Action Network has hired Ogilvy Government Relations for lobbying help with H.R.3713, also known as the Sentencing Reform Act of 2015. That bill would allow courts to reduce certain mandatory minimum prison terms on non-violent individuals convicted of high-level first-time or low-level repeat drug offenses. The bill was introduced in October by Rep. Bob Goodlatte (R-VA) and has been endorsed by the NAACP, the ACLU and the Leadership Conference on Civil Rights.

The reform group is also going to Capitol Hill for S.2123, or the Sentencing Reform and Corrections Act of 2015. Introduced by Sen. Chuck Grassley (R-IA), that bill amends the Controlled Substances Act and the Controlled Substances Import and Export Act to reduce life- and 20-year mandatory minimum sentences for some nonviolent defendants convicted of certain repeat drug offenses.

Finally of issue is H.R.759, the Recidivism Risk Reduction Act, which mandates the Attorney General and the Federal Board of Prisons to develop a system that assesses prisoners' risk of recidivism. That bill was introduced by Rep. Jason Chaffetz (R-UT).

The U.S. Justice Action Network account will be led by Timothy McGivern, a 15-year AT&T veteran who was formerly chief of staff for Sen. Sam Brownback (R-KS), now governor of Kansas.

E-CIGARETTE GROUP GETS LOBBYING HELP

The American E-Liquids Manufacturing Standards Association, the trade group that represents manufacturers of the "e-liquid" fluid contained in electronic cigarettes, has hired Potomac, MD-based consulting and government affairs firm The FGA Group for lobbying help on tobacco issues.

American E-Liquid Manufacturing Standards Association-Electronic cigarettes, which are often touted as an alternative to traditional cigarettes, contain a heating element that vaporizes a fluid called e-liquid (or "juice"), which typically contains varying amounts of nicotine, as well as different flavorings and compounds such as propylene glycol and glycerine. The massively popular electronic cigarette industry in 2014 surpassed \$2.5 billion in U.S. sales.

The risks and long-term health affects associated with e-cigarettes remain unknown, and have become an issue of contentious debate among industry advocates, health groups and regulators. The US Food and Drug Ad-



ministration, which has proposed regulations for the industry as far back as 2014, stated that e-cigarettes are "likely less hazardous" than conventional cigarettes, but said the devices have not been sufficiently studied, and it also remains unknown whether the practice leads young people to begin smoking traditional cigarettes (e-cigarettes sales are now prohibited to minors in most states).

The industry was hit with a massive roadblock in May, when the FDA announced that it would now classify electronic cigarettes as tobacco products, requiring the marketing, labelling and manufacturing of all new "vaping" devices and liquids to be approved by the agency prior to being sold. That expensive approval process, industry professionals have said, would put many e-cigarette and e-liquid makers out of business.

Congress, meanwhile, last year introduced HR 2058, or The FDA Deeming Authority Clarification Act of 2015, which would allow e-cigarette and e-liquid products on the market prior to being deemed a tobacco product to be grandfathered into agency approval, exempting them from filing applications for premarket review. That bill was introduced by Rep. Tom Cole (R-OK).

Miamisburg, OH-based AEMSA has hired The FGA Group to push its support for HR 2058 on Capitol Hill.

The AEMSA account will be managed by The FGA Group founder and managing director Lawrence Flick, who served as director of legislative affairs at the White House Council on Environmental Quality during the George H.W. Bush administration and was also a minority staff director on the House Subcommittee on Oceanography for minority member Rep. Shumway (R-CA).

MCBEE MANS VIRGIN SPACEFLIGHT

Spaceflight pioneers Virgin Galactic has hired D.C.-based public affairs shop McBee Strategic Consulting for Capitol Hill representation on defense, science and appropriations lobbying issues as they relate to the commercial small launch industry.

Virgin Galactic, which was founded in 2004, is Virgin Group's spaceflight company currently developing commercial spacecraft for suborbital tourism and scientific research.

Virgin Group's billionaire founder Sir Richard Branson had previously predicted a maiden flight several years ago, but those plans were delayed after the October 2014 crash of one of the company's test vehicles, the VSS Enterprise, which resulted in the death of a co-pilot.

A new suborbital spacecraft vehicle, VSS Unity, was rolled out in February and is currently undergoing ground testing, with airborne testing slated to begin this year.

Flights on the six-passenger, rocket-powered spacecraft are expected to cost about \$250,000. Allegedly, more than 700 have already reserved a seat with the spaceflight provider.



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MCBEE LOBBIES FOR VIRGIN (Cont'd from pg. 2)

SPAYD SELECTED AS TIMES PUBLIC EDITOR

Elizabeth Spayd, editor and publisher of the *Columbia Journalism Review*, has been named the newest public editor of the *New York Times*.

Spayd has held the editor/publisher title at Columbia's flagship journalism publication since early 2014. She was previously managing editor of the *Washington Post*. She first joined that publication in 2006 as website managing editor.



Spayd

Spayd becomes the sixth public editor in the Times' history. That ombudsman position was established in 2003, in the aftermath of the Jayson Blair scandal, as a means of ensuring the implementation of proper journalism at the paper.

Spayd succeeds former *Buffalo News* editor Margaret Sullivan, who in December announced that she would leave the paper. Sullivan, who was the first woman to hold the public editor position, was author of the Times' Public Editor's Journal blog, which details the paper's inner workings. Sullivan had famously been critical of the Times' use of anonymous sources, and held the public editor job for four years, longer than anyone else.

Sullivan in February was appointed media columnist of the *Washington Post*. She began that position in April.

Times publisher Arthur Sulzberger Jr. in a statement referred to Spayd as "an exceptionally accomplished journalist," and said her "work at C.J.R. along with her long and successful history at The *Washington Post* have given her a broad range of experiences that will serve us well as she assumes this critical position serving as a reliable and engaged representative of our readers."

Spayd will join the paper sometime this summer, according to the publisher.

SMITHSONIAN CHANNEL TUNES IN BRAHIM

Smithsonian Channel, the joint venture of Showtime Networks and the Smithsonian Institution, has tuned in Joanna Brahim as VP of communications in New York.

Brahim reports to network president Tom Hayden and executive VP of corporate communications Trisha Cardoso, who said the network is expanding and preparing to launch streaming services.

Brahim was senior director of publicity for Discovery Communications' TLC network, managing brand strategy for the network and senior execs over eight years. Earlier, she held publicity posts at MSNBC and WCBS-TV.



Brahim

BRANDS RESPONSIBLE FOR FTC COMPLIANCE

The Federal Trade Commission in December updated its enforcement policy regarding online advertising deceptively formatted to look like editorial content.

Those guidelines, which take aim at the glut of native advertising content that's gaining wide popularity online, state that marketing content that has been format-

ted to look like news must bear disclosures clearly labeling that content as advertising. Native ads that fail to do this fall under the Commission's rubric of "deceptive."

In the months since those rules went into effect, however, media outlets and digital ad networks that sell native ads have largely maintained a laissez-faire approach to the practice, typically leaving the onus of FTC compliance on the shoulders of brands, according to a new survey of online media professionals by D S Simon Media.

D S Simon Media's "Influencers Report 2016" found that a vast majority — 81 percent — of respondents said that they haven't changed their policies since the new FTC rules went into effect, and while more than half — 58 percent — said their website accepts paid content, only one in five media outlets admitted updating their native advertising policies in

response to the Commission's new disclosure guidelines.

Proper disclosure, however, remains a practice worth adding to communicators' toolkits. While 94 percent of respondents reported being misled by communicators in the past, 76 percent said they would be more likely to consider using outside-produced video content as long as that content is properly disclosed.

The report also discovered a growing demand among online media for video content owned by brands. A wide majority — 86 percent — of media respondents said there's a place for video on their site, and 71 percent said they use outside-produced video content. Perhaps most surprising: of that outside-produced video content, 79 percent said they now use outside video given to them directly from brands, beating video received from nonprofits (76 percent) and independent individuals (66 percent). 80 percent also said they now use unedited video packages, a 31 percent increase from 2015.

D S Simon Media president and CEO Doug Simon told O'Dwyer's that this increased demand for brand-produced video content presents opportunities for PR pros seeking earned media in online channels.

"It's a huge opportunity for communications people," Simon said. "What we're seeing is increased demand for what we call custom content media packages, where you pre-pitch journalists and then provide them with video content that they've asked you to get for them. The custom content includes messaging from the brand or nonprofit group as earned media."

D S Simon Media's 2016 "Influencers Report," now in its 15th year, was based on a survey of nearly 200 online journalists and producers working in digital outlets belonging to TV and radio stations, newspapers, magazines, web media and blogs.



INQUIRING PR STUDENTS WANT TO KNOW

By Fraser Seitel

As another school year comes to a close, it's fair to say that there are many distinguished collegiate public relations programs out there, from the University of Florida to Boston University to the University of Southern California.

And there are many equally-distinguished PR professors — among them, Fred Garcia at NYU, Denise Hill and John Doorley at Elon, Jay Rayburn at Florida State, Barry Zusman at LIM and Jeff Morosoff at Hofstra.

Each year, Prof. Morosoff assigns students to seek out PR professionals to answer relevant questions on ethics. Here's how one practitioner answered this year's batch of PR ethics questions. See if you agree.

Why is it important to always tell the truth in PR?

All one has in public relations is his or her reputation, credibility. Once you lie and you're found out — and you will be found out — you lose that. And no one with whom you do business — reporter, client, potential employer, etc. — will look at you the same way after you're caught in a lie. Truth, therefore, is paramount in public relations.

Why do some communications practitioners spin the truth instead of coming clean with the actual information?

Perhaps, as Jack Nicholson said in "A Few Good Men," they "can't handle the truth." More likely, they're reluctant to reveal unpleasant or bad news about the client or the client doesn't want them saying anything troubling. But it's eminently preferable to say nothing than to lie. Again, once caught, no one will ever trust you or the client.

What values are the most important to do the public relations job?

A bias toward disclosing rather than withholding information.

An advocacy or belief in your employer.

A compelling desire to advise/counsel senior managers in proper action and communications.

An absolute commitment that the counsel you deliver is always ethical.

A willingness to take risks, to stick your neck out.

An always logical, but also positive, predilection.

How much of a role does PR ethics play in daily work?

Ethics, or stated another way, "doing the right thing," must be the anchor of every decision you make in public relations.

Why are PR practitioners referred to as "spin doctors?"

They are referred to as "spin doctors" because they appear to have a mentality — or do have a mentality — of doing whatever the client tells them to do; whether right or wrong, fair or unfair, honest or dishonest. That's a recipe not only for professional disaster but also for an unhappy practitioner.

Why does the good work of PR people often go unnoticed?

Public relations work is not as noticed because the

work of PR professionals should be anonymous. If you write the CEO's speech, and it's a winner, it's the CEO, correctly, who should get the credit, not you. Public relations people generally toil in anonymity. But as long as the client appreciates — and pays for — your contribution, that's what counts.

For those individuals and companies who still believe that spinning the truth will not result in consequences, what would you say to them?

Be afraid; be very afraid.

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

PR BOOKS: 'ADVENTURES IN PR'

By George McQuade

When food publicity guru Leo Pearlstein started Los Angeles-based Lee & Associates, Inc. in 1950, he never dreamed he would find ways to publicize every kind of food imaginable with the help of movies, TV, music, sports or political celebrities. After more than six decades of breaking the mold, he became known as the "food publicity pioneer." Now he shares insight into the secrets behind his success, as well as a collection of rare photos of Hollywood celebrities, with his new 155-page paperback book, "Adventures in PR," available on Amazon.

"My stories are about adventures that happened as a result of opportunities," said Pearlstein. "There were two types of opportunities. If something happened in the press, we would see if we could react with positive information that would be complimentary to our client. There were also opportunities that we could create by working with someone else and including their product information with our messages.

"We call them 'tie-ins.' We would share costs for media and production, or we would include their product in our recipes and they would include our product in theirs. We would both benefit with increased exposure without additional costs."

From eggs and prunes, to turkeys, potatoes, chives, chickens and chips, the 95-year-old PR pioneer recalls the many trials and tribulations of getting hard-to-obtain media attention for his clients' products. Pearlstein's publicity campaigns not only helped sell food, but also the TV and movie projects of the celebrities with whom he worked. The book not only describes many successful PR campaigns, but how Pearlstein and his staff were able to turn some crazy mishaps into successes.

"One of my most exciting celebrities was Jane Mansfield promoting turkeys year round," said Pearlstein. "We had an apron that said, 'How about a turkey BBQ?' The turkey growers were happy, because we got more publicity out of that one photo than about a dozen other campaign tactics," he noted.



(Continued on page 6)

NEWS OF PR FIRMS

RF HIRES HUGHES TO LEAD U.S. CORP UNIT

Keith Hughes, former managing director at WPP's Burson-Marsteller unit, has joined independent global communications agency Ruder Finn, where he will now head that agency's U.S. corporate practice.

Hughes will be based out of the agency's New York headquarters and will report to CEO Kathy Bloomgarden.

Hughes joins Ruder Finn from Burson-Marsteller, where he most recently served that global PR giant as managing director and account director for Bank of America. Prior to that, he was stationed at MSLGroup, where he served as senior vice president and director of that Publicis powerhouse's North America consumer practice. He has also held senior leadership roles at Fleishman-Hillard, Ketchum and Marina Maher Communications.

Hughes is now responsible for building Ruder Finn's corporate practice and expanding the agency's capabilities.

Hughes succeeds former corporate practice head Rachel Spielman, who founded the agency's corporate practice in 2000. Spielman has been appointed to the newly-created role of EVP, storytelling and media.

The new all-agency storytelling position involves working across the agency and coordinating with teams to mine for client stories. Bloomgarden in a statement said the role will help the agency "continue to drive stellar agenda-setting story placements for our clients across channels."

In addition to her new role, Spielman will continue to lead her existing client accounts.

BRIEF: Turning Point Brands, the tobacco company behind Zig-Zag, Beech-Nut and Red Cap, is working with Mozaic IR for financial communications as it slates an initial public offering. Louisville-based Mozaic is led by Terry McWilliams, a former business reporter who later worked at Capital MS&L.

A launch site for the spacecraft is expected to be announced in the UK this month.

Virgin Galactic owns Mojave, CA-based subsidiary aerospace company The Spaceship Company, which manufactured Virgin Galactic's spacecraft. Aabar Investments group, the sovereign wealth fund of the United Arab Emirates' capital, Abu Dhabi, now holds a 38 percent equitable ownership in Virgin Galactic, and plans to someday launch tourism and research space flights from that city.

The Virgin Galactic account will be led by McBee executive vice president Erin Neal, former senior staffer to Senator Bill Nelson (D-FL); Noe Garcia, former policy advisor to Senate Majority Leader Bill Frist (R-TN), public liaison to the Treasury Department and a legislative aide to Kay Bailey Hutchison; and Kimberly Dorgan, former senior executive VP of public policy for the American Council of Life Insurers.



Hughes

NEW ACCOUNTS

New York Area

Feintuch Communications, New York/Swiss battery maker Leclanché, as North American PR AOR. Leclanché makes large-format lithium-ion cells and energy storage systems for residential and commercial uses, as well as technologies for electricity grids and mass transport systems such as bus fleets and ferries. The Yverdon-les-Bains, Switzerland-based company, which was founded in 1909, recently introduced its products to the North American market, with the establishment of a Dallas-based subsidiary. Feintuch will focus on corporate and trade PR and will launch an integrated campaign in North America aimed at expanding the company's visibility and generating sales among the company's target industries and geographic markets. The agency will also support IR and coordinate PR in global markets.

R&J Strategic Communications, Bridgewater, N.J./Polaroid, as digital marketing AOR, including social media, web and digital platforms. R&J has been PR AOR since 2012 for parent PLR IP Holdings.

5W PR, New York/Eclipse, curtains brand of Ellery Homestyles, as AOR for PR. Ellery CEO Hugh Rovit said he had a five-year history with 5W CEO Ronn Torossian at Rovit's last consumer products company. 5W's work includes media relations to position Eclipse's window treatments among consumers.

South

French West Vaughan, Raleigh, N.C./Teen Cancer America, as pro-bono marketing partner of the national non-profit organization founded in 2012 by Roger Daltrey and Pete Townshend of The Who. TCA helps hospitals develop facilities and services that improve the quality of life for teenagers and young adults with cancer. FWV will provide PR and advertising support to raise awareness of the TCA and its mission. Raleigh is the southeast hub for TCA, and Raleigh-based First Citizens Bank, the largest family-owned bank in the country, recently adopted TCA as its primary charity. "In 2008 when I was putting together a music festival to benefit the Rock Hall, the foundation started by the late Who bassist John Entwistle stepped forward to support it," FWV chairman and CEO Rick French told O'Dwyer's. "So when presented the opportunity to repay the kindness and support the important work Roger and Pete began 25 years ago in the U.K. when they formed Teen Cancer Trust, we jumped at the opportunity."

Southeast

Diamond PR, Miami/The Julia, forthcoming Miami Beach hotel, as AOR. Located in South Beach's South of Fifth neighborhood, the 29-room, adult-exclusive boutique hotel is slated to open in December owned by hotel investment group SMS Lodging. Diamond manages North American PR focused on a national and regional level. The agency has also been named AOR of SMS property NYAH, a new hotel based in Key West.

Simply the Best PR, Boca Raton, Fla./Enlightened Living Medicine, preventative and integrative medicine practice, as AOR for PR.

NEWS OF SERVICES**GUILTY PLEA IN RELEASE HACK (Cont'd from 1)**

He said he sold press releases stolen from his Mar-ketwired hack, and he bought access into Business Wire networks, as well.

Two of five others involved in the conspiracy were charged earlier this year.

The US Attorney said the Eastern District of New York has handed down a related indictment of four securities traders, one of whom pleaded guilty to wire fraud in December.

Authorities said the traders created "shopping lists" for the hackers of information from publicly traded companies.

Iermolovych will be sentenced August 22.

PEARLSTEIN'S 'ADVENTURES' (Cont'd from pg. 4)

But one of the biggest setbacks happened when President John F. Kenney was assassinated.

"California was the second largest turkey producing state in the Union and it was our turn to send a turkey to the president for Thanksgiving," he said. "We took a photo a week before and we were going to release the photo a couple of days before Thanksgiving Day. President Kenney was assassinated and we never released the photos. It was sad day and we didn't talk about turkeys all day. We spent a fortune on publicity lining up five TV shows, pictures, media kits, and other materials. We were doing a Thanksgiving dinner at every station in Los Angeles, we had a home economist, a chef and a dietitian with me. We were all set to go when a voice came over the loud speaker and said, 'stop everything, President Kennedy has been assassinated.'"

Pearlstein said the assassination was the most shocking event of his life. "We were all sick, we covered up the turkey and took all the food off of the table, and no one ate anything," he said. "Since the news about Kenney lasted several weeks, I was able to take the same concept and turn it into Christmas. We didn't talk about Thanksgiving and we were able to recoup some of the money and energy we had. It was one of the saddest things that ever happened and it wiped us of the map. We lost our radio shows and TV shows, because obviously, we weren't going to talk about it."

Pearlstein's fourth book, "Adventures in PR" is as entertaining as it is useful for anyone attempting to promote products or services. It features tons of inside secrets, PR events and stories regarding food and celebs.

Celebrity stories include Abbott and Costello, Bob Hope, President John F. Kennedy, Steve Allen, Andy Griffith, Shirley McLaine, Buddy Hackett, Mikey Rooney, Sean Penn and Liberace, to name a few.

Pearlstein always devised out-of-the-box stunts to reach the media: whether he was frying 1,000 eggs in a 10-foot frying pan with Abbott and Costello, photographing movie star Jayne Mansfield, having Snoopy run for President to promote bread or working some food products into the film "Rocky," he always made food sexy for the media. They ate it up.

"Here's an adventure that began as a result of a small newspaper ad and from that, I got an account that lasted over 60 years," Pearlstein said.

PEOPLE**Joined**

Kevin Inda, senior VP and principal for Corporate Communications Inc, has moved to publicly traded construction and industrial equipment giant H&E Equipment Services, as VP of IR. Inda was previously VP of IR and PR for PowerTel and held top corporate PR and financial comms. posts at MCI in Washington, D.C. For Baton Rouge-based H&E, he manages communications with shareholders, analysts and the financial sector at large. H&E posted first quarter revenue of \$247M, up 8.6%, on net income of \$5.6M.

**Inda**

Margaret Shepard, executive director for comms. and strategy at the US Chamber of Commerce, to DC-based tech incubator 1776 as a managing director. Shepard will be the "quintessential liaison" between the VC firm's investors and startups, according to co-CEO and co-founder Donna Harris. She spent the past eight years at the US Chamber, including oversight of its American Jobs and Growth Agenda campaign and FreeEnterprise.com content marketing site. 1776 added former CNN correspondent **Erin McPike** as communications director in March. The incubator was set up in 2013 by tech entrepreneurs Harris and Evan Burfield. It announced a \$7.2M capital raise in April by a group of investors that included AOL founder Steve Case. Shepard previously worked on the agency side at Golin and Chlopak Leonard Schechter and Associates.

**Shepard**

Brett Weinberg, senior VP of PR for LPL Financial, to Allianz Life as director of external communications for the Minneapolis-based insurer. The move is a return to Allianz, where he was a comms. staffer in the early 2000s. He spent the last year and a half with Charlotte, N.C.-based LPL and earlier directed PR for Thrivent Financial and GMAC ResCap. Weinberg started out on the agency side with Spong. At Allianz, part of the German insurance giant Allianz SE, he reports to VP of corporate communications, Paul Kelash.

**Weinberg**

Emilio Pardo, chief brand officer, AARP, to Jackson National Life Insurance Company, Lansing, Mich., as senior VP, chief marketing and communications officer, a new position at the national annuities company. He was SVP of strategic business development at Discovery Communications and co-founder and CEO of broadband network company CityNet. He was also a SVP and senior partner at FleishmanHillard.

Lauren Reed, marketing manager, Golin, Dallas, to Duffy & Shanley, Providence, R.I., as an A/E in the firm's PR group. She handles media relations and account management for clients like Motorola, Staples, College Ave and Foster Grant.

B-M NAMES NEW MANAGING DIRECTORS

Burson-Marsteller has hired two political experts to fill two separate managing director positions in the WPP giant's Washington, D.C. office. Jeremy Gaines has been appointed managing director on B-M's U.S. strategy team, and Benjamin Chang has been named managing director of the agency's U.S. public affairs and crisis practice.

Gaines joins Burson-Marsteller from McLean, VA-based broadcast and digital company Tegna Inc. — formerly known as Gannett — where he was vice president of corporate communications. Prior to that he was with MSNBC, where he was stationed for nearly 15 years, first serving as strategic development director before becoming vice president of corporate communications. Earlier in his career, Gaines served as press assistant and deputy director of press advance in the White House during the Clinton administration.

Chang arrives at B-M from the *Los Angeles Times*, where he was a vice president and events editor. Previously, he was senior vice president for communications at public affairs shop the Albright Stonebridge Group and a principal at PA giant The Podesta Group.

Before entering the private sector, Chang was a senior advisor for strategic planning and crisis communications at the U.S. Department of State and a deputy spokesman for the U.S. Mission to the United Nations. Like Gaines, Chang also formerly served in the White House, and from 2009 to 2011 was deputy spokesman and director of press and communications for the White House's National Security Council, serving under both the Bush and Obama Administrations.

B-M Worldwide chair and CEO Don Baer referred to Gaines and Chang as "two of the most accomplished and respected communications professionals in America with deep experience at some of the nation's top media organizations and in public service."

FL'S LAKE COUNTY SEEKS TOURISM FIRM

Lake County Florida, the landlocked, south-central region of the Sunshine State, has anteed \$500K for tourism marketing as it seeks an agency.

The Lake County Economic Development and Tourism Division released an RFP to pitch the county as a tourism and vacation destination via advertising, PR and other marketing tactics.

A one-year, \$500K contract will carry two option years.

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

OGILVY, MWW IN BRAIN ANEURYSM CAMPAIGN

Ogilvy Public Relations, along with New York-based independent PR giant MWWPR, have been dually named agencies of record for brain aneurysm non-profit The Lisa Colagrossi Foundation.

The Lisa Colagrossi Foundation was founded in 2015 by Todd Crawford in honor of his wife, a journalist and TV news anchor for New York's WABC-TV.

Lisa Colagrossi, 49, in March 2015 suffered a massive brain aneurysm while returning from an assignment, and was rushed to the hospital, where she died the following day.

Colagrossi had allegedly expressed experiencing a painful headache earlier that day, a warning sign of a brain aneurysm.

Lisa Colagrossi FoundationThe TLCF seeks to raise awareness of brain aneurysms by educating the public regarding the signs, symptoms and risk factors associated with the cerebrovascular disorder. The non-profit organization also supports programs dedicated to promoting early detection and raises funds to support research from neurologists working on effective prevention and treatment methods.

Ogilvy PR and MWW have been picked by TLCF as AORs to launch a national campaign focused on raising awareness of brain aneurysms. The two agencies will combine efforts to create optimal exposure for the campaign: Ogilvy will lead on campaigns directed toward women's health and medical reporters and will also focus on TLCF initiatives that involve women's health advocacy groups and healthcare professional organizations. MWW, meanwhile, will focus on campaigns geared toward consumers and will develop consumer sponsorship programs. That agency may also handle future public policy work for the foundation.

The TLCF also plans to have both agencies work in concert on several high-profile initiatives so that their combined experiences and perspectives can be taken into consideration to yield the best possible strategic approach.

"We are pleased to be combining forces with MWW to provide the best possible communications/marketing support for The Lisa Colagrossi Foundation," Ogilvy PR managing director Kate Cronin told O'Dwyer's. "Growing awareness of the signs, symptoms and risk factors for brain aneurysms is very important to Ogilvy PR as we recently lost a dear colleague who was only 35-years-old from a fatal brain aneurysm. Like Lisa Colagrossi, our colleague suffered from an excruciating headache for several days before he passed."

EDELMAN ADVISES PR BONDHOLDERS

Edelman Financial is aiding a group of senior Puerto Rico creditors as its members back a House of Representatives measure to tackle the island's \$70B debt crisis.

The long-delayed Puerto Rico Oversight, Management, and Economic Stability Act aims to carve a path for the US territory out of its crushing debt, the result of a stagnant economy and shrinking tax revenues. The legislation is backed by conservative members of Congress averse to a "bailout" of Puerto Rico and would create an oversight board and quasi bankruptcy plan.

Edelman is representing senior creditors and asset managers who support the bill, including former Sen. Judd Gregg, the New Hampshire Republican who is a senior advisor to the bondholders group. Gregg said the bill "will aid the Puerto Rican people, honor creditors' legal rights and safeguard US taxpayers against funding a bailout."

Sean Neary, executive VP for corporate affairs and financial communications at Edelman Washington, leads the PR assignment.

Puerto Rico faces a large debt payment of \$1.9B on July 1.

A **concerned, capacity audience** about 60 packed a conference room in New York May 22 to hear about and discuss the dangers of Wi-Fi and other radiation. Biggest victims are children, babies and fetuses.

Camilla Rees, founder of Electromagneticheath.org, based in Iowa, said the “industrial-strength 5GHz routers commonly found in schools are designed to go through cement, brick and to cover the campus.”

They’re higher wattage and configured to be able to serve hundreds of users simultaneously, she said. Presentations included one by babysafeproject.org.

Its warnings were similar to the ones expressed on the panel about children and babies May 3 in Baltimore featuring Devra Davis and other EMF health advocates.

Another paper on the subject of EMF dangers to babies and children is by BostonParentsPaper.com.

Rees, a graduate of Choate Rosemary Hall, Columbia University and the Georgetown Graduate School of Business Administration, has written a 54-part description of EMF dangers and possible solutions that is the most comprehensive overview of the dangers of EMF.

She addressed a session at the Left Forum on dangers of radiation at the John Jay Criminal College. More than 5,000 attended the three-day conference.

New York Apartment Dwellers at Risk

New Yorkers and others should pay close attention to Rees since Time Warner, Comcast, Cablevision and other cable suppliers are forcing new 5GHz routers on unsuspecting customers, this writer included.

Apprised of this new danger (radiation pulsing 24/7 billions of times a second), we contacted Time Warner and had them turn off the 5GHz and 2Ghz lights on the router. Other customers of the cable companies should do the same.

A technician came to our home and found high levels of radiation throughout the apartment and particularly near windows. The highest apartments get the most radiation from hundreds of cell towers atop apartment buildings.

The New York real estate industry must look into this problem.

The technician immediately shut down Bluetooth on our MacBook and told us to get rid of the landline phone that had a wireless companion. An antenna on the landline part spewed radiation 24/7 and was the same as a wireless phone.

Left Forum Blasted Corporate Interests

The session on dangers of pulsed radiation was loaded with attacks on corporate players and their alleged allies in the government, echoing the theme of the conference, “Rage Rebellion Revolution; Organizing Our Power.”

Wi-Fi and computer technology, both with dangerous aspects, permeate school, libraries and public government which have made a huge financial and intellectual commitment to their use and don’t want to walk away from it, panelists said. Doing so would be “biting the corporate hand” that helped finance so much

of the technology, they noted.

The more than 130 films and VNRs featured in 36-page catalog distributed at the conference by Media Education Foundation include such titles as *Pack of Lies: the Advertising of Tobacco*; *How Racism Harms White America*; *Big Bucks, Big Pharma*; *Rich Media, Poor Democracy*; *Constructing Public Opinion (How politicians and the media misrepresent the public)*; *The Myth of Liberal Media*; *Shop ‘Til You Drop, The Crisis of Consumerism*; *How to Start a Revolution*; *Fire in the Blood, a Tale of Medicine Monopoly & Malice*; *Google & the World Brain, the Audacious Attempt to Control Human Knowledge*; *Agrofuels, Starving People, Fueling Greed*; *Life in Occupied Palestine*; *Peace, Propaganda & the Promised Land*; *Occupation 101 (Israeli-Palestinian Conflict)*.

MEF was selling for \$20 a DVD titled “The Occupation of the American Mind: Israel’s Public Relations War in the U.S.,” narrated by Roger Waters.

Also offered is the film, “The War Around Us,” by Abdallah Omeish, which tells the story of two journalists who were present during the bombardment of Gaza in 2008-09.

The catalog lists seven items telling the Palestinian side of the conflict but none telling the Israeli side.

There has been an “explosion in autism” in children in Canada that appears to mirror the explosion in wireless technology, says Jerry Flynn, retired captain in the Canadian Army who supervised its warfare using electromagnetic radiation.

Flynn earlier this month asked for an investigation of government authorities in Canada by the Royal Canadian Mounted Police, saying the authorities were “criminally negligent” in failing to remove Wi-Fi and other radiation sources from schools, hospitals, libraries and other public facilities.

In the U.S., he wrote May 22 to Prime Minister Justin Trudeau and members of the Canadian Parliament, the rate of autism in children was one in 25,000.

In 1970, he said, it had climbed to one in 2,500; in 2000, one in 150, in 2004, one in 125, in 2008, one in 88, and in 2013, one in 50 and one in 27 in populated cities.

Quoted are statistics compiled by the Australian ADHD Foundation.

Asks Flynn: “Why does no one connect today’s tragic explosion in Autism in children with the comparable explosion in wireless technology? Each and every wireless device emits hazardous ‘low-level, pulsed, non-thermal radio/microwave frequency radiation.’”

He includes cellphones, wireless utility meters, cordless phones, GPS satellites and cellphone towers. They never “shut off,” he said.

“Tragically,” he said, “for all Canadians, the Government of Canada refuses any dialogue whatsoever on pulsed non-thermal wireless radiation, which scientists have long linked to Autism and a host of other neurological diseases, as well as diseases of the central nervous system and immune system.”

– Jack O’Dwyer