



Jack O'Dwyer,  
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# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## NATIONAL WOMEN'S COUNCIL SEEKS PR

The National Women's Business Council, a federal unit of the Small Business Administration that advises the President and Congress on issues close to female business owners, is looking for PR help.

The council wants to tap into a perceived "growing conversation" on women and entrepreneurship and sees an opportunity to raise its profile. It wants a firm to work under its director of communications and strategic engagement, Samhita Mukhopadhyay, to develop a comms. strategy and media outreach plan.



Responses to an RFQ are due Nov. 3. Details are at [fbo.gov](http://fbo.gov).

## NEW MEXICO REVIEWS TOURISM PR

New Mexico, the "Land of Enchantment," which is in the midst of a tourism boom, has kicked off a review of its travel PR account.

The NM Tourism Dept. released an RFP on Oct. 19 for PR to support its overall advertising and marketing efforts, noting its 2011 brand revamp has achieved record visitation from key markets like New York, Dallas, San Diego and Chicago. Prior to that overall, the state fought perceptions that it was a "hot, dry desert with very little to do," according to the RFP.

The state last reviewed the account in 2012. Development Counsellors International is the incumbent.

Budget is set at \$100K. Proposals are due Nov. 20. RFP: <http://odwpr.us/1SgVdnM>.

## STRATEGIC COMMS SHINES AT FTI IN Q3

FTI Consulting's strategic communications revenue jumped 19.7% in the third quarter to \$55.7M on the strength of M&A and public affairs work in North America and the EMEA region.

The Washington-based corporate services company said currency effects dampened even brighter Q3 figures as revenues climbed \$12.4M or 26.7% excluding fluctuations. FTI said profitability increased in the segment on higher-priced project revenues and "improved staff leverage." FTI counted 549 revenue-generating staffers in strategic communications at the end of the quarter.

Across FTI's five segments, revenue ticked up 1% to \$544.5M as president and CEO Steven Gunby noted "persistent headwinds" in three of its core businesses -- economic consulting (-4.9% to \$114.5M), technology (-10.9% to \$55.6M), and forensic and litigation consulting (-4.6% to \$116.2M). Net income for the quarter dropped from \$22.5M in 2014 to \$10.3M for Q3 2015.

## FIRMS ADVISE \$9.4B DRUG CHAIN MERGER

Brunswick Group and Finsbury are advising Walgreens' blockbuster \$9.4B acquisition of Rite Aid, a major consolidation of top pharmacy chains.

Deerfield, Ill.-based Walgreens Boots Alliance announced the deal Oct. 27, pegging the total enterprise value of the \$9-per-share deal at \$17.2B, including acquired net debt. Both boards have approved the move and will go to Rite Aid shareholders with a closing date eyed for the second half of 2016.



Walgreens expects "synergies" topping \$1B. Rite Aid will initially operate under its brand name but "decisions will be made over time regarding integration" with the goal of creating a "fully harmonized portfolio of stores and infrastructure."

Regulators are expected to look closely at the transaction. Walgreens has 8,200 drugstores in the US, while Rite Aid counts 4,600.

Michael Polzin, divisional VP of corporate communications, heads US media relations for the deal for Walgreens, while Ashley Flower, senior PR manager, is on the beat for Camp Hill, Pa.-based Rite Aid.

Brunswick and Finsbury in New York are outside PR counsel.

Walgreens, which also owns Duane Reade, has 8,200 drugstores in the US, while Rite Aid counts 4,600.

Walgreens Boots Alliance was formed by the merger of Walgreens and Europe's Alliance Boots in 2014.

## 21ST CENTURY FOX CASTS BING

21st Century Fox on Tuesday said it has tapped former journalist Jonathan Bing for the newly created role of senior VP, corporate communications.

Bing will oversee communications and media relations for the Fox Networks Group and its vast array of domestic and international cable channels, with the exception of Fox News and Fox Business Network.

Bing takes on the duties previously handled by Scott Grogin, who is leaving the company at the end of the year.

Bing, a former reporter and editor for *Daily Variety*, where he worked from 2000 to 2006, was most recently running his own PR boutique agency, Bing Communications Group, catering to the entertainment and technology sectors as well as trade associations.

Before that he ran the Los Angeles office of U.K.-based Freud Communications from 2006 to 2010.

## **WPP SEES Q3 GAINS**

WPP reported third quarter revenue as its PR and public affairs operations climbed 6.5% to top \$351M while revenues overall at the marketing conglomerate rose 5.9% to \$4.5B on the strength of North American operations.

WPP's advertising and media business led the way with an 8% gain to just under \$2B. Branding, healthcare and specialty communications ticked up 7.5% to \$1.2B, while its data investment management business slipped 0.8% to \$896M.

Net new business for the period topped \$3B.

Within the PR and PA group, including Ogilvy, Glover Park Group and Burson-Marsteller, WPP said all regions grew revenue and net sales. It singled out Cohn & Wolfe, Finsbury in the UK and Ogilvy Government Relations in the US for strong performances.

On a like-for-like basis, PR & PA through the first three quarters is up 2.2% to just over \$1B, a 5.7% gain on an overall basis.

Currency fluctuations showed WPP revenue actually declined 1.6% for the period in dollars, but rose 17% in euros and 15.4% in yen.

## **MDC Q3 REVENUE TOPS \$300M**

MDC Partners reported third quarter 2015 revenue rose 6.1% to \$309.4M.

The group's strategic marketing services operation, which houses ad agencies and PR firms like Allison+Partners and Kwitken, saw an 11% gain for the period to \$264.4M, while its performance marketing services unit (experiential, promotions, design) suffered a 10% decline to \$63.9M.

Net loss widened to \$6.5M from \$3.2M a year earlier. Organic growth was lower at 5.7%, mostly on a \$6.6M decline in billable pass-through costs.

MDC, which replaced founder and CEO Miles Nadal in July amid an SEC inquiry, reported net new business wins of \$34.1M led by the US. Chairman and CEO Scott Kauffman said the company is making "significant" market share gains and affirmed guidance for the year at \$1.30B-\$1.33B.

## **DKC RAISES CURTAIN ON O&M DEAL**

Top executives from Broadway press agency O&M Co. have joined DKC to create DKC/O&M, billed as "the first national Broadway and Live Events public relations agency."

Rick Miramontez, O&M Co. theater press agent and its sole principal, will join the company, along with O&M's creative director Andy Snyder and theatrical division VP Molly Barnett, as well as other key staffers.

DKC/O&M will be integrated into DKC's national entertainment practice, and will operate out of the agency's New York office, with access to regional offices in Los Angeles, Chicago, San Francisco, Washington, D.C. and Miami. The new events division will also offer its expertise to DKC's event production team. It will report to DKC executive VP and entertainment director Joe Quenqua, who came to DKC in 2013 from Walt Disney Studios.

Referring to the new division as a "major transformational move," DKC's forays into Broadway PR give the full-service agency a unique foothold while allowing its existing entertainment practice — which includes clients at studios, production companies, networks, media tech companies, and music labels — to provide a new armory of services.

"This opportunity will allow us to provide our clients with all the resources of a leading, beautifully-run national agency, while still allowing us to maintain the quirky, boutique spirit we've built our reputation on," Miramontez said in a statement.

O&M's client roster of Broadway productions includes "Eclipsed," "Beautiful: The Carole King Musical," "Hand to God," upcoming show "School of Rock," and others.

## **AMADEUS RELEASES RFP FOR PR**

Amadeus, a B2B technology company catering to the travel industry, has released an RFP for PR services in North America.

The annual budget is roughly \$90,000, stemming from the company's Miami office, plus 54,000 euros invoiced to the company's global headquarters in Madrid, Spain.

The RFP says Amadeus is eager to take its PR to a higher level. The winning PR agency will need to develop and execute an external communications strategy for the company's North American region, enhance brand's "Shape the Future of Travel" initiative and better distinguish Amadeus from its competitors, such as Sabre and Travelport.

Other services will include media relations and story pitching, content development, executive communications, media monitoring/coverage, corporate reputation management and issues management.

The deadline for RFP submissions is November 13, and the winning agency will be named on December 18 or thereabouts.

## **PRSA NAMES LAWRENCE DIRECTOR OF PR**

Laurent Lawrence, who had his own PR firm from 2011 to January 2015, has been named director of PR, PR Society of America.

Lawrence, who describes his post as the "lead communications strategist for the industry's largest professional association," was at MWW Group from August 2012 to March 2013 as account supervisor and at Burson-Marsteller from April 2008 to December 2011 as client supervisor.

He becomes the top PR person at the Society. It dismissed on July 27 Stephanie Cegielski, VP-PR, who had been with PRSA three years. She is now an adjunct professor at New York University.



**NAT'L JOURNAL NAMES EDITOR IN CHIEF**

It's back to the future for Stephen G. Smith. Atlantic Media on Thursday named Smith editor in chief of *National Journal*. Smith, who was editor of *National Journal* from 1996 to 1998, was most recently editor of the *Washington Examiner*.

In addition, Ben Pershing has been promoted to managing editor. He joined *National Journal* in 2014 as Washington editor and before that was a staff writer at the *Washington Post*.

Smith rejoins *National Journal* in December. Along with Pershing, Smith will spearhead complete print and digital redesigns of *National Journal Daily*, which provides news, analysis and insights regarding the goings-on at Capitol Hill and the federal government.



Smith

"While the tempo of journalism and the interests of *National Journal* readers have evolved, the need for essential information about government and politics remains as strong as ever," Smith said, in a statement. "We aim to make ourselves even more indispensable to Washington's opinion leaders."

However, Smith will take charge of a shrinking newsroom, as the publication plans to cut about 25 percent of the staff in the next few months.

The pending layoffs are most likely a result of the decision last summer to cease print publication of the 46-year-old *National Journal* magazine by the end of the year.

**TWITTER DROPS DISAPPOINTING Q3 RESULTS**

Twitter announced a net loss of \$132M for Q3. The San Francisco-based social network also revealed insignificant user growth; the site currently boasts about 310M monthly active users, an eight-percent increase from the year prior, which was a lighter gain than investors had anticipated.

The *Wall Street Journal* today noted that "Most of the growth is coming from overseas," and that the company "hasn't had a surplus of new users this year in the U.S."

Revenue, on the other hand, hit \$569 million, a 58-percent increase from last year, surpassing analyst expectations. Much of this growth was the result of mobile ad revenues, which comprised 86-percent of total ad revenues for the company.

Twitter forecasts revenue in the range of \$695 million to \$710 million for 2015's fourth-quarter, which also falls short of analyst expectations.

The news characterizes the first quarter for recently rebounded CEO Jack Dorsey, who officially returned to the helm as CEO on Oct 5. The company laid off about eight-percent of its workforce earlier this month, less than a week after Dorsey's return.

"We continued to see strong financial performance this quarter, as well as meaningful progress across our three areas of focus: ensuring more disciplined execution, simplifying our services, and better communicating the value of our platform," Dorsey said in a statement.

"We've simplified our roadmap and organization around a few big bets across Twitter, Periscope, and Vine that we believe represent our largest opportunities for growth."

Today's announcement sent Twitter stocks tumbling more than 10-percent, to \$27.76. The stock exhibited somewhat of a rebound by the time markets closed, at \$30.85.

**SLATE NAMES EX-BUZZFEED EXEC. AS PREXY**

Keith Hernandez, VP of brand strategy at online news and entertainment site BuzzFeed, has been named president of Slate.

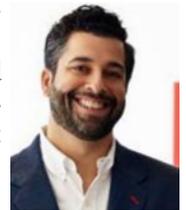
In his new role, Hernandez will overhaul Slate's advertising, marketing and creative services strategies, and is charged with introducing new brands across multiple media platforms to the popular current affairs and culture site. He assumes that position November 2.

"We came across many impressive candidates during our search, and Keith was, by far, the right leader for the role," said The Slate Group Chairman Jacob Weisberg, in a statement today posted on Slate's website. "Besides being incredibly smart and having a track record of great client relationships, he helped to grow a brand that we, at Slate, have admired since its inception. His passion and insight into the digital landscape are going to be tremendous advantages to our leadership team."

Hernandez comes to Slate from BuzzFeed, where he led revenue and brand strategy efforts for that company's teams in North America and Australia. Prior to BuzzFeed, Hernandez held positions at Blip Networks, Vevo, Microsoft and The Onion.

"Slate has excelled for years at making people stop, think, and share," said Hernandez in a statement. "I'm thrilled to lead a brand whose distinct voice is a breath of fresh air in the congested digital space and whose point of view stands out against the newsfeed clutter."

Slate is owned by online publishing entity The Slate Group. It was previously owned by The Washington Post Company, and prior to that, Microsoft.



Hernandez

**TIME INC. ACQUIRES XOJANE**

Time Inc. yesterday confirmed it has acquired women's lifestyle site xoJane.com.

Launched in 2011, xoJane targets Millennial women. It bills itself as a forum where "women go to be their unabashed selves, and where their unabashed selves are applauded."

It was founded by editor-in-chief Jane Pratt, who formerly served as editor for now-defunct print publications *Sassy* and *Jane*.

The site had 2.5 million unique visitors last month, according to comScore.



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**PR & SOCIAL MEDIA NEWS & VIEWS****TIME INC LANDS XOJANE** (Continued from pg 3)

The deal, the financial terms of which were not disclosed, also includes spinoff beauty site xoVain, which debuted in 2013.

xoJane will be folded into Time Inc.'s Style Network, which includes publications *InStyle* and *Essence*. Pratt, who retains the editor-in-chief role, will report to Style Network vice president Deborah Marquardt.

xoJane will move into Time Inc.'s lower Manhattan headquarters later this year.

The move comes as part of a calculated strategy by Time Inc. to bolster digital properties targeting Millennial women.

Time Inc. has been on a buying spree lately: on October 19, the publishing giant announced it had acquired women's entertainment and lifestyle site HelloGiggles.

**YAHOO, REUTERS ADD STAFFERS**

New staffers—and new sources to pitch—have been announced at both Yahoo Finance and Reuters.

On the Yahoo front, Nicole Sinclair has been named markets correspondent. Prior to joining Yahoo, Sinclair was a senior producer at Bloomberg Television. She's also had stints at The Street.com and Goldman Sachs.

In addition, Alexis Christoforous has been tapped as an anchor and reporter for Yahoo Finance's two daily business shows, "Market Movers" and "Midday Movers." She previously worked for CBS News and Bloomberg Television.

Reuters, the august news operation, has added two staffers to its D.C. operation. Jonathan Landay, formerly with McClatchy, will cover national security, while David Shepardson, who recently worked for the *Detroit News* as its Washington bureau chief, will cover regulatory policy.

**SENATE PROBES OBAMA AD, PR SPENDING**

The Senate Budget Committee has launched a probe of federal government PR and advertising spending, noting the estimated \$1B in spending on outside pacts annually during the Obama administration.

Sen. Mike Enzi, the Wyoming Republican who chairs the committee, has asked the Office of Management and Budget for an accounting of executive branch spending for fiscal 2015, following a *Washington Post* report about Edelman's work for the Dept. of Health and Human Services' Substance Abuse and Mental Health Services Administration.

"Agency spending on advertising, public relations and media relations is largely a black box ... it's hard to tell how much is spent and where the money is going," Enzi wrote in a letter to Office of Management and Budget chair Shaun Donovan.

Enzi notes that federal law prohibits appropriated federal funds being used for publicity or propaganda purposes, or for lobbying Congress.

"Legal issues aside, unnecessary media relations spending is a cost that the nation simply cannot afford," wrote Enzi.

Fiscal 2013 PR and ad spending approached \$1 billion with \$900M on ad services and \$87M for PR, according to the senate committee.

**THE PR DOWNFALL OF JEB BUSH**

By Fraser P. Seitel

Those embarrassing CNBC moderators weren't the only losers at the Republican debate last week.

Jeb Bush, who started with so much money and promise as the Republican Presidential standard bearer, sputtered and died during that debate debacle.

How such an intelligent, experienced and competent — not to mention decent — individual could self-destruct so quickly is testimony to the power of public relations in 21st century America.

The fact is, while Bush may have been long on "substance," he was short on "style."

This proved to be the critical error in a campaign gone horribly off the rails.

From a public relations standpoint, here's why Jeb's campaign will soon be history.

**No venom**

Anyone observing the CNBC debate could clearly see that Donald Trump had it right: Jeb lacked the intensity of his rivals. His words were too measured, his responses too deliberative.

Even when he went after his protégé-turned-ruthless-adversary Marco Rubio, the attack seemed more like a staged sound bite than a sincere belief.

Trump's damning label of Bush as "low energy" underestimated the candidate's problem. Jeb simply lacks the venom, the bloodlust on which 21st century Americans — weaned on reality TV and political extremists and in-your-face commentators from Bill O'Reilly to Bill Maher — seem to thrive.

**Too detached**

Of all the candidates on the CNBC stage, Jeb seemed the most out of place, a reluctant adult forced to join a scrum brimming with overeager adolescents.

He appeared timid when he attempted to interrupt a Trump rant, wistful when asked to recite his economic priorities and wounded when the devious Rubio sucker punched him right back.

While the others seized the spotlight for their own purposes — Rubio to appear thoughtful, Cruz to win conservatives, Huckabee to appear relevant, Christie to campaign for Attorney General and Kasich for VP— Jeb remained remote, detached, a quiet man in a gray suit and gray tie who looked like he wanted to be anywhere but on that stage.

**No stem winder**

Perhaps most surprising — especially for a political veteran from a political family — Bush isn't a very good speaker.

While others spoke with fire and commitment on their promises to fix a troubled world for their mothers and grandchildren, Jeb delivered with a dispassion more appropriate for a calmer, more sanguine time in America.

**Tired name**

Finally, Jeb has the baggage of his last name with which to contend.

The prospect of yet another Bush running for President is difficult to combat, even if he were a more formidable personality.

*Fraser P. Seitel can be reached at yusake@aol.com.*

**NEWS OF PR FIRMS****HAVAS Q3 GROWTH CLIMBS 5.5%**

Havas posted Q3 revenue of \$570M as organic growth rose 5.5% for the period fueled by its North American “powerhouse.”

CEO Yannick Bollere added that European operations have showed a steady “robust performance” while Asia-Pacific makes progress in a bid to return to double-digit growth.

European revenue hit \$268M during Q3, compared with \$211M in North America where its Arnold, Havas Edge and Havas WW Chicago posted strong results for the quarter.

Big US wins included Kmart, National Association of Realtors and RE/MAX.

**IPREX TAKES AFRICA Foothold**

Global PR network IPREX has moved into new territory with the addition of its first Africa partner, Casablanca, Morocco-based agency Ozé.

Founded in 2004, full-service agency Ozé began as an event management company. Current clients include British American Tobacco, Deloitte, Eurafric, HP, IBM, McDonald’s, Novartis, Novartis Group, RMA Watanya and Winxo.

It was founded by Mehdi Bennis, who also serves as general manager.

“Ozé is a very modern agency with a strategic and accountable perspective that fits perfectly with the IPREX way of operating,” said current IPREX president Mayte González-Gil in a statement.

IPREX holds 75 agency partners in 120 offices across the globe. North American partners include French/West/Vaughan, Fineman PR, Fahlgren Mortine and Makovsky.

**PEPPERCOMM A ‘BEST WORKPLACE’**

Peppercomm has been named to the list of 100 Best Workplaces for Women 2015 by Great Place to Work and *Fortune*.

The New York-based strategic communications and marketing agency ranked 64th on the list.

Women now represent 60 percent of executives and 58 percent of all employees at Peppercomm.

The *Fortune* ranking considered employee sentiment via a survey indicating that employees take pride in the agency and value work/life balance and workplace culture.

Peppercomm offers several perks such as a day off for your birthday, stand-up comedy training—Peppercomm co-founder and CEO Steve Cody has been known to moonlight as a comedian—telecommuting and bring-your-kids-to-work day, which both moms and dads can appreciate.

The agency also offers the ability to telecommute, which 98 percent of its employees take advantage of.

“The companies on this list are leaders who recognize the strategic importance of creating workplaces that attract and support the best talent in their industries,” said Michael Bush, CEO of Great Place to Work United States, in a statement.

**NEW ACCOUNTS****New York Area**

**Weber Shandwick**, New York and London/Dialogue Group, application-to-person SMS traffic monetization software and services, for strategic communications after a competitive pitch.

**SweeneyVesty**, New York/Wallsé, Michelin-starred New York eatery, for media relations, editorial support and digital.

**The Halo Group**, New York/New York Conservatory for Dramatic Arts, for PR.

**Swordfish Communications**, Laurel Springs, N.J./Lifespan Care Management, Philadelphia area health-care advocacy and management company, as AOR for PR. Lifespan’s services cover from selecting a health provider to attending ongoing medical appointments to mounting insurance appeals, as well as quality control for referrals to health agencies, electronic medication monitoring and Personal Emergency Response System services.

**East**

**Breakaway**, Boston/Polartec, textile manufacturer, as AOR for PR, including all media relations and external communications. Polartec’s fabrics are known for insulation and weather protection in the outdoor market, but the company is working to expand into other consumer markets. Said CEO Gary Smith: “Breakaway’s experience across a broad range of contemporary product categories makes them the ideal partner to help introduce our brand and tell our story to a new generation of consumers.”

**Southeast**

**TransMedia Group**, Boca Raton, Fla./Retail Synergy of Florida, to promote the first Heels 'N More concept shoe store.

**Midwest**

**PadillaCRT**, Minneapolis/Smart Beer, organic beer company based in New York launching this fall with Organic Golden Ale, as AOR, including introduction of the brand to the New York market through media relations, social media and outreach events.

**Blue Chip Marketing**, Northbrook, Ill./Green Toys, manufacturer of environmentally friendly toys, as marketing AOR.

**Falls Communications**, Cleveland/Mace Security International, maker of personal safety and security products, including the Mace brand of pepper spray, as communications agency of record to design and developing an integrated marketing strategy.

**Southwest**

**Amendola Communications**, Scottsdale, Ariz./Cardiopulmonary Corp., as PR and marketing AOR for the healthcare and health information technology company based in Milford, Conn. The firm will also handle ongoing strategic counsel and messaging for media and analyst relations.

**Crosswind Media & PR**, Austin, Tex./GreyCastle Security, information security consulting firm, for a cybersecurity awareness campaign and to promote its services, for PR.

**NEWS OF SERVICES****PROWLY DEBUTS NEW PR PLATFORM**

Prowly, a Poland-based software company, has rolled out a new online platform for PR pros designed to streamline their media relations efforts.

At the heart of Prowly's technology is what the company calls "Brand Journals," which enable companies and agencies to put all of their social and video channels, photos and blog posts in one place that tells their brand story on a continual basis.

The software also provides PR pros with metrics regarding their stories' performance, who opened email messages, saw a press release and downloaded attachments.

Prowly's "Contact Management" tool, meanwhile, provides intelligence about how your audience behaves day to day, such as contact notes and response rate.

Info: [prowly.com](http://prowly.com).

**CISION DEBUTS UPGRADE OF PR PLATFORM**

Cision on Monday rolled out an upgrade to its PR platform encompassing the software company's influencer marketing, media insights and mobile marketing tools.

The upgrade is designed to improve the ability among

PR professionals to find both media reps and influencers who are most likely interested in their story pitches.

"What we're trying to do with [the upgrade] is to build the right experience for PR and communications pros," said Natalia Dykyj, VP of product management at Cision. "The upgrade is all about how do we expand our core capabilities and start to offer best of breed products."

Major upgrades to Cision's PR platform include adding premium profiles from Gorkana, the media database company that Cision acquired last year for an undisclosed sum; enhanced influencer profile pages; influencer "streams" and influencer search.

The upgrade also includes new social performance dashboards, email distribution improvements and Google Analytics integration.

On the mobile front, as part of the upgrade Cision will now offer a new iOS mobile and curation.

Users will be able to download the app to access a stream of their brand's (or client's) most important news coverage, with tools to curate and share news with internal stakeholders as well as social media followers.

With the various changes PR pros will be able to find the most appropriate media contacts easier and uncover digital insights about who is influential about certain subject matters and how PR pros can connect with them to tell their story, Dykyj said.

The product is available to Cision's new and existing customers in the U.S., Canada, France and the United Kingdom.

**PEOPLE****Joined**

**Alisa Steinberg**, VP of PR and IR for Dobson Media Group focused on the healthcare and biotech sectors, to Rubenstein PR, New York, as VP to spearhead efforts of its corporate communications division. She was director of market intelligence & PR for RB Milestone Group, dir. of PR for Computer Generated Solutions, and dir. of PR for Wolfe Axelrod Weinberger Associates.



**Steinberg**

**Jim Sims**, VP of corporate communications, Molycorp, to NioCorp Development Ltd., Centennial, Colo., as VP for external affairs, handling IR, media relations, marketing and gov't affairs. He was previously CEO and president of Policy Communications and served as a White House aide and US Senate chief of staff.

**Promoted**

**Dylan Jones** to chief communications officer, Scripps Networks Interactive. He succeeds 37-year Scripps alum Mark Kroeger, who moves into an advisory role with the parent to cable networks like Food Network, HGTV and Cooking Channel. Jones is a former EMI Group comms. exec.

**Derek Lyons** to the new post of senior VP of integrated services, Shift Communications, Boston. The role marks the creation of a dedicated service bureau devoted to integrating marketing technology and other non-traditional services into all of the agency's operations. **Dan Brennan** was upped to oversee a portfolio of tech B2B clients after three years as account director, and **Cathy Summers** to senior VP of account services.

**Linda Luchetti** to VP of basketball operations for the NBA's Utah Jazz in Salt Lake City. She was executive VP of communications for Jazz parent, the Larry H. Miller Group of Companies. She was press chief for the Olympic Stadium during the 1996 Atlanta Olympics and worked PR for 2002 Games in Salt Lake City.



**Jones**

**Tony Cervone**, who left Volkswagen last year to guide comms. at GM during the automaker's recall crisis, has added oversight of the GM Foundation to his duties. The change comes amid the exit of Bob Ferguson, GM's public policy chief and top lobbyist who also chaired the foundation. Ferguson, who guided CEO Mary Barra through bruising Congressional hearings, is pursuing "external opportunities." The policy role at GM goes to executive VP and general counsel Craig Glidden, who took that chief legal role in March. Cervone took the PR reins last May after GM bounced PR chief Selim Bingol. The GM Foundation has doled out \$265M in grants over the past decade.

**Resigned**

**Michelle Ma** has resigned as chief communications officer for Whitman College, Walla Walla, Wash. She joined in January 2014 and stepped down effective Nov. 2.

## **ARIZONA EYES PR TO WOO MEXICAN TOURISTS**

Arizona is on the hunt for a firm to guide industry marketing and media relations in Mexico as it ramps up its PR efforts across the border.

The Arizona Office of Tourism, via RFP, said the state wants to boost Mexican visitation and spending in the Grand Canyon State. It wants an agency to place stories and assist tour operators and travel agents in promoting Arizona tourism.

Mexico is Arizona's top international market, drawing around 24M Mexicans in a 12-month period making a \$2.7B impact.

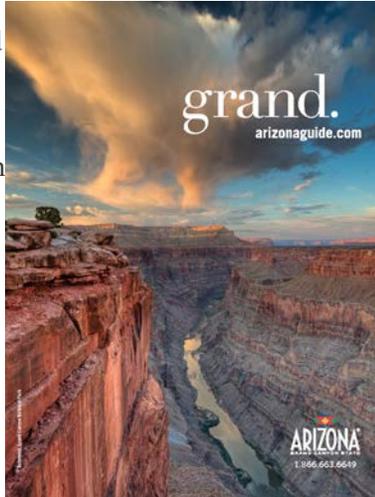
The AOT said it is placing an emphasis on media relations and earned media for the next two or three years with less focus on travel marketing.

Jackson Marketing Internacional is the three-year incumbent on a pact running through June 2016.

A firm must have a Mexico City office to pitch.

Proposals are due Nov. 6. RFP:

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



## **CVS, DELTA AMONG LEAST RESPECTED BRANDS**

Despite a wave of goodwill and positive PR from its decision to stop selling cigarettes, CVS Caremark is now among the 10 least respected brands, according to an annual ranking by brand marketing firm TenetPartners.

TP's Brand Respect report found that Delta Air Lines led the top five least respected brands, followed by H&R Block, Big Lots, Papa John's and Denny's. The top three were unchanged from a year ago. The firm said Papa John's, Footlocker (#9) and CVS are newcomers to the top 10.

TP noted that while CVS' decision to drop tobacco products garnered praise from consumers, Wall Street analysts were quick to raise concerns and the company reported that lost tobacco sales caused retail-operating profit to slip by 1.3% in Q4 of 2014.

The firm crunches data from a survey of about 10,000 business "decision-makers" and "opinion elites" to gauge brands on familiarity and favorability. Profit margins emerged as a key differentiator between the most and least respected brands.

2015 Least Respected Brands

1. Delta Air Lines
2. H&R Block
3. Big Lots
4. Papa John's
5. Denny's
6. Rite Aid
7. JCPenney
8. Best Buy
9. Foot Locker
10. CVS Health

At the other end of the scale, The Coca-Cola Company led the pack of most respected brands for 2015, as it has for the past three years, followed by archrival PepsiCo, The Hershey Company, Bayer and Johnson & Johnson.

Microsoft entered the top 10 this year and Apple climbed two slots to No. 6.

2015 Most Respected Brands

1. The Coca-Cola Company
2. PepsiCo
3. The Hershey Company
4. Bayer
5. Johnson & Johnson
6. Apple
7. Harley-Davidson
8. IBM
9. Microsoft
10. GE

TP, which also compiles a list of the most powerful brands, noted the top respected brands all showed "slow, stable, but consistent growth" in their share prices, as well.

## **MEDFORD SEEKS GOV'T RELATIONS REP**

Medford, Oregon is seeking a PR firm that can provide government relations services for the city.

The southwest Oregon town — located less than 30 miles from the California border — is looking for an agency that can identify and track legislative, regulatory and executive issues affecting the city, and advise on a recommended course of action.

The RFP specifically calls for an agency that can "communicate with the legislative delegation as needed regarding pass-through funding to the state," and "act as the city's governmental relations representative and advocate in matters related to state funding opportunities and legislative, regulatory and executive issues affecting the city."

It also wants the agency to assist in educating local citizens and businesses regarding state legislative issues and how they effect the city.

The contract is slated to run between January 2016 and December 2017. It holds two two-year renewal options.

Proposals are due Nov. 12. RFP:

<http://odwpr.us/1HIE7hX>.

## **KENTUCKY CHAMBER TAPS SEDMAK**

The Northern Kentucky Chamber of Commerce named Scott Sedmak VP of PA and communications.

Sedmak was corporate communications manager at Axxess Financial and managed the company's charitable relationships and worked with chambers of commerce across the country on policy issues.

The chamber claims 1,400-plus members in a variety of areas.

"Scott is a smart communicator who has a unique balance of both private sector and public policy experience," said Northern Kentucky Chamber of Commerce President Trey Grayson, in a statement.

"He is well-regarded in Frankfort and within Northern Kentucky," he added.

**The citizen revolt against officials** in Westhampton has brought some victories including the resignation of three of the five library trustees and the switch of meetings to nighttime. Emails of the trustees are to be provided.

But the main demand—for an elected rather than an appointed board—remains on the table.

The appointment of Tom Moore, husband of WHB mayor Maria Moore, as president until 2019, signals that there is still a lot of fighting ahead for the aroused citizens.

Moore on Oct. 30 engaged in a shouting match with residents who claimed that being the husband of the WHB mayor was a “conflict of interest” that compromised the independence of the library. Moore answered, “There is no conflict whatever. Zero. You’re wrong! You’re wrong!”

He also said he saw no need for the board to switch to an elected rather than an appointed format. “I have serious reservations on moving to an elected board for something that has worked for over 100 years,” he said.

#### **Battles for “Democracy” Failed at PRSA**

The fight of WHB citizens flying the banner of “democracy” vs. their elected and appointed leaders reminds us of two attempts to bring democracy to PR Society of America. Both failed.

The Central Michigan chapter in 2006 proposed that the Assembly rather than the national board should be “the ultimate policy-making body” of the Society. Cited as models were the bylaws of the American Medical Assn. and American Bar Assn. Both are governed by their “Houses of Delegates,” which have their own officers.

Art Stevens, New York chapter president, urged the national board to adopt the bylaw as soon as possible and not wait for the Nov. 11, 2006 Assembly.

National fought back by refusing the reformers access to the email list of the members, barring any mention of the proposal on the Society website or in its two publications, and saying any change would be difficult since the certificate of incorporation would have to be amended. Cheryl Procter-Rogers, Society president, said delegates who passed such a measure would be liable for lawsuits. National’s opposition to the proposal resulted in not one of the other 110 chapters supporting the measure at the Assembly. It was rejected after a few minutes of discussion.

#### **Committee for Democratic PRSA Failed in 2010**

Another futile attempt to wrest control of the Society from the board and Assembly, both dominated by members who have passed an “accreditation” exam, was made in 2010 by the Committee for a Democratic PRSA.

Heading it were Stevens, Richard Edelman of Edelman and Dave Rickey, bylaws revision chair. The goal was to obtain 1,000 signatures on a petition to allow non-APR members to run for the national board. Only APRs had been admitted to the board since the mid-1970s.

National again blocked email access to members.

Only 400 signatures were obtained. The measure was voted down by the 2010 Assembly in Washington, D.C., after less than 20 minutes of discussion. The Assembly continues to be dominated by APRs although two non-APRs are now permitted to be on the 17-member board.

The Society has successfully fended off members who want to make it democratic. But there has been a cost. Revenues in 2014 were \$11,159,091 which is below the revenue total of 2006. The dip is despite a \$30 dues hike in 2012. A proposal before the 2015 Assembly is to remove the Assembly’s power to set dues. Dues would be set by the board but no increase could be more than 5% of current dues.

The Society, which barred all reporters from its 2011, 2012 and 2013 Assembly, continues its policy of boycotting the O’Dwyer Co., not allowing press credentials to any of its reporters and not allowing it to exhibit its products at the conference in Atlanta Nov. 8-10.

Society officers and staff are now hiding behind a new PR director, Laurent Lawrence. He does not respond to phone calls or emails. The previous PR head, VP-PR Stephanie Cegielski, was fired July 27 after three years with the Society. PRSA is again withholding from the Assembly and press its IRS Form 990 which provides the pay packages of the seven highest-paid staffers.

The struggle of Westhampton residents to bring democracy to the library and village boards is similar to the battles waged by PRSA members in that the institutional side has far more funds and legal help than the other side and also has its hands on major channels of communication.

However, library reformers have created their own website and are able to turn out more than 60 supporters at library board meetings. They need to become a much more potent political force in order to force needed reforms. Some gains have been made but there is much to do.

#### **Ex-WHB Attorney Backs Elected Board**

Hermon Bishop, former WHB town attorney, made a lengthy plea for the library board to switch from appointed to elected status.

He noted that a member of his family had served on the initial library board in 1897 and that legally switching to an elected status could be done quickly.

“There’s no reason why you can’t be a democratic library,” he said. Citizens would then “have input into what takes place in their library.” The Rogers Memorial Library in Southampton has an elected board, he noted.

Bishop’s remarks brought more than 20 seconds of applause, the largest such demonstration of the meeting. About half the attendees stood to signal their support of his remarks.

#### **Citizens Take Control of Meeting**

The 60+ citizens at the meeting, angered by refusal of the board to make certain reforms and the last minute cancellation of the Oct. 14 meeting, were in no mood to be pushed around when the board finally met at 9:30 a.m. Oct. 30. Ordered to leave the room so the board could go into “executive session,” the residents refused to do so.

– Jack O’Dwyer