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# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## SAUNDERS TO SUCCEED SENAY AT F-H

John Saunders, president of FleishmanHillard's Europe, Middle East and Africa regions, has succeeded Dave Senay as president and CEO of the global firm.

A 25-year FH veteran, Saunders in 1990 helped found Dublin, Ireland-based FleishmanHillard Saunders, which became one of that Omnicom unit's most successful offices. In 2004, he was appointed Europe regional director, and seven years later assumed the role of EMEA president.



Saunders, Senay

He was a journalist prior to his career in PR, working with Ireland national public service broadcaster Radio Telefis Eireann. He also formerly served as president of global PR consortium ICCO.

A Dublin native, Saunders will relocate to St. Louis, where Fleishman is headquartered. "I am honored and humbled by this new responsibility and the faith shown in me by FleishmanHillard and Omnicom," Saunders said in a statement.

FH said the move comes as the result of a yearlong leadership evaluation process.

Senay, who has held the title of president and CEO since 2006, was the third CEO in Fleishman's history. He steps down after more than three decades with the firm, joining FH in 1984. He is credited with initiating the agency's adoption of a digital platform, and launching the "Ethics as Culture" program to promote ethical decision-making in PR, a bid later adopted by The PR Council, which Senay served as chairman for two terms.

Senay will continue with FH as a consultant and threw his support behind Saunders: "John will carry on a tradition of excellence that goes back to our founding in St. Louis in 1946."

## SOUTH PARK WANTS TOURISM PR PLAN

Central Colorado's Park County, including the massive high-altitude grassland known as South Park, is on the hunt for an agency to develop a three-year tourism PR and marketing plan to tout its natural attractions to outdoor-minded visitors.

The region includes the South Park National Heritage Area, established by Congress in 2009 to support promotion of the area's mining, ranching and outdoor recreation heritage. It also includes five of Colorado's 14,000-foot peaks.

Proposals are due Nov. 18.

RFP: <http://odwpr.us/1Mj5hZg>.

## ROGERS & COWAN CASTS OWENS AS CEO

Entertainment PR and marketing giant Rogers & Cowan today announced it has hired content and branding veteran Mark Owens as its newest CEO.

Owens succeeds Tom Tardio, who stepped down as R&C head in early July. Tardio, who held the top slot at the Interpublic unit for 27 years, joined software developer Socialtext as chairman. Tardio retains a chairman emeritus role at R&C.



Owens

Owens comes to R&C from digital content and licensing agency Corbis Entertainment, an imprint of Seattle-based Corbis Corporation, which was founded by Bill Gates. As Corbis' chief revenue officer, Owens was responsible for that agency's Media, Entertainment and Images division. Corbis acquired the Norm Marshall Group in 2012, where Owens served as president. Prior to that, Owens was president of Vanguard Entertainment Media Group, and also logged leadership positions at Ketchum and Davie Brown Entertainment.

"I am humbled and excited to take on this post at one of our industry's most prominent agencies," Owens said in a statement.

Rogers & Cowan is headquartered in Los Angeles.

## TRINSKE SWIMS TO SEAWORLD AS IR VP

SeaWorld has hired Mark Trinske to fill the role of vice president, investor relations, replacing Gene Ballesteros, who has served as IR senior director, as well as treasurer for the Orlando-based aquatic theme park chain, since 2013.

Ballesteros will transition to treasurer for the company, which has taken a financial hit amid fallout from the critical 2013 documentary "Blackfish."

Trinske recently was IR VP for consumer finance company EZCORP and held senior IR posts at Norit N.V., Energy Conversion Devices, Affinia Group and Bell and Howell. In total, Trinske has more than 20 years of IR experience.



Trinske

SeaWorld CEO Jim Atchinson in December stepped down and moved into a vice chairman role following the mounting PR problems that had caused visitor attendance and shares to plummet at the national theme park. He was replaced by Joel Manby.

Publicly traded SeaWorld saw revenue gains in the third quarter but missed analyst forecasts and saw attendance at its parks continue downward.

## **GM TO REVIEW PR AGENCIES**

General Motors is planning to review all its PR agencies throughout the globe with an eye on consolidating with one agency of record per brand.

*AdAge* first reported the news.

Each GM brand, such as Chevrolet and Cadillac, will consolidate from multiple PR firms to one global partner, Tony Cervone, senior VP-global communications for the automaker, told *Ad Age*. Most reviews, except for Cadillac, are expected to take place in 2016.

PR incumbents, such as Weber Shandwick and MSLGroup, which both do corporate work for GM; FleishmanHillard (Cadillac and Chevrolet) and John Doe (Buick and GMC) will compete in the reviews. The budgets will not be curtailed.

"We're not trying to drive fear into the agency world," Cervone added. "It's really about transforming how we're working with agencies and the way we've historically used agency resources to build on what we do normally day in and day out."



## **WEBER BOOKS MGM GRAND DETROIT**

Weber Shandwick has booked PR duties for MGM Grand Detroit, the luxury casino hotel in the Motor City, where thousands of casino workers are threatening a strike.

Michigan legalized casino gambling on a limited basis for Detroit in 1996 and Weber Shandwick is charged with positioning the 400-room MGM Grand as a leader in the market. Other duties in addition to its traditional AOR role include CSR, community relations and volunteer programs.

Ellyn Damiani, deputy general manager for WS Detroit, leads the MGM account.

This week, the city's 6,000 casino workers authorized a strike amid contentious contract negotiations. Their employers include the MGM Grand Detroit, MotorCity Casino and Greektown Casino.



## **BERMAN SPINS FOR UNIVERSAL MUSIC**

Kekst and Company veteran Eric Berman has moved to Universal Music Group as executive VP of PA to head policy and government relations for the music giant.

Washington-based Matt Gerson stepped down this month after 20 years as EVP of public policy at Universal.

Berman has co-headed Kekst's PA operation and been with the firm since 1997 after a career in Democratic politics and in the Clinton White House.

Berman works under general counsel Jeffrey Harleston and EVP of comms. Will Tanous based in Santa Monica, Calif.

Universal is a unit of France's Vivendi.



**Berman**

## **HEAT IS ON CHIPOTLE AMID E. COLI OUTBREAK**

Chipotle Mexican Grill has temporarily closed 43 locations in Oregon and Washington state in response to what health authorities suspect is an E. coli outbreak.

Nearly two-dozen people in the Seattle, WA and Portland, OR areas have tested positive for E. coli in the last two weeks. Four cases were reported in Oregon, and 19 people in Washington have been diagnosed with the food-borne illness. Seventeen of them have confirmed visiting a Chipotle restaurant since Oct. 14.

Eight people have been hospitalized so far. No fatalities have been reported. At least one lawsuit has been filed, by a woman who alleges she contracted E. coli after dining at a Vancouver, WA, Chipotle on Oct. 21, according to the *New York Times*.

Chipotle has now voluntarily closed 43 stores in the area, as state and federal officials attempt to determine the outbreak's source.

The Food and Drug Administration and the Centers for Disease Control and Prevention have been called in to aid with the investigation. The FDA is testing food samples from the suspected restaurants, and health officials in both states have begun interviewing those who have tested positive for E. coli. What food items were responsible for the contamination is still unknown.

In a statement, Chipotle confirmed that health department officials "were investigating approximately 20 cases of E. coli, including people who ate at eight of our restaurants in those areas," and that Chipotle "immediately closed all of our restaurants in the area out of an abundance of caution, even though the vast majority of these restaurants have no reported problems."

The statement added: "We are working with health department officials to determine the cause of this issue. We offer our deepest sympathies to those who have been affected by this situation."

Chris Arnold, a Chipotle spokesperson, told O'Dwyer's that the company "may be" updating its statement today, "and will continue to update as new information becomes available."

"Right now, the investigation is ongoing, no cause has been determined, and no connections have been made outside of Oregon and Washington state, so the breadth of the investigation has not expanded," Arnold said in an email.

As the story broke, there was no mention of the outbreak on Chipotle's website, its Facebook page or its Twitter account. Denver-based Chipotle, which opened its first restaurant in 1993 and now boasts about 1,900 outlets in the United States, Canada, and Europe, has had a rough 2015. If confirmed, the suspected E. coli outbreak accounts for Chipotle's third food-contamination incident this year.

In August, about 80 customers and 18 employees became sick after eating at a Ventura County, CA, Chipotle restaurant. A month later, about 60 people were sickened with salmonella after dining at Chipotle locations in Minnesota.

Chipotle's stock is down 2.5 percent on news of the possible outbreak. That accounts for a market value loss of about \$500 million.

**ESPN SHUTS DOWN GRANTLAND**

ESPN's field continues to shrink for PR and marketing pros.

The network on Friday shut down Grantland, the boutique (and favorite of writers) website created by sports journalist Bill Simmons.

The closing comes a little more than a week after ESPN announced that it was cutting 300 jobs.

"We have decided to direct our time and energy going forward to projects that we believe will have a broader and more significant impact across our enterprise," ESPN said in a statement.



Grantland, which launched in 2011, featured long-form journalism that was in the mode of Red Smith, Dave Anderson and other writers who brought an intellectual flair to their sportswriting.

The writing was on the wall for Grantland when Simmons was let go last May. He was quickly scooped up by HBO, while several Grantland employees have followed him there, according to the *New York Times*.

ESPN appears to be focusing on its core programming and dialing back on personalities. In addition to Simmons, the company parted ways with Colin Cowherd, who hosted a popular show on ESPN Radio and is now with Fox Sports 1.

The various moves by ESPN present a double-edged sword for PR pros and communicators.

Despite the loss of some major talent, the ESPN brand remains a powerful one, with large tentacles spanning broadcast, online, print and mobile outlets.

But sometimes you like to pitch individual programmers and writers who aren't necessarily caught up in a corporate bureaucracy and aren't protected by management layers making it difficult to contact them or build relationships.

**TRUSTED MEDIA BRANDS NAMES NEW CMO**

Trusted Media Brands Inc. (formerly known as Reader's Digest Association), on Monday named Alec Casey CMO.

He succeeds Leslie Dukker Doty, who has left the company.

Casey previously worked for the media company, serving on the U.S. Consumer Marketing team from 1995 to 2000.

Prior to rejoining Trusted Media Brands, Casey was head of global circulation and production at Bloomberg, where he also was responsible for global consumer marketing and production for all titles, including *Businessweek*.

As CMO, Casey will head Consumer Marketing Planning and Production, focusing on the continued expansion of the company's digital presence.

Earlier this year, Trusted Media Brands launched EnrichU, an e-learning portal featuring a suite of online courses in food and cooking, home improvement and health and wellness.

**FREEDOM FILES FOR BANKRUPTCY (AGAIN)**

Another traditional media company is reeling financially.

Freedom Communications Inc., which publishes the *Orange County Register* and more than two dozen weeklies, has filed for bankruptcy.

It's the second time in six years that Freedom has filed for bankruptcy, as the publisher focused on its print product just as digital communications were starting to grow considerably.

Rich Mirman, Freedom's CEO and publisher, and other local investors plan to reorganize the company's finances and assume ownership, according to the Associated Press.

Mirman told the AP that he expects the bankruptcy case to have no impact on the company's day-to-day operation. Staffing will remain intact.

That means that, for now, PR pros and communicators will be able to maintain relationships with reporters and editors at Freedom Communications' media products, but that might change following bankruptcy proceedings.

"We're turning the page and starting a new chapter," Mirman added, to the AP. "We've gone through a few rocky years and we need to redefine ourselves."

The company expects to turn a profit in 2015 after losing \$40 million-plus in the previous two years, he said.

**CRAIN PROMOTES CEDO**

Crain Communications Inc. late last week promoted Eric Cedo to director of marketing communications.

He will lead the B2B media company's marketing communications strategy and external communications and will be responsible for corporate brand awareness, community engagement and media relations.

Cedo joined Crain in 2012 as Director of Integrated Marketing for *Crain's Detroit Business* and was promoted in 2014 to Director of Audience Development, with responsibility for *Crain's Detroit Business* and *Crain's Cleveland Business*.

Prior to joining Crain, Cedo spent 12 years in various marketing and communications positions, most recently as director of marketing for Unitask.

**NEED FOR PR TO BOOST DIVERSITY**

The National Black PR Society Inc. released a white paper at its one-day summit last week in Washington, D.C., showing that while progress has been made among black PR professionals, there are still few black communicators in leadership roles where they work.

The white paper, titled "2015 State of the PR Industry: Defining & Delivering on the Promise of Diversity," generated 199 responses among PR professionals. It reminded the industry that diversity—or lack thereof—remains something of an Achilles' heel throughout the PR field. Dr. Rochelle L. Ford, professor and chair, Newhouse School, Syracuse University, and Cedric Brown, (Continued on page 4)

## **PR & SOCIAL MEDIA NEWS & VIEWS**

### **PR DIVERSITY (Continued from page 3)**

research assistant, Syracuse University authored the white paper. Clarke L. Caywood, full professor, Medill School of Journalism, Northwestern University, worked with Ford and Brown on analyzing the results.

There were four major themes to the white paper:

- Blacks are found in all market segments including: corporate (20.6 percent), agency (23.8 percent), government (6.3 percent), nonprofit (12.2 percent) and education (10 percent). Blacks also are well represented at mid-level positions in agencies.

- However, there are still few black communicators in leadership roles where they work, the survey said. "There needs to be greater opportunities for black professionals to get access to workshops that will enable them to stay current with digital and social media technology and tools. They also want tools to help create and/or grow their businesses."

- Black practitioners are looking for assistance from the profession for networking, professional development and career advancement, particularly understanding the risks and benefits.

- There's a greater need for the industry to focus its attention on enhancing vendor relations and supplier diversity, creating more subcontracting opportunities for large agencies to collaborate with small and minority owned businesses.

"There is no one root cause for the diversity crisis," said Richelle Payne, president of NBPRS Inc., in a statement "We need a multilayered, collaborative approach between the industry and black communicators. The time is right to position this organization as a critical partner in transforming agencies and corporations, and empowering black-owned businesses for the global opportunities of the future."

### **TRIO OF MEDIA COS. REPORT ANEMIC Q3**

A trio of traditional media companies—News Corp., Time Inc. and Tribune Publishing—on Nov. 5 reported quarterly earnings and it was not a particularly pretty picture.

All three entities were spun out of their respective corporate parents in recent years. The latest anemic earnings reflect the ongoing difficulties among legacy media companies to make money amid the secular changes in media consumption and distribution wrought by the Web.

News Corp. reported revenue of about \$2 billion, down 4 percent from \$2.1 billion a year ago. Net income of \$189 million was up significantly from \$88 million a year ago, in part because of the addition of the online real estate company Move, acquired for \$950 million last year, said the *New York Times*.

The news and information segment of the business, which includes the *Wall Street Journal* and the *New York Post*, declined 11 percent, or \$161 million, though the company attributed two-thirds of that decline to fluctuations in foreign currencies, the Times added.

Revenue at Time Inc., which publishes *Time*, *People* and *Sports Illustrated*, among other titles, was down 6 percent, to \$773 million from \$821 million, driven by declines in advertising, circulation and newsstand sales, all

of which have been upended by the Web.

At Tribune Publishing, which includes the Chicago Tribune and the *Baltimore Sun*, revenue was flat at roughly \$400 million, but the company reported a net loss of \$3.4 million.

### **PEPPERCOMM TAPS WSJ REPORTER**

Peppercomm has hired former *Wall Street Journal* financial reporter Joe Checkler as a media and content specialist.

Checkler will provide counsel on media strategy, create content for clients in a variety of industries and extend the PR agency's expertise in financial services and capital markets. In addition, Checkler will tap into his relationships with major media outlets to help enhance client visibility.



**Checkler**

Checkler, who joined Dow Jones in 2004, has covered hedge funds and written about some of the largest bankruptcies, including Lehman Brothers, MF Global, Blockbuster and Borders, for Dow Jones Newswires and the Journal.

### **BLANCHARD TO TAKE OVER CONDE NAST PR**

NBCUniversal's Cameron Blanchard is moving to Conde Nast as EVP of corporate communications, starting Dec. 7.

She takes over for Patricia Rockenwagner, who is moving to parent Advance Publications to head communications for its investment unit, AV Partners.

Blanchard is senior VP of corporate communications for NBCUniversal and earlier held top PR roles for NBCU's entertainment & digital networks, women & lifestyle networks, and Bravo Media operations. She has been with NBC since 1996, starting out in PR for MSNBC.



**Blanchard**

Rockenwagner took the top Condé Nast post in 2013, joining from McGraw-Hill.

CN president Bob Sauerberg, announcing Blanchard's appointment, noted: "Communication is central to everything we do as we transform Condé Nast to the premier media company of the future."

### **EPA: AUDI, PORSCHE CHEATED TOO**

It's the latest twist on the Volkswagen emissions scandal: The U.S. Environmental Protection Agency on Monday accused the company of installing so-called defeat-device software on SUVs and additional luxury cars not previously implicated in the scandal, including luxury Audi and Porsche models, according to several reports.

The new allegation cast doubt on the company's past statements about the situation, since the EPA first accused the company of cheating emissions regulations on diesel cars on Sept. 18.

The additional vehicles could expose the automaker to more than \$375 million in Clean Air Act penalties—on top of the \$18 billion in penalties the company could incur from the diesel car violations, said *USA Today*.

**NEWS OF PR FIRMS****FH MERGES LONDON OPERATION**

FleishmanHillard has merged its UK operation with London agency Fishburn to create a 200-plus-staffer operation known as FleishmanHillard Fishburn.

FH UK managing director Jim Donaldson takes the reins as chief executive while Fishburn chief Ali Gee is deputy chief executive. Donaldson called the U.K. market "rapidly changing and highly competitive," adding that the firms will present a more effective offering to clients combined with FH's global savvy and Fishburn's local experience.

The merger is expected to be finalized by the end of the year with the firm based in Omnicom's Bankside offices.

FH's UK content operation Specialist continues as a separate entity under Donaldson.

**DUKAS ADDS LINDEN TO SHINGLE**

Dukas Public Relations, ranked as one of the ten largest financial PR agencies in the industry by O'Dwyer's, has changed its name to Dukas Linden Public Relations.

The name change underscores Seth Linden's growing managerial responsibilities. Linden, who joined the agency in 2006 following seven years working in broadcast journalism, has helped the PR firm increase revenue by more than 400%.

As part of the name change, Linden will keep his current title of president and Richard Dukas will remain chairman and CEO.

"Seth became a partner in the agency several years ago as a result of his tireless leadership and exceptional client service, and I am proud that the 'Linden' name is now part of the agency's brand and identity," Dukas said in a statement.

**BPMR ADDS EVENT PRODUCTION DIVISION**

Fashion and lifestyle agency Beautiful Planning Marketing & PR has opened an in-house event production division, to be used by clients for fashion shows, events and fundraisers.

The new division will offer BPMR's fashion-based clients access to venue scouting, audiovisual, lighting, storyboarding and choreography, among others services.

The decision to move event production capabilities in-house was a strategic one, designed to provide designers and brands access to services prior to Fashion Week 2016. BPMR CEO Monique Tatum said the decision comes as a result of rising demand for such services that has picked up in recent years. Tatum also said the firm has discovered it can provide better service in an environment where all the work is completed under one roof.

"Fashion Week is changing and evolving and we are moving with it," Tatum said. "Pricing will be competitive and it will be much easier for designers to have a one stop shop with us instead of having to split their fashion event service teams."

The firm has also added a social media division to its list of services. New York-based BPMR, which was founded in 2005, has additional offices in San Francisco, Vancouver Canada and London.

**NEW ACCOUNTS****West**

**Finn Partners**, Los Angeles/The Recording Academy, trade association that represents music creators like performers, songwriters, and studio professionals, to handle Capitol Hill advocacy. Neda Azarfar, VP of marketing and comms. for the Academy, said the hire comes at a crucial time for the music industry as it addresses key issues resulting from the "fast pace at which both the creation and distribution of music are evolving." FP Washington (Jessica Berk Ross) and Los Angeles (Hope Boonshaft) co-manage the work, which includes support of the GRAMMYs' In My District Day advocacy event for music policy.



**Christie & Co**, San Francisco/REBBL, herbed beverages made with coconut milk and so-called "super herbs" like maca root, for brand support.

**Nectar Communications**, San Francisco/Autodesk, for B2B PR, following a review. FleishmanHillard had the account.

**New York Area**

**Cohn & Wolfe**, New York/Global Blue, which runs one of the biggest tax-free shopping networks, to develop a PR program to boost awareness about the brand across Asia, Europe and the Americas. FB facilitates tax refunds for a network of thousands of luxury brands and helps consumers find places to shop tax free in 39 countries.

**Ruder Finn**, New York/LAFCO, scented candle and fragrance company, to burnish the luxury brand as AOR, including brand development, media relations, executive thought leadership and content development. LAFCO, an acronym for Luxury Articles and Fragrance Co., makes candles, diffusers and specialty bath and body products.

**Rubenstein PR**, New York/Charles Rutenberg LLC, residential real estate firm, as AOR for PR. CR claims to be Manhattan's sixth largest residential brokerage by number of agents.

**Coyne PR**, Parsippany, N.J./Emerald Expositions, for PR and special event management for its upcoming winter 2016 edition of NY NOW, the Market for Home, Lifestyle + Gift slated for the Jacob K. Javits Convention Center Jan. 30 to Feb. 3.

**Southeast**

**Strategic Vision PR Group**, Atlanta/Nutritional Addiction Mitigation Eating & Drinking, a nutritional program, for all media and PR for the company's launch and subsequent activities. The program is aimed for individuals who are undergoing substance abuse recovery.

**South**

**Box Car PR**, Louisville, Ky./Bionic Gloves, golf glove maker looking to expand into fitness, work, gardening and other glove segments, for media relations and corporate communications.

**Southwest**

**The Ferraro Group**, Las Vegas/WGU Nevada, non-profit online university, as AOR for PR and PA to boost enrollment and awareness.

**NEWS OF SERVICES****JEB BUSH TAPS MEDIA TRAINER**

Job Bush has engaged New York media trainer Jon Kraushar as the former Florida governor tries to salvage his flagging presidential campaign.

Bush last month ordered a retrenchment of his campaign staff, cutting salaries and positions and reassigning workers amid low poll numbers.

*New York* magazine reports that Bush has brought in Kraushar to improve his television image and media savvy. Kraushar runs Jon Kraushar & Associates in New York and previously led Ailes Communications as a top lieutenant to Fox News guru Roger Ailes. He also wrote "You Are the Message: Secrets of the Master Communicators" with Ailes in 1988.

Kraushar, who trains Fox News anchors, counts among his former clients as Rudy Giuliani, Steve Forbes, Dick Cheney and Eric Cantor.

Bush has been needled by Donald Trump for his demeanor and suffered blowback after attempting to attack Marco Rubio in the last presidential campaign debate.

**PASSIVE MEASUREMENT YIELD TO MOBILE**

The shelf life for "passive measurement" tools may not be a long one.

While clients and suppliers alike cite passive measurement as a growing source of consumer insights, roughly two thirds say they will not be using passive data two years from now, according to a new study conducted by GfK and the Institute for International Research and released Tuesday at The Market Research Event.

The study, which took the pulse of more than 700 market research clients and suppliers, found that 68 percent of clients and 69 percent of suppliers said they are doing no passive measurement today and do not expect to start in the next two years. Roughly one quarter of each group says they are doing no passive measurement today but expect to be doing some two years from now.

Passive measurement uses devices and tools simply to monitor Web traffic, as opposed to deploying an active approach, in which brand managers can inject certain test packets into servers and applications to try and obtain legitimate metrics.

According to the study, roughly six in ten clients and suppliers said they will be doing research using mobile apps and/or mobile browsers in two years, with suppliers more likely to say they are already doing it.

The study showed some diverging points of view among clients and suppliers.

Asked what is the "biggest gap" in the market research industry today, suppliers were more likely to cite "data quality" (20 percent vs. 15 percent for clients).

And while "integrating information from different sources to tell a story" was the most frequent choice among both groups, the percentage for clients (31 percent) was significantly higher than for suppliers (23 percent).

Budget limitations are and will likely remain the leading organizational issue for clients and suppliers; but a variety of other concerns, such as data integration and regulatory concerns, are seen as nearly equal in importance.

**PEOPLE****Joined**

**Alison Schwartz**, managing director of Grayling's San Francisco outpost, to MWWPR, San Francisco, as senior VP and GM of the office. For Grayling, she led an office of 70-plus staffers and oversaw the integration of its acquisition of Atomic PR. She was formerly VP of corporate comms. for Move Inc. and founder and executive director of Nevada's Center of Entrepreneurship & Technology. She was also VP of marketing and comms. at Evoke Comms. and director at tech specialist Alexander Ogilvy PR.

**Schwartz**

**Amy Hoadley**, VP for Lou Hammond & Associates, to Magrino, New York, as a senior A/D focused on travel and real estate. She previously ran her own shop, Hoadley Communications, for 16 years focused on luxury brands. Earlier, she handled PR for Chanel and Van Cleef & Arpels.

**Hoadley**

**Erik Moser**, director, Golin in Chicago, to LANE, Portland, as an A/D, a return to the agency for Moser. He is a former bankruptcy reporter for The Daily Deal. Also, **Meg Seibly** joins as an A/C and **Betsy Stavis**, A/E, Hunter PR, as an A/E, both in New York. Stavis was previously at DKC.

**Stacey Staaterman**, who led corporate integrated marketing & sales for six years in American Express' media unit in New York, to Falcon & Wolf as a partner to lead marketing strategy and leadership coaching practices. She previously held marketing, sales and development positions at *Condé Nast*, Meredith Corporation, Time Inc., *Fast Company*, *Scholastic* and *Travel + Leisure*.

**Staaterman**

**Dan Whitten**, senior dir. of comms. at America's Natural Gas Alliance and a former energy and environmental journalist for Bloomberg News in Washington, to the Solar Energy Industries Association, as VP of comms. He is a former congressional correspondent for Platts.

**Mike Almandras**, a veteran of News UK, BBDO and Condé Nast, to Cognito, London, as finance director and company secretary.

**Phil Newman**, who ran his own Franklin, Tenn.-based PR shop for the past seven years, to the Tennessee Association of Realtors, Nashville, as director of comms.

**Ray Smith**, assistant VP, marketing officer, Berkshire Bank, to Southwestern Vermont Health Care, Bennington, Vt., as director of marketing and comms.

**Promoted**

**Jodi Walker**, marketing and comms. manager for Univ. of Idaho's College of Natural Resources, to director of comms. for the university.

**Named**

**Michelle Griffith**, A/D for BoardroomPR in Orlando, has been named chair-elect of the Legal Marketing Association's Southeastern Chapter.

## **NADAL REAPS \$38M IN STOCK SALE**

Ousted MDC Partners chief Miles Nadal reaped more than \$37M as he sold 1.8M shares of stock in late October, according to a filing.

Nadal sold the shares on Oct. 29 at \$20.50 per share. He still owns more than 3.8M shares of the marketing conglomerate.

MDC reported last week that third quarter 2015 revenue rose 6.1% to \$309.4M.

Nadal stepped down in July as the SEC probed expenses of the former CEO. He agreed to pay back \$21M to the company.

## **OBAMA PRESS ALUM TO KARMIC LABS**

Johanna Maska, the Obama administration press alum who left the White House for the top marketing and communications slot at the *Los Angeles Times* in May, has landed at expense and payment system start-up Karmic Labs.

Maska, who left the Times after the abrupt firing of publisher Austin Beutner, is senior VP of communications for San Francisco-based Karmic, which uses technology to let supervisors manage spending and budgeting for employees, for example, through electronic transfers and expense debit cards.

Maska spent eight years working for President Obama, starting out as a volunteer in Iowa during the early stages of the 2008 presidential campaign and rising to director of press advance at the White House. She is a former assistant press secretary to ex-Kansas Gov. Kathleen Sebelius.

She penned an essay on Medium about her new role. Karmic has raised about \$7.7M in funding, according to Crunchbase.

## **SARD, JF WORK \$7B TEAMHEALTH COURTSHIP**

Sard Verbinnen & Co. and Joele Frank are prescribing PR counsel for the scuttled \$7.6B healthcare acquisition of TeamHealth Holdings by AmSurg Corp.

AmSurg, in the late afternoon Nov. 2, withdrew its unsolicited takeover offer a day before an ultimatum for TeamHealth to take-or-leave its \$15.49-per-share offer.

Nashville-based AmSurg, which runs outpatient surgery centers, pulled the plug after Knoxville, Tenn.-based TeamHealth went public with its board's opposition to a revised AmSurg offer. TeamHealth handles physician outsourcing.

Joele Frank is supporting TeamHealth in the now abandoned deal, while Sard Verbinnen advises AmSurg.

## **ICR ROLLS OUT REBRAND. NEW SUBSIDIARY**

ICR, a New York-based strategic communications and advisory firm, on Monday rolled out two initiatives designed to enhance the company's visibility and increase its appeal in the marketplace.

For starters, the company introduced a new brand identity, featuring a new logo, tagline and visual identity.

As part of the rebranding, ICR also changed the name of its annual investor conference, formerly known as the ICR XChange, to the ICR Conference.

Now in its 18th year, the ICR Conference caters to

consumer-oriented growth companies and is attended by institutional investors, private equity professionals, equity research analysts and select media.

ICR on Monday also introduced ICR Capital LLC, a subsidiary that provides a suite of capital markets advisory services.

**ICR** CONFERENCE  
**2016**

The division will provide advice on a range of activities, including banker selection, due diligence, strategy, capital sourcing and marketing transactions to the investment community.

ICR now ranks eighth on O'Dwyer's PR rankings. In 2014, the firm had revenue of roughly \$50.7 million, a 19 percent increase compared to 2013.

## **OSCAR DE LA RENTA DONS TAICHMAN**

Edith Taichman, who directed communications for architect Peter Marino, has moved to Oscar de la Renta as VP of global communications.

She takes over for Erika Bearman, who stepped down in July to set up her own shop and reps Oscar de la Renta.

The move is a return to de la Renta, where she worked PR and marketing for four years in the mid-2000s. She also handled global communications for Pearce Strategic and did PR stints with Brian Reyes and Valentino USA.

WWD first reported the move.

## **CROSBY GRABS NEW EXECUTIVE VP**

Crosby Marketing Communications has hired Anna Zawislanski as its newest executive VP and senior strategist.

At Crosby, Zawislanski will be responsible for expanding the strategic leadership of the Annapolis-based agency's specialized practices in government and healthcare. She'll also provide strategic counsel for clients, including two of the firm's largest federal contracts: Substance Abuse and Mental Health Services Administration Materials Development and Marketing Support, and HRSA's Public and Professional Education Outreach for Organ Donation.

Zawislanski previously served as senior VP and public health director at Ogilvy Washington, where she worked for nine years. Prior to that, she was an account director in the health program at non-profit American Institutes for Research.

"Anna has a great track record in leading national health communications and social marketing programs, and specifically in translating and disseminating evidence-based disease prevention and health promotion messages that help drive improved health outcomes," Crosby president and CEO Raymond Crosby said in a statement. "Her expertise will further bolster our stronghold in the public health and commercial health care sectors."

Crosby ranks as the ninth largest healthcare PR agency in the country, according to O'Dwyer's rankings.



**Zawislanski**

## PR OPINION

**The Westhampton Library board, shorn of three of its five members**, has struck back in a letter to the Southampton Press Nov. 5 saying it has been “vilified” in print and open meetings by “radicals” telling “half-truths and lies.”

Joan Levan, resigned board president and board member since 2004, said the library and its patrons have been “hurt by a small group of disgruntled people.”

Residents can be proud of the \$7.5 million, five-year-old library that is a “state-of-the-art community center,” she said.

“We have governed it with only one thing in mind: continuing on a path of excellence for our patrons,” she wrote.

Mayor Maria Moore published a letter in the same issue thanking Levan and the other directors who were “selfless and committed” to the library and have overseen the construction of the “beautiful facility our community enjoys today.” Levan was Moore’s campaign manager in 2014.

The SH Press noted under Moore’s letter that her husband Thomas was appointed to the library board Oct. 30. He was then named president of the board, a title he will hold until July 2016. He could be re-elected president. His appointment to the board extends to 2019. The SH Press letters page is only available on the web to subscribers.

### **New Board “Meet & Greet” Is Dec. 3**

Although residents at the meeting Oct. 30 were incredulous that Moore should be on the board at all, saying his presence compromised its independence, the new board is holding a reception for itself from 5:30 to 7 p.m. Thursday, Dec. 3 at the library.

The next regular meeting of the board at which the public can speak will be Wednesday, Dec. 16 at 7 p.m. It will be the first nighttime session of the board which has been meeting at 9:30 a.m. for many years.

Among citizens speaking at the Oct. 30 meeting, which attracted a record 60+, was Wendy Wax, who writes and illustrates children’s books.

Wax said she was excited at the opening of the WH library five years ago but was disappointed upon entering because she expected to see more books.

“The walls were blank, the shelves were scarce and computers and DVDs were the stars of the show,” she said in an email to this reporter. The library has ten computer stations with internet access.

She says she realizes that libraries have become “community centers” but would still like to see more books in the WH library. “Libraries in Quogue, Hampton Bays, Southampton, East Hampton, Bridgehampton, Riverhead and the new and improved library in Center Moriches all have books lining their walls,” she said in an email.

She also noted that she sometimes writes at the library because she likes being around the “great, warm, helpful staff members.”

Wax is the cousin of Wendy Wax of Atlanta, called a

“best-selling author of women’s fiction” by *USA Today*. Books include “A Week at the Lake” and “Christmas at the Beach.”

### **Walls Don’t Make a Prison Nor Books a Library**

The uproarious Oct. 30 library board meeting, of which we made an audiotape, although the board itself did not make one, is one hour and ten minutes of citizens demanding new directions of the board and not getting very far. We’re reminded of the couplet written by English poet Richard Lovelace (1617-1657) while in prison for a brief stay for supporting the crown vs. reformers.

“Stone walls do not a prison make nor iron bars a cage,” he said in a letter to his loved one. He was still “free in his soul” and “in his love,” he wrote to her although a prisoner.

Books do not a library make. They’re important but since technology has put books in the airwaves and research capabilities into people’s pockets via smart phones, new directions by libraries are needed.

### **600 Attended First Eruv Meeting**

Some 600 residents packed the Hampton Synagogue on Aug. 13, 2008 to hear what Rabbi Marc Schneier and others had to say about the eruv Jewish religious boundary proposed for WHB. His initial remarks caused almost 200 of them to leave the room.

The point is that the eruv was a complicated subject that needed airing in the library, which could have used the large high school auditorium if necessary. There has never been a panel on it nor any type of library exhibit in eight years.

Danielle Waskiewicz said that in her four years as library director there have been no eruv inquiries and she specifically asked the reference desk. She feels the subject is this reporter’s “personal agenda.” That is false because Jewish People for the Betterment of WHB, which has 400+ members, berated the WHB trustees Aug. 6 for failing to keep residents informed of the eruv litigation.

WHB’s policy for years has been to low-ball and minimize this controversy since it is not in sync with its goal of promoting WHB as a peaceful, family-oriented “village.” Ignoring the issue has not solved it since WHB now faces \$1 million+ in fines and legal costs if it loses the lawsuit brought by the East End Eruv Assn.

### **Other Subjects Need Addressing**

Another major subject that needs exploring in public meetings is the closing of WHB’s only supermarket on Nov. 23. Citizens need to know a lot more about the plans of new owner Best Market and need to coordinate with each other on how to deal with the lack of a local supermarket until next spring.

The WHB library can be a community center but it can also be a hotbed of intellectual activity. Some of its \$4.1 million in cash/savings could be used to host a schedule of speakers on topics such as how could our courts be saying that eruvim are “invisible” when they are shown in bold outline on the web? Current library plans are to put \$3.1 million into “capital projects” such as finishing attic space.

– Jack O’Dwyer