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# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## Theranos Pushes Back Against WSJ

Theranos, the billion-dollar biotech, is pushing back against the *Wall Street Journal* after the paper whacked the blood testing service in two articles last week.

The Palo Alto-based company posted a lengthy rebuttal to the WSJ on Oct. 22, detailing what it believes the WSJ reporter "got wrong and why."

FTI Consulting is advising Theranos on strategic communications.



"From his very first interactions with Theranos, the reporter made abundantly clear that he considered Theranos to be a target to be taken down, and not simply the subject of an objective news story," Theranos said in its statement. "The articles that appeared last week are the inevitable product of the approach."

CEO Elizabeth Holmes, the company's 31-year-old founder, has led the crisis response and took her burgeoning campaign to the Journal's WSJ.DLive tech conference this week.

The Journal responded with a statement of its own, standing by the stories.

Theranos PR manager Lauren Vroom is a former Apple Inc. corporate PR hand.

The Nickels Group works DC for Theranos.

## Emmanuel's Press Sec. to Mercury

Tarrah Cooper, press secretary for Chicago Mayor Rahm Emanuel for five years, is moving to Mercury as the first hire for its new Windy City outpost.

In November Cooper will take a managing director slot to lead client work and business development for the Omnicom firm's Chicago foray.

She was a press deputy for Emanuel's 2010 campaign and joined his administration in 2011 as press secretary and day-to-day spokeswoman.

Emanuel in a statement called Cooper an "integral member of my team, by my side, helping to manage communications and community relations around the top priorities of my administration."

During the Obama administration's first term, Cooper was special assistant to the Secretary of Homeland Security and earlier served as press assistant to Obama for America.



Cooper

## Interpublic Reports Strong 3Q

Interpublic Group of Companies, which owns a handful of global PR agencies, including Golin and Weber Shandwick, last week reported third quarter earnings.

The marketing and advertising holding company said that third quarter revenue was \$1.87 billion, compared to \$1.84 billion in the third quarter of 2014.

This was comprised of an organic increase of 7.1 percent in the U.S. and 7.1 percent internationally. Operating income in the third quarter was \$191.9 million, compared to \$171.3 million in 2014.

Revenue for the first nine months of 2015 was \$5.4 billion, an increase of 1.6% compared with the first nine months of 2014.

"We're focused on the needs of clients, rather than silos," said Michael Roth, Chairman-CEO of Interpublic, during a conference call. "We're looking at the client first, and if we don't have the resources in-house we will outsource. It shows we're putting clients first. We have to be in a world where collaboration works."

The company's Constituency Management Group, which includes PR agencies, saw organic growth of 3.7 percent in the third quarter. Organic growth was 2.5 percent at CMG for the first nine months of the year.

Andy Polansky, CEO of Weber Shandwick, said there was double-digit organic growth specifically for the PR firms housed in Interpublic's CMG unit. "We continue to build our creative and digital capabilities," he said. In addition to Weber Shandwick and Golin, the CMG unit includes PR shop DeVries Global and several PR specialty firms.

Regarding Weber Shandwick, Polansky said the New York-based agency has generated double-digit organic growth for seven of the last eight business quarters.

## Burson Scans Zebra Account

Zebra Technologies, the publicly traded maker of barcode and identification printers and technology, has connected with Burson-Marsteller, following an RFP.

B-M will guide PR across North America, Latin America and the EMEA region, spanning 11 countries. Ogilvy PR previously had the account.

Zebra, based in Lincolnshire, Ill., and named after the black-and-white palette of a bar code, wants to get on the radar of senior *Fortune* 1000 execs and leverage its partnership with the National Football League.

Zebra made a splash last year when it snapped up Motorola's tracking technology unit for \$3.5B. Its technology is used for everything from inventory control and package tracking to driver's license data.

## **HAZELBAKER STEERS TO UBER PR**

Jill Hazelbaker, who led Snapchat's communications operation for the last year, is moving to Uber as VP of communications and public policy.

*Re/code* first reported the move.

Hazelbaker was Google's top PR and government relations exec and also led European Union policy based out of London for the search giant. She is a former communications hand for Sen. John McCain's presidential run and advised former New York Mayor Michael Bloomberg's re-election.



**Hazelbaker**

She was VP of communications and public policy for Snapchat as the company worked to drop its image as a sexting app to pivot toward a consumer friendly social messaging service.

Uber in May brought in another Google alum, Rachel Whetstone, in its top communications and policy role. Hazelbaker will report to Whetstone.

## **'PARADISE COAST' REVIEWS TOURISM PR**

Florida's Collier County, including the Everglades Convention and Visitors Bureau, wants to hear from PR firms to guide its travel and tourism outreach.

The county's Tourism Department, covering Naples, Marco Island and the Everglades in the southwest region of the state, wants a firm for destination PR to support its ongoing marketing as "Florida's Paradise Coast."



Outdoor recreation, golf, beaches, shopping, resorts, and fishing are among the top attractions to the area.

Previous budget is \$176,000 per year.

Proposals are due Nov. 5.

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

## **BRUNSWICK BACKS PURE STORAGE IPO**

Pure Storage, the Silicon Valley maker of enterprise flash storage systems that went public this month, engaged Brunswick Group for PR support through its scrutinized IPO.

A respected and fast-growing private company, Pure Storage's Oct. 7 stock market debut has been viewed from a disappointment to a modest success by media and analysts. The *Wall Street Journal* noted the struggle billion-dollar private companies have in carrying momentum into an IPO.

The company said it raised \$485M in gross proceeds after the offering. Its valuation is around \$3B.

Shares slipped below its \$17-per-share IPO price in the first few days of trading, but rebounded to top \$19 earlier this week.

Brunswick San Francisco director John Gallagher advises Pure Storage on the PR front. Amy Cronk, a Horn Group and Andreessen Horowitz alum, is in-house director of communications for the Mountain View-based company.

## **EPA MULLS REVIEW OF ENERGY STAR PR**

The Environmental Protection Agency is collecting information from agencies ahead of a likely review of its comprehensive marketing, media and PR account supporting the Energy Star program.

Cadmus Group's strategic communications operation is the 15-year incumbent.

The firm's current pact, which it won in 2011, runs through February 2016 with a cap of just under \$50M.

The EPA on Oct. 19 started a "market search" to evaluate potential contractors for the work, covering the EPA's Office of Air and Radiation, Office of Atmospheric Programs, and the Climate Protection Partnership Division, which oversees Energy Star.

The scope of work includes marketing, public and media relations, new media, advertising, educational outreach and similar endeavors centered on Energy Star and the EPA's role in reducing greenhouse gas emissions.

The EPA is collecting responses through Nov. 2. Info: [fbo.gov](http://fbo.gov).



## **NAVY PIER SELECTS HENSON**

Navy Pier on Tuesday said it has tapped Chicago-based public relations firm Henson Consulting Inc. as its PR agency of record.

The call was made following a four-month competitive agency review process, where the nonprofit considered several local PR agencies for the Windy City landmark's account.

The decision coincides with plans for Navy Pier's centennial in 2016.

"As we approach this historic milestone, we look forward to HC expanding our story beyond our more than 8 million guests to high-

light new strategic partnerships, enhanced cultural and arts programming, exciting events and overall enhancements to the Pier," said Amy Cowen, Chief Marketing and Experience Officer at Navy Pier, in a release.

Kathleen Henson, CEO of Henson Consulting, added: "There is so much momentum and excitement building at Navy Pier as it fulfills its Centennial vision. We are honored to share its undeniable history and significant impact with global audiences and invite more people to experience Navy Pier."

In anticipation of its 100th anniversary, Navy Pier is embarking on a \$278M redevelopment plan to update its features, amenities and cultural programming.

The plan is part of a \$1.1B investment and redevelopment by Chicago that includes the McCormick Place entertainment district.

The multi-year effort is designed to transform 50 acres of waterfront space into a global destination for both Chicagoans and tourists.



## YAHOO AND GOOGLE INK SEARCH DEAL

Search engine titans Yahoo and Google have teamed up in a partnership enabling Google to power Yahoo searches with ads that will run on that company's desktop and mobile platforms. Yahoo, meanwhile, will have the ability to use Google's search engine for text or image queries.

The deal, revealed last week in a Yahoo regulatory filing, lets Google provide Yahoo with search advertisements through that company's AdSense for Search service. Google will then

pay Yahoo a percentage of revenues from ads that run on Yahoo's desktop and mobile platforms. Yahoo, in turn, will pay Google for its ability to use that search engine's word or image search capabilities on Yahoo's platforms.

Yahoo will be allowed to choose which search queries it directs to Google, and will not be obligated to a minimum number of queries. In a statement issued regarding its recent third-quarter results, the company said the deal "provides Yahoo with additional flexibility to choose among suppliers of search results and ads."

Yahoo currently retains a similar deal with Microsoft through the latter's Bing search engine. That deal has been in place since 2009.

The agreement, the financial details of which were not revealed, is currently slated to run for three years. A review from the U.S. Justice Department is pending.

The news comes at a good time for Yahoo. The Sunnyvale, CA based search company on Tuesday posted a revenue increase of 6.4 percent for its third-quarter — to \$1.23 billion — which was lower than analyst expectations. The *Wall Street Journal* on Tuesday reported that shares are down 16% at the company from the year prior.

"Our Q3 results were largely within our forecasted expectations," said Yahoo CEO Marissa Mayer in an earnings statement. "As we move into 2016, we will work to narrow our strategy, focusing on fewer products with higher quality to achieve improved growth and profitability."

Google currently comprises more than 60 percent of all search engine queries made in the U.S., while Yahoo accounts for about 13 percent, according to ComScore.

## ESPN ANNOUNCES LAYOFFS

The playing field to pitch ESPN just got smaller.

ESPN President John Skipper last week announced layoffs at the sports broadcasting giant. According to CNNMoney.com, about 300 employees, nearly 4 percent of the network's global workforce, will be affected, quoting a network spokeswoman.

"Beginning today, we will be enacting a number of organizational changes at ESPN to better support our future goals—a process that will include the elimination of a number of positions, impacting friends and colleagues across the organization," ESPN President John Skipper, said in an internal memo.

He added: "The people who will be leaving us have been part of ESPN's success, and they have our respect



and appreciation for their contributions.

He continued: "We will be as supportive as we can during this transition, including providing a minimum of 60-days notice, a severance package reflective of their years of service, and outplacement benefits to help them find future employment."

ESPN did not specify which departments or shows would bear the burden of the layoffs.

The layoffs at ESPN come amid increasing competition for eyeballs from such online venues as the *Bleacher Report* and *Deadspin*, as well as broadcast networks like FS1, the Fox unit that debuted in 2013.

What is more, ESPN and other cable channels are finally starting to feel the squeeze by people who have decided to "cut the cord," and cancel their cable subscriptions. Millennials, who have yet to meet a legacy they like, continue to lead the charge.

## WASH POST BOTCHES BIDEN BID

The *Washington Post* last week inadvertently published a premature, pre-written story announcing Vice President Joe Biden's run for president.

Boasting the headline "Biden to launch a presidential campaign," the erroneous report claimed the news

"ends months of speculation, [and] sets up a high stakes battle for the Democratic nomination." The piece, written by WAPO reporter Paul Kane, was riddled with placeholders — marked "XXX" — to denote forthcoming dates and source names.

The piece was quickly pulled and soon replaced with an editor's note claiming that the "file was inadvertently published," but not before it was snatched up and quickly redistributed via the Internet.

Conservative news and opinion website *breitbart.com* reposted the entire article on its site.

WAPO reporter Paul Kane went to Twitter to explain the error, writing that a "technical glitch" that occurred while editors were in the process of embedding a video file caused the premature posting.

Kane referred to the piece as a "just-in-case/when-we-know" story regarding the VP's potential run.

"I regret that it was published accidentally. Deep apologies," continued Kane.

The *Washington Post* wasn't the only party to jump the gun regarding Biden's possible Presidential bid. Congressman Brendan Boyle (D-PA) posted on Twitter last week that, "I have a very good source close to Joe that tells me VP Biden will run for Prez."

NBC News, meanwhile, remained slightly more cautious, offering an October 19 headline that claimed, "Biden could announce a decision within 48 hours."

On October 20 Fox News reported that Biden may announce his 2016 decision "within the next 24 hours."

Biden said last week he has decided not to run for the White House.

National

## Editor's note

A

B

December 31, 2010

This file was inadvertently published.

## PR & SOCIAL MEDIA VIEWS

### TIME INC. SHUTTERS ALL YOU

Time Inc. last week announced the closure of women's print publication *All You*. The monthly magazine, which launched in 2004, will continue to operate until the end of the year, ceasing publication with the December issue.

Once sold exclusively at Walmart retail stores, *All You* features coupons, as well as recipes and how-to feature articles. After its distribution deal lapsed with Walmart in 2011, the publication became available at newsstands and via paid subscription.

The *Wall Street Journal* reported that approximately "30 people will lose their jobs as a result of the closing of the magazine and its website," citing an unnamed source.

In a memo to staff, Time Inc.'s Executive Vice President Evelyn Webster said the closure is a result of an "ongoing transformation of Time Inc.," where the magazine giant finds itself "constantly evaluating our portfolio of brands and products, examining existing assets and assessing their ability to deliver meaningful growth into the future."

#### Acquires HelloGiggles

Meanwhile, Time Inc. has acquired HelloGiggles, the entertainment and lifestyle Website founded by actress Zooey Deschanel.

Details of the acquisition were not publicly disclosed. However, the *Wall Street Journal* reported that a source close to the purchase claimed it was "in the range of \$20 million."

HelloGiggles.com, which launched in 2011, bills itself as a "positive community for women." It was founded by Deschanel, along with blogger Sophia Rossi and writer Molly McAleer. The site is most popular among female Millennials, offering articles on pop-culture, style, food, careers and friendship, "issues that matter most to young women's lives," according to the site.

In statement released today on HelloGiggles' site, the company stated that "by partnering with Time Inc., we hope to promote the work of our amazing contributors on an even bigger platform, to showcase young talent and reach more readers than ever, and to expand the HG community in cool, new, exciting ways."

The *WSJ* reported that HelloGiggles.com would be folded into Time Inc.'s *People* and *Entertainment Weekly* group. The company, however, would continue its operation from its current Los Angeles headquarters.

Magazine behemoth Time Inc., which publishes *Sports Illustrated*, *People*, *InStyle*, *Travel + Leisure*, *Fortune*, *Food & Wine*, and about 80 other titles, including eponymous *Time* magazine, appears to be in the midst of a digital acquisition frenzy with a notably youth-oriented scope. The company in July acquired digitally sports league companies SportsSignup and LeagueAthletics, as well as sports apps company iScore Sports and digital brand creative services outfit InVNT.

The company also launched an online automotive site, Drive, in September.

The publisher in August hired Michael Erlinger from WPP's GroupM global media investment unit for the purpose of developing a business model for its ongoing video expansion.

## PR LESSONS FROM THE BENGHAZI HEARINGS

By Arthur Solomon

After watching many hours of the Benghazi committee question Hillary Clinton, there are several lessons learned that should be used in client media training, regardless of your political leanings.

Despite the nasty and rude questioning by several of the Republicans on the committee, especially chairman Trey Gowdy, Peter Roskam and Jim Jordan, Mrs. Clinton remained calm and composed.



By doing so, she made these congressman look like shrill attack dogs.

Lesson to Remember: When on TV, even under aggressive media questioning, controversial clients can look good if they remain calm.

Despite the same questions being asked time and time again, Clinton gave the same answers.

Lesson to Remember: Never agree to have a controversial client go on a Q & A TV program unless you are certain the client's answers will be consistent no matter how the questions are phrased.

Tell your client to refer to notes when answering attack questions.

Lesson to Remember: The old maxim that a client should not refer to notes is from a playbook written about the time Moses came down the mount with the Ten Commandments. There is nothing wrong with referring to notes. The reporter will often do so. Clients should not "freelance" answers if they don't have all the information at hand.

Lesson to Remember: There is nothing wrong with saying, "I'll get back to you on that."

Never let a question that contains wrong information go answered.

Lesson to Remember: Clients should tell a reporter the basis of the question is wrong. Not doing so gives the impression that the wrong information is correct.

Despite the reporter demanding a "yes" or "no" answer, questions should be answered only with complete sentences.

Lesson to Remember: "Yes" or "no" questions are gotcha questions. Clients are not obligated to play the reporter's game.

Conclusion: Whatever advantage the Republicans hoped to gain from the hearing was lost because certain members of the GOP acted like badgering, harassing prosecutors. In comparison, Mrs. Clinton and Democrats on the committee were calm and did not raise their voices.

Lesson to Remember: PR people should not agree to let a client go on television unless they are positive that the client can remain calm under aggressive questioning.

*Arthur Solomon* is a former journalist and senior vice president/senior counselor at Burson-Marsteller.

## NEWS OF PR FIRMS

### **SPECTRUM OPENS ATLANTA OFFICE**

Healthcare and life sciences agency Spectrum has opened a new office in Atlanta.

The Washington D.C.-based agency's newest location is housed in the Ponce City Market, in Atlanta's Old Fourth Ward neighborhood.

The announcement marks the second new location Spectrum has opened in 2015. The agency, which celebrates its 20th anniversary next year, opened a New York office in March. President Jonathan Wilson said Spectrum's recent growth can be attributed to "strategic hires, expanded offerings, and commitment to client service."

In a statement, the agency noted that its decision to open an Atlanta office was a response to the city's appealing market and rich pool of talent, referring to Atlanta as a "new hotbed for innovative companies."

Spectrum partner and senior VP Amanda Sellers will head the Atlanta office.

"With the Centers for Disease Control, Emory University and Georgia Tech, Atlanta is an emerging center of technology and a real incubator of ideas," said Sellers. "We know that talented teams draw dynamic clients, and Spectrum is thrilled to be able to tap into this vibrant scientific community."

Spectrum was listed number eight this year for healthcare PR, according to O'Dwyer's ranking of independent PR firms. The agency boasted a 33-percent gain in 2014 fees from the year prior.

### **KRAUS GIVEN CHAMPION AWARD**

Margery Kraus, founder and executive chairman of APCO Worldwide, last week was given a C200 Entrepreneurial Champion Award.

The recognition is part of the 2015 C200 Luminary Awards, which are given to women credited with changing the face of business.

The C200 Entrepreneurial Champion Award, sponsored by EY, is designed to promote the growth in women-owned businesses and help high-potential women entrepreneurs scale rapidly.

Kraus founded Washington, D.C.-based APCO in 1984 and transformed it from a company with one office to an international consulting firm in major cities throughout the Americas, Europe, the Middle East, Africa and Asia. In September 2004, Kraus led a management buy-out of her firm, making APCO one of the largest privately owned communication and public affairs firms in the world.



Kraus

### **ROWAN TO RUBENSTEIN**

Dawn Rowan has been named VP, director of media relations at Rubenstein PR, overseeing its media relations division and facilitating the agency's communications campaigns.

She joins from NBC 4 New York, where she was communications director for five years. Earlier, she was a senior VP slot at DKC and senior VP/group head at M. Silver Associates.

## NEW ACCOUNTS

### **New York Area**

**5W PR**, New York/MD Insider, healthcare tech company that uses bid data for physician performance transparency, for a PR campaign focused on media relations to target health systems, investors and consumers.

**Feintuch Communications**, New York/ChargeItSpot, secure cell phone charging stations, for trade, business and consumer PR.

**Evoke Marketing**, New York/Mochidoki, Japanese mochi-style ice cream, as AOR for national PR for the brand and its online retail site, mochidoki.com.

### **East**

**Greenough**, Boston/WBUR, Boston's NPR news station, for comms. projects to raise awareness of its programming, content and events; Bridgewell, group supporting individuals with disabilities, for PR; Museum of World War II, for media outreach and national/local PR; Lowell Institute, public foundation and lecture series; and Lovin' Spoonfuls, food rescue org, for media relations and content development.

**French/West/Vaughan**, Raleigh/Southern Season, as AOR for PR, following a competitive review. The specialty food and gifts seller, and eatery and cooking school has locations in Chapel Hill and Raleigh, N.C.; Charleston, S.C., and Richmond, Va. An Atlanta location is slated for the spring of 2016. The work includes traditional media outreach, blogger and influencer outreach, and event facilitation.

**DFPR**, Charlotte, N.C./Hwy 55 Burgers, Shakes & Fries, as AOR for PR, including PR, media relations, crisis comms. and franchise support.

**The Brandon Agency**, Myrtle Beach, S.C./Rock Hill-York County CVB, as AOR to promote the region as a desired southern destination and develop an integrated communications plan, including account management, social media, media buying/planning, and search engine optimization.

### **Southeast**

**Washington Capital**, Tampa, Fla./Advanzeon Solutions, for IR and financial comms. for its Pharmacy Value Management Solutions operation.

### **West**

**Fineman PR**, San Francisco/Pro Ecuador, trade and foreign investment arm of Ecuador's Ministry of Foreign Trade, to promote the country and its tech hub in Yachay among US media markets, and Zaca Mesa, winery in Santa Barbara County's Santa Ynez Valley, to raise awareness of its sustainably grown premium wines in general consumer and wine media.

**Mercury360**, San Francisco/WaterFX, start-up using solar desalination to generate freshwater for farmers in California's Central Valley, to develop marketing strategies and outreach for the crowdfunding campaign to support the HydroRevolution project.

**Tyme Agency**, San Diego/Full Swing Golf, golf simulation technology, for social media marketing.

**Jeneration PR**, Sherman Oaks, Calif./Kimberly Parry Organics, USDA certified organic maker of 125 luxury skin care, spa and baby wellness products, for PR targeting the organic space.

## NEWS OF SERVICES

### STUDY: REAL-TIME MARKETING OVERHYPED

Maybe the constant kibitzing throughout PR and communications precincts about “real-time marketing” is just a bunch of lips flapping in the breeze.

So-called “real-time marketing” (such as “brand newsrooms”) ranked as the most overhyped marketing initiative, according to a new survey conducted by the PR Council.

The survey, which was released Thursday during the PR Council’s Critical Issues Forum, took the pulse of 56 senior marketing executives who represent major U.S. corporate members of the Association of National Advertisers. It found a significant gap between rhetoric and reality when it comes to developing and distributing real-time marketing programming.

About half of the respondents (49 percent) ranked brand newsrooms as either the number one or number two most overhyped marketing approach. Native advertising and social media followed suit as overhyped. Only 4 percent ranked real-time brand newsrooms as a top priority, and none ranked native advertising as the top priority.

But they did not dismiss content marketing entirely. It came in a distant second in terms of strategic priorities with 27 percent naming it a top priority while 13 percent ranked it No. 2.

Kathy Cripps, president of the PR Council, said in a news release that the problem for both media newsrooms and corporate brand newsrooms is “maintaining a high-volume stream of relevant content over a long time.”

Indeed, lack of stick-to-itiveness, as well as budgetary issues and skepticism from the C-suite about the ROI on real-time marketing are major impediments to developing real-time marketing programming.

Another part of the problem: PR and marketing executives continue to jockey for position regarding who should lead which areas of media and marketing expertise. Marketers, apparently, continue to take a fairly dim view of PR.

“The marketers answering this survey left no doubt as to their view that they should own most [disciplines] and said public relations should only lead media and blogger relations, crisis management, and building executives’ public profiles,” the study said. “They felt advertising and marketing should lead on brand narrative, content, social media strategy and influencer marketing.”

Influencer marketing, which is still in just the top of the second inning, is also sparking a schism between PR and marketing and advertising executives.

Brian Solis, principal analyst at the Altimeter Group and author of *X: Where Experience Meets Design*, said in the PR Council’s a release that advertisers and public relations professionals interpret the very notion of influencer marketing differently.

“This is the key difference between advertising and public relations,” he said. “Advertising will find a few top celebs, with some of them being Internet famous, to become part of a campaigns. PR on the other hand, will find said influencers and nurture longer-term relationships that keep the brand relevant now and in the long term.”

## PEOPLE

### Joined

**Janice Walker**, a government PR alum of Fannie Mae, to the US Postal Service as VP of corporate communications. She takes over for **Elizabeth Johnson**, a district manager for the USPS who has served as acting communications head after the January retirement of Mitzi Betman. Walker will oversee internal and external comms. for the USPS, reporting to Postmaster General Megan Brennan. She spent 18 years with Fannie Mae, including as VP of news and public affairs. After a brief stint as VP of corporate comms. for First Marblehead, she ran her own shop, JD Walker Communications, for the past six years.



Walker

**Steve Campanini**, VP of corporate communications, Tenet Healthcare Corp., Splash Media Group as chief communications officer and head of healthcare. He is responsible for developing digital, social and video strategies for clients. He held comms. posts at Boston Scientific (dir., external comms.), Merck & Co. (dir., corporate media relations) and CVS Caremark (senior dir., healthcare comms.). He also worked on the agency side at Hill+Knowlton Strategies and Ogilvy PR.



Campanini

**Stephanie Cegielski**, who was VP-PR of PR Society of America until July 27, is an adjunct professor at New York University School of Professional Studies. She had joined the Society as associate director of PR in June 2012.



Ladley

**Mark Ladley**, comms. specialist, En Route, to Kimball Communications, Philadelphia, as PR manager. He was comms. director for Rep. Brendan Boyle (R-Pa.) and a project associate for Luntz Global.

**Tim Crowe**, spokesman for the Montana Dept. of Military Affairs, to comms. director for Montana Gov. Steve Bullock. Current comms. director was reassigned to work on the Main Street Montana initiative.

### Promoted

**Sadie Weiner** to communications director, Democratic Senatorial Campaign Committee, Washington, D.C. The promotion puts her in charge of the DSCC’s PR strategy for the 2016 election cycle. Weiner has been press secretary for the org. and was a campaign staffer for Sen. Kay Hagan and Sen. Sherrod Brown.

**Michael Walsh**, director of marketing operations, Schnader Harrison Segal & Lewis LLP, to the Diocese of Camden (N.J.), as director of communications, serving as advisor and spokesman for Bishop Dennis Sullivan. He was a staff writer for Slack Inc.’s *Ocular Surgery News* and reporter for *Gazette’s of Cape May County*. He heads the diocese’s office of communications, the liaison between all diocesan entities and media outlets.

## **OMNICOM 3Q REVENUE, PROFIT DECREASE**

Omnicom, the marketing and advertising holding company that owns global PR agencies Ketchum and FleishmanHillard, among others, reported a year-to-year 1.1 percent drop in revenue for the third quarter, to \$3.7 billion. Net income was down about 2 percent.

The New York-based media conglomerate attributed the decline largely to an increase in foreign exchange rates.

Across the company's regional markets, organic revenue in the third quarter of 2015 grew 6.3 percent in North America, 9.1 percent in the United Kingdom, 4.5 percent in the Euro Markets, 8.6 percent in Asia Pacific and 0.4 percent in Africa/Middle East. Organic revenue fell 6.9 percent in Latin America, compared to the same quarter of 2014.

Among the four fundamental disciplines within Omnicom's wheelhouse, PR was the only one to see declining revenue in the third quarter, down 1.5 percent.

By comparison, advertising at Omnicom grew 9.9 percent, CRM (customer relationship management) increased 2.8 percent and specialty communications rose 5.4 percent.

However, Omnicom did not break out the numbers for its various PR subsidiaries, which also include Brodeur Partners, Clark & Weinstock, Cone, Kreab Gavin Anderson and Porter Novelli.

The other ad holding companies, Interpublic, Publicis Groupe and WPP, will report their third-quarter results later this week or next week.

## **FOSTER RETURNS TO B-M AS EVP**

Chris Foster, SVP for Booz Allen Hamilton in Washington, has returned to Burson-Marsteller as worldwide EVP under CEO Donald Baer.

Foster is a former managing director and US health-care practice chair for the firm, where he worked for two stints in the late 1990s and late 2000s.

At BAH, he worked global civil health, strategic comms. and civil commercial business for the consulting firm.

Earlier roles included FleishmanHillard, CarryOn Communications and the American Association of Health Plans.

## **JONES BECOMES HUNTSWORTH CFO**

UK-based Huntsworth has appointed Neil Jones as the PR group's next chief financial officer.

Jones assumes that role in February. He replaces Brian Porritt, Huntsworth's interim finance director, who will stay with Huntsworth until the first quarter of 2016.

"I am delighted that Neil is joining Huntsworth," said Huntsworth CEO Paul Taaffe. "Neil has a wealth of experience and his financial and commercial expertise will be extremely valuable as we implement our strategy."

Jones is currently CFO of international exhibition and conference organizer ITE Group, a role he has held since 2008. Prior to his work at ITE, he was group finance director of Ireland-based business-to-business media group Tarsus Group.

Huntsworth, which owns PR units Grayling and Citigate and operates out of 30 countries, hired Hill & Knowlton veteran Taaffe as its newest CEO in December. Huntsworth posted a \$70M loss in the first half of this year.

## **ICR, WEBER WORK \$1.5B JOSTENS DEAL**

Jarden Corp. is relying on ICR and Weber Shandwick in its \$1.5B acquisition of class ring and yearbook giant Jostens.

The deal follows Jostens's attempted buy of American Achievement earlier this year, a transaction scuttled by the Federal Trade Commission.

Miami-based Jarden includes consumer brands like Marmot, K2 Sports, Coleman and Sunbeam Products.

Unloading Jostens are private equity funds including KKR and aPriori Capital Partners. The group claims Jostens revenue of \$740M per year.

ICR handles investor communications for Jarden, while Weber Shandwick works the PR front. Rachel Wilson is VP of investor and financial relations in-house.

Jarden executive chairman Martin Franklin said the acquisition is consistent with the company's track record in acquiring businesses with "category-leading positions in niche markets at compelling valuations."

## **WALLIS GROWS TO BAYER CROPSCIENCE**

Darren Wallis, who directed public affairs for Monsanto, has moved to Bayer as North American VP and head of communications for its CropScience operation.

Wallis, based in Research Triangle Park, NC, heads all internal and external corporate communications for the division, which traces its roots back to 1924 and offered the first systemic insecticide in 1951.

The business has faced scrutiny for an alleged link of a Bayer-made pesticide to the decline of honey bees in North America and Europe. BCS established a Bee Center in 2013 near its North Carolina base to study the insects and promote bee health.

Wallis spent the past eight years at Monsanto after starting out in the agency realm. Wallis was a senior VP at FleishmanHillard and VP for Weber Shandwick in the Midwest.

Ray Kerins is head of communications and government affairs for Bayer US.

Bayer is based in Germany.



Wallis

## **GFELLER TO VP, COMMS, WAKE FOREST**

Wake Forest Baptist Medical Center said Bob Gfeller, Jr. will take on added marketing-related responsibilities for the organization and was named VP of communications, marketing & media and CMO, effective October 27.

Prior to joining the CIPT, Gfeller was executive VP of merchandising/customer experience for Lowe's. He also had a stint at Coca-Cola as director of channel and consumer occasion marketing.

## PR OPINION

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PRSA/New York, after panels that considered whether PR is “ethical” and ditto for healthcare PR, will hear from PR reps of four law firms Nov. 5 on how they promote their employers.

The 2014 program that considered whether PR is “ethical” found that PR pros can advocate ethical behavior but that lawyers have the “final say.”

PR people, as noted by Michael Schubert of Ruder Finn, are well aware of the tight control lawyers exercise over corporate communication.

“At the end of the day, you don’t have the final say,” he told the panel. “And having been there, arguing for the right thing to say and hearing the lawyer say, you can’t say this and you can’t say that, I think that’s a reality and you should understand that.”

A “mock trial” Oct. 12, 2015 sought to determine whether healthcare PR is “deceptive, non-transparent and of little value to clients or society.”

Prosecutor Paul Holmes of The Holmes Report said that the problems with healthcare PR are many and that PR pros are essentially wards of the industry rather than legitimate counselors. Schubert, who handled the defense, said healthcare PR has its flaws but its mission is to help in saving lives and not destroying them.

The Nov. 5 program features PR reps who will tell how they do PR for their firms in the face of criticism of the legal system. They are moderator Christopher Rieck of McDermott Will & Emery (1,100 lawyers), and panelists Arielle Lapiano of Paul Hastings; Susan Peters of Davis Polk & Wardwell, and Joshua Peck of Duane Morris. It is at 6:30 p.m. at MW&E, 340 Madison ave.

### Lawyers Needed on Program

The flaw in the program is that it lacks lawyers. The chapter notes the tight rein kept on PR by lawyers, saying, “Many lawyers believe that the less they say to the media, the better.”

So how outspoken can four PR people who work for law firms be? This may be a case of lawyers hiding behind PR people. In Westhampton Beach, it is a case of WHB officials hiding behind lawyers. Perhaps a lawyer or two will be added to the panel.

A better program was at the 2013 Society conference in Philadelphia, which considered how PR pros can work with managers who “defer to the legal function and court of law rather than PR and the court of public opinion.” A lawyer panelist was Thomas Jennings of Hill Wallack, Morristown.

This reporter was not allowed to cover the panel nor would Jennings or other panelists tell us what was said—a case of legal muzzling communication and free speech.

### Legal System Is Under Fire

The legal system is taking a lot of flak lately and we don’t see how the reps of four law firms can separate the images of their firms from the image of law in general.

Critics include the U.S. Chamber of Commerce which has a \$49 million budget aimed at reducing legal costs of business. It published in 2014 *Unprincipled Prosecution*, subtitled, “Abuse of Power and Profiteering

in the New Litigation Swarm.”

“Unfettered litigation inhibits the creation of new products and companies, kills jobs, and drags down our entire economy,” it says. There are currently 1.22 million lawyers filing 15 million civil lawsuits yearly. The U.S. has 391 lawyers per 100,000 population vs. 23 in Japan and 26 in Canada.

“The U.S is choking on litigation... anyone can sue for anything no matter how absurd or egregious,” wrote *Boston Globe* columnist Jeff Jacoby May 9, 2014.

Other sites such as Judicial Accountability Initiative Law, the Anti-Lawyer Party, and the site hosted by Dr. Lee Sachs say the U.S. legal system has ceased to deliver fairness and justice to the American public.

The U.S. has the world’s largest prison system—2.2 million people behind bars including about one of 20 black males of working age, notes Sachs.

Lawyers work closely with judges and engage in “an endlessly devious manipulation of words and phrases to get the desired result,” he says.

Lawyers “have to make the judge happy first,” he says.

Reporters, according to Sachs, “are little timid people who are afraid of getting fired and who almost never write a story on government corruption unless some other part of the government is officially investigating or prosecuting.”

All of the above sites decry the dearth of jury trials. Scranton, Pa., lawyer Marion Munley says justice in the U.S. has deteriorated into a “series of back-room deals.” There are “pre-trials and pre-trials and pre-trials for the pre-trials, benefiting lawyers only,” says the Anti-Lawyer Party.

### Lawyers Scream at Us, Limit Remarks

We are sending the PR reps named above a link to the videotape of the Sept. 3 Westhampton Beach trustee meeting at which our remarks were limited to five minutes after WHB’s lawyer Brian Sokoloff got 48 minutes to make his case that the trustees were doing everything they could to block an eruv Jewish boundary.

We could have rebutted virtually all of the points that Sokoloff made and noted omissions.

He quoted court decisions favorable to eruvim but not the 23,424-word Aug. 10, 2001 decision of Federal Judge William Bassler of Tenafly ordering an eruv to be taken down.

Bassler said citizens had no animus towards Orthodox Jews—they just did not want hundreds of telephone poles permanently allocated to a religious purpose.

The Sept. 3 video shows, at 1:11, this reporter trying to make points in five minutes—one ninth of the time given to Sokoloff. WHB lawyer Stephen Angel keeps shouting “Address the board! Address the board!” and other comments.

Imagine a baseball game where one side gets 27 outs to score runs and the other side gets only three outs. That side also gets pelted with rotten tomatoes, eggs and other debris while trying to bat. — Jack O’Dwyer