



Jack O'Dwyer,
Editor-in-Chief

O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

271 Madison Ave., New York, NY 10016
212/679-2471. Fax: 212/683-2750
www.odwyerpr.com; jobs.odwyerpr.com

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ART NON-PROFIT SEEKS EVENT PLANNING PR

The Beijing Contemporary Art Foundation, a New York-based non-profit organization which works as the international partner for China's Ministry of Culture, is seeking media PR help for a cultural event that will take place during New York Fashion Week.

That event, titled "A Day in China," is being organized by the Ministry of China and the U.S. Fashion Association, and will present the work of Chinese artists and fashion designers with two feature design presentations, followed by a clothing brand showcase as well as an evening cocktail reception.



The "Day in China" event will take place on Wednesday, September 14th at Manhattan's New Museum.

The organization is seeking a PR agency that can help maximize media exposure for this event, as well as invite professional buyers and have the event included on the official New York Fashion Week calendar.

Interested agencies should contact Yumei Yang, New York representative of the Beijing Contemporary Art Foundation, at yumei.yang@bcaf.org.cn or 646/709-3597.

OLANOFF TO OPEN SAN FRAN FOR MERCURY

Drew Olanoff, a seasoned tech journalist and communicator, has moved to Mercury Public Affairs to open a San Francisco office for the firm.

Olanoff takes a senior VP title with Omnicom-owned Mercury.

Olanoff led communications for Rothenberg Ventures, River Studios in the Bay Area, as well as the Berlin-based start-up EyeEm. He did an in-house stint at Yahoo as PR manager as the company overhauled its corporate communications under CEO Marissa Mayer in 2013-14.



Olanoff

He was also a writer, editor and community director for TechCrunch and The Next Web.

Mercury has California outposts in Los Angeles and Sacramento.

Google alum Ryan Brack is stationed in New York for the firm.

MOROCH ACQUIRES STAKE IN BOND PR

Moroch Holdings, the parent to 35-year-old Dallas marketing communications agency Moroch Partners and other firms, has acquired a minority stake in New Orleans-based Bond PR & Brand Strategy, which is merging with Moroch's southeast operation as Bond Moroch.

In a statement, Bond principals (and founder) Skipper Bond, Jordan Friedman and Jennifer Bond said the deal gives their firm a "more muscular platform" for clients looking for multiple marketing services.



Bond, Friedman, Bond

Twelve-year-old Bond has worked with Tiffany & Co., Bud Light, McDonald's, West Elm, New Orleans Film Festival and The Idea Village, among others. The firm handles PR, marketing, creative and brand development.

Under the deal, Brad Hunter, a development partner for Moroch, joins Bond as a partner. Moroch Holdings chairman Tom Moroch said he likes Bond's "fiercely independent and visionary mindset," as well as its talent and client roster.

Bond joins Moroch's other holdings NEXTMedia (media buying), Inspire (advertising), LimeGreen (multi-cultural), Side Chops (video), and Sly Fox (experiential).

RESNICK TO REVIVEHEALTH AS EVP

Lindsay Resnick, chief marketing officer and EVP for Wunderman Health, has shifted to ReviveHealth as executive VP in Nashville.

He was previously CMO for Gorman Health Group and HealthMarket, as well as EVP for Celtic Life and a manager for Blue Cross Blue Shield Association. He also did stints with Finelight, Healthmarket and DeHayes Consulting Group.

Revive CEO Brandon Edwards called Resnick an "exceptional leader in the business of healthcare and consumer engagement."

Weber Shandwick acquired ReviveHealth in a January 2016 deal.



Resnick

HOUSEHOLDER TAKES EVP ROLE FOR H+K

Political and agency vet Joe Householder has moved back to Hill+Knowlton Strategies as an executive VP in Washington.

He departs the debt collection law firm giant Linebarger Goggan Blair & Sampson, where he led external affairs.

The former communications director for Sen. Hillary Clinton (D-NY) started out in journalism in the South before moving to the PR side with the law firm Vison & Elkins.

He then worked Iowa Gov. Tim Vilsack's re-election before joining Clinton.

Householder's move to H+K is a return to the firm as he earlier worked at H+K merger partner Public Strategies. He also did a seven-year stint at Purple Strategies.

WPP-owned H+K said Householder will focus on PA and crisis engagements for some of the firm's top clients.



Householder

FOOD/BEV COMPANY SEEKS PR HELP

Tea, spice, and packaging supplier Harris Freeman is seeking PR support in a bid to increase outreach to consumers and the private sector.

Harris Freeman owns private and specialty tea brand division Harris Tea, which is the largest private label tea packing company in the country.

It also owns spice brand supplier Harris Spice, as well as its Flexible Packaging Division, which offers products for the erosion control, agriculture, nursery and construction industries.

The Anaheim, CA-based company is looking to increase awareness of its branded products as well as forthcoming acquisitions, and to increase outreach to potential retail and food service customers.

More information on the services requested can be found at <http://bit.ly/2bQonKk>.



SONY PICTURES TV CASTS WEITZ FOR PR

Stacy Weitz, senior VP for PMK*BNC, has moved in-house with Sony Pictures Television as VP of corporate communications.

Weitz spent the past five years at Interpublic's PMK, handling corporate comms. and marketing for the agency.

She previously handled corporate communications for United Talent Agency and Ripe Digital Entertainment and started out on the agency side with Bender Helper Impact and Jane Ayer PR.

She reports to Paula Askanas, executive VP of communications for SPT.



Weitz

RUDER FINN ADDS HEALTHCARE VET COYLE

Mary Coyle, a healthcare agency vet of Marina Maher, Ogilvy and MSLGroup, has moved to Ruder Finn as senior VP and media relations strategist focused on healthcare.

Coyle spent the past year as a senior VP at Marina Maher and did stints at TogoRun, W20 Group and Ogilvy. Her longest run was nearly 13 years at MSLGroup.

Sally Barton, who heads Ruder Finn's US healthcare operation, said she has known Coyle personally for several years and praised her as someone "who deeply understands the intersection of the health and consumer practices" and can make complex scientific and medical messages "digestible and relatable."



Coyle

JENSON JOINS FAHLGREN MORTINE

Fahlgren Mortine has appointed David Jenson to the role of senior vice president and managing director of the agency's Boise office.

Jenson joins Fahlgren from marketing research and strategy consulting firm Allan & Jenson, which he co-founded in 2014. Prior to that, he was marketing lead at agricultural chemical company ADAMA USA, a managing director of marketing and advertising agency Oliver Russell and a VP and management supervisor at real estate company Duncan & Associates.

Jenson succeeds John Curtis, who joined Fahlgren Mortine in 2013 from Scentsy to head the agency's then-new Boise outpost. Fahlgren's Boise regional office supports agency clients such as the Boise Convention and Visitors Bureau, J.R. Simplot Company, and the Idaho Technology Council.

Columbus, OH-headquartered Fahlgren Mortine, which maintains 14 additional offices around the country, was founded in 1986 and staffs 120. The agency in 2015 accounted for net fees of more than \$20.5 million, according to O'Dwyer's rankings of PR firms.



Jenson

TYRELL CHAIRS APCO UK HEALTHCARE

James Tyrell has joined APCO Worldwide as its healthcare chair for the UK.

Tyrell, who co-founded London healthcare PR and policy consultancy Insight Public Affairs, now known as ICG, has been on sabbatical for the past seven months as a crew member in the Clipper Round the World Race across the Pacific Ocean.

Tyrell spent 10 years at ICG, helping to build the firm to 25 staffers and a blue chip roster in the healthcare space.

London managing director James Acheson-Gray said Tyrell will be a great value to clients facing "an increasingly complex and regulated environment."



Tyrell

CPJ SEEKS PR FIRM

The Committee to Protect Journalists, a New York-based non-profit focused on the rights of the press worldwide, is seeking a PR firm with advocacy experience to assist the organization with an upcoming book launch.

CPJ publishes its book *Attacks on the Press* annually, with the next edition slated for publication in April 2017. The organization wants a PR firm that can help organize a book launch event, develop and promote launch-related materials and perform media outreach.

More information on the services requested can be found at <http://bit.ly/2cDArVx>.

**NATIVE ADS GET MORE CLICKS IN 2016**

Branded content is getting more eyeballs online, according to a recent report conducted by native ad platform developer Polar that analyzed click-through rates and the average time users now spend looking at native ads.

Overall, average click-through rates for native ad stood at 0.31 percent during the first half of 2016, an uptick from the .29 percent recorded during the same period last year, which accounts for an increase of about 13 million more total views.



Polar's "Branded Content Performance" report looked at how branded content is currently performing across six different publisher verticals, including news, business and financial and arts and entertainment, among others. Five of the six verticals analyzed beat the overall Q2 click-through average, with branded content featured by arts and entertainment publishers — traditionally a strong performer — taking the lead at 0.47 percent, even though that category was down somewhat compared to its performance last year.

Business and financial publishers saw the greatest click-through growth, experiencing a 76 percent year-over-year increase.

Fashion and shopping focused publishers, as well as science, sports and technology, were also strong performers for native content. Branded content used by news, health and lifestyle focused publishers performed below average. News, typically a low-performing vertical for native ads, still managed to show year-over-year growth, and the report suggested that "low quality, questionable advertising content" in health and lifestyle publishing may be responsible for a dip in native clicks in that sector.

How branded content is viewed varies by device. Click-through rates for native ads were lowest on desktop computers (.22 percent), higher on mobile devices (.37 percent) and boasted the highest rates on tablets (.40 percent).

However, the average time users spent on desktops engaging with native ads was far higher than any other medium, and the report characterized mobile click-through performance in 2016 as "volatile," with click-through rates on mobile devices sinking from 2015's Q2 .44 percent to .37 percent during the same period this year, and also cited a "significant drop from the first quarter this year."

Mobile performance remains strong, however, and still handily outperforms traditional display advertising.

A separate August Polar report, titled "The State of Native Disclosure," claimed that only about two-thirds of native ad placements currently comply with the Federal Trade Commission's December 2015 guidelines overseeing native ad disclosure.

That study also found that branded content labeled "promoted" achieved the highest click-through rate (0.19 percent), followed by content labeled "partner."

Content labeled "sponsored" — the most commonly used disclosure term — ranked third, with a click-through rate of 0.16 percent. Native content with no disclosure achieved a click-through rate of only 0.15 percent. Polar's "Q2 Benchmarks: Branded Content Performance" report can be downloaded at <http://bit.ly/2bVPNSt>.

CONSUMER REPORTS WARNS ON CELLPHONES

Keep phone away from head and body, don't put it in a pants or shirt pocket, and only use when signal is strong, says *Consumer Reports*. Text when possible.

The recent study of the National Toxicology Program, "the largest and most expensive ever made," found a link between cellphone radiation and cancer in rats and "adds weight" to those who want federal agencies to "reconsider" their current advice on such radiation, says the magazine.

The article, by Jeneen Interlandi, New York, does not touch on radiation from other sources such as computers, Wi-Fi routers in classrooms, cordless phones, wireless utility meters, wearable radiation emitters such as watches and "baby monitors," and cellphone towers.

Cellphones have five circles in the upper left hand corner that show the strength of the signal. Strongest is when all five are blacked. Common advice is not to use a cellphone in a car or moving vehicle since the phone has to work extra hard to bring in a signal.

Consumer Reports urges the Federal Communications Commission to update its requirements for testing the effect of cellphone radiation on human heads and calls on the Centers for Disease Control and Prevention to repost its advice on the potential hazard of cellphone radiation and cautionary advice that was taken down in August 2014.

Cellphone makers should "prominently display" steps that users can take to reduce radiation, it says.



Does Cell Phone Use Cause Brain Cancer?
What the New Study Means For You

Groundbreaking study reveals the strongest link yet between cell phone radiation and cancer. Important advice for all consumers.

By Jeneen Interlandi
May 17, 2016

EPI-PEN MAKER TRYING TO REPAIR REP

By Ronn Torossian

Want to know what it feels like to go from medical miracle to persona non grata in less than 72 hours? Just ask pharmaceutical company Mylan, which manufactures and sells the EpiPen.

If you know anyone with acute allergies, you understand that EpiPens — or a generic counterpart — is part and parcel of their day-to-day lives. Mylan knew it too, and that may be why the company chose to increase the cost of the lifesaving drugs by such a significant margin.

Other drug companies have done it. But other drug companies don't have tens of millions of parents on social media whose children depend on their medication to survive.

When parents went to their local pharmacy and learned the cost of the drugs their children needed had skyrocketed without warning — and for, in their minds, no good reason — the response was immediate and unbridled rage.

Suddenly, tens of millions who had never heard of Mylan knew who the company was ... and they didn't much like them.

Then came the — so far unsubstantiated — rumor that Mylan's CEO Heather Bresch gave herself a multi-million dollar raise last year. Substantiated or not, now the Mylan brand, a stranger only a few weeks ago, is in the running for most hated company in the country.

Bresch appeared on multiple TV media outlets, swearing up and down Mylan would take "immediate action" to make certain "everyone who needs an EpiPen has an EpiPen."

Consumers weren't buying, and interest in Canadian or generic alternatives shot up. If the company isn't careful and if it doesn't actually take "immediate action," Mylan may find its customer base vanishing overnight.

So far, the company's efforts don't seem that interested in actually keeping its customers. The announcement that Mylan would be "doubling the eligibility for the patient assistance program" was met with frustrated raised fists, not exactly a warm embrace. Parents want more.

And they know if Mylan isn't willing to step up, then someone else will.

So Bresch went back to the drawing board and released this statement: "We recognize the significant burden on patients from continued, rising insurance premiums and being forced increasingly to pay the full list price for medicines at the pharmacy counter."

But it's far too late for finger pointing. Consumers have already chosen who to blame for this price increase. Pointing fingers at other players won't win them over.

In this case, in the court of public opinion, it doesn't really matter who's at fault, only who is perceived to be benefitting from this perceived problem.

Based on the current narrative, Mylan is the problem, and Bresch is the beneficiary.

Fair? Jury's still out on that one, but in the interim, it



**Mylan CEO
Heather Bresch**

doesn't matter. If Mylan doesn't do something drastic to gain the trust of their customer base, who did what will cease to matter at all.

Ronn Torossian is the CEO and founder of New York headquartered public relations agency 5W PR.

PATIENCE: THE KEY TO TOP-TIER PLACEMENT

By Laura Ruark

Every client's wish and goal is for their PR team to secure top-tier media placements. We constantly hear how important it is to receive coverage in *Fortune*, *Business Insider*, *Forbes*, *TechCrunch* and so on.

One of the most challenging and rewarding aspects of a PR professional's career is to actually make this happen.

Hearing the cheers and excitement around the room — or on the phone — in a client meeting once a top-tier placement hits is what makes all the hard work worth it.

However, one of the key factors to a successful top-tier media placement is patience.

Generally, the feature story in *Fortune* does not happen overnight.

In fact, it could take upwards of six months of scheduling meetings, gathering collateral and working with key journalists at top-tier publications to secure a dream placement. There's a high level of patience and expectation-setting needed in these situations.

In addition to patience, there are many other key factors that play into securing a dream placement:

- **Get to know the right reporter for your story at each publication**

Lots of research should go into the identification of the right reporter for your story. This alone will increase your chances of having your pitch read and met with a response.

The Guardian reported figures provided by the U.S. Department of Labor that there are 4.6 PR professionals for every journalist.

Be sure to focus your efforts on the on the right targets, or you risk getting lost in the shuffle.

- **Make sure your story is timely and newsworthy**

Tie your story to an event or even newsjack onto other breaking news that's relevant.

- **Be real and to the point**

There's nothing worse than a pitch so full of jargon that an editor can't decipher what it means or what your client does.

- **Provide data**

Data always wins, whether it's internal stats or third-party commissioned research.

- **Share a visual**

Do you have a report, graphic or video?

- **Be persistent**

Reporters receive tons of emails each day, so there's a chance they may have missed your first pitch. Follow up, and don't be afraid to pick up the phone.

And finally, again, be patient. Any good-quality feature story in a top-tier publication will take time.

You just have to do your homework first! If you don't, an ambitious goal will become an impossible one.

Laura Ruark is an Account Manager at Bospar.

NEWS OF PR FIRMS

ROI IN TODAY'S COMMS LANDSCAPE

By Nicole Moreo

We need to redefine ROI. With PwC's 19th Annual Global CEO Survey stating that "76 percent say that business success in the 21st century will be defined by more than just financial profit," as well as an influx of consumer behavior data that doesn't always funnel directly to a sale and a trend toward obsolete data systems that can't seem to work together, that need has never been more urgent.

Recent conferences and events have offered up new terms and metrics ROE (Return on Engagement) and ROCX (Return on Customer Experience), among others. However, these all still seem to limit us to one form of data over another rather than providing a holistic picture of results.

If CEOs recognize that not every variable of success is tied to the financial bottom-line, and they recognize there is a gray area, why are marketing communications professionals still being held to this measuring stick? The true meaning of "ROI" has become diluted and creates obstacles that are increasingly hard to overcome.

Google recently released a study on "micro moments," which offers a new way to look at this. According to Google, "Mobile has forever changed the way we live, and it's forever changed what we expect of brands. It's fractured the consumer journey into hundreds of real-time, intent-driven micro-moments. Each one is a critical opportunity for brands to shape our decisions and preferences."

The value is in how these "micro moments" integrate into a customer journey from awareness to advocacy, the latter being the key performance indicator to strive for. If we are to measure that journey, we have to be able to show success at every micro moment along the way.

So, what does this mean for measurement and evaluation? It means you can't jump into simply reproducing the same media measurement reports that you have always done and expect to show value that resonates with management. We need to show value both in the micro and macro moments and have an honest conversation on how we define "ROI." To start, we need to ask the right questions. For example:

Six months, a year from now, what does success look like? If we succeed, how did we help the business? Who are the audiences we need to reach to help achieve this goal? What touch points do those audiences have with our business/goal?

Need help getting started? September is AMEC Measurement Month. AMEC, the International Association for the Measurement and Evaluation of Communication, is hosting free events, webinars, Twitter chats and more on measurement.

Measurement Month is a global initiative. The events are open to everyone throughout the month, but the North American chapter is focusing on events the week of September 19. Follow #AmecMM and @Amecorg for updates and measurement discussions!

Nicole Moreo is director of Peppercomm's Research and Insights division. The full column is at odwyerpr.com.

NEW ACCOUNTS

West

Shift Communications, San Francisco/Simon, retail property giant, to oversee comprehensive PR and event management efforts for 17 of the

company's West Coast premium outlet properties, including those in Nevada, California, Washington, Hawaii and Oregon. The program will include full

national, regional and hyper-local PR support, including media relations, event management and crisis communications. Regional VP of marketing Kristen Yen said the company recently went through a brand revitalization and wanted an agency with retail experience and strong media "chops." The two-year engagement started in July.



Midwest

KemperLesnik, Chicago/

Restore, hair restoration clinic behind the high-profile restoration of NFL player Brian Urlacher's hair, for social media efforts and media relations.

New York Area

Grayling, New York/

Techonomy, global events and media company focused on helping leaders understand how technology is transforming business and society. In

addition editorial content, Techonomy hosts an annual invitation-only thought leadership event slated for Nov. 9-11 in Half Moon Bay, Calif. Grayling will handle all communications efforts out of New York and San Francisco.



Urlacher and his new hair.

5WPR, New York/Reservations.com, online travel booking site, as agency of record. The hotel booking platform offers descriptions, pricing information and reviews of more than

200,000 hotels worldwide. The site has seen more than two million room nights booked

RESERVATIONS.COM

since its launch in 2014. 5W will execute a comprehensive PR program for Reservations.com and position the site as a leading hotel booking resource within the travel and consumer space by showcasing its mission of offering curated hotel experiences.

Evins Communications, New York/HFactor, water brand, as PR and marketing AOR. HFactor is a molecular hydrogen-infused water, which is antioxidant-rich and works as an anti-inflammatory agent. The New York-based company was founded in 2013. Evins is charged with leading all media relations efforts as well as managing HFactor's strategic programming and partnership efforts.

NEWS OF SERVICES**MUSEUM OF PR TO HONOR PAT JACKSON**

Baruch College's Museum of Public Relations is hosting a retrospective in September to honor the life and career of late PR visionary Patrick Jackson.

Referred to as the "counselor's counsel," Jackson founded behaviorally-based Exeter (now Rye), New Hampshire PR firm Jackson Jackson & Wagner in 1956, whose unique approach to advising clients was based on how people behave as individuals as well as within groups.

In 1980 Jackson was named president of the Public Relations Society of America.

The same year, he delivered more than 250 speeches to PRSA chapters and PRSSA student chapters around the country.

He founded Dudley Research, a JJ&W research subsidiary, in 1982, and for three decades served as editor of now-defunct industry newsletter PR Reporter.

He also co-edited the PR textbook, "Public Relations Practices: Managerial Case Studies & Problems," which is still used in classrooms today.

Jackson, who died in 2001, was recipient of PRSA's Gold Anvil Award in 1986.

He also received an Arthur W. Page Award, a PRSA Educators Academy David Ferguson Award and the National School Public Relations Association President's Award.

In 2001 he was posthumously awarded the Institute for Public Relations' Alexander Hamilton Medal.

PRSA established the Patrick Jackson Award for Outstanding Service in his honor, and organizations such as the Counselors for Higher Education, the National School Public Relations Association and the Yankee Chapter of PRSA have also since named created awards in his name.

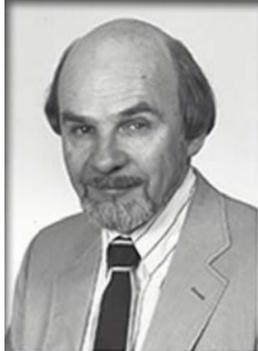
Gary McCormick and Kathleen Lewton were the 2014 and 2015 recipients of the PRSA Jackson Award.

The Museum of Public Relations' exhibit begins on Thursday, September 8, with a 6 p.m. opening reception and panel discussion covering Jackson's theories and work, as well as a display of Jackson's artifacts and papers, to be held at Baruch College's Vertical Campus. An RSVP is required to attend the reception.

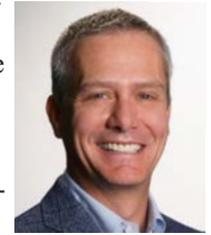
RSVPs can be obtained by emailing Stacey Smith at ssmith@jjwpr.com by Monday, September 5.

The Jackson exhibit, which is part of an ongoing series hosted by the Museum of Public Relations to honor PR legends, is being sponsored by Jackson Jackson & Wagner, PRSA, the Institute for Public Relations, the National School Public Relations Association and the Public Relations Society of America's Yankee Chapter. The event runs until September 30.

The Museum of Public Relations was founded in 1997. 'Since 2014 it has been located at Baruch College's Newman Library Archives and Special Collections, 151 East 25th Street, New York, NY.

**Jackson****PEOPLE****Joined**

Brett Hale, VP, global government relations, Yum! Brands, to Beam Suntory, as VP of global public affairs, effective Sept. 12. He was previously senior VP of corporate affairs for Churchill Downs and VP of government relations for the American Gaming Association. Hale will be based in Louisville. Beam Suntory is the result of the \$19B takeover of Beam by Japan's Suntory Beverage & Food Ltd.

**Hale**

Laura Casanova, VP of marketing and corporate communications, WellDyne, to BridgeHealth, Denver-based provider of bundled surgical case rate benefit plans, as director of marketing and communications. She leads the planning, development, and implementation of all marketing strategies, marketing comms., and PR. She earlier directed marketing and corporate comms. for HealthTrans and did stints at Great-West Healthcare, Great American Country, and the National Pain Foundation.

**Casanova**

Jacqueline Gerling, director of PR and social, Arras Keathley Agency, to Cleveland Metroparks, a system of nature preserves in the Greater Cleveland region, as director of communications. She serves as lead media relations contact and manages internal and external comms. She previously directed marketing and PR for the Missouri Office of Administration and started out in TV news.

**Gerling**

Al Clements to JoTo PR, Tampa, Fla., as a PR consultant focused on marketing and business development.

David Koziol, marketing director, Irgens, to Zizzo Group, Milwaukee, as VP, development. He will lead the national roll out of Converge, a community outreach and education product for media properties that provides health and financial information to consumers and businesses on the "hyper-local" market level. He held posts with Equipment Optimization Services and Zilber Ltd, and led agencies Hook and Rittenhouse Group.

**Koziol****Promoted**

Lee Raftery to chief marketing officer, NBCUniversal International, London. He was executive VP of marketing communications since 2013. The media giant said he was promoted to reflect "his increased remit in managing corporate and internal communications and media relations for the international organization." He continues to oversee marketing, comms., and publicity. Raftery led efforts to create NBCUI's "hayu" video on demand service in Europe and Australia. He joined in 2011 from Comcast and earlier did stints at Hasbro, Disney and Unilever.

BELLITTI WRESTLES COMMS. FOR WWE

Chris Bellitti, former VP of communications at FOX Sports, has entered the ring at professional wrestling promoter World Wrestling Entertainment, where he now holds the title of senior vice president of communications.

Bellitti joined FOX Sports in 2006 as director of communications before eventually becoming communications vice president, where he oversaw media relations, publicity, messaging, crisis and internal communications. Before that, he was a senior manager of communications for ESPN International, where he directed communications efforts and also oversaw media relations activities for ESPN Deportes.



Bellitti

As head of WWE's communications division, Bellitti will be responsible for leading the wrestling giant's global communications initiatives. He'll report to WWE's marketing and communications executive VP Brian Flinn.

JMPR LANDS EAGLE RIDER

JMPR Public Relations has picked up PR duties for 25-year-old motorcycle tourism operator EagleRider.

EagleRider rents motorcycles for enthusiasts and adventure-seekers for trips to iconic destinations around the world. It serves about 100,000 people per year on a membership of \$39 per month.

JMPR, which will serve as agency of record, was tapped for its travel, lifestyle and transportation PR experience. It will promote EagleRider's tour and rental offerings through traditional and social media efforts.

"Our goal is to empower enthusiasts and first time riders to embrace the freedom of the open road and we look forward to working with JMPR to drive even more awareness of what makes our brand revolutionary to the industry," said EagleRider founder and CEO Chris McIntyre.

JMPR president Joseph Molina called the new client "an innovative leader in motorcycle tourism and we're excited to elevate the unique stories behind this brand."

ANTICIPATING DRAMA FOR PREZ DEBATES

By Joe Honick

By the time you read this, reams of copy will have been dedicated to the Presidential debates. It remains to be seen whether anything new can be said or written about the forthcoming debates or candidates' strategies, but one thing remains true, just it did with the Kennedy-Nixon debates: appearance and performance often overpower experience.

Few listening and viewing this time around remember the night of November 26, 1960, when a young Senator John F. Kennedy faced off against incumbent Richard Nixon. According to reports at the time, the more academic Nixon appeared wan and pale, even a little sweaty, while Kennedy was tan, handsome and relaxed. As Time reported, "by the end of the evening, he (Kennedy) was a star."

Certainly, content will be high on the scale of importance this time, but every bit as important will be the performance itself. On one hand, the tough and experienced former First Lady and Secretary of State will be targeted as untrustworthy and hard to like, but also as the first female major party candidate.

It remains to be seen how Hillary Clinton's advisors will have her appear in a way that doesn't emphasize age or gender while stressing her strong presence, experience, confidence and bearing, in the face of her opponent, a bombastic, thrice married businessman who has never held public office and who has broken just about every rule in an unscripted campaign, referring to the competition in ways like one schoolboy shouts at another.

During the monumental Kennedy-Nixon debates, radio listeners thought Nixon had won. TV viewers overwhelmingly saw Kennedy as the winner. Today, while relatively few will hear the debates on radio, millions will see the drama unfold right before their eyes. Will Donald Trump wear his ever present baseball cap almost like a window sticker to top off his TV costume, or simply appear with his carefully coiffed yellow curls, one of the amusingly referenced aspects of a 70-year-old man?

While most polls suggest each candidate has pretty much established his/her voting blocs, the debates could force both Trump and Clinton to be more presidential, and it would surprise, even shock Trump's followers if he were to appear any less tough in the face of his female Democrat opponent. His nonstop bluster has appealed to his supporters as a toughness needed in the White House.

Were Trump to assume the domineering, name-calling stance he's used up to the now, some experts have suggested Clinton could "blow his mind" if she waited a couple of beats to respond, smile and say something to the effect of, "I have sincere sympathy for this man who has to act this way." Such an action, according to these election veterans, would either push Trump to still more invective or push him off his track. It was, after all, unexpected action by a smiling and handsome Ronald Reagan who walked from the debate rostrum across the stage to shake hands with a stunned Jimmy Carter, Reagan looking and acting as if he already "owned" the election.

Almost as important as the contenders will be the stellar media representatives from NBC, Fox News, CNN and ABC, a top-shelf cast of moderates selected by the non-partisan Commission on Presidential Debates. The first debate set for September 26 at New York's Hofstra University will be moderated by NBC Nightly anchor Lester Holt and will feature CNN's Anderson Cooper, ABC's chief global correspondent Martha Raddatz. Raddatz will moderate the second debate scheduled for October 9 at Washington University in St. Louis. Fox News' Chris Wallace will moderate the third and final debate at the University of Nevada at Las Vegas on October 19, just two weeks before election day.

However, as the song goes: "Another opening, another show" is only days away, and the opening act for both contenders and the nation could not be more anticipated.

Joseph J. Honick is president of GMA International in Bainbridge Island, WA.

Labor Day is a day that recognizes the achievements of the labor movement. But quite a few people are having to rely on their own ingenuity and creativity to get by, renting out their homes or parts of them and using their own cars as taxis.

The U.S. Government definition of Labor Day is as follows:

Labor Day, the first Monday in September, is a creation of the labor movement and is dedicated to the social and economic achievements of American workers. It constitutes a yearly national tribute to the contributions workers have made to the strength, prosperity, and well-being of our country.”

But in the Hamptons, an area better off financially than most of the nation, we find that quite a few of our neighbors and friends are having to scratch to make ends meet.

Some streets in Westhampton Beach have a half dozen or more homes that have been listed on Airbnb.com. Other listings are on HomeAway.com. Residents on these streets who complain about congestion or noise are told by officials that proper “permits” have been obtained. The officials like the increased economic activity and are turning a “blind eye” to violations, say some residents.

Anywhere from single rooms to entire houses can be rented for days, weekends or lengthier periods. The Westhampton Beach Airbnb site has more than 300 listings and the same is true for Southampton, East Hampton and Hampton Bays. Prices go from \$50 for a night in a modest neighborhood to \$1,000 or more for a weekend in a tony section. A charge of \$500 for a weekend night is not uncommon.

Speculators Buy Homes

Speculators have bought homes for the sole purpose of renting them. The glut of available homes/rooms has killed the normal rental real estate market, say some local agents. The numerous rentals have goosed the local economy since the homes need service by carpenters, house watchers, cleanup women and men, etc. Thus far the villages are adopting a hands-off policy because of the increased business being generated.

Uber, a similar movement, uses the private cars of its participants.

Some owners of high-priced cars, a common sight in the Hamptons, are renting them out by the day, week or month in order to help meet the payments on them. Arranging this is turo.com.

In the PR/communications arena, recent grads and senior PR pros are finding that the best and maybe the only employment may be setting up their own practices. Millions of businesses need promotion. Quite often the costs of an established PR firm might be out of their range. But businesses can be introduced to the values of PR by recent grads who know their way around the web and social media.

Singles Returning Via Airbnb

The singles market segment, which was driven from

most of the Hamptons by laws that limited the number of unrelated people who could rent a house, are returning in large numbers via Airbnb and HomeAway.

WHB lost four of its six gas stations in the slide that followed the expulsion of the singles as well as at least ten restaurants and nightclubs. An investor has now shown interest in one of the restaurants that closed after declaring bankruptcy owing more than \$600,000. Brandon Quinn of The Southampton Press tabulated the closing of more than 20 local restaurants and clubs in a feature Dec. 2, 2014 Titled: “Hamptons Party Scene Found Dead, Locals Want Answers.”

Airbnb, founded in 2008 by Brian Chesky and Joe Gebbia of San Francisco under the original name of “AirBed & Breakfast,” currently has more than 1.5 million listings in 34,000 cities and 191 countries. It is privately owned and operated.

Laws affecting Airbnb and Uber in Chicago were hotly debated at a meeting of alderman June 22. Mayor Rahm Emanuel’s plans to regulate Airbnb and Uber “descended into chaos,” wrote Chicago Tribune reporter John Byrne.

Both Uber and Airbnb have threatened lawsuits and leaving Chicago if onerous regulations are passed, said the Tribune. Said Alderman John Arena: “Stop letting corporations write our laws to benefit them to the detriment of our communities which are suffering. We are letting them self-regulate themselves and we continue to see what that does to our economy. It drives us further to a Wal-Mart economy. Everything’s cheaper, but you’re not safer and the service is not better.”

Uber, Airbnb, Threaten Suits or Pulling Out

Both Airbnb and Uber “have pushed back hard” against rules that they claim are too restrictive, the Tribune reported. Aldermen representing the up-scale North Side complained that it was being transformed into an “ad hoc hotel zone for partying tourists.” Lincoln Park Alderman Michele Smith said the Emanuel plan was “throwing aside decades of zoning rules in order to turn over the keys to our neighborhood to this \$25 billion multinational company.”

Airbnb threatened a lawsuit over language in the plan that the company said illegally made them responsible for the behavior of Airbnb customers. Company ads said homeowners doing the renting needed the money to make ends meet.

Short-term rentals in the Hamptons via Airbnb and HomeAways have not yet resulted in the level of complaints that led to the passage of draconian anti-singles laws throughout most of the Hamptons in the 1980s and 1990s. The singles were unorganized and put up little resistance. Hampton towns will face strong opposition if they decide to limit the short-term rentals via the two companies. Residents who have complained about too many “B&B’s” on their streets tell us that officials are not ready at this point to clamp down on this new end-run around the ban against more than a couple of singles in any one home.

– Jack O’Dwyer