



Jack O'Dwyer,
Editor-in-Chief

O'Dwyer's Newsletter

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

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STRIDE RITE LACES UP PR HUNT

Stride Rite, which has marketed children's shoes for more than 100 years, is looking for a PR partner, according to an RFI that it reportedly circulated

The Wolverine Worldwide unit says it wants to support its "Built for Childhood" platform introduced in July.

The platform is designed to highlight product innovation, expanded distribution and meaningful social media engagement.

The company also wants to promote its 2016 collection.

Stride Rite, which has 250 outlets in the US and makes the Hush Puppy, Keds, Saucony brands, is targeting millennial moms (18 to 35) with kids up to eight with a focus on toddlers from one-to-five years old.

Wolverine, which is based in Rockford, Mich, posted flat revenues of \$1.3B and net income of \$65.3M during the first-half of the year.



MO SEEKS PR PITCH TO FIGHT HIV, STD SPREAD

Missouri, where a court sentenced a man to 30 years in prison for spreading HIV, drawing national attention, is looking for an agency to guide a sexually transmitted disease education and prevention campaign.

The federal Center for Disease Control and Prevention's Division of STD Prevention, launched in January 2014, is funding a national bid through 2018 aimed to curb HIV and other STDs.

Missouri's Dept. of Health and Senior Services, Bureau of HIV, STD and Hepatitis, released an RFP last week for an agency to use social media to spread its message.

Areas to be particularly targeted include the St. Louis and Kansas city metro areas.

A St. Charles County Circuit Judge made national news last month when he sentenced 23-year-old Michael Johnson to 30 years in prison for recklessly infecting a sex partner with HIV and risking infection in others.

Proposals are due Sept. 30.

RFP: <http://odwpr.us/1M6YshZ>.



COMSTOCK IS FIRST GE FEMALE VICE CHAIR

Beth Comstock, one-time VP-corporate communications at General Electric, assumed the vice chair slot on Sept. 1. She's the first female vice chair at GE.

Comstock's responsible for building out services businesses based on digital/analytics and moving the industrial giant into new markets.

She currently heads GE Business Innovations group, which includes GE Lighting, GE Venture and Licensing, corporate marketing, sales and communications.

"Beth has a proven reputation inside and outside GE for transforming the enterprise and being a catalyst for digital innovation and growth," said CEO Jeff Immelt in a statement. "She has spearheaded our investment in the Industrial Internet -- driving our evolution to a digital industrial company."

Comstock, 55, became corporate communications chief in 1998 and chief marketing officer in 2003.

She served as president of integrated media at NBC Universal and held posts at CBS and Turner Broadcasting.

EDELMAN JUMPS 8.5% IN FISCAL '15

Richard Edelman reports the No. 1 independent firm posted an 8.4 percent rise in global revenues to \$833M for the fiscal 2015 year ended June compared to the 2014 period.

Edelman grew nine percent to \$504.7M in the US and 7.5 percent to \$328.3M overseas. Organic revenue increased by 8.5 percent, acquisition revenue rose 2.7 percent and fluctuating exchange rates decreased revenue by 2.8 percent.

Asia-Pacific/Africa/Middle East enjoyed the fastest rise in organic growth (14.8 percent) while Canada grew 12.8 percent, Latin America advanced 12.7 percent and Europe/UK jumped 6.1 percent.

Digital is 20 percent of worldwide revenue.

FH's CARNEY JOINS GUGGENHEIM PARTNERS

Gerald Carney, a nine-year veteran of Fleishman-Hillard's financial and professional services offering, is joining Guggenheim Partners on Sept. 7 in Santa Monica as managing director and media strategist.

He'll work with corporate communications chief Anthony Lacavaro and coordinate activities with chief investment officer Scott Miner.

Prior to FH, which is owned by Omnicom, Carney worked at Financial Accounting Standards Board, Gavin Anderson and Powell Tate.

Guggenheim is co-headquartered in New York and Chicago and has 25 offices managing assets of \$240B.

MEGABUS INVITES PR PITCHES

Discount bus service megabus.com wants to hear from PR firms for a retainer pact to expand its name among the public.

The Elizabeth, N.J., and Petersborough, Ontario-based carrier, owned by Stagecoach Group (Coach USA), is offering a three-year pact with an annual budget capped at \$900K. It wants “public relations and marketing counsel with a strong emphasis on ideas, media relations and managing our national student ambassador program nationwide.”

Hanser & Associates of Iowa is the incumbent.

Internal communications and government affairs support are also part of the contract.

Copies of the RFP can be obtained from PRProposals@coachusa.com. Deadline is Sept. 30.

HICKS CATCHES PASS FROM GLOVER

Paul Hicks, who was executive VP-communications & public policy at the National Football League, is joining Glover Park Group’s New York office as managing director.

He’ll focus on building the Washington-based firm’s sports marketing business, which already includes six-year client NFL.

“This is a unique opportunity for our firm to add a talented sports executive,” said GPG chief Chip Smith in a statement. “Paul’s wide-ranging expertise in global public relations is an exciting new addition for GPG and our clients.”

Prior to the NFL, Hicks served as regional president for Ogilvy and did a 25-year stint in PA at UST Inc.

KETCHUM PRO RYAN TO COHN & WOLFE

Laura Ryan will join Cohn & Wolfe Oct. 5 as managing director of its US corporate practice after an eight-year stint at Ketchum.

Reporting to US president Dave Herrick, she’ll be in charge of the unit’s day-to-day operations, growth and development across the domestic office network.

Ryan was senior VP/group manager of the Ketchum’s New York corporate group and senior VP/director of the Midwest corporate/healthcare offering, handling thought leadership, executive visibility, reputation, crisis/issues, consumer awareness and sports sponsorships.

She’s been client leader for clients Time Warner Cable, 3M, Morton Salt, Monster.com, Cleveland Clinic and Dun & Bradstreet.

Prior to Ketchum, Ryan was director in Burson-Marsteller’s corporate group and leader of the Thomson Reuters business.

Jim Joseph, C&W Americas president and chief integrated marketing officer, hailed Ryan’s “entrepreneurial spirit” and “brand-building mindset.”

WPP owns C&W while Omnicom controls Ketchum.



Ryan

SLOANE AIDS PUERTO RICO BONDHOLDERS

Bondholders of Puerto Rico’s electric utility have engaged Sloane & Company for communications support as they zero in on terms to restructure a large portion of the power entity’s \$9B in debt.

It is the first major deal in restructuring Puerto Rico’s estimated \$72B debt.

The bondholders and Puerto Rico Electric Power Authority agreed to terms Sept. 2 to overhaul \$5.7B of bonds.

The New York Times reported PREPA’s debt is valued at \$8.1B, but \$2.4B of that is insured with the insurers expected to negotiate separately.

Sloane managing director Dan Zacchei and senior associate Joseph Germani are advising the bondholder group on the PR front.

“Today’s announcement represents a significant positive step for all stakeholders involved – including the people of Puerto Rico – and we are pleased to have reached this agreement with PREPA,” the group’s financial advisor, Stephen Spencer, said in a statement.

The Wall Street Journal said the deal could pave the way for similar agreements between investors and Puerto Rico’s beleaguered public agencies.

The government is working with SKDKnickerbocker and Sard Verbinen & Co. for PR during the fiscal crisis.

F/W/V MOVES INTO HISPANIC MARKET

Raleigh-based French|West|Vaughan has acquired a 50 percent stake in RGAA PR, a Hispanic PR and marketing shop, to pave its way into that fast-growing category.

Staffers of the firm founded in 2011 by Raul Gonzalez will move into F|W|V’s Madison Ave. office.

RGAA represents EA Sports, marketer of FIFA, Need for Speed and UFC video games; Sega Sports Interactive’s Football Manager franchise, and Major League Soccer’s New York Red Bulls.

The firm’s Alexander Stuart, a former MLS staffer and executive for the American Chamber of Commerce in Singapore, will join F|W|V as head of its sports marketing practice.

Stuart will report to Jack Glasure, president of F|W|V’s entertainment offering, while Gonzalez will coordinate with CEO Rick French.

F|W|V also has scooped up the music and entertainment business of ex-Big Hassle Media publicist Seven Trachtenbroit.

He becomes the shop’s artist & entertainment director and brings clients such as The Backstreet Boys, Danny Gokey (American Idol finalist), indie band The Dears, singer/songwriter Emily King, Colorado Springs-based CW Botanicals and its Charlotte’s Web line of hemp products and Uphoric TV digital network featuring coverage of the global music festival circuit.

Trachtenbroit reports to French, a member of the board of trustees at the Rock & Roll Hall of Fame + Museum and one-time counselor to Hall inductee Dave Mason.

BLOOMBERG AXES 90 NEWSROOM STAFFERS

Bloomberg News has cut about 90 newsroom staffers in New York, Washington and overseas as John Micklethwait, editor-in-chief since late last year, puts his stamp on the privately held media giant.

"It always hurts to let talented, dedicated people go, and no journalist likes to tell other journalists that they are losing their jobs," wrote Micklethwait in a lengthy 3,000-word memo.

The cutback is "not about downsizing" but about "refocusing our considerable resources."

The former *Economist* editor wants BN to be the "chronicle of capitalism" and not "slavish boosters" since its "clever busy" clients "don't expect us to know everything about everything, especially when we have so many specialist rivals."

BN will strive to capture everything that matters in global affairs in the areas of business, finance, markets, economics, technology and politics/government. Categories such as sports and education are dropped.

The e-i-c said the editorial job is to expose financiers' mistakes and vanities to probe into imperfect markets and to point to potential speculative bubbles.

He criticized "lengthy self-indulgent stories" because too many failed to engage or seduce the reader.

"We need to put the resources into our new fast commentary team ("Bloomberg Gadfly"), our custom morning briefing ("Daybreak"), more data journalism, increased social media monitoring, our new markets TV show, our global radio network and better coverage of venture capital, market structure and campaign finance," he wrote.

Micklethwait wants to cover more than just what goes on in the company's home city of New York.

He wrote: "We have begun to change this. Government will be run out of Washington, technology from San Francisco. We have appointed new executive editors in London and we will appoint more in Asia."

The refocusing process however is the best way "to be true to our purpose," according to Micklethwait.

PRAMANA ADDS CLINTON SPOKESMAN

Kamyl Bazbaz, spokesman for Chelsea Clinton at the Clinton Foundation, is moving to tech PR firm The Pramana Collective.

"Kamyl has been a critical part of our team from ensuring our ability to share information about Chelsea and the Foundation's work in new ways to new audiences to expanding the understanding of how our programs are helping people all over the world," said Clinton Foundation chief communications officer Craig Minassian.

Bazbaz was a PR hand during Hillary Clinton's 2008 presidential bid and has repped Chelsea as her public profile increased further over the past few years.

Erika Gudmundson, deputy director of comms. at the foundation, is slated to take over as Chelsea Clinton's rep.

Pramana also said it has hired Kristen Whisenand, director of PR for fashion subscription service Rent The Runway and former PR exec at Yelp.

BROOKS' RETURN OFFICIAL AT NEWS CORP.

News Corp. confirmed Sept. 2 the return of Rebekah Brooks, who starred in the phone hacking scandal, as CEO of News UK effective Sept. 7.

She will replace Mike Darcey, whom the company credits with stabilizing operations and developing digital offerings for the *Sun*, *Times* and *Sunday Times*.

Robert Thomson, News Corp. CEO, said in a statement that Brooks' "leadership will be crucial as we work to extend our relationship with readers and advertisers, and develop our digital platforms to take full advantage of our brilliant journalism."

Brooks, a protégé of Rupert Murdoch, was acquitted last year of charges related to hacking and bribery.

News Corp. spent more than \$500M during the past five years on compensation claims and expenses related to the hacking scandal.

London's Metropolitan Police said Aug. 28 that it's considering lodging corporate charges against News Corp following its hacking probe.

The US Justice Dept. does not plan to press charges here.

News Corp. also named David Dinsmore COO of the UK group, and Tony Gallagher editor-in-chief of the *Sun*.

Dinsmore became *Sun* editor in 2013 after serving as managing editor. He began a journalism career as reporter for *The Scottish Sun* in 1990, rising to GM of News UK/Scotland and director of operations for News UK.

Gallagher has been deputy editor of the *Daily Mail* since 2014, after serving as *Daily Telegraph* editor since 2009.

NGO REVIEWS MEDIA SUPPORT IN MIDEAST

The International Media Support non-profit group is reviewing its effort to support journalists working in the hotspots of the Middle East and North Africa.

IMS notes, "The region is plagued by political and social turmoil, insecurity, mass protests, sectarian violence and outright conflict."

Egypt is cracking down on the press and NGOs. Libya is splitting into two countries. Syria is torn by civil war. Yemen, with the backing of Saudi Arabia and United Arab Emirates, is battling rebels supported by Iran.

Copenhagen-based IMS works in the region to improve safe working conditions for male and female reporters and "professional" content.

The overall goal is to bolster institutions that "promote free expression, media freedom and access to information."

IMS expects the review to assess the regional media support plan's impact, relevance, efficiency and effectiveness.

It will contrast its efforts in the "failed state" of Syria and Tunisia, which has introduced democratic reforms.

IMS, which receives funding from Denmark's Ministry of Foreign Affairs, expects its review to be completed by mid-December.

THE TRUMP PUBLIC RELATIONS PHENOMENON

By Fraser Seitel

Sure Donald Trump is very much a bully and a braggart and a bozo. And yes, he frequently stretches the truth about his achievements and offends with his language. And maybe, as most professional political types think, he'll run out-of-steam well before the Republicans anoint their candidate 11 months from now in Cleveland.

But whether you intensely despise him or just mildly dislike him, one thing you've got to admit: Donald Trump is a phenomenon, the likes of which has never before been seen on the American political stage.

And there's a good reason why Jeb Bush and his monied advisors have become increasingly concerned that Trumpomania is real, picking up momentum and must be stopped now rather than later.

Trump has energized the masses by striking the proper public relations note for an electorate distressed by an uncertain economy and shifting cultural mores and exasperated by politicians who don't seem much to care about accomplishing anything beyond their own reelection.

Here's why the Trump public relations positioning has worked so well so far and left the Republican establishment – not to mention, the Hillary brigade – quaking in their boots.

First, Trump is a bona fide celebrity.

In a culture of celebrity, where Q Scores reign, everyone knows Trump. He's been a TV star, gossip-column item and page one bombastic big mouth for years. And he really does know Tom Brady and Barbara Walters and Kanye.

Being a celebrity shouldn't oughta' count for much when you're running for president, but in 21st century America, it counts for plenty. That's why Jeb Bush, et. al. have already spent millions on advertising, while Trump has spent bupkis.

Trump doesn't need to advertise; he's getting wall-to-wall free publicity, largely due to his larger-than-life celebrity.

Second, Trump tells it like it is.

He doesn't talk, Politicalspeak. He speaks directly with language that people understand. You may not agree him, but you certainly know where he's coming from.

Not so with Jeb, who waffled after his support of Common Core educational standards drew conservative criticism. Said Bush when challenged, ““The term ‘Common Core’ is so darn poisonous, I don't even know what it means. I'm for higher standards — state-created, locally implemented — where the federal government has no role in the creation of standards, content or curriculum.” Uh huh.

Nor with Hillary, who explained to friendly interviewer Andrea Mitchell when asked about that pesky personal email account as Secretary of State, “You know, I was not thinking a lot when I got in. There was so much work to be done. We had so many problems around the world. I didn't really stop and think, what kind of e-mail system will there be.” And as to whether she would favor Middle Eastern migrants seeking sanctuary in the U.S., the woman who would be President answered, “Well, it's the world's policies. I mean, it's not only the United States. I advocated for, as I say, a more robust policy.”

Compare that to Trump on Mexican walls, Jeb's lack of energy, Hillary's failure as Secretary of State and any other subject you might care to raise. Trump, for better or

worse, is always brutally candid.

Third, he takes on all comers.

PR consultants, like me, religiously tell their political clients, “Always take the high road, and never ever bad mouth the competition.” Indeed, even the desperate-for-attention long-shot candidates with little to lose -- Chris Christie and Mike Huckabee come to mind -- will only go after “safe targets” like Barack Obama or Planned Parenthood or illegal immigrants.

But not Trump. Trump doesn't listen to PR consultants; he listens to Trump. And he pulls no punches.

And so.....whether it's conservative darling Meghyn Kelly or war hero John McCain or sports legend Kareem Abdul-Jabbar...the Donald let's 'em have it if he thinks they've wronged him. And he goes after them with barrels blazing, in the most undiplomatic, ad hominem way.

It's enough to make a self-respecting PR advisor reach for the ripcord. But Trump, somehow, gets away with it; nothing sticks; so far, at least. And people seem to love the breath of fresh – and often, hot – air.

Fourth, he stays on offense.

In politics as in sports as in life, playing defense isn't usually the way to win. A winner must control the agenda.

When Hillary is forced incessantly to defend her emails or Jeb his energy, they lose momentum, and it hurts their campaigns. But Trump, who has much to be “defensive” about, simply won't abide. He stays on offense no matter what.

When he drew criticism for booting Univision's Jorge Ramos from a press conference, he never wavered about Ramos deserving the treatment for being rude (which he was).

Then when Latinos criticized the candidate for his extreme positions, Trump neutralized the backlash by reaching out to meet with the CEO of the U.S. Hispanic Chamber of Commerce, who praised him.

When conservative radio interviewer Hugh Hewitt trapped Trump by asking gotcha' questions about terrorist leaders the candidate couldn't name, Trump exposed him as a little known talk show host trying to gain recognition (which he was).

The point is that when it comes to being put on the defensive, Trumpy don't play 'dat.

Fifth, he really is an “outsider.”

Whether fair or not, Americans simply don't like politicians, particularly national ones. Since 2002, according to Gallup, the public's approval of Congress has descended steadily, nestling today at an abysmal 14 percent.

And ever since businessman-turned presidential candidate Ross Perot received 19 percent of the vote in the 1992 election, aspirants for the land's highest office have tried to appeal to this anti-Beltway sentiment by billing themselves as “outsiders.”

But Trump is the consummate “outsider.” He makes fun of politicians and means it. He says what he wants, pays his own way, tweets at the drop of an insult, buys no ads, talks to any reporter, calls in to talk shows, throws journalists out of press conferences – and then invites them back in to ask questions.

Fraser P. Seitel has been a communications consultant, author and teacher for 40 years. He may be reached directly at yusake@aol.com.

NEWS OF PR FIRMS**GETO & DE MILLY CATCHES KREMEN**

New York PA shop Geto & de Milly has added Maya Kremen, a 15-year political, labor and journalism pro, to its talent roster.

Kremen has served as senior advisor to NYC Democratic Congressman Jerry Nadler and director of his Brooklyn office.

She reported for Jersey's *Bergen Record* and contributed to the *New York Times*, *Crain's New York Business*, *Village Voice* and *Entertainment Weekly* before joining Nadler.

Most recently, Kremen handled political & communications duties for Associated Musicians of Greater New York union, which covers performers at Lincoln Center, Met Opera and on Broadway stages.

Geto and de Milly expect Kremen to provide her strategic PA counsel and project management savvy to bolster clients.

DIDIT ADDS BERWALD

Didit has acquired Berwald Creative, a Centerport, N.Y., marketing and advertising firm.

Berwald will continue under its name, moving into Didit's base in Mineola, N.Y. The 25-year-old firm handles branding, web and graphic design, online and print ads and other creative endeavors.

BC head Patty Berwald said combining her firms' "purposeful design, engaging marketing, and creative skillset" with Didit's advanced digital capabilities, strategic marketing and PR expertise will present key growth opportunities."

The deal is Didit's eighth in three years.

FH BUILDS CRISIS TOOL

FleishmanHillard has created a new digital crisis communications service FH 2020, which, the firm says, allows businesses to prepare, anticipate, detect and mitigate crises in real-time.

The service takes into account the rapid growth in digital and social media in the realm of crisis PR.

Brian West, global crisis lead for FH, said, crisis is now about monitoring countless social media accounts, websites, platforms and forums "to understand the social dialogue around your brand in order to prevent any crisis before it happens."

Global digital crisis lead Sam Huxley noted that while social can accelerate a crisis, it can also be a "powerful mitigating agent."

FH 2020 includes a network of analysts in key markets providing real-time, multi-lingual data, along with a content creation and distribution system. FH said the system can be set up within minutes of a crisis.

BRIEF: Lori Russo was named president of Stanton Communications, Washington, D.C. The 16-year Stanton vet was a managing director. Peter Stanton remains CEO. ...Marketing of America, a Canal Fulton, Ohio-based SEO and social media firm, has opened a PR division known as MOA PR. Clients have included SugarCRM, Shark Tank and industrial wholesaler HGR.

NEW ACCOUNTS**New York Area**

NKPR, New York/The Fhitting Room, upscale boutique fitness studio with plans for national expansion, for strategic counsel, media relations, influencer outreach and event management support.



Brand Style Communications, New York/Fashion to Figure, plus-sized clothing and accessories, for PR. BSC CEO Zoe Weisberg Coady and A/E Sarah Markowitz handle the account.

Southeast

Fish Consulting, Hollywood, Fla./Kids 'R' Kids Learning Academies, national childhood education franchise, for national

and local consumer PR; World of Beer, craft tavern, for franchise development and national/local PR; Great Clips, hair salon chain, for a national cause marketing campaign, and Tin Drum Asiacafe, fast casual Asian-inspired eatery, for consumer PR in Atlanta and Tampa.



Brave PR, Atlanta/Andretti Indoor Karting and Games, amusement park, for PR.

Midwest

Scorr Marketing, Kearney, Neb./Cryoport Systems, cryogenic logistics, as AOR for marketing comms.

Southwest

TrizCom, Dallas/Legacy ER & Urgent Care, as AOR for PR for the expanding healthcare provider.

West

Murphy O'Brien PR, Los Angeles/The St. Regis

Monarch Beach, luxury beach resort in Dana Point, Calif., undergoing a \$30M renovation; Hotel Zephyr, waterfront hotel on San Francisco's Fisherman's Wharf, and HKS Hospitality Group, global hotel and resort designer, all for PR.



The Brandman Agency, Beverly Hills, Calif./Omni Tucson National Resort, luxury golf resort, for PR.

Cord Media Company, Palm Desert, Calif./Hard Rock Energy Drink, as AOR, including creative, PR, social media, digital media buying and production. PR specialist Lisa Herman leads the account.

Canada

Momentum PR, Quebec/Sirona Biochem Corp., cosmetic ingredient and drug discovery company, for IR, corporate comms. and media relations. The pact is worth \$4,500/month for 12 months, as well as stock options.

NEWS OF SERVICES**OGILVY GETS SETTE FOR RESEARCH**

Kerry Sette, senior VP and director of consumer insights for Hill Holliday/Erwin Penland, has moved to Ogilvy PR to direct its New York-based research group as executive VP.

She reports to EVP and head of insight & strategy for North America, Michael Briggs.

Sette has specialized in multi-country qualitative research, starting out on global studies at Young & Rubicam and later becoming global research manager at Behavioral Insights.

**Sette****AMEC UPDATES BARCELONA PRINCIPLES**

International Association for Measurement and Evaluation of Communication in London last week unveiled an update of the 2010 PR measurement guidelines known as the Barcelona Principles.

The group, known as AMEC, said the so-called Barcelona Principles 2.0 is a new framework put together in a global collaboration that included PR groups like ICCO, Institute for Public Relations, PRCA, PRSA and The Global Alliance.

**Rockland**

David Rockland, Ketchum partner and immediate past chair of AMEC, again chaired the effort. He said the original principles were never intended to be a final or complete solution and were, instead, “simply a place for us to start.” He called the new guidelines, focused more on “what to do” where the first group was more “what not to do,” a “refresh” to “reflect the significant changes we have seen in the media landscape and the emergence of integrated communications.”

AMEC outlined key changes as follows:

Widening the scope beyond PR measurement, changing the language to make it clear that the Barcelona Principles are relevant and applicable to organizations, governments, companies and brands globally.

Reinforcing the importance of integration, recognizing the importance of integrated communications and that measurement must be integrated across geographies, methods (quantitative and qualitative), and channels (including paid, earned, owned and shared media).

Making a distinction between measurement and evaluation, separating the role of measurement from the role of evaluation as the actual process of using data to make a judgment on value and effectiveness.

Including a new focus on qualitative, recognizing the important part that qualitative information plays in measurement and evaluation, adding color and context that helps professionals understand “the why” behind the quantitative outcomes.

Reminding professionals of the need for all measurement and evaluation to be transparent, consistent and valid, giving more advice on approaches and accepted methodologies.

PEOPLE**Joined**

Paul Hicks, who was executive VP-communications & public policy at the National Football League, is joining Glover Park Group’s New York office as managing director. He’ll focus on building the Washington-based firm’s sports marketing business, which already includes six-year client NFL. “This is a unique opportunity for our firm to add a talented sports executive,” said GPG chief Chip Smith in a statement. Prior to the NFL, Hicks served as regional president for Ogilvy and did a 25-year stint in PA at UST Inc.

**Hicks**

John Lee, a 40-year PR veteran who ran his own shop and was director of broadcasting and dir. of comms. and media relations for the New York Racing Assn., to Goodman Media International, New York, as executive director, starting Sept. 21. Agency chief Tom Goodman said Lee will focus on professional services accounts.

**Lee**

Laura Asendio, senior PR A/E, RMR & Assocs., to DPR Group, Frederick, Md., as an A/E.

Liz Byrd and **Lacey Ferguson** to Saxum, Oklahoma City and Tulsa, respectively, as A/Cs. Both were graduate fellows of the firm.

Jon Carvill, senior dir., PR, Qualcomm, to Vevo, San Francisco, as VP of communications. He was dir. of corporate comms., Intel.

Promoted

Karmina Zafiro to VP and **Serene Buckley** to senior director of content strategy, Fineman PR, San Francisco. Zafiro started as an intern in 2004, while Buckley joined in 2011.

Jamey Peters to director of Ketchum South, including the firm’s Dallas and Atlanta offices. He joined in Atlanta in 2004 and made partner in 2013.

Dustee Jenkins to senior VP, comms., Target Corp., Minneapolis. She joined in 2010 from Public Strategies, where she was director, media relations and crisis comms. She worked in government during the recent Bush administration as dir. of comms. for the Dept. of Housing and Urban Development.

Mike Warner to senior VP, GYMR PR, Washington, D.C. He’s a 15-year vet of the firm. **Amy Martin Vogt** was promoted to VP, and **Lauren Musiol** and **Haydn Bush** to managing supervisors. Also, **Frank Walsh** to A/S and **Stephanie Wright** to A/E.

**Jenkins**

Khoo Yin to general manager of FleishmanHillard, Singapore. She led the office’s tech practice and joined FH in 2011.

Amber Landis to VP of public policy, Association for Corporate Growth, Chicago. She’ll lead a Washington, D.C., outpost for the group focused on middle-market companies.

HAVAS' H1 REVENUE JUMPS 19.2%

Havas reported first-half 2015 revenues jumped 19.2% to nearly \$1.2B, including organic growth of 6.3%.

Net income rose 27.6% to \$86.6M.

CEO Yannick Bollore credited a “powerful commercial dynamic” for the strong results, adding that “macro-economic movements of recent days” may present Havas the chance to win new clients looking for a better response to their needs.

He credited the execution of the French firm’s “Together” strategic plan for positioning it as the most agile of the big integrated communications groups.

Bollore said Havas made gains because it continues to focus “on supporting our clients through their process of transformation.”

In North America (+9.2%), healthcare communications and creative drove revenues. PR wins included Goldsmiths (Havas PR Manchester) and Europcar (Paris), while major pickups overall were Novartis, Axa and BBC.

Havas counts 17,500 staffers.

ADELMAN CHECKS OUT KROGER

Jessica Adelman, senior VP of corporate affairs for agricultural giant Syngenta, which has just rejected takeover overtures from Monsanto, is moving Nov. 1 to \$110B supermarket giant Kroger Co. as group VP of corporate affairs.

40-year exec will take charge of reputation, media relations, brand PR, government relations, sustainability, crisis/issues management, and philanthropy.

She replaces the Lynn Marmer, who is retiring after 18 years in early 2016.

Before Syngenta, Adelman directed communications for Cargill Government Solutions.

Rodney McMullen, Kroger CEO, hired Adelman due to her “wealth of public affairs leadership experience and deep knowledge of the food supply chain.”

Cincinnati-based Kroger counts 400K employees working in more than 2,600 stores carrying the Kroger, Ralphs, Harris Teeter, Fred Meyer, Food 4 Less, Dillons and Smith’s logos.

HOLLYWOOD WANTS A PR PLAN

Hollywood, the urban coastal Florida city of 146,000 between Miami and Fort Lauderdale, seeks an agency to burnish its image for business, investment and relocation.

The city wants a firm to create a comprehensive marketing plan and brand identity, including advertising and PR, according to an RFP.

Key targets are business leaders, site selection consultants, economic developers, tourism partners, as well as city taxpayers.

The work will start with a “market investigation,” followed by a brand development and market plan, and execution of a campaign.

A one-year contract will carry three option years. Proposals are due Oct. 1.

RFP: <http://odwpr.us/1KB0dUv>.

MARIN CO. SEEKS SUBSTANCE ABUSE PR

Northern California’s Marin County is looking for a firm to handle PR for its media advocacy and PR push behind its alcohol, tobacco and drug “intervention, treatment and recovery” efforts.

It wants to create a culture where “substance misuse and abuse across all ages is no longer the norm, and substance use disorders are viewed as a health condition rather than a behavioral problem,” according to an RFP dated Aug. 24 from Marin’s Dept. of Human and Health Services.

The department is looking to “ensure that individuals, organizations, and communities within the system of care have the capacity and infrastructure to implement evidence-based services and strategies to prevent, reduce and treat” substance misuse and abuse.”

The PR partner will have five years of experience in the substance category. It is expected to develop media monitoring tools, train adults and younger people as spokespeople and run focus groups.

The anticipated budget is \$200K.

Applications are due Sept. 16. Work begins in October. RFQ: <http://odwpr.us/1M72qao>.

C+G ENROLLS AT AMERICAN UNIV. OF NIGERIA

Conover + Gould Strategic Communications has inked a \$120,000 ten-month program to promote American University of Nigeria’s programs in the fields of education, development and community service.

Opened in 2004 by a former Nigerian vice president, AUN stands as the sole American-style college in sub-Saharan Africa.

Under the leadership of president Margee Ensign, AUN stands as a leader in providing relief to the thousands of Nigerians uprooted from their homes by Boko Haram, the Islamic terrorist group is especially active in AUN’s home state of Adamawa.

The college, via a partnership with Adamawa Peacemakers Initiative, plans to raise funds to provide housing, food, medical and educational opportunities to internally displaced Nigerians.

Ensign briefed media in Lagos earlier this month about the partnership’s goals.

C&S will conduct outreach to print, broadcast and social media outlets.

It also will promote the US-based AUN Foundation’s effort to raise scholarship funds for students at the primary, secondary and college levels.

Heather Conover and Ensign signed the contract Aug. 11. Work began Sept. 1.

APCO'S WILLIAMS DECAMPS TO QORVIS

Adam Williams, who was handling media relations for APCO Worldwide, has moved to Qorvis MSLGROUP to do strategic communications, media relations and PA work.

He’s excited about the opportunity to help Qorvis better serve its client base and expand in the Washington market.

Prior to APCO, Williams served at Boston Consulting Group in the energy practice area and Thomson Reuters’ Americas commodities and energy group.

PR OPINION

The Suffolk League of Women Voters, which champions “due diligence, open inspection and public comment” on key issues, should call for these principles to be followed by public officials in Southampton and Westhampton Beach.

Abuses are taking place including last minute insertion of important items in meetings of town councils that allow no chance for public input. There is almost complete refusal of elected officials to interface with the press in the form of press conferences or answering questions on the phone or even in person.

National LWV, whose slogan is “Making Democracy Work,” also believes in “educating and engaging voters.”

Lawyers tell Hamptonites they can ask officials all the questions they want at public meetings but the officials are under no obligation to reply. Citizens accuse the officials of “hiding behind lawyers.” The “Open Meetings” law of New York State is a law with no teeth in it from the public’s viewpoint.

Estimates are that about 95% of residents of Hampton towns oppose the permanent placement of religious markers of any type on utility poles. Opponents of such markers win elections while supporters are defeated. This is what happened in the June 19 WHB election when Brian Tymann and Rob Rubio displaced incumbents by large margins.

The legality of religious boundaries on public property is an issue that can be argued. But the debate must be fair, open and honest and democratic principles should be followed. They are not.

LWV Quotes Emailed to Officials

We have emailed Mayor Maria Moore of WHB and Supervisor Anna Throne-Holst of Southampton the quote on the website of LWV/Suffolk that says “Government has an obligation to its citizens. Transparency is critical in holding elected officials accountable.”

The LWV chapter in 2012 condemned the redistricting of Suffolk County by the legislature, saying lines had been redrawn “behind closed doors” and that the pleas of LWV and citizens had been ignored. “Back room politics has trumped transparency for our County legislature,” it said.

LWV/Suffolk’s website says “Democracy is not a spectator sport.” It “encourages informed and active participation in government.”

We have asked the Suffolk and national LWV, “Where is the “due diligence, open inspection and public comment” on the proposed agreement of SH with East End Eruv Assn.? A resolution was slipped in during the last few seconds of the Aug. 25 meeting—a resolution that was not on the agenda. There was no chance for public discussion. Council members passed the resolution without comment.

Hampton residents can view the Tuesday, Sept. 8 meeting of the SH Council live at 6 p.m. on local Channel 22, which covers government and civic body meetings. WHB does not provide a similar live telecast.

When will the citizens of SH get to see the proposed agreement with EEEA? This is a matter LWV/Suffolk should look into. Where is the outrage on this issue?

Mayor Moore has said that “perhaps” there should be a meeting of WHB residents to discuss the eruv matter. No such meeting has been scheduled. WHB outside attorney Brian Sokoloff, who was not on an initial agenda for the Sept. 3 meeting, spoke for 45 minutes on legal aspects of the eruv dispute.

Sokoloff Was Filibustering

Sokoloff talked for so long, wandering off the topic into cases not directly involving WHB and the eruv, that we held up a paper on which was written “Filibuster,” pleading with WHB trustees to put a stop to this waste of citizens’ time.

At one point he noted the huge volume of filings by holding his hands about five inches apart and saying this is how thick just one of them was.

Justice Kathleen Tomlinson has complained of the volume of words being generated, saying one filing was 70 gigabytes, equivalent to 125 million pages assuming 1,000 words per page. Sokoloff told Tomlinson that WHB has never opposed an eruv and does not do so now. EEEA and Verizon then asked him to put that in writing. So far, WHB has yet to do that. That is where the legalities stand.

Sokoloff’s speech was a case of “mike control” which we have experienced many times at the PR Society of America Assembly. A parade of 10-11 speakers normally occupies almost the entire morning, blocking delegates from speaking.

Southampton Deal Not Discussed

Ordered to take our seat, we never got to discuss the planned deal of Southampton officials with the East End Eruv Assn. The SH Council, in the last few moments of the Aug. 25 meeting, passed a resolution saying it would stop opposing an eruv if the EEEA promised not to seek any legal or other expenses. This was called “caving to threats and blackmail” by Arnold Sheiffer, chairman of Jewish People for the Betterment of WHB, in a letter published Sept. 3 in the Southampton Press.

Robert Sugarman of Weil, Gotshal & Manges, lead pro bono counsel for the EEEA, won more than \$300,000 from Tenafly, N.J., after a 2001 decision ordering an eruv in that city to be taken down was reversed by an Appeals Court in 2002.

The SH Council did not ask citizens their opinion, said the Sheiffer letter. “Like guilty children about to do something wrong, the action was done quickly with no advance notice.”

We told the WHB meeting that Aug. 25 would be a day that would “live in Infamy” on the town’s record—a day of surrender to the “ever-increasing extortion by court procedural costs imposed by the Orthodox Jews’ legal action” (letter in SH Press by Highhatsize).

The U.S. legal system has plenty of critics including lawyer Marion Munley of Scranton who says jury trials have about disappeared, replaced by decisions made by panels of one or three judges. The same criticism is made by the Anti-Lawyer Party which says there are now a “multitude of pre-trials for pre-trials for pre-trials benefiting the lawyers only.”

— Jack O’Dwyer