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O'Dwyer's Newsletter

The Inside News of
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Communications

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FINN ACQUIRES HORN

Finn Partners has acquired Horn Group tech shop, which generated \$8M in 2014 fees.

Sabrina Horn will take a managing director slot at Finn and head its technology business, which is now its biggest practice with more than 100 staffers and \$20M in fees.

Horn told O'Dwyer's she was thinking about doing a deal for some time. After meeting Peter Finn, she said the decision was a simple one. "He's a straight-shooter with an easy style," she said.



Horn

Horn expects staffers will gain from the opportunity to work on bigger accounts and access to better employee benefits.

The acquisition bolsters Finn's strengths in big data, security, cloud applications, digital publishing and mobile sectors.

At Finn, Horn will focus on business development/client service and report to Richard Funes, senior managing partner.

Gould + Partners facilitated the Finn/Horn deal.

HONDURAS HIRES KETCHUM

Corruption-riddled Honduras, which was rocked by mass protests over the summer, has hired Ketchum to provide ongoing strategic counsel, media relations (proactive & reactive) and to drum up third-party support.

President Juan Orlando Hernandez has rejected calls for his resignation over allegations his political party diverted funds targeted for social development in the Central American hotbed. His term expires in 2017.



The Omnicom unit plans to study Honduras' "products, markets, policies and objectives for the purpose of communicating to client opportunities for PR or publicity programs," according to its agreement.

Honduras has agreed to pay a maximum of \$421,333 for fees/expenses over the course of the one-year pact.

Ketchum reports to Hilda Hernandez, who is minister of strategy & communications for Honduras.

The country is considered the second-poorest in Central America.

PA PIKE LOOKS FOR PR ROADMAP

The Pennsylvania Turnpike, the toll roadway spanning the Keystone State from Ohio to New Jersey, is on the hunt for a PR firm to burnish its image and introduce a new electronic payment option, among other tasks.

The Turnpike Commission's communications and PR department released an RFP encompassing statewide PR for its programs and services, crisis communications, and the introduction of e-Cash Toll, an app alternative to the multistate E-ZPass electronic toll payment service.



Budget for the e-Cash launch is \$200K through June 2016.

Proposals are due Oct. 1. RFP:
<http://odwpr.us/1OaDMpz>.

EDELMAN'S GUIRGUIS TO MSLGROUP US/CEO

Ron Guirguis, who headed Edelman's corporate and public affairs practice, is moving to MSLGroup on Sept. 14 as CEO of US operations.

With more than 20 years of experience, Guirguis has tackled clients in the healthcare, defense, financial services, food & beverage, aerospace and natural resources businesses.

He will report to CEO Guillaume Herbet, who said Guirguis is the "natural choice" to take MSLGroup to the next level in the US.

Before joining Edelman in 2012, Guirguis spent 13 years at FleishmanHillard, working as managing director for PA in Canada and then senior VP/GM of the New York office.

VERMONT WANTS ECONDEV PR PUSH

The Green Mountain State has cast a net for agency pitches to promote Vermont as a "great place to live, work and do business."

The state's Agency of Commerce and Community Development released an RFP on Sept. 9 for a firm to develop a "strategic and tactical" economic development marketing plan.

The RFP follows Gov. Peter Shumlin's June 2015 order to expand Vermont's Dept. of Tourism and Marketing to "Tell the Vermont Story" and attract new business and workers, and promote those that are already in the state.

Heather Pelham, chief marketing officer for the state, is overseeing the search.

Proposals are due Oct. 1.
RFP: <http://odwpr.us/1Y3Ivqd>.

UNITED CEO, PR CO-PILOTS CRASH

United Continental Holdings CEO Jeff Smisek and his PR co-pilots quit Sept. 8 in the wake of a federal probe into whether the Chicago carrier improperly attempted to influence officials at the Port Authority of New York and New Jersey.

Nene Foxhall, executive VP for communications and government affairs, and Mark Anderson, senior VP/corporate & government affairs, also strap on parachutes.

"The departures announced today are in connection with the company's previously disclosed internal investigation related to the federal investigation associated with the Port Authority of New York and New Jersey," United said in a statement. "The investigations are ongoing and the company continues to cooperate with the government."

United named Oscar Munoz, board member and former CSX Corp. COO, as chief.

He's a veteran of AT&T, Coca-Cola and PepsiCo.

The Port Authority runs Newark Liberty International Airport, which is one of United's biggest hubs.



Smisek

FTI REPS PAYPAL

FTI Government Affairs has scooped up DC lobbying work for PayPal, the global online payments company spun off from eBay in July.

Once considered eBay's "crown jewel," PayPal generated \$2.2B in second-quarter revenues, up 16 percent from a year ago.

FTI handles issues regarding mobile payments, cybersecurity and technology for PayPal.

Jeff Murray is working the account. He's the former chief of staff for former Alabama Democratic Congressman Bud Cramer, who joined FTI in January 2014 from his vice chairman job at Capitol Hill Consulting.

Nelson Litterst, President George W. Bush's special assistant for legislative affairs joins Murray on the PayPal business.

IOWA SEEKS PR FIRM FOR 'ZERO FATALITIES'

Iowa is collecting PR proposals to fuel its "Zero Fatalities" driver safety campaign launched in 2013.

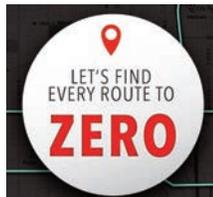
The state's Dept. of Transportation, office of strategic communications, released an RFP last week covering several PR and marketing tasks for the campaign, including creation of strategic communications plans, digital, annual reports/newsletters, and public service ads.

The ZF campaign touts safe driving behavior by addressing speeding, impairment, distraction, drowsiness and seat belt use.

Initially launched in 2013, it was revamped into a multimedia effort last year.

Salt Lake City advertising and PR shop Penna Powers is the incumbent. Proposals are due Sept. 16.

RFP: <http://odwpr.us/1F9MilT>.



MOWER GOBBLES UP HB AGENCY

Eric Mower + Assocs., independent PR shop in Syracuse, is merging with HB Agency, a Boston-based marketing agency catering to the B2B and tech sectors.

Upon the Oct. 1 completion of the transaction, the combined firm will have 250 professionals.

HB will operate as HB/Eric Mower + Assocs. into the second half of 2016 and then adopt the EMA name.

"Together, EMA and HB can offer even stronger capabilities and expertise to clients in the region, especially those in the area's technology sector," said Eric Mower.

HB co-founder/president/creative director Kevin Hart will continue to lead the Boston office and will join EMA as a partner.

The agency's CEO/co-founder Nicolas Boillot will remain as consultant through the end of year, when he will leave to lead SystemOne, which he helped launch.

SITRICK AIDS BANKRATE THROUGH SEC PROBE

Bankrate, the New York-based personal finance information provider charged with accounting fraud by the SEC, relied on Sitrick and Co. for PR counsel through the probe. The company settled the SEC charges for \$15M Sept. 8, while former CFO Edward DiMaria reached a deal to pay more than \$180K. Two other Bankrate execs, former accounting director Matthew Gawsey and ex-VP of finance Hyunjin Lerner continue to face SEC charges.

Sitrick firm member Thomas Mulligan, a former senior financial writer for the *Los Angeles Times*, has advised Bankrate from New York on the PR front.

Bankrate restated its 2012 earnings in June 2015.

FEINTUCH MERGES WITH ROHER

Feintuch Communications of New York is merging with tech specialist Roher PR, Pleasantville, to expand service offerings and deepen their executive talent pool.

Henry Feintuch's six-year-old firm handles clients in the hi-tech, financial services, clean energy, media and professional services sectors.

Richard Roher, son of firm founder Daniel, targets electronics, consumer, telecom, AV and IT companies as clients for the 47-year-old shop.

He'll become managing partner at Feintuch Communications and president of Roher PR Group, which counts SureCall, Atlona and Legrand North America as clients.

The Stevens Group brokered the hook-up.

ZACKS UPGRADES IPG

Zacks has upgraded Interpublic's shares from a "hold" to a "buy" rating due to its bullishness on the ad/PR conglomerate's "growth trajectory."

"We believe the company will enjoy sustained growth in the future, owing to its diversified business and extensive geographical footprint," said Zack's research report.

The ratings service cited IPG's high-tech collaborations across its network and expects Michael Roth's combine to invest in new business opportunities to further boost its "growth trajectory."

Zacks has a \$21 target price on IPG, which is trading at \$19.73. The 52-week range is \$16.27 and \$22.69.

YAHOO'S SAVITT JUMPS TO STX

Yahoo CMO Kathy Savitt—one of CEO Marissa Mayer's first hires when Mayer took charge in 2012—is leaving the company to become president of digital at STX Entertainment.

Savitt will oversee all of STX's global digital strategy and report to CEO Robert Simonds.

In addition to being CMO, Savitt recently took on the role of head of media, where she has overseen the launch of Yahoo Tumblr-supported digital magazines and the creation of Yahoo original programming for video streaming services Screen, the *Hollywood Reporter* said.

Savitt's departure comes on the heels of other high-profile exits from Yahoo, which continues to struggle mightily against Web rivals such as Google and Facebook.

According to re/code, Scott Burke, Yahoo's senior VP advertising and data platforms, left quietly in August after losing much of his portfolio to other execs, and Dawn Airey, who headed Europe and other international units for the company, just left after two years at Yahoo because she was frustrated by a lack of progress at Yahoo.

Yahoo's stock price continues to hover in the \$30-range.

GROGIN EXITS FOX NETWORKS

Scott Grogin, longtime corporate PR chief for Fox Networks Group, is leaving the 21st Century Fox unit by the end of the year, according to a report in *Variety*.

He's been with Fox since 2000, starting out in the broadcast operation and promoting to the VP-corporate communications post in 2008.

Grogin's duties will now fall under the aegis of 21CF corporate communications chief Julie Henderson.

TIMES LAUNCHES CARR FELLOWSHIP

David Carr, the *New York Times* media columnist who died earlier this year, left a legacy of excellent media reporting and mentoring younger journalists. Now the Times will honor that legacy with the David Carr Fellowship, the newspaper announced Sept. 14.

The David Carr Fellow, the Times said, will "spend two years in Times newsroom covering the intersection of technology, media and culture." It is an opportunity, the Times added, "for a journalist early in his or her career to build upon Mr. Carr's commitment to holding power accountable and telling engaging, deeply reported stories."

Carr's "Media Equation" column in the Times was considered a must-read even among the most seasoned media mavens. In addition to writing deeply reported stories about the growing nexus of media and technology, Carr also brought a unique perspective to writing about Hollywood and politics.

Dean Baquet, the executive editor of the Times, said, the paper will be looking for candidates who share his interests, and his openness to new ways of telling stories, "and also people who maybe have an unusual background. David Carr was a recovering drug addict who

came to us from the alternative news media world. That's very unusual for the New York Times."

Carr wrote about his struggles with addiction in his best-selling memoir, "The Night of the Gun."

Carr died, at 58, after collapsing in the newsroom in February. The cause was later revealed to be complications arising from lung cancer, the Times said. Two months later, he was cited as a finalist for the Pulitzer Prize for commentary.

NBCU NEWS GROUP FILI-KRUSHEL WALKS

Patricia Fili-Krushel is negotiating a package to leave her NBC Universal News Group chairman post

"We couldn't come up with a position that made sense for what I'm interested in doing, so we said maybe it's time we part ways," she told *New York's* Gabriel Sherman.

Fili-Krushel, who once helmed NBC Nightly News, took heat from the Brian Williams suspension story and the drop in ratings. Williams is slated to return to MSNBC following his six-month slap. Her lack of broadcast news experience has generated criticism.

In March, Fili-Krushel was "promoted" to the corporate post.

Prior to joining NBC, Fili-Krushel was president of the ABC TV Network and executive VP-administration at Time Warner.

TRIBUNE CO. BOUNCES BEUTNER AT LAT

Tribune Co. has shifted *Baltimore Sun* and *Morning Call* publisher Tim Ryan to the same post at the Los Angeles Times, dumping Austin Beutner after a year on the job. The 56-year-old Ryan also takes the helm of the *San Diego Union-Tribune* and California News Group, posts formerly held by Beutner.

Tribune credited the ousted executive for re-launching LAT's "California" section and introducing civic-minded initiatives such as "Education Matters" and "Emerging US."

Tribune CEO Jack Griffin considers Ryan one of the country's most-accomplished published executives.

"His operational expertise and proven leadership have produced numerous innovations at the Baltimore Sun and Morning Call. Tim's successful track record of strategic acquisitions, revenue diversification and digital transformation are successful models for the industry and for our company," said Griffin in a statement.

During his 30-year career, Ryan worked top jobs at the Chicago Tribune and Philadelphia Inquirer.

He joined the Sun in 2007.

SHARKNADO PUBLICIST JOINS IFC

Sallie Schoneboom, who publicized Sharknado and Sharknado 2, has taken the senior VP-PR post at IFC, the comedy network.

She joins from NBCUniversal, where she held the senior VP communications post for Syfy and Chiller.

Schoneboom, a Disney alum, reports to Ellen Kroner, executive VP/chief communications officer for IFC parent, AMC Networks, and will work closely with IFC president/general manager Jennifer Caserta.

PR & SOCIAL MEDIA VIEWS**TOURISM'S BIG DRAW FOR FASHION**

By Monique Tatum

The concept of fashion PR campaigns mingling with must-see tourist destinations has surged in recent years.

One watershed moment occurred in 2011, when the signature designs of renowned British couturier Alexander McQueen were brought to New York's Metropolitan Museum of Art. The exhibition, titled "Savage Queen," featured an estimated 100 ensembles and 70 accessories that served as a retrospective of McQueen's storied, 19-year career. The exhibit drew fashionistas the nation over to an otherwise unlikely location.

After a two-year renovation, The Met's Costume Institute on May 8 reopened as the Anna Wintour Costume Center. Comprised of renovated galleries, a conservation laboratory, an expanded study facility, and a fashion library, the Costume Institute is now a collection of more than 35,000 relics that represent fashionable dress, regional costumes, and accessories from across five continents and seven centuries. Equipped with the latest video, sound, and wireless technology, The Costume Institute remains on the cutting edge of providing visitors the latest in fashion industry trends.

Fashion PR campaigns also now make an appearance in the world of wax beauty, thanks to New York's Madame Tussauds continual focus on the world of fashion. As it relates to fashion, none may be as impressive as the museum's current figures of Jennifer Lopez and Taylor Swift, both of whom now make mesmerizing fashion statements. The attraction captured the sassiness of Swift by replicating the popular cheerleader outfit from her "Shake It Off" video. The marketing pitch was that the outfit, which is easily recognizable to teens, would be an easy sell for this particular demographic.

Our firm has seen an influx of tourism attraction leads worldwide looking to position themselves strongly with original fashion angles. Our sales department has reported receiving at least one major RFP monthly from separate travel attractions or representatives worldwide.

That influx has led us recently signing the legendary Moulin Rouge of France. Its landmark voyage to the U.S. is part of this year's Best of France celebration in Time Square, Sept. 26-27. Over the years, Moulin Rouge has become the most famous cabaret in the world, internationally known for its French Cancan.

The French extravaganza will also host a widely anticipated fashion show exhibiting the iconic costumes that have played key roles in the Moulin Rouge's storied history. The PR focus offers a strong fashion-based push for the media to recognize historic cabaret's lavish costumes, majestic dances, and sensational French energy are all fashion statements within themselves. This is a prime example of how worldwide tourist attractions are now emerging as fashion public relations focal points.

The flair of fashion is something that will never get old. Trends come and go, and fashion will always find a way to maintain relevance. One component that is becoming very clear is that new runways of tourist attractions may clearly be a hot and catchy mainstay.

Monique Tatum is President and CEO of Beautiful Planning Marketing & PR.

YOU AND MATT HARVEY: SOME WAYS SIMILAR

By Arthur Solomon

If ever there was an incident that emphasized the schism between employer and employee it is the Matt Harvey controversy, about whether the Mets pitcher should call it a season when he reaches a 180 innings pitch limit, supposedly suggested by the surgeon who saved his career.

For those readers who have more important things to do than care about the fortunes of a baseball team, could care less about the rants of talk radio hosts and their fanatic callers, don't take seriously what TV and print pundits preach, a suggestion: Google, read and listen carefully to what Scott Boras, Harvey's agent says, and what Sandy Alderson, the Mets general manager says, because the situation also applies to you and your employer. Like a baseball player with a number on his jersey, despite management sweet talk, you're just an employee number (although not nearly as well paid).

Students of history know that the Harvey-Mets situation is nothing new when it comes to employee-management relationships. Just recently, a federal judge accused NFL chief Roger Goodell of creating his own labor laws, when he ruled for Tom Brady in the deflategate case.

Too many people believe that sports business is different than other entities, and that's too bad. Just as in the early days of American industrialization, all management – including sports – seeks optimum profits, often disregarding the health and safety of its employees.

In the sports world, for years the NFL and NHL ignored the effects of concussions and other injuries and shuffled players in our out of the game in a matter of minutes. (In the NFL, it was often after one play.)+

Barring career-ending injury, Harvey will soon make more money in one season than the great majority of fans and sports pundits, who treated Harvey's and Boras' innings-limited comments as if it was a foreign nation declaring war on the U.S., will make in a life time.

Harvey's agent, Boras, was doing what a caring agent should do. Do what's best for his client's future. And instead of being derided he should be praised.

In our business, the exit door for employees never closes, except for management. No matter how bad managers screw up they are the last to leave.

What Boras did was try to protect the health and future of his client. Alderson's reaction to that was similar to most management types, when push comes to shove, you're just an employee number. Fans scream that with all the money Harvey is making he should put the team first, even if it means reinjuring his elbow and ending his career. They disregard that in all sports, the minute an athlete is deemed not to be able to help the team they are cut loose, the same as employees in other businesses.

My question to all the sports fanatics and pundits who relentlessly disparage Harvey day and night is, "How many of you would put your careers at risk for your employer?" That's why history and experience show that when it comes to employee-employer relationships, put yourself first.

Arthur Solomon is a former senior VP at Burson-Marsteller.

NEWS OF PR FIRMS

KETCHUM MERGES ACCESS, EMANATE

Ketchum units Access Communications and Emanate Communications are merging to become Access Emanate Communications, a standalone firm in the Ketchum network.

Access CEO Susan Butenhoff becomes CEO of the combine on Jan. 1, 2016. Emanate chief Kim Sample is leaving the firm.

Twenty-four-year-old Access, acquired by Ketchum in 2008, is steeped in tech PR, while Emanate, set up by Ketchum in 2006, has focused on marketing PR.

Butenhoff called the combination a merger between "two like-minded PR agencies" that creates a mid-sized firm "with a power boutique mentality."

Ketchum is part of Omnicom.

WPP GRABS BRAZIL PR FIRMS

WPP has acquired Brazil-based PR firms Ideal and ConceptPR with plans to add the units to H+K Strategies and Ogilvy PR, respectively.

Under the umbrella of eight-year-old Ideal Group, the two firms claim 200 staffers, bases in Sao Paulo and an office in Rio de Janeiro. Ideal works for Facebook, Nike, GE and Spotify, among others, while ConceptPR handles Oakley, JBS, and Mondelez.

Ogilvy's Brazil operation will merge with ConceptPR and operate as Ogilvy PR.

WPP says it generates \$1.6B in Latin America via 23,000 employees, including \$600M in Brazil alone with 7,000 staffers.

BRIEFS: Rubenstein PR held its fourth annual White

Party at The Jane hotel rooftop in New York's West Village on Sept. 8, agency chief Richard Rubenstein's bash to celebrate the firm's growth and achievements over the last year. ...**InsideOut**



PR, Sydney, Australia, has joined the IPREX network of agencies. The 10-year-old firm is led by Nicole Reaney and spans consumer, healthcare, tech and food/bev, among other categories of PR. Clients include Top Juice, Supercheap Storage and Redbelly Citrus. IPREX Asia Pacific president David Croasdale of Hong Kong's Newell PR said Reaney's staffers "know what it's like to be on the client side, and their working methodology reflects that."

Montgomery Communications has folded into Steinreich Communications Group, New York. Virginia Montgomery has been named vice president and director of the travel and tourism group of Steinreich Communications in New York City. ...**Hagan Major**, co-founder of New York-based digital ad tech shop YellowHammer, to the board of advisors of **Luckie & Company**, Atlanta. Also, **Jay Waters**, a former chief strategy officer and executive committee member of the firm, takes a board seat, as well.

NEW ACCOUNTS

New York Area

Kwittken, New York/Pantone, global color standard and subsidiary of X-Rite Inc., as AOR for North American PR. The firm will guide an integrated PR program targeting the design community with its intelligence, products and forecasting reports.



CRC, New York/Nicole Andrews Collection, upscale fashion apparel line by actress Nicole Andrews, as AOR for PR.

Nancy J. Friedman PR, New York/Canyon Ranch, for integrated marketing comms. support for its flagship destinations, including Tucson, Ariz., and SpaClub Las Vegas.

Chic Influence, New York/Irma Martinez, celebrity fashion stylist, for national fashion PR.



East

Duffy & Shanley, Providence, R.I./Luca + Danni, American-made, hand-crafted jewelry brand, as AOR, including PR and digital, media relations, events, social media and collaborations.

Crosby Marketing Communications, Annapolis, Md./Sheppard Pratt Health System, private, non-profit provider of mental health services, for strategic marketing services.

Southeast

Trevelino/Keller, Atlanta/Sphere Realty Capital, online crowdfunding platform for individual and institutional investors, as well as real estate companies, for marketing, PR and brand messaging.

West

Landis Communications, San Francisco/On Lok, health services for elderly and critically ill in Bay Area, for brand awareness, partnerships, donations, clients and visitorship; 399 Fremont Street, 42-story for-lease apartment building under construction, for a comms. strategy; The Shanti Project, non-profit for people with life-threatening illnesses, for comms. related to its merger with Pets Are Wonderful Support (PAWS), and Art Silicon Valley San Francisco, for media relations and promotions for the Oct. 8-11 show in San Mateo.

Bob Gold & Associates, Santa Ana, Calif./TVGear, digital store for world-class home theater and high-fi TV accessories, for PR, including the launch of its website.

International

Shinn Communications, Toronto/Tour Management Institute, tour director and tour guide training school, as AOR for PR in Canada and the US.

Lewis PR, Hong Kong/SkyScanner, flight and travel portal, as AOR for integrated comms. across Hong Kong and Taiwan.

NEWS OF SERVICES**PALMER NAMED CEO OF NATPE**

Matt Palmer, former senior marketing exec for Disney, Viacom and Discovery Comms., has moved to NATPE, Los Angeles, as chief marketing officer of the content production and development firm for the TV industry.

Palmer leads strategy and creative for the company's marketing, branding, PR, research, digital and strategic planning efforts.

He is a former senior VP and GM for Demand Media and SVP of marketing for the Disney Channel.

**Palmer****TRUTH NABS CLIOS**

The anti-tobacco campaign Truth Initiative was awarded two Gold CLIO Healthcare Awards for excellence in public relations for advertising.

The effort's "Finish It" campaign, launched in 2014 earned the honors. "Unpaid Spokesperson", which debuted at the 2014 MTV Video Music Awards and exposed the negative social impact and influence of celebrities photographed smoking, earned the Gold CLIO for health services and corporate comms.

"Left Swipe Dat", a music video released at the Grammy's in 2015 featuring Becky G and Fifth Harmony that made the case that smoking is deadly health and on-line dating life, took a Gold CLIO for in the lifestyle category.



Robin Koval, CEO and president of Truth Initiative, said the re-launched (2014) truth campaign was the first step, followed recently by a new corporate identity and website. "We believe in the power of this generation, and it is very gratifying to be honored for the creativity and energy we are bringing to the fight against tobacco," he said.

M STUDIO RELAUNCHES SIMPLE SHOES

M studio, Asbury Park, N.J., nabbed a web development and digital marketing pact from Simple Shoes, the California sneaker company that grew a cult following.

M studio said it will work closely with trademark and intellectual properties owner Denis Ryan of ICB International and sales partner and licensee Harbor Footwear, to re-introduce Simple Shoes with the brand's fall 2015 men's line. The work includes creative direction and development of a new e-commerce site, as well as all digital marketing on the company's behalf.

"Relaunching a brand that is coveted worldwide is a project our team can't wait to dig into," commented Jenna Zilincar, owner and creative director of M studio. The contract includes brand content creation and social media.

PEOPLE**Joined**

Sarah Segal, who was corporate communications director at CafePress, has joined The Blueshirt Group as media relations & corporate marketing director. She has solid journalism experience, gained from on-camera TV reporting jobs in New York and California and working for "20th Century with Mike Wallace" and "NBC News Special Reports." Alex Wellins, co-founder/managing director of Blueshirt, called media relations is a "strategic complement" to the firm's investor relations capabilities. CafePress is a client of San Francisco-based Blueshirt.

**Segal**

Tommy Smith, CMO, ORNL Federal Credit Union, to Ackermann PR, Knoxville, Tenn., as VP of marketing strategy. He handled consumer marketing and other duties for Dell in Ireland and Texas.

**Dichito**

Danni Dichito, digital specialist, Townsquare Interactive, to MMI, Raleigh, N.C., as project coordinator.

Elizabeth Hart, who was chief to staff for Delaware Congressman John Carney, has joined Crossroads Strategies. The 15-year veteran of Capitol Hill worked for Democratic Representatives Baron Hill (IN) and Melissa Bean (IL) prior to Carney. CEO John Green and chairman Stewart Hall head Washington-based Crossroads. Green co-founded the firm along with Federalist Group, which was acquired by Ogilvy PR Worldwide. Hall helmed Federalist and went on to the managing director post at Ogilvy. He praised Hart for her "strategic vision" and "proven ability to navigate the House Democratic Caucus as well as tested experience as a political operative."

Mallory Hanneke, media marketing manager, Dollar Loan Center, to Preferred PR, Las Vegas, as a PR specialist. Also, **April Aggacid** joins as PR admin. assist.

Damian Rintelmann, SVP of digital for Delucchi Plus and Weber Shandwick, to IMRE, Baltimore, as digital lead. Jason Burelle, prev. with McCann HumanCare and Rokkan, joins as assoc. creative dir. in New York.

Promoted

John Kerr to chief digital officer, Zeno Group. He continues to be based in Singapore, leading its Asia-Pacific network.

**Gray**

Caley Gray to VP of communications for NBCUniversal's Content Distribution Group, a new post overseeing the company's multibillion-dollar content portfolio of USA Network, Bravo, MSNBC, Sprout and others. He joined in 2013 as senior dir., corporate comms. He reports to Juliette Morris, EVP, partner marketing and comms., NBCU.

Molly Hyland to dir. of community and foundation advisory services for the St. Louis market, Commerce Bank. The FleishmanHillard alum joined Commerce in 2007 in its PR and IR unit.

PR NEWS GROUP'S SCHWARTZ JOINS O'DWYER

Matthew Schwartz, formerly group editor, PR News, has joined the O'Dwyer Co. as associate publisher/editor. He had been with PRN since January 2013 after previous editorial posts at BMA Buzz, Crain's BtoB and Media Business, Advertising Age Custom, *min magazine* and other business media.

Schwartz managed and edited offline and online content for PRN, focusing on all facets of PR. He also managed contributing writers at the senior level from both corporate and agency sides and recruited new ones.

Duties included editing and managing ancillary media products such as the annual PRN Salary Survey and several digital publications covering various facets of PR and marketing.

He contributed regularly to prnewsonline.com and PRN's blog, hosting and moderating live events and webinars. He spoke at PR industry conferences including the spring meeting of the PRSA Counselors Academy.

Schwartz will have both editorial and publishing responsibilities at the O'Dwyer Co. He had a previous stint at PRN as editor from 2003-2005.

He is an honors graduate of American University, Washington, D.C., receiving a B.A. in communications/journalism.

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CRYSTAL RUN SEEKS PR RX

Crystal Run Healthcare, a multi-specialty group practice of more than 350 physicians serving New York's Hudson Valley region and lower Catskill Mountain region, is circulating an RFP for PR and advertising.

The overall goal is to strengthen its reputation of being a provider of "consumer-focused" branded health-care.

The Middletown-headquartered company wants to bolster awareness of its specialists who treat diabetes, high blood pressure, coronary artery disease, and congestive heart failure, as well as its 20th anniversary, which is slated for December.

The mix of traditional and social media outreach also would support the recently launched Crystal Run Health Plan, which offers cheaper premiums than competitors.

Interested PR firms must respond by Sept. 18.

GILLIBRAND GOES GLOBAL

Glen Caplin, senior communications director for New York Senator Kirsten Gillibrand, has moved to Global Strategy Group as senior VP.

For Gillibrand, Caplin handled spokesperson and social media duties and counseled on policy issues and political strategy.

He's founder of a grassroots marketing and radio promotion firm serving the music business and clients such as Atlantic Records, Columbia Records, Jive Records, Island Def Jam Music Group and RCA Records.

Earlier, Caplin was VP at Rubenstein Assocs.

At New York-based GSG, he's handle strategic communications and PA issues and do media outreach in NYC, DD and other national markets.

MILLENNIUM DEFENDS CORDISH

Bruce Crawley, president/owner of Millennium 3 Management, wants his fellow Philadelphians to have better understanding of Cordish Cos., which hired Crawley's PR firm earlier this month amid allegations that the casino company racially discriminates against black patrons.

"The best PR strategy is to aggregate the actual track record of Cordish, which has had an outstanding reputation for close to 100 years, and share that information with [city] leaders and the media," Crawley said. "We've got to bring brand awareness to the city."

Crawley stressed that his firm was not hired simply because it is black-owned and Cordish is fighting racial discrimination allegations.

Cordish hired Millennium following a series of charges and countercharges involving the company that wants to build a \$500 million casino and hotel in South Philly.

A new report by the Philadelphia chapter of the National Action Network contends that Cordish systematically seeks to limit the number of blacks who enter its venues in Louisville, and Kansas City, MO, according to Philly.com. However, Zed Smith, Cordish's COO, told the *Philadelphia Daily News* the charges contained in the report are "false and malicious" and are similar to allegations tied to a labor union.

Paula Peebles, chairwoman of NAN's local chapter, called on City Councilman Kenyatta Johnson, whose district the casino and hotel would be built in, to hold off on introducing zoning legislation for the project until Council has hearings to investigate the discrimination allegations, Philly.com said.

Crawley said he has spoken with both the CEO and the head of gaming operations at Cordish, which is based Baltimore, regarding the communications strategy in response to the charges in Philly.

"We're confident that, once the communications plan has been effectively deployed, the City Council and community leaders will see the great impact that Cordish will have on the city," Crawley added.

COOK TO LEAD ANNENBERG'S PR PROGRAM

The USC Annenberg School for Communication and Journalism has named Golin CEO Fred Cook director of its strategic communications and PR center.

While continuing CEO responsibilities at the Interpublic property, the 66-year-old will become an Annenberg professor of PR studies, concentrating on innovation and leadership. "This is the first time USC Annenberg has had an active CEO as center director," Annenberg director Willow Bay said in a statement. "We are thrilled to have someone with Fred's credentials and experience join our team."

Cook is eager to apply the experience that he gained from 30 years at Golin to Annenberg.

Since the publication of his book, "Improvise—Unorthodox Career Advice from an Unlikely CEO," Cook has been a fixture on the college lecture circuit.

The biography chronicles Cook's work experiences gained from jobs such as cabin boy on a Norwegian tanker, doorman at five-star hotel and chauffeur for drunks.

Southampton and Westhampton Beach officials are failing to support the First Amendment rights of residents who don't want religious symbols on public property. SH on Sept. 8 cut a deal with the East End Eruv Assn. that lets it erect a Jewish religious boundary on utility poles in return for not seeking monetary penalties.

WHB has put up a lot of verbiage in this battle but it amounts to a half-hearted effort to block what is a violation of the First Amendment. Quogue continues the battle, focusing on its allegedly strong sign laws.

Says the Legal Information Institute:

"The First Amendment guarantees freedoms concerning religion, expression, assembly and the right to petition. It forbids Congress from both promoting one religion over others and also restricting individual religious practices.

"It guarantees freedom of expression by prohibiting Congress from restricting the press or the right of individuals to speak freely. It also guarantees the right of citizens to assembly peaceably and to petition their government."

The challenged legality of eruvim is a national issue since blocking them in the Hamptons would jeopardize eruvim throughout the U.S., EEEA has said.

Half-Hearted Effort From the Start

If WHB officials were sincere in their efforts to educate citizens about the eruv issue, the WHB website would bristle with relevant documents including the 6,000-word conference Feb. 26 hosted by Justice Kathleen Tomlinson; Prof. Alexandra Susman's 34-page treatise calling eruvim unconstitutional, and Prof. Marci Hamilton's 18-page paper saying the same thing,

That only scratches the surface of the materials available on this subject.

Unlike Southampton and Quogue, which quoted their sign laws, WHB chose to ignore its own law. It has put up a smokescreen of verbiage ever since. Its current stance, told to Justice Tomlinson Feb. 24, is that it has never opposed an eruv in WHB and does not do so now.

WBH officials should have prominently publicized the appearance of outside legal counsel Brian Sokoloff at their Sept. 3 meeting, who was a last day addition to the agenda.

WHB Trustees Tried to Block Comment

The videotape of the meeting shows this reporter trying to talk about the eruv dispute at 1:11 of the tape. We were interrupted numerous times by outside legal counsel Stephen Angel shouting, "Address the board!"

We had addressed the board at the start of our talk and also said we would speak to citizens in the room and viewers of the taped meeting by looking at the audience and the camera. WHB meetings are re-broadcast on local public service Channel 22 and WHB's own website. SH Council meetings are broadcast live by Channel 22.

Angel ignored our acknowledgement of the board and kept shouting, "Address the board! Address the board!" Despite attempts to shut us down, we talked for ten minutes. Court decisions saying eruvim are "invisi-

ble" ignore their visibility on the web. Southampton, of which WHB is a part, signed a deal with the East End Eruv Assn. to allow an eruv in exchange for EEEA's promise not to seek penalties and costs. There was no chance for public comment on this deal.

Resident Is "Appalled" by Interruptions

Local resident Peter Zegler said he was "appalled" by attempts to block us from speaking.

"The trustees were disrespectful to a citizen in the public forum part of the meeting after allowing Sokoloff to control the mike for 55 minutes including 35 minutes for initial, uninterrupted remarks," said Zegler. "It was a disgraceful example of trying to block speech in a public forum," he said

Predictions are that WHB may take the same deal as SH—allow an eruv in exchange for EEEA dropping monetary claims.

Said O'Dwyer: "About 95% of residents of SH, WHB and Quogue don't want utility poles in their towns to bear permanent symbols of any religion but their elected officials, along with Verizon and Long Island Lighting, are failing to support them.

Prof. Susman Should Be a Speaker

The lopsided Sept. 3 discussion should be offset by an appearance by law Prof. Alexandra Susman of UCLA. Sokoloff said he included her 34-page essay, which argues that eruvim are unconstitutional, in early motions in the case, but said that "a law review article is not the law."

Prof. Susman's arguments note there is a new definition of "reasonable person" because of increased public knowledge about eruvim and other matters. Court decisions claim that eruvim are "almost invisible" although they are depicted on websites.

"The government proclamation required to set up an eruv in a community presents the most serious problem of government endorsement," Susman writes. WHB has a \$9.8 million budget and plenty of money to fly Susman to WHB and pay her a fee.

Where is the "government endorsement" of eruvim, required by Jewish law, in any of the Hamptons eruvim? Is agreeing to allow an eruv under threat of millions of dollars of legal fines, fees and penalties something that qualifies as "government endorsement?" Contracts are not supposed to be legal if there is coercion. What EEEA is doing is legal terrorism.

Zegler, in a letter in the Sept. 10 Southampton Press, rapped the SH/EEEA deal. "Our elected officials, Town Supervisor Anna Throne-Holst and Council members, decided to stop fighting for our First Amendment rights.

"Stop fighting? Since when has any governmental body in this country had the right to stop fighting for our Constitutional rights? Especially without consulting those of us who elected them to office.

"Remember," he wrote, "You work for us! And to decide not to fight for and uphold our First Amendment rights is cause for resignation by each and every one of you."
— Jack O'Dwyer