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# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## CANADA SEEKS FIRM TO SELL ENERGY DEV

The Northwest Territories, the vast and remote region of northern Canada believed to contain vast shale oil reserves, is looking for an agency to sell energy development to the region's residents.

An RFP calls for the region's government to deploy "factual and useful information" regarding mining and oil exploration "in a meaningful, respectful and comprehensive manner."

The search comes after Canada's National Energy Board said in May that nearly 200 billion barrels of oil may sit beneath the Territories. The National Post reported the reserves are on par with the massive Bakken field in the US.

The NWT wants a firm to design a three-year communications plan for the endeavor, including public service ads, trade show-style events, fact sheets, social media and other public outreach tools.

A budget has not yet been set. Proposals are due Oct. 6.



## ROTHENBERG OUT AT EMBATTLED TURING

Craig Rothenberg, the veteran Johnson & Johnson communications exec who moved to embattled Turing Pharmaceuticals in July, has left the company.

Turing is facing questions after it raised the price of a drug for cancer and HIV patients 5,000%.

Rothenberg has opened his own shop, Rothenberg Communications, based in Short Hills, N.J.

Alan Ripp of Ripp Media is supporting the company's PR in the crisis.

CEO Martin Shkreli, who initially took a defensive posture against the story and criticism via his Twitter account, reversed course last week and said the company would roll back the price increase of Daraprim.

The *New York Times* lit a fire under Turing this month when it documented the company's plans to raise the price of Daraprim from \$13 a pill to \$750. The Times picked up on a criticism of infectious disease specialists who argued the massive increase would push hospitals to seek other treatments that might not be as effective.

Turing said its top concern is ensuring that patients have efficient and affordable access to Daraprim. It said "that and public concern about the price" led to the decision to lower the cost of the medication.



Rothenberg

## EDELMAN ACQUIRES UK'S SMITHFIELD

Edelman has acquired Smithfield Consultants, the London-based financial communications and IR shop.

Ed Williams, CEO of Edelman UK/Ireland called the deal a "milestone event" for his operation.

The 20-member Smithfield firm "also complements the strong capital markets teams we have in North America and Asia and expands the firm's transaction advisory and investor relations capabilities globally," Williams said in a statement.

John Kiely, Smithfield CEO, who has more than 25 years financial communications experience, is a "brilliant cultural fit" with Edelman, according to Williams. "Their unflappable, quiet, modest approach belies a deep knowledge and understanding of the financial services sector, an exceptional roster of clients and long-term relationships," he said.

Smithfield will maintain its brand identity within the Edelman organization.

## Edelman Toggles Between New York, Chicago

Edelman CEO Richard Edelman said last week he will return to his hometown, noting that he's "decided to take an apartment in Chicago, to split my time between New York City and the city of my birth."

Edelman's decision to divide his time between New York and Chicago comes several months after it was reported that Edelman and his wife of nearly 30 years, Rosalind Walrath, were getting a divorce.

In a blog post, Edelman said he will reengage the city in which he grew up—and develop new revenue streams in the process. "I am going along with Toni Irving of Get IN Chicago to the Englewood neighborhood for a community redevelopment effort, replete with jeans and gloves and hard work on assembling a playground. I am going to ride a bike up to Northwestern University in Evanston, along the lake front."

Edelman said he'll join the board of the University of Chicago Medical Center and will be working on clients in Chicago. "I will also try to open doors at companies where we are not presently involved," he said.

## SCHILLER LANDS AT WEBER AFTER TWITTER

Vivian Schiller, who left a top news partnerships post at Twitter in October amid a revamp, has landed at Weber Shandwick in an executive-in-residence, advisory role.

Schiller is a former chief digital officer for NBC who held posts at CNN, Discovery Communications and the New York Times. She also served as CEO of NPR.

For Weber Shandwick, she will work with the firm's Mediaco content operation.

### **MKW ADVOCATES FOR UKRAINE AID**

MKW Group is working Capitol Hill to line up finance assistance to Ukraine and promote its commitment to free enterprise, press freedom and human rights.

The six-month contract runs through the end of the year and carries a \$25K monthly retainer for the DC-based crisis management, strategic planning and legislative branding shop.

MKW is working on behalf of the Trident Foundation in London.

Trident, which was formed by Ukrainian business executives, supports the policies of Yulia Tymoshenko, former prime minister of the former Soviet republic who lost a run for the presidency in 2014.

Trident, in 2014, signed Wiley Rein as lobbyist to highlight political developments in Ukraine in the aftermath of Russia's invasion and annexation of Crimea.

### **SUMMIT TO FOCUS ON DIVERSITY IN PR FIELD**

Strategies on how the PR industry can improve diversity, promote professional development and develop new partnerships will take center stage at a daylong summit next month held by the National Black Public Relations Society.

The one-day, invitation-only summit, which will be held Friday, Oct. 30, will be an off-the-record discussion. Representatives from major brands, agencies and organizations, including Coca-Cola, Edelman, Golin Harris and Wells Fargo, are scheduled to participate in the October summit.

Participants will tackle how the industry can develop specific actions to spur diversity throughout the PR field and create more opportunities for black-owned businesses.

"We are setting out on a course that is designed to hold the industry accountable for its diversity efforts and position NBPRS as a critical partner in transforming agencies and corporations, and empowering black-owned businesses for the global opportunities of the future," said Richelle Payne, president, NBPRS Inc., in a statement.

An industry white paper, authored by Drs. Rochelle L. Ford, Professor and Chair, Newhouse School, Syracuse University and Clarke L. Caywood, Full Professor, Medill School of Journalism, Northwestern University, will offer several insights into the data gathered from an industry wide survey conducted earlier this year.

### **SARD, BRUNSWICK WORK LYFT'S CHINA MOVE**

Didi Kuaidi, the Uber of China, worked with Sard Verbinen & Co. and Brunswick Group on PR for its \$100M tie-up with San Francisco-based ride-sharing service Lyft.

The deal brings Lyft to the China market and gives Didi Kuaidi a stake in the company alongside Andreessen Horowitz, Alibaba and Carl Icahn, among others.

Lyft president John Zimmer noted DK is "the clear market leader in China and has invaluable local expertise."

Sard Verbinen's San Francisco office advises DK stateside, while Brunswick handles overseas PR duties.

Forbes this month called DK "Uber's mortal enemy."

The OutCast Agency works with Lyft on the PR front.

### **ICR HANDLES STARWOOD WAYPOINT DEAL**

ICR is handling media relations for Starwood Waypoint Resident Trust's merger with Colony American Homes to forge a real estate giant with a portfolio of more than 30K owned/managed single-family homes with a combined asset value of \$7.7B.

The transaction, which values CAH at \$1.5B, is expected to result in synergies pegged from \$40M to \$50M.

Barry Sternlicht, CEO of Starwood, called the deal a "transformative event."

"Combining two best-in-class teams, with a superior portfolio of homes in carefully selected markets, positions us to deliver long-term capital appreciation for our shareholders while earning compelling current yields at or above those currently available in other major real estate asset classes," Sternlicht said in a statement.

ICR's Jason Chudoba represents Starwood in the deal, while Blinksilver PR's Caroline Luz and Kristin Celauro work for Colony.

### **EX-MCCAIN AIDE JUMPS ON FL RAIL PROJECT**

Melissa Shuffield, a former aide to Sen. John McCain, has signed on as senior VP-PA for All Aboard Florida, which plans to build a high-speed passenger train line--along with mixed use real estate development--from Miami to Fort Lauderdale with stations in West Palm Beach and Orlando.

When completed in mid-2017, the Florida East Coast Industries project will be the only privately owned and operated intercity passenger rail company in the US.

Shuffield served as press secretary for the Arizona Republican in the Senate and during his 2008 Presidential campaign. She also did a stint as press secretary for former Florida Senator Mel Martinez.

Shuffield, who also worked at JP Morgan Chase as executive director for corporate communications, joins AAF from EWM, a Miami real estate developer.

Fortress Investment Group, a private equity fund with \$72B assets under management, owns FECL.



**Shuffield**

### **FTI WORKS \$4.6B GLOBAL CHIP DEAL**

FTI Consulting's strategic communications operation is advising Silicon Valley's Atmel Corp. in its \$4.6B acquisition by London-based Dialog Semiconductor.

The companies said they expect to be a \$20B powerhouse by 2019.

"By bringing together our technologies, world-class talent and broad distribution channels, we will create a new powerful force in the semiconductor space," said Dialog CEO Jalal Bagherli.

Dialog makes circuits for smartphones, tablets, LED lighting and other smart home applications, while Atmel manufactures microcontrollers, touch solutions and other components for electronics.

Atmel is based in San Jose.

FTI's PR role includes London and Frankfurt.

**SI EXPANDS VIDEO OFFERINGS WITH SI FILMS**

Online video and sports are the online equivalent of peanut butter and jelly sandwiches, or Lennon and McCartney: The perfect blend. Now, Time Inc. is combining video and sports with the introduction of Sports Illustrated Films.

SI Films, which premiered Thursday with two videos programs on Brett Favre and a minor league hockey team, will feature original programming made for digital, television and over-the-top distribution. The site will house archived Sports Illustrated programs and will eventually feature live programming and other original productions.



The new site should be a fairly robust PR vehicle for both brands and organizations affiliated with sports. It will also appeal to PR and marketing agencies that represent sports companies and/or brands that serve the sports profession. SI's new site augments existing video programming, such as daily live talk shows and video shorts.

SI Films is launching after Sports Illustrated Group earlier this year acquired FanSided, a blog network of 300 sites, and introduced Campus Rush, devoted to college football.

The rollout of Sports Illustration Films comes nine months after SI laid off its entire photography staff and a handful of employees on the editorial side in what was explained as a complete reevaluation of the publication's strategy, according to PoliticoMedia.

**VOLKSWAGEN UNDER SIEGE**

Volkswagen AG is engulfed in an emissions-cheating scandal that affects 11M of its cars sold worldwide. The scandal has cost Chief Executive Martin Winterkorn his job, claimed nearly a third of the automaker's market value and sparked a criminal probe by the U.S. Justice Department. Now it's now up to Porsche CEO Matthias Müller, who is expected to take charge of Volkswagen, to mop up the mess and prevent any further damage to the company's reputation.

The scandal stems from the disclosure earlier this month by the U.S. Environmental Protection Agency that Volkswagen admitted using software on some of its VW and Audi diesel-powered cars to cheat emissions tests.

The Environmental Protection Agency issued the company a notice of violation and accused the company of breaking the law by installing software known as a "defeat device" in 4-cylinder Volkswagen and Audi vehicles from model years 2009-15.

"Using a defeat device in cars to evade clean air standards is illegal and a threat to public health," Cynthia Giles, the E.P.A.'s assistant administrator for the Office of Enforcement and Compliance, told the New York Times. "Working closely with the California Air Resources Board, E.P.A. is committed to making sure that all automakers play by the same rules. E.P.A. will continue to investigate these very serious violations."

VW on Sept. 21 said that 11 million diesel cars worldwide were equipped with the same software that was used to cheat on emissions tests in the United States. The company also issued a de facto profit warning because of the costs of repairing vehicles to comply with pollution standards.

The statement was the carmaker's first admission that diesel cars outside the United States may have the software that led the Environmental Protection Agency to accuse the carmaker of deliberately evading pollution tests. Previously, the company had acknowledged only that the problem affected about 500,000 vehicles in the United States.

Volkswagen said it would set aside 6.5 billion euros, or about \$7.3 billion, to cover the cost of servicing the affected vehicles "and other efforts to win back the trust of our customers," according to the New York Times said. The money would be booked in the third quarter, Volkswagen said.

The crisis has taken a severe toll on Volkswagens' stock prices, with shares falling from roughly \$160, to \$116, or about 30 percent.

The Obama administration on Sept. 18 directed Volkswagen to recall nearly half a million cars from the road, saying the German automaker used software intentionally designed to circumvent environmental standards for reducing smog.

Volkswagen said it would stop selling the remainder of its 2015 also said it would model Volkswagen and Audi diesels and not offer its 2016 diesel cars.

But that's the easy part. The hard part is to explain to the public why the company tried to cut corners, how it's going to ensure that it won't happen again and what the company is going to do—specifically—to improve its protocols and earn the trust back of consumers and the public.

**COMCAST ENLISTS EGGERT**

Comcast has named Carol Eggert VP-military & veteran affairs, a new position at the cable TV giant.

She will handle outreach to the armed services community including recruiting and hiring.

Eggert, who has more than 30 years of military and civilian experience, recently retired as brigadier general. She's a graduate of the US Army War College, who later served on its faculty.

Comcast says it hired 4,200 veterans from Jan. 2012 through March 2015. In May, it announced plans to hire 10,000 reservists, veterans and spouses/domestic partners through 2018.

Eggert reports to Dave Watson, executive VP at Comcast Cable, and Ian Trombley, president of operations/technical services at NBCUniversal.

**KOROSEC JOINS ENQUIRER MEDIA**

Libby Korosec, who handled external relations for parent company of the Cincinnati Reds Major League Baseball team, will join Enquirer Media in mid-October.

As director of client strategy, Korosec will handle business development and B2B marketing programs.

(Continued on next page)

## **PR & SOCIAL MEDIA VIEWS**

### **KOROSEC JOINS ENQUIRER MEDIA (Cont'd from 3)**

At Castellini Management Co., she did PR, government/community relations, PA and charitable-giving.

Earlier, Korosec led corporate communications at Northlich, a top ad/PR shop in the Queen City, and served as spokesperson for ex-Mayor Roxanne Qualls.

Enquirer owns Cincinnati/Kentucky Enquirer and 50 community/digital brands.

### **AXEL SPRINGER SPRINGS ON BIZ INSIDER**

German publisher Axel Springer is negotiating the takeover of Business Insider, the No. 2 financial news site after Yahoo Finance.

The Wall Street Journal reported the deal would value BI in the \$500M range.

Launched in 2007 by Wall Streeter Henry Blodget, BI attracted 42.7M unique visitors in August, according to comScore, and is projected to generate more than \$50M in revenues this year.

BI unveiled Tech Insider in July as a site dedicated to innovation, science and space.

Axel Springer, which made a failed run for the Financial Times, invested \$25M in Business Insider at the beginning of this year and announced plans for a German-language version of the site by yearend.

### **McCORKELL JOINS NETFLIX**

Emma McCorkell, managing director of London-based Organic Marketing, is joining online streaming giant Netflix as director of original film PR, a newly created position.

She is responsible for managing campaigns for Netflix's original film output across multiple disciplines.

McCorkell has been at film publicity shop Organic since 2011 and was named managing director of Organic publicity in 2013.

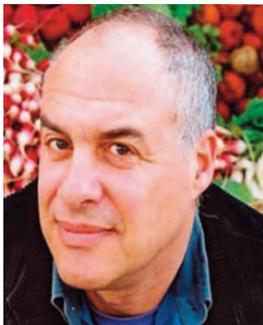
### **BITTMAN SIGNS OFF**

Food writer and columnist Mark Bittman is leaving the paper.

Bittman wrote in his regular column that he's leaving "to take a central role in a year-old food company, to do what I've been writing about these many years: to make it easier for people to eat more plants."

Bittman noted that five years ago, when he started his column, food was not as serious a topic as it is now. "Now nearly everyone knows that food matters," he wrote.

He also mused on his role as a journalist and advocate. "I've long seen myself as an activist and an advocate as well as a journalist," he wrote. "Although I'm eager to understand both sides of an argument, I've felt that my job was to parse an issue, get the facts right, figure out what I thought was the correct position on that issue, and express it."



**Bittman**

### **AP ADOPTS GUIDELINES ON CLIMATE**

The AP has adopted new guidelines that instruct its reporters to stop calling those who reject the reality of global warming "deniers" or "skeptics."

The AP will now identify people who reject the reality of warming as "doubters" or "those who reject mainstream climate science." The terms "deniers" and "doubters" will no longer be used at the wire service.



The Committee for Skeptical Inquiry has been pushing the media business to ban the word "skeptics" when referring to those who reject the scientific basis of warming.

CSI has said: "Proper skepticism promotes scientific inquiry, critical investigation, and the use of reason in examining controversial and extraordinary claims."

The organization is happy that the AP dropped "skeptic" but feels the use of "doubter" is problematic.

CSI did praise the AP for the classification of "those who reject mainstream climate science."

### **SHARP ROLLS OUT ONLINE NEWS SITE**

As consumer demand for real-time information online continues to grow exponentially, brands and organizations are scrambling to create online newsrooms in order to strengthen their relationships with both the media and consumers.

The latest to join the fray: Sharp Health-Care. The not-for-profit health care company Sept. 22 introduced Sharp Health News ([sharp.com/news](http://sharp.com/news)), an online news site covering the medical field, new technology and health and wellness.



"As one of the largest integrated health systems in the nation serving more than one million patients a year, we have a wealth of health and medical expertise to share not only throughout San Diego, but also across the country," said Diane Lofgren, senior VP of marketing for Sharp, in a statement.

She added, "With the changing media landscape and the explosion of online and social media, launching our own newsroom is the perfect vehicle to keep that important information flowing on a daily basis to help us all lead healthier lives."

Some of the topics covered by the website include cancer, caregiving, children's and digestive health, exercise and fitness, pregnancy, aging, technology and women's health.

The site will produce two or more stories a day, seven days a week, featuring video stories and infographics.

Doctors, nurses and other contributors from Sharp's four acute-care hospitals, three specialty hospitals, two affiliated medical groups and Sharp Health Plan will also be included in the stories, which, naturally, will be distributed on the company's social channels.

## NEWS OF PR FIRMS

### **FITZGERALD ALIGNS WITH UK'S WHITEOAKS**

Version 2.0 Communications, Boston, has partnered with UK-based The Whiteoaks Consultancy and its International PR Network to provide international support to the firm's clients and U.S. market support to Whiteoaks clients.

The firms said the agreement extends a long-working relationship between Whiteoaks and Version 2.0 co-founder and partner Maura FitzGerald that originated at FitzGerald's prior agency, FitzGerald Communications.

"We are delighted to enter this partnership with Version 2.0, having known Maura personally for many years," said Whiteoaks CEO James Kelliher.

Added FitzGerald: "This is a great opportunity for our clients who are looking to expand their programs internationally."

### **JONES JOINS PROI**

Oklahoma-based Jones PR has joined PROI Worldwide. The public affairs and communications agency, whose expertise includes corporate communications, consumer marketing, public affairs and creative services for aerospace, energy, economic development and technology sectors, is headquartered in Oklahoma City and maintains an additional office in Tulsa.

PROI Worldwide Chairman Andreas Fischer Appelt said the addition of Jones further solidifies PROI's ability to access markets in key areas of the US, namely Oklahoma, Arkansas, Kansas and Colorado.

"PROI has grown its US footprint and billings significantly over the past three years and is nearing the end of further growing its US presence," Fischer Appelt said in a statement.

Founded in 2001, Jones PR boasts clients such as Verizon, Sonic Corp., and Dave & Buster's, and has done public affairs work for Oklahoma Governor Mary Fallin, the state's first female governor.

"PROI Worldwide allows us to extend our global reach for clients," said Jones PR President Brenda Jones Barwick. "This region is experiencing rapid bilateral international expansion, and having world-class global partners will benefit our clients in those markets. Furthermore, we will provide global companies operating in this region with senior account leaders in public affairs, branding and corporate reputation insight, experiential marketing, and crisis management."

Founded in 1970, PROI Worldwide is the world's largest global partnership of PR agencies, and has offices in more than 110 cities in 50 countries, servicing nearly 5,000 clients worldwide. Partners include Finn Partners, G&S Business Communications, and RF | Binder Partners. Combined partner revenues in 2014 was \$615 million.

**BRIEF:** ICF International, Fairfax, Va., picked up digital AOR duties for the California Lottery through its Olson agency unit, following a review. The pact is worth up to \$135M over five years. Strategic, creative and tech services are included in the mandate, as well as social media, mobile, content management and web development.

## NEW ACCOUNTS

### **New York Area**

**North 6th Agency**, New York/Concierge Choice Physicians, as AOR for the concierge medical service provider. Work includes media relations focused on national business press, broadcast and health industry trades, as well as thought leadership efforts in the medical, healthcare and specialty practice spaces.

**Laura Davidson PR**, New York/Morgans Hotel Group, including properties in New York, London, Miami, Los Angeles, Las Vegas, San Francisco and Istanbul, as AOR for PR.



**Magrino**, New York/Willis Tower, iconic Chicago skyscraper formerly known as the Sears Tower, for PR for the office building and its 103rd floor Skydeck. WT is the second tallest building in the Western hemisphere and eighth tallest building in the world.

**Keegan Associates Marketing & Comms.**, Cortland, N.Y./Madison County (N.Y.) Tourism, for a three-year marketing and PR Pact.

### **East**

**Vitamin**, Baltimore/Saint Agnes Healthcare, part of the Catholic healthcare giant Ascension, as AOR for PR for a fifth straight year. The brief includes media relations, crisis comms. and general PR consulting.

### **Southeast**

**Fish Consulting**, Hollywood, Fla./Dwyer Group, franchise holding company that includes Mr. Rooter, Glass Doctor, Aire Serve, Mr. Appliance and Rainbow International, for consumer awareness through local and national PR, as well as franchise development and recruitment support.

### **Midwest**

**Maccabee**, Minneapolis/RiverMend Health, Atlanta-based behavioral health services provider for those suffering from alcohol and drug dependency, as well as eating disorders, for media relations, social media marketing and corporate comms.

### **West**

**Olmstead Williams Communications**, Los Angeles/TaskUs, customer support outsourcing company for start-ups, and BankWork\$, free training program for low-income young adults for jobs in the banking industry, for PR.

**Grayling**, Los Angeles/VAIO Corp., PC maker and former Sony unit, and Transcosmos America, its sales and operation partner, to relaunch the name and a new product line in the US. VAIO will unveil the VAIO Z Canvas in October, a return to the US market following its July 2014 spinoff from Sony.

**KCD PR**, San Diego/San Diego Cyber Center of Excellence, non-profit promoting alignment and collaboration in the cyber communications of SD.

**J Public Relations**, San Diego/LunaRx, at-home hair removal device; Paleta, designer meal services; Sparkle Bar, makeup studio in Arizona; The LOT, San Diego lifestyle destination, and The Resortation, boutique hotel under redevelopment.

**NEWS OF SERVICES****CISION IS BIDDER FOR PR NEWSWIRE**

Cision, whose private equity parent made a splash by acquiring Vocus and Gorkana, is reportedly among bidders for PR Newswire.

Reuters reports that UBM's planned sale of the profitable news dissemination service, aimed at around \$700M, has attracted a bid from Cision.

A deal for PRN would likely be the capstone of a major consolidation in the PR services sector following the Cision-Vocus-Gorkana tie-up. UBM wants to focus on its core events business, especially in the wake of its nearly \$1B acquisition of Advanstar Communications.

PR Newswire had \$302M in revenues last year and operating profit of nearly \$70M.

GTCR is Cision's private equity owner.

UBM responded to the reports with a brief statement on Sept. 23: "UBM confirms that it is in highly preliminary discussions with a number of parties about a potential sale of the Business. There is no certainty that these discussions will result in a transaction being agreed. Any further announcement will be made as required."

London-based Liberum Capital pegged PRN's value at about \$764M.

**PR VET MEDINA TO PAPA JOHN'S BOARD**

Sonya Medina, a PR exec and former advisor to First Lady Laura Bush, has joined the board of directors of pizza franchise Papa John's International.

Medina was VP of community and external affairs or Silver Eagle Distributors, the San Antonio-based beer distribution giant, handling corporate affairs, PR and government affairs, among other roles.

Papa John's CEO John Schnatter praised her PR savvy in announcing the appointment. "We are delighted to welcome Sonya to our [board] and look forward to the value of her extensive communications and public affairs experience will bring to our brand."

Silver Eagle is the top distributor of Anheuser-Busch beers in the US and one of the large Grupo Modelo distributors (Corona, Modelo, Pacifico).

Earlier, she was deputy assistant to the President for domestic policy and director of projects for First Lady Laura Bush during the recent Bush administration. She also directed the AT&T Corporate Foundation and worked with UNICEF.

Papa John's hired Edelman last year as its national AOR for PR.

**BRIEF:** Business Wire today is collaborating with Al Roker Entertainment to develop digital video content. Al Roker, CEO, said the BW brand provides access to breaking news well-suited for compelling video content for social and digital platforms, one of ARE's specialties. Business Wire CEO Cathy Baron Tamraz said she met Roker during the 2015 SXSW interactive festival in Austin and discussed the possibilities of combining forces to create video content focused on disruptive companies and the startup community.

**Medina****PEOPLE****Joined**

**Grant Fuller**, who led digital operations at Battleground Texas, an Austin-based political action committee, to Public Communications Inc., Chicago, as its first director of digital strategy. Fuller served on the cyber-team of President Obama's 2012 re-election campaign and worked as a radio correspondent in Mexico, Cuba and Haiti.

**Fuller**

**Stephen Brown**, executive VP and managing director of Cohn & Wolfe's Atlanta office, Cookerly PR, Atlanta, as senior VP and chief innovation officer.

**Lisa Rawlins**, senior VP of public affairs for Warner Bros. and former head of the California Film Commission, is retiring at the end of the year. Rawlins is slated to wrap a 25-year run at the fabled Burbank studio during which she worked production affairs, sustainability and corporate responsibility, as well as PA. The Los Angeles Times called Rawlins the driving force as the first director of the California Film Commission, starting in the mid-1980s as a lobbying voice for the state's key film industry. She started her PR career as press secretary to Gov. George Deukmejian.

**Katy Kelley**, VP-global marketing for Cohn & Wolfe, has returned to Ruder Finn as senior VP-creative culture & global marketing to take command of communications, thought leadership programs, PR, advertising and social media. Prior to C&W, she was VP-corporate comms. at RF and did stints at Carrot Creative and HUGE.

**Kelley**

**Erin Bzymek**, senior press secretary for the organized labor and environmental partnership BlueGreen Alliance, to MWW PR in Washington as lead media strategist and account supervisor. The Capitol Hill vet was deputy press secretary to Rep. Frank Pallone (D-N.J.) and the House Energy and Commerce Committee under ex-Rep. John Dingell (D-Mich.). She worked North Carolina for the 2008 Obama campaign.

**Promoted**

**Rosemary Mercedes** to senior VP, corporate communications, Univision Communications Inc. She will continue to be based in New York and report to Mónica Talán, executive VP of corporate comms. and PR.

**Ruth Ravitz Smith**, one-time General Electric, Alstrom and Travelers Corp. executive, is the new communications chief at New Hanover County, NC. She worked a four-year stint at General Electric's global government affairs & policy in DC, serving as policy leader for GE Hitachi Nuclear Energy and GE Oil & Gas. Earlier, Smith was VP-government affairs at Alstrom, principal at Brown Rudnick's government law & strategies practice, VP-federal government relations at Travelers, VP-federal government affairs at Northeast Utilities, director of Connecticut's DC office and legislative affairs director at Aerospace Industries Assn.

## **PR CAREERS OVERRATED**

PR manager, advertising account exec and event coordinator are among the most overrated jobs of 2015, according to a study by CareerCast.

The job site argues jobs like PR manager carry positive public perception but “a less attractive reality,” according to online content editor Kyle Kensing.

CareerCast sets the annual median salary for PR managers at \$95,450 with a growth outlook of only 13%.

Other overrated careers include attorney (\$113,340, 10% growth), broadcaster (\$29,790, 2%), and architect (\$73,090, 17%).

Underrated careers include account (\$63,550, 13%), environmental engineer (\$80,890) and vet (\$84,460, 12%).

Full report is at CareerCast.com.

## **LEBANON BANK DEPOSITS WORK AT SPB**

Beirut financial institution Al-Mawarid Bank has hired Squire Patton Boggs to handle issues regarding the Lebanese financial sector.

Al-Mawarid is a regional leader in development of technology and online services.

The commercial bank also is a driving force behind the push to move the Arab region beyond political and security concerns, and position it as a player in the world’s economic landscape.

Al-Mawarid chairman Marwan Kheireddine will co-chair the Beirut Institute next month in Abu Dhabi. The session will help plot the economic future of the Arab World.

Gasson Baloul, leader of the SPB’s Levant practice covering Lebanon, Syria, Iraq, Jordan and Palestinian Authority, heads the Al-Mawarid business.

Bret Boyles and Erin McGrain (former aides to Sen. Trent Lott) and Matthew Cutts, ex-chairman of the DC Sports and Entertainment Commission, assist Baloul.

## **LIVINGSTON FLOATS EDF’S LOBBYING PUSH**

Former House Speaker-designate Bob Livingston is lobbying for the Environmental Defense Fund in regard to its participation in the “Changing Course” project to develop a more sustainable Lower Mississippi River Delta region.

Human intervention—via construction of dams, spillways, levees and navigation/flood management structures over the decades—has hindered the delta’s natural land building process.

The result: Louisiana has lost 1,900 sq. miles of wetlands during the past century, hurting the vital tourism/energy/shipping sectors. Coastal Louisiana is home to nearly 2M people.

Changing Course is an anchor project of the \$9.3B Gulf Coast Ecosystem Council Project of the Pelican State and the Army Corps of Engineers to integrate navigation, flood control and wetland restoration initiatives.

EDF is working in partnership with Shell Oil, Rockefeller Foundation, Kresge Foundation, Walton Family Foundation and Greater New Orleans Foundation.

Livingston, who was a Louisiana Republican Congressman, represents EDF in DC with Livingston Group staffers J. Allen Martin and Paul Cambon.

## **CHENEY DIES AT 94**

Dick Cheney, former Hill and Knowlton chairman and licensed psychoanalyst, died Sept. 2 at his home in New York. He was 94.

The World War II veteran served as lieutenant in the Navy’s minesweeper fleet in the Pacific.

Following the war, the University of Chicago grad moved to NYC and worked for investment firms and Mobil Oil before joining the public relations giant.

Cheney made his PR mark doing M&A work/anti-takeover defenses during the 1960s through the 1980s.

A memorial service is planned for Oct 14 in NYC.

## **NEWARK SCHOOLS PR CHIEF EXITS**

Brittany Chord Parmley, spokeswoman for Newark, N.J.’s embattled school district, is decamping for California.

Parmley worked under Superintendent Cami Anderson, who stepped down in June after four years leading the district and the controversial “One Newark” plan. Christopher Cerf took the school reins in Newark in July as the State of New Jersey turns control over to the city after 20 years of state management.

Parmley served as executive director of communications for Newark Public Schools after a year as regional press secretary for StudentsFirst in Sacramento. Newark is searching for a replacement “chief external relations officer.”

NJ Advance Media reported she is taking up a post in the California State Legislature. She worked on the corporate PR side with Pacific Gas and Electric and was a press deputy for Gov. Arnold Schwarzenegger.

Newark received national attention after Facebook chief Mark Zuckerberg pledged \$100M to revive the failing district in 2010, a pledge which has withered amid Newark’s bureaucracy.

Newark Public Schools’ former chief communications officer left for Havas in 2013.

## **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.

**Hampton citizens are being terrorized by a Godzilla-like monster** called the East End Eruv Assn. that spews billions of fiery words and threatens millions of legal costs.

The Godzilla image comes to mind because we cannot surf movie channels more than a few moments without running into a Godzilla movie.

Twenty-eight such films have been made since 1954 and more are in the works. It's the longest running franchise in movie history.

There's no doubt the EEEA is a frightening monster against which the normal weapons of reason and fairness have no effect. Virtually all local residents oppose any religious symbols on their telephone poles but they watch helplessly as various institutions get flattened by the EEEA monster.

### **Courts, Media, Libraries, Schools, Squashed**

This includes the courts, which refuse to invoke the weapon of the web against EEEA. Court decisions buy into the claim that eruvim markers are "invisible" or "almost invisible" and therefore are of no concern to the public. No court decision on eruvim has ever mentioned that they are shown and explained in detail on Synagogue and Google websites.

Also flattened for the most part are local and national media including the *New York Times*, which has not written about this multi-million-dollar dispute since Feb. 4, 2013. NYT political writer Nicholas Confessore is the son of Quogue Library president Lynda Confessore. *The Southampton Press*, although most of its readers are probably against religious symbols on public property, on July 23 bought into the "invisible" line of the courts and editorialized, "Nobody can see the lechis that reportedly mark the boundaries of an eruv" in Westhampton Beach..."

It said such markers, which "clearly are not signs if they're not visible," allow the Orthodox flexibility in "benign activities such as carrying keys or pushing strollers on the Sabbath." The markers also allow the Orthodox to feel the area in an eruv is their "home." It's a powerful sales point for real estate brokers who have 1,700+ homes to sell in the East End.

Also allied with the EEEA monster, by virtue of active participation with it or silence in the wake of this rampage, are the utilities, libraries and schools.

Verizon and Long Island Lighting have sided with EEEA by launching suits against WHB, SH and Quogue, demanding that the towns fill out legal forms giving permission for the EEEA to place lechis on their utility poles that are on public property.

Standing idly by, with their faces pressed to windows as they watch the destruction that is going on, are the libraries, schools from high school on up, and local churches—Westhampton United Methodist, Beach United Methodist, St. Mark's Episcopal, Immaculate Conception Catholic Church, Westhampton Presbyterian Church and St. Paul AME Zion Church.

"Mr. Sneiv," columnist for Dan's Papers, largest cir-

ulation weekly in the Hamptons (32,940), wrote Sept. 24 that Pope Francis should try to play a conciliatory role in the "war" over eruvim in the Hamptons.

It was a far-fetched column using the Pope's visit as a "hook" but the concept of local churches trying to stop this onslaught is a reasonable one. One religion behaving irrationally and causing vast public ill will is bad for all religions.

Aroused citizens of Westhampton Beach who have flocked to recent public meetings in record numbers, lack one key ingredient of modern communications—their own website.

The most popular and cheap website package is WordPress, which has more than 80 million users.

Purchasing a domain name can cost anywhere from a few dollars to \$30 or \$40. A web hosting service can be obtained for as little as \$6.95 a month. Instructions are available from [www.wordpress.org](http://www.wordpress.org).

Web specialist Marc Jaffe of The Taming Café, Stamford, Conn., explained the ins and outs of WordPress at a meeting of the Westchester/Fairfield chapter of the PR Society.

It's a popular tool for PR firms and their clients, he said, noting the system has numerous plug-ins, options and features. Another website for beginners is hosted by wp beginner.

### **Citizens Flock to Meetings**

Sixty-two citizens attended a trustees' meeting Feb. 5 which local blogger and former village official Dean Speir said was the biggest attendance he has seen since the 1960s. They blasted a plan by Mayor Maria Moore to have a "police commissioner" supervise Police Chief Trevor Gonce (at a total cost of about \$350K).

Citizens castigated the board for 25 minutes at its meeting Aug. 6, saying the board was deficient in representing citizens who oppose erection of an ultra-Orthodox Jewish religious boundary called an eruv.

There was record attendance of 35 at the Westhampton Library board meeting Sept. 15, virtually all in the room cheering approval when local resident Peter Zegler said board chair Joan Levan should resign.

Library workers, by a vote of 31-3 Aug. 21, had established a union at the Westhampton Library for the first time in more than 100 years.

### **Anti-Eruv Candidates Win**

Another indication of disapproval of the conduct of local officials was the election on June 19 of Bryan Tyman and Rob Rubio had vowed to fight religious symbols on utility poles. They defeated incumbents Patricia DiBenedetto and Hank Tucker who were silent on the issue.

A number of letters protesting government policies and actions have appeared in the Southampton Press in recent days. Sabina Trager, who claims she was unfairly fired by the library board June 23, and local resident Peter Zegler, had the lead letter-to-the-editor in the SHP Sept. 24.

— Jack O'Dwyer