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O'Dwyer's Newsletter

The Inside News of
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BORDER PATROL AIMS TO BOOST RECRUITING

The US Customs & Border Protection, beset by bad headlines and status as a political football, has kicked off an agency search to up its recruiting game and pitch the Border Patrol as a desired career.

The federal agency wants a "branding strategy that identifies and distinguishes CBP as a premier law enforcement organization and an employer of choice," according to an RFQ released this week.

The CPB notes intense competition for a shrinking pool of candidates, negative press and public perception, and budget cuts among factors in choosing to seek outside help to boost recruiting.

The CPB also wants to attract female and minority candidates, as well as individuals from the intelligence community and so-called STEM fields of science, tech, engineering and math. The Washington-based agency expects to award a contract running through 2020 if five option years are picked up. Proposals are due May 19.

View the RFP documents at odwpr.us/1EwxStC.



RF TAPS CCC TRIO TO BOLSTER HEALTH UNIT

Mary Conway, a founding member of Chandler Chicco Cos, has joined Ruder Finn to head media operations of its healthcare unit. The more than 25-year communications veteran takes the executive VP/head of Ruder Finn Healthcare Media.

Conway has handled consumer/OTC products, non-profit collaborations to support disease awareness and physician-patient communication programs.

The firm added two CCC alums to bolster Conway.

Alice Sofield takes the senior VP-media and publicity specialist position, while Jenn Gordon becomes VP-media specialist. Susan Goldstein is RF's worldwide healthcare practice chair. InVentiv Health owns CCC.

Rear Admiral John Kirby, who left his spokesperson job at the Defense Dept. in March, is expected to take the same job at **State Dept.** following Jen Psaki's move to become President Obama's communications director.

He'll make the move when his retirement becomes official.

Kirby left DOD shortly following Ash Carter's confirmation as Secretary of Defense on Feb. 17. Carter reportedly was uneasy with a military man doing communications work for policies created by civilian leadership. The DOD post is still vacant.

INTERPUBLIC SHAVES LOSS

Interpublic has reported a \$1.8M first-quarter loss, an improvement from the \$20.9M year ago deficit, on a 2.4 percent rise in revenues to \$1.7B. Organic growth advanced 5.7 percent.

CEO Michael Roth said the ad/PR combine posted "strong" organic growth of 5.7 percent during the period, which is well ahead of its three to four percent target for the full-year.

He believes IPG's "commitment to embedding digital capabilities and expertise throughout its portfolio" is "consistent with the changing dynamics of media usage and consumer behavior."

IPG's constituency management group, which includes Weber Shandwick, Golin and DeVries, recorded a 1.6 percent rise in organic growth. Foreign currency translations delivered an \$11.5M hit to the operation.

Weber CEO Andy Polansky said IPG's PR operations posted "high single digit growth both organically and as reported."

He said Weber benefitted from robust demand in healthcare, technology, consumer marketing, PA and corporate reputation.

IPG's flagship enjoyed a "good balance" in geographic growth and solid performances in its New York, Chicago, Boston, China and European operations.

OMNICOM PR, PROFIT UP IN Q1

Omnicom saw modest profit and PR segment gains in the first quarter of 2015, while revenue slipped nearly 1% to just under \$3.5B.

PR units like FleishmanHillard and Ketchum posted 1.7% growth in Q1 to \$330.9M, a 3.1% organic rise for the period. Advertising ticked up 0.9% to \$1.7B (+7.7% organically), and CRM fell 5% to \$1.2B (+2.6% organically).

APPLE PR VET STEPS DOWN

Natalie Kerris, a 25-year Silicon Valley PR pro, has stepped down as senior director for worldwide communications at Apple.

Since joining Apple in 2001, Kerris handled PR for the introductions of iPod, iTunes, iPhone, App Store, iPad, Apple Pay and Apple Watch. She worked closely with Steve Jobs, CEO Tim Cook and design guru Jony Ive.

Prior to Apple, Kerris worked in PR at B2B company Intershop, Netscape, Claris and Franson, Hagerty Assocs. She began a PR career at Ketchum.

Last week, Apple made interim PR chief Steve Dowling the "permanent" position. Apple's long-time PR chief Katie Cotton stepped down in 2014.

KOREA ADDS BGR; JAPAN RETAINS DASCHLE

Korea has added BGR Government Affairs to its lobbying network just ahead the April 29 speech of Japan's Prime Minister Shinzo Abe to a joint-session of Congress. Japan counters with The Daschle Group.

Tensions remain high between Korea and Japan over the so-called "comfort women" issue, the WWII enslavement of Korean women forced into prostitution to service Japanese soldiers.

Korea wants a public apology and compensation for its victims.

Japan claims the issue was solved with an agreement during the 1960s and millions in loans/foreign aid. Its government and textbooks downplay the country's aggression during the war.

Under the \$156K six-month contract, BGR will work to make sure Korea's view on comfort women is heard to counter's any effort by Abe to "whitewash" its history.

The comfort women conflict has hampered Japan/South Korea coordination to challenge China's rising clout in the region. Finn Partners, Singer Bonjean Strategies and TwinLogic Strategies have done work for Korea.

Japan has just signed former Majority Leader Tom Daschle as its representative on political and policy issues related to its US interests.

The Daschle Group will handle communications for Japan's embassy with US government officials other entities involved in policy matters.

The ex-Democratic leader and son, Nathan, work the business. The Japan/Daschle Group effort is an "understanding" between the two parties, not a formal agreement.

BGR Government Affairs is part of BGR Group, the outfit founded by one-time Daschle political rival, Haley Barbour, who was chairman of the Republican National Committee.

FIRST LADY AIDE SHIFTS TO EDELMAN

Jennifer Simon, who was director of international affairs for Michelle Obama, has joined Edelman's New York office as senior VP in its business + social purpose operation.

Focusing on women and girls' empowerment, Simon led Obama's signature "Let Girls Learn" program while advancing private sector partnerships and co-developed the First Lady's "Reach Higher" initiative geared to higher education opportunities.



Simon

Prior to the White House, Simon was deputy chief of staff at the US Agency for International Development, senior advisor to then-UN ambassador Susan Rice, and aide to then-Senator Joe Biden on the Foreign Relations Committee covering human rights/trafficking and violence against women.

At Edelman, Simon reports to Freya Williams, b+sp group head, and Brian Ellner, PA group head.

Edelman's b+sp unit has served clients such as Microsoft, Unilever and Southwest Airlines.

NEVADA SEEKS FIRM TO GAUGE TOURISM PR

Nevada is searching for a firm to measure the effectiveness of its tourism marketing efforts over the next two years, including PR, advertising and other outreach.

The Silver State released an RFP last week for research into its paid, owned and earned marketing and media efforts. The study will include determining awareness of the state's tourism outreach, as well as revenue generated as a result of those efforts.

A two-year contract is planned with a possible two-year extension. Nevada in January tapped Fahlgren Mortine for PR and tourism marketing after a review on a \$20M pact into 2017.

RFP: <http://odwpr.us/1HKjIGd>. Proposals are due May 28.

BMW DRIVES TO TOP OF REP RANKING

BMW has cruised past Google and Disney to top RepTrak's annual ranking of global corporate reputations.

The German automaker, which led the ranking in 2013, sits ahead of rival Daimler at No. 3. Bill McAndrews, VP and head of group corporate communications, credited the company's communication with stakeholders about what it does as a corporate citizen, as well as its promotion of both products and experts within the company.

The Walt Disney Co., which topped the ranking last year, fell to No. 6 as Google remained cemented in the No. 2 slot. Daimler moved up five slots since last year while Lego entered the top 5 from No. 9 a year ago.

Lego, which got a huge PR boost from "The Lego Movie" in 2014, earned the top reputation for North America, followed by Amazon, Kellogg's, Google and BMW.

Sony, which faced a difficult year amid a hacking scandal, dropped from No. 5 to No. 9 while Apple slipped a notch to No. 8.

The Reputation Institute said it conducted more than 61,000 interviews for the annual study, weighing innovation, leadership, governance, citizenship, workplace, performance, and products/services.

RI CEO Jamie Bedard sees CSR in the form of governance, citizenship and workplace taking on more importance in companies' reputations.

BLUE BELL GETS CRISIS PR HELP IN RECALL

Blue Bell Creameries, the ice cream and frozen treats maker crippled by a deadly listeria outbreak and recall, is relying on kglobal for PR counsel.

Gene Grabowski, the crisis and food PR veteran and kglobal partner, is advising the Brenham, Tex.-based company, which on April 20 recalled all of its products on the market and urged consumers to throw out Blue Bell products in their homes. Joe Robertson, a former sales manager for Blue Bell, heads in-house advertising and PR. Burson-Marsteller is also engaged.

The Centers for Disease Control last week recommended that consumers do not eat any Blue Bell brand products, and urged retailers not to sell or serve them. The federal agency told NBC News that the listeria outbreak has been quietly going on for as long as five years.

NBC ENTERTAINMENT TUNES IN SULLIVAN

Chip Sullivan, who was branding guru at Dreamworks, has moved to NBC Entertainment as executive VP-communications.

He succeeds Richard Lica, who stepped down from the post six months ago.

Sullivan will report to Bob Greenblatt, who called the recruit "one of the brightest, most innovative and most highly regarded executive" that he's ever known. He will do media relations for NBC and Universal Television, handle talent, coordinate press events/awards programs and contribute to PA/industry matters.



Sullivan

The 20-year plus Dreamworks veteran exited as head of global brand integration and publicity.

He worked on films such as "Saving Private Ryan," "Shrek," "Gladiator" and "American Beauty."

Prior to the animation house's IPO and Paramount Picture's acquisition of DreamWorks Studios in 2005, Sullivan handled live action studio on "Sweeney Todd," "Dreamgirls" and "Transformers."

Sullivan also was projects director at Walt Disney Co.

YAHOO'S Q1 PROFIT PLUNGES

Yahoo's Q1 net income plunged to \$21M from \$312M as revenues rose 8.2 percent to \$1.2B as CEO Melissa Mayer's turnaround effort slogs ahead.

She said Yahoo "is amidst a multi-year transformation to return an iconic company to greatness."

Mayer is encouraged with revenue growth, which was paced by a 20 percent rise in mobile dollars and a lackluster two percent hike in display.

The media combine's mobile, video, social and native advertising unit posted a 58 percent increase in sales to \$363M. Other revenues dipped seven percent to \$744M. The next phase of Yahoo's transformation will focus on accelerating revenue growth and margin improvement, according to Mayer, who has been at the helm for the past three years.

Carty Sits in Yahoo Autos Driver's Seat

Sharon Carty has been named editor-in-chief of Yahoo Autos, the recently unveiled digital magazine.

She exits as e-i-c at AOL's Autoblog. Carty has covered the car beat since 2002 at the *New York Times*, *Wall Street Journal* and *USA Today*.

Carty's "deep experience in the auto industry coupled with her background in digital media makes her a perfect leader for the team," said Susan Kittenplan, VP/executive editor for new media initiatives at Yahoo.

Carty joins Yahoo Autos team of Justin Hyde, managing editor; Alex Lloyd, editor-at-large; and Aki Sugawara, road test editor.

LA TIMES SNAGS OBAMA ALUM

The *Los Angeles Times* has hired Johanna Maska, who was President Obama's advance woman, for the VP-marketing & communications slot.

The two-term White House veteran joined Team

Obama during the beginning of his first Iowa caucus.

She played a role in planning and handling watershed Obama events such as his 2008 victory celebration in Chicago's Grant Park, 2009 speech in Cairo, 2012 G8 summit at Camp David and last year's trip to Israel/West Bank and Jordan.



Maska

Prior to Presidential duties, Maska served as aide to then-Governor Kathleen Sebelus of Kansas.

"Johanna is uniquely skilled to help us bring the stories in the LA Times and the story of the LA Times to the world," Austin Beutner, publisher/CEO of LAT, said in a statement. Maska reports to Beutner.

ATLANTA MEDIA AND PR FIGURE, DIES AT 97

George Goodwin of Atlanta, who won a Pulitzer Prize as reporter and went on to a career in PR that earned him the title of "Dean of PR" of Atlanta, died Jan. 21 at his home. He was 97.

Writing for the *Atlanta Journal* in 1947, he uncovered voting fraud in Telfair County that involved names of the dead.

Goodwin opened the Atlanta office of Bell & Stanton in 1965, which was the city's first national PR branch. It later became part of MS&L.

The Atlanta chapter of PR Society of America, in an obit authored by Leslie Wagner, said that Goodwin help shape modern Atlanta into becoming "an economic powerhouse and major population center. His greatest talent was helping people of different political, religious and social backgrounds to work together for the common good of Atlanta."

He served in the Office of Naval Intelligence in the Pacific during World War II and was a Purple Heart recipient. The Atlanta Press Club inducted him into its Hall of Fame and Central Atlanta Progress gave him its Dan Sweat Award.

ERITREA TOPS CPJ'S 'MOST CENSORED LIST'

Eritrea ranks as the world's most censored nations, according to the annual roster issued today by the Committee to Protect Journalists. North Korea trails the African nations.

Both countries ban the Internet and restrict the activity of foreign journalists, if they are indeed allowed into the state.

Eritrea president Isaias Afewerki has crushed independent media, creating an environment so hostile that even reporters at state-owned outlets live in constant fear of arrest, according to CPJ.

Many journalists opt for exile for fear of arrest. Eritrea holds the dubious distinction of being the top jailer of journalists with 23 of them in the slammer.

Though North Korea allowed the Associated Press to open a bureau in Pyongyang, CPJ noted a wire service newsreel was re-edited to remove leader Kim Jong Un's disgraced uncle from the archives after his execution.

Saudi Arabia, Ethiopia, Azerbaijan, Vietnam, Iran, China, Myanmar and China round out the Top Ten list.

PR & SOCIAL MEDIA VIEWS**'WALL ST. WEEK' UNDER NEW MANAGEMENT**

By Thomas Walek

After a 13-year hiatus, "Wall Street Week" returned to the airwaves this past weekend. This reimagined version of the iconic, guest-driven and pun-filled program that aired on PBS with its original host on Friday nights until 2002, is today under new management by a subsidiary of the ubiquitous hedge fund, SkyBridge Capital, and its founder, Anthony Scaramucci.

Once a source of independent, credible and accessible investment insight for the masses, the new "Wall Street Week" can be seen as the latest mile marker on the twisting path of financial services marketing.

While "Wall Street Week" of old was merely underwritten on public television by the likes of Lockheed, Prudential, Oppenheimer and MFS, the 2015 version broadcast on commercial networks and is fully owned and operated by an arm of a company that sells investments. As such it's reasonable to wonder what the new approach will mean.

Will "Wall Street Week" turn into a brand building, sponsored, content machine, or will its roots remain as a useful, credible and respected investment program? After viewing the first show, the answer to each of those questions might be "yes"; there's reason to fear – and reason to be hopeful – for the future of "Wall Street Week."

In its three-decade-plus run from the early 1970s, the fully titled "Wall Street Week with Louis Rukeyser" was produced by Maryland Public Television and was the first and, for a long time, the only investment program on television. It gained power, influence and, at its peak, more than 4 million weekly viewers under its founder and host, Mr. Rukeyser, a veteran journalist. "He brought finance and economics to ordinary viewers and investors," said Rukeyser's 2006 obituary from The Associated Press, "and was rewarded with the largest audience in the history of financial journalism."

In addition to being the only game in town, Rukeyser's audience flocked to him because he was funny, insisted on making his topics and guests understandable, and practiced old-school journalism focused solely on the needs and interests of his viewers.

For one example, the annual year-end program not only asked top analyst panelists for their year-ahead market picks, but put them on the spot by also asking why their previous year's forecasts did or did not pan out. For another, the so-called "Rukeyser Effect" – which regularly saw a Monday morning jump in the price of stocks mentioned on Friday's show -- kept Street pros watching, along with moms and pops.

The New 'Wall Street Week'

So how will "Wall Street Week" brought to you by SkyBridge stand up to "Wall Street Week with Louis Rukeyser"?

On the plus side, the basic premise of the program remains intact, even if it was swung on and often missed dur-

ing this weekend's first show. In the lead up to the launch, co-host Mr. Scaramucci went to great lengths to talk about continuing the program's legacy of reaching average investors. In his words: "Empower, educate and motivate you to make wealth a priority."

On Sunday, he repeatedly found himself steering his jargon-heavy panelists back to the how does it-matter-to-the-average-investor perspective. That effort was critical as guests too often seemed to be talking among themselves about "dislocations in the high yield market," "MLPs", "carry trades", and investing in "emerging market local currency debt."

There seems to be a market need for an intensely personal finance weekly program. CNBC and its all-day-long competitors have a lock on deep dive trader talk.

Mr. Scaramucci, who cut his television chops on CNBC, will provide a better product to his viewers as soon as he distances this new show from that pack.

That said, maintaining the legacy credibility and independence of the "Wall Street Week" brand is difficult in today's media environment. Built on the now shifting sands of advertising and subscriptions, media companies in all formats are going to great lengths to stay alive and relevant. That can translate into so-called native advertising, content generation and other sponsor-driven tools that blur the lines between independent media and commercial interests. That reality is one that audiences are often willing to accept, and can hardly avoid, as long as the results provide useful, topical and accurate information.

The fine print reality of the new "Wall Street Week" is that it "accepts cash advertising, sponsorship, paid insertions and other forms of programming compensation" that "may influence content, topics and (web site) posts." Further, "participants may pay SkyBridge to be on the program" and "participants, advertisers and sponsors may have service or other business relationships with SkyBridge Media or its affiliates or parent company."

Like Mr. Scaramucci, Mr. Rukeyser was no stranger to success or commercialization. (Disclosure: I worked with Mr. Rukeyser, Maryland Public Television and "Wall Street Week" to promote various anniversaries and other events in the 1980s.) Beyond "Wall Street Week," Mr. Rukeyser authored successful books, sold newsletters, gave expensive speeches and was paid to shill investments, all (mostly) accepted activities of a journalist in good standing of his day. Likewise, Mr. Scaramucci is acting in concert with his times.

SkyBridge's "Wall Street Week" can succeed with proper disclosure, a balanced journalistic approach, and a genuine interest in a better educated investing public. "An educated consumer is our best customer," it's been said.

With a portrait of Mr. Rukeyser peering down on the new program's Times Square studio, let's hope the new "Wall Street Week" can fulfill its legacy, the needs of its new owners, and, mostly, the needs of its viewers.

Thomas Walek is president, Capital Markets and Financial Services for Peppercomm.



Rukeyser on the old "Wall Street Week."

NEWS OF PR FIRMS**INVENTURE FOODS DIGESTS PR RECALL**

Inventure Foods, the frozen foods processor and marketer that has recalled two product lines after listeria was found at a Georgia facility, is leaning on PR and IR counsel through the crisis.

Lambert, Edwards & Associates is tackling media relations for the publicly traded company, which ICR works financial communications.

Phoenix-based Inventure recalled varieties of its Fresh Frozen line of frozen vegetables, as well as its Jamba "At Home" smoothie kits. The company said listeria was found in its Jefferson, Ga., facility, although no known illnesses linked to its products are known.

A listeria outbreak in Blue Bell ice cream products has been linked to three deaths.

Inventure licenses well-known brand names like Nathan's Famous, TGI Friday's and Seattle's Best Coffee.

JOELE FRANK LEADS Q1 PR DEAL ADVISOR

Joele Frank, Wilkinson Brimmer Katcher far outpaced M&A PR advisors in the first quarter of 2015 advising 30 transactions, according to The Deal.

Sard Verbinnen & Co. reported in with 14 transactions during the period, followed by Brunswick Group (6), Kekst and Company (5), and Abernathy MacGregor Group and Owen Blicksilver PR (4 each).

Among first quarter deals, Joele Frank is advising Endo in its \$11.2B bid for Salix Pharmaceuticals, which is advised by Teneo Strategy and weighing an earlier bid by Valeant (Sard Verbinnen). Joele Frank also handled Sycamore Partners' \$574 sale of its Stuart Weitzman shoe business to Coach.

The Deal said (full report, PDF) the healthcare sector, fourth by volume in Q1 of 2014, led the quarter with transactions valued at \$127.2B, including four of the largest deals in the quarter. Technology, second in Q1 of 2014 by volume, fell to third this year, although it leads in numbers of transactions.

The largest transaction in the first quarter was Kraft's HJ Heinz tie-up. Brunswick is advising Heinz.

TEVA MOVES TO TAKE OUT MYLAN

Joele Frank and Huntsworth's Citigate First Financial represent Jerusalem-based Teva Pharmaceutical Industries' audacious \$40B bid to acquire Mylan NV to create the globe's biggest generic drug company.

If completed, the deal would be the largest healthcare deal of 2015.

Currently Mylan is waging a nearly \$30B takeover of Ireland's Perrigo Co, an offer that yesterday officially received the cold shoulder.

Teva believes its deal is a better proposal for Mylan stockholders compared to the Perrigo transaction.

The potential acquirer sees Mylan as a "natural fit" and a way to shore up the ability to counter "knock-off" drugs.

Mylan, on April 17, said it saw little benefit in a hook-up with Teva.

Joele Frank PR shop reps Teva in the US, while Citigate handles media in Holland, where Mylan recently re-incorporated in a shift from Pennsylvania.

NEW ACCOUNTS**New York Area**

Raker Goldstein, New York/Empowered Learning Transformation Centers, tutoring services in Connecticut, New Jersey and Maryland, for PR.

AH, Mt Laurel, N.J./International Society for Influenza and other Respiratory Virus Diseases, UK-based global organization known for its flu research, for execution of its 2016 hallmark conference, Options IX for the Control of Influenza, Aug. 25 – 28 in Chicago.

East

LaVoieHealthScience, Boston/Newron Pharmaceuticals, specialty biopharma focused on central nervous system disorders, for PR and IR on a one-year contract.

French/West/Vaughan, Raleigh/Cabela's, for public and media relations for the opening of a new retail location in Garner, N.C., and Fleet Feet Sports, as AOR for the running and fitness retail franchise. Carrboro, N.C.-based FFS has 141 stores, 24 corporate-owned.

Southeast

Cheryl Andrews Marketing Communications, Coral Gables, Fla./Four Seasons Resort Nevis, as North American PR AOR for the Caribbean resort. The firm handled the Nevis Tourism Authority from 2001-11.

Midwest

The Vandiver Group, St. Louis, Mo./Nature's Variety, for the "Long Live Pets" campaign for its Instinct brand pet food. The crowd-sourced PR push invited adopters of shelter and rescue pets to submit photos for a film about adopted dogs that appeared on Net Geo Wild. Work includes blogger/influencer outreach, media relations, crisis comms. planning and an SMT with Miss America Dr. Debbye Turner Bell and Gregory Castle, co-founder and CEO of Best Friends Animal Society.

West

Murphy O'Brien PR, Los Angeles/PizzaRev, build-your-own, fast-casual pizza chain. The L.A.-based company has 17 corporate-owned locations and 10 franchises with several in the works.

Huntsworth Health, San Francisco/Cellular Biomedicine Group, publicly traded biomedicine firm focused on degenerative and cancerous disease, for a global key opinion leader advocacy campaign for its ReJoin human adipose-derived mesenchymal progenitor cell clinical trials for the treatment of Knee Osteoarthritis.

International

Faulhaber Communications, Toronto/Charlotte Tilbury, makeup brand, for its Canadian launch in 2015.

Deck, Toronto/Toca, Italian eatery in The Ritz-Carlton, Toronto, as AOR for PR, social media, digital and strategic planning.

Lewis PR, London/Violin Memory, computer data storage, as AOR for Australia and New Zealand.

Z7 Communications, Dubai/Royal Palm Hotels, as AOR for PR in the Middle East for its Marrakech and Mauritius properties.

The Hoffman Agency, San Jose/FiftyThree, designed-for-creators mobile tools, for PR covering China, Hong Kong and Japan, after a competitive pitch.

NEWS OF SERVICES**IPSOS TEAMS WITH GOOGLE APP**

Ipsos has unveiled a suite of geo-localized research services with the initial tool utilizing survey app Google Opinion Rewards.

The tool is aimed to give companies like retailers, restaurants and hotel chains market research on satisfaction using location data of respondents who have opted in.

"Our first offer will use the location-based data of opted-in respondents which will allow our clients to interview those who have visited specific locations in the last 24 hours," said Ipsos CEO Didier Truchot.

HONG KONG HOOKS LEGISLATIVE STRATEGIES

Hong Kong Trade Development Council has hired Legislative Strategies to a one-year government relations contract for a lump sum of \$333,000.

According to the representation contract, the bipartisan shop will work "to prevent or minimize any negative impact that action taken by the US, including action against Hong Kong's major trading partners, may have on the economic well-being" of the city that is part of the People's Republic of China.

LS is to cultivate positive perceptions of Hong Kong "among influential opinion formers and decision makers in the US."

It will promote Hong Kong as a separate entity of the PRC, enshrined in its "One Country, Two Systems" governing principle, while highlighting the city's role as an international gateway business in the PRC and the rest of Asia.

Larry Smith and Ronna Freiberg are principals at the shop. He's a staffer to former Republican Senator Mark Hatfield, GOP staff director of the Senate Committee on Rules and Administration and senior VP at Burson-Marsteller.

She was LA director to VP Al Gore, director of the Office of Congressional and Intergovernmental Affairs in the Clinton White House, chief of staff to Jersey Congressman Peter Rodino and senior VP at Gray & Co.

PR EXEC SAFFIR DIES

Leonard Saffir, executive VP of Porter Novelli International, New York, from 1984-1990, founder of four newspapers and author of three books, died in January in Lake Worth, Fla., according to an obit published in the April 19 *New York Times*.

Saffir authored *Power Public Relations*, *How to Get PR to Work for You*, *Power Public Relations: How to Master the New PR*, and *PR on a Budget*.

He was also chief of staff and press secretary to former U.S. Senator James Buckley, served in the U.S. Marines, and was president, Overseas Press Club of America.

Surviving are his wife, Eleanor; children Andrew, Michelle, and Samantha, and grandchildren Cecily and Beckett.

BRIEFS: **Jamie Donaldson**, social media and marketing specialist, Might Yeti Studios, to **communications 21**, Atlanta, as an account manager for the broadcast and digital PR firm.

PEOPLE**Joined**

Harriet Shelare, an independent counselor and former EVP for Ruder Finn, to Celsion Corp., Lawrenceville, N.J., as director, comms. She was a senior VP for MSLGroup and managing director at Hill+Knowlton. **Mitchell Breindel**, director, Beckerman PR, to Rubenstein PR, New York, as a VP in the firm's real estate division to handle The Witkoff Group, The ARK at JFK, and The Mark Company. He was previously with DTZ Rockwood, Jones Lang LaSalle and Newmark Grubb Knight Frank. **Marilyn Lopez**, senior publicist, John Doe Comms., joins the firm's entertainment unit as SVP. She was previously in PR with Jive Records. **Alyson Leiter**, VP, Rubenstein PR, to The Marino Organization, New York, as a senior A/S focused on the real estate sector. She was previously with Great Ink Comms., an editor for GlobeSt.com, and managing editor of Real Estate Forum.

Kelly Ferraro, VP in Rubenstein PR's real estate unit, to Geto & de Milly, New York, as a VP. She was previously at Rubenstein Associates.

Dusty Bennett, VP and senior producer, Blue Man Productions, to DKC, New York, as senior VP, events & production to head the firm's DKC Incite operation. He is former president and producer at Takeoff Productions and events producer for Walt Disney Studios.

Sarah Whitney, marketing dir., dzyrn, and **Chris Velardi**, morning anchor on WTNH-NEWS8 (New Haven), to Gaffney Bennett PR, New Britain, Conn.



Whitney, Velardi

Chris Murray, VP, comms. and external affairs, United Way of Greater Philadelphia and Southern New Jersey, to BTC, Wayne, Pa., as executive VP. He previously co-founded GaileyMurray Comms. and was associate VP at Tierney Communications.

Richard Mullins, reporter, *Tampa Tribune*, to Tucker/Hall, Tampa, Fla., as a senior A/E, starting May 11. The 10-year TT vet has written and produced the Tribune's "All Consuming" weekly consumer trend column and podcast, in addition to reporting.

Holly Zawyer, VP, Cheryl Andrews Marketing Comms., to Schwartz Media Strategies, Miami, Fla., as a VP. Earlier, she was with Wragg & Casas PR.

Kimberly Stoillis, CEO and president of the Houston Festival Foundation, to The Point Group, Houston, as a VP.



Stoillis

Promoted

Stephanie Harig and **Abbey Linville** to senior A/Es, Dix & Eaton, Cleveland. Both joined in 2013.

Ryan Willis to senior A/M, Ackermann PR, Knoxville, Tenn. He is a nine-year vet of the agency.

Courtney Geduldig to EVP, public affairs, McGraw Hill Financial, New York, effective May 1. **Ted Smyth** is retiring as EVP, corporate affairs, per company policy for senior executives.

OTTO SEES NEED TO RETAIN, ADVANCE TALENT

Procter & Gamble PR legend Charlotte Otto talked about the importance of retaining and advancing diverse talent during her acceptance speech at last night's Paladin Awards dinner of the PRSA Foundation.

"We won't make the progress we need without that dual focus," she told O'Dwyer's.

Under the leadership of Lou Capozzi, foundation president & former Manning Selvage & CEO, the organization has stressed the need for greater diversity in the PR business.

During the awards ceremony, Otto praised mentoring and developing programs within both agencies and companies, but feels the effort is not enough.

The former global external relations officer at P&G said though the marketer has a long track record of diversity and inclusion, talent would leave just about when they were about to "crack the ceiling."

She told the audience of more than 200 people at the Bryant Park Grill in Manhattan about the time a "superstar African-American marketing director" was quitting P&G.

As a member of the "save squad," Otto experienced a "light bulb moment" after she asked for the "real reason" he was leaving.

Though the director praised P&G's excellent diversity programs, "he never felt truly comfortable" at the job. He simply "didn't feel at home."

The 33-year P&G veteran said, "It was small things like not being included in an impromptu lunch or party at a colleague's home. But it was bigger things too, like not feeling like he could speak out or feeling like he was always in the spotlight."

At Home in Workplace

Otto spoke about the importance "of feeling totally comfortable being you."

Recently, she tested the scenario when friends stayed over and Otto felt comfortable going into the kitchen "in a raggedly purple robe, no make-up and a bed-head."

To Otto, "Feeling at home in the workplace means feeling accepted for who you are—good, bad and weird." It means feeling 1) "comfortable saying what you think and feel without fear of repercussions;" 2) "free to experiment, ask dumb questions, and try new things and if they don't work out you still have a place," and 3) "welcome at the family table."

Otto recalled when she "moved into the wood-paneled office on P&G's hallowed 11th floor with the rest of the company officers."

Some men expressed hostility because they believed they were more deserving of the senior VP title, while most of the female secretaries didn't like a female executive on the floor.

Since Otto wasn't too good at big-boy politics, she



Otto with Weber Shandwick CEO Andy Polansky at the PRSA Foundation event.

made mistakes.

Things came to a head after she told a vice chair to "shush" because she wanted to hear what an underling was saying.

After that episode, her former boss, Bob Wehling, set her straight. "He told me I was terminally naïve," said Otto.

She added: "As quickly as I took a breath to argue with him, I stopped. I knew that he had just given me a gift. He was really saying I had to become more sophisticated and confident in that rarified air."

Move to Agency Realm

Now a senior corporate strategist at Weber Shandwick, Otto had a tough transition to the agency side of the business. After Otto "dressed down a client because she wasn't being strategic enough," corporate practice chair Micho Spring told her about the need to "pull in sharp elbows" to maintain good client relations.

WS staffer Carol Ballock impressed upon Otto that an "account leader doesn't like it when you call a client directly to give counsel."

Otto told the audience to think about what they can do make people around them feel at home.

She concluded, "Reach out to someone who just feels different. Reach to someone who may be watching from the sidelines but has so much more to contribute.

"Help them feel at home. It will be worth it for your company, our industry and especially to you."

ABMAC AIDS GENDER BIAS PLAINTIFF PAO

Ellen Pao, the former venture capital partner who made waves in Silicon Valley with a \$16M gender discrimination suit against Kleiner Perkins Caufield & Byers, is relying on Abernathy MacGregor Group for PR support.

Pao lost her suit against the vaunted VC firm at the trial level last month.

Kleiner Perkins is now pursuing \$1M in legal fees from her, unless she vows not to appeal.

Abernathy MacGregor executive VP Heather Wilson in Los Angeles speaks for Pao, who is now interim CEO of Reddit. She said Pao's legal team is weighing the offer.

The suit played into a top criticism of Silicon Valley's tech culture – that it is male dominated to the detriment of women.

But the San Francisco jury found for Kleiner Perkins on all four of Pao's claims alleging that the VC firm discriminated and retaliated against her.

Christina Lee, the former Hulu communications chief who serves as Kleiner Perkins partner for marketing and communications, said the VC firm doesn't see a courtroom as the venue for change in tech.

"We believe that women in technology would be best served by having all parties focus on making progress on the issues of gender diversity outside of continued litigation," she said.

Kleiner Perkins reportedly offered Pao \$1M to settle the case before trial.



Pao

The news that two Pulitzer winners have switched to PR touched off a slew of comments knocking journalism as a career. But *Washington Post's* Chris Cillizza is having "more fun than ever."

He puts the lie to the false claim by careercast.com that newspaper reporter is the worst of 200 jobs in the U.S. That ranking is a publicity stunt for CareerCast praised by media blogger Jim Romanesko. Media fell for it like a ton of bricks.

"I called up CareerCast publisher Tony Lee and told him it was a brilliant move to put reporter on the bottom of his list," writes Romanesko.

Ranking journalists as lower than "dishwasher" is nonsense and based on "weak science" (if any), says Daniel Mitchell of the Cato Institute. He notes that numerical values are given to such things as "degree of public contact" and "degree of competitiveness." But measuring social research is different from measuring atmospheric pressure or the amount of water in a beaker, he notes.

Journalist jobs have dipped to 42,280 vs. 229,100 for PR posts, according to the Dept. of Labor. But it still remains one of most satisfying of all occupations.

"It's about finding things out and then telling people what you've found out," wrote Cillizza April 15. "That's the mission we're all on—trying to understand and synthesize the world around us."

There is "a fair amount of stress" in the job and it's not "terribly high-paying," he notes. "I love spending every day trying to figure things out in the political world. I love talking to people—sources and other journalists—who make me see something I couldn't see on my own."

PR Pays More But Is Also Stressful

The press that picked up CareerCast's bust on J's fail to note that the same company has repeatedly named PR jobs as among the most stressful. PR was No. 6 in stress in 2014 after being as high as No. 2 in 2011. It was No. 5 in 2013. Newspaper reporter was No. 2 in 2014.

If you ask us, reporters and PR people are causing each other a lot of stress these days. They used to be near the top of the corporate power chain. PR's wined and dined reporters at the best restaurants and took them to the top shows, sporting events and other entertainments for decades until the early 1980s. Finding out what was on reporters' minds was a key goal of PR.

A sea change in attitude took place. Reporters became "the enemy" to be avoided. PR people were even told to avoid each other lest some corporate secret leak out.

At least 25 PR luncheon and dinner groups that used to meet in New York went belly up. One of the last to give up the ghost was PR Society: New York, holding its last lunch on May 9, 2013.

Reporters and PR's snapping at each other bring to mind townspeople showing up at a castle's back door in the Middle Ages with produce, livestock, etc., and being treated meanly by the servants. The lords and ladies were

high above in the castle, insulated from this daily fray and couldn't care less.

Enter the Internet, a Reporter's Dream

Intellectual congress with PR people may have vanished but reporters now have the cornucopia of the web as soul mates and confreres.

Journalists who want to remain in that occupation should start their own businesses on the side.

This writer, having obtained a post as ad columnist for the *Chicago Tribune* in 1968 based in New York, started a newsletter and then a Directory of PR Firms on the side. When the Trib job ended in 1972, the O'Dwyer Co. was well established.

J's Attack Stonewalling

Journalists encounter lots of stonewalling these days from PR and officials but have two options. They can report the stonewalling and seek ways around it. The web presents lots of avenues.

O'Dwyer reporters were barred from the PRSA Foundation's Paladin dinner April 23 unless we paid \$500 each. But three staffers went anyway, just to the cocktail party, meeting many of the guests and taking pictures.

Foundation president Lou Capozzi had sent us the text of Charlotte Otto's speech in advance so we had full coverage the next day. There was no coverage of the event at all on the Foundation's website on Friday.

For the first time in seven years, the company associated with the Paladin winner (Procter & Gamble) did not supply press tickets.

As is usual, no nametags were provided to attendees at the dinner.

Blockage of information is a habit with the Society. Other PR groups including Institute for PR and Arthur Page would not dream of not having nametags.

The PR Society, parent of the Foundation, has blocked us from covering any conference events including the exhibit hall since 2010.

But some progress was made in 2013-14 after we sent letters to Bill Marriott, head of the hotel chain, who is a devout Mormon. Marriott assigned us tables in the lobby of its hotels in Philadelphia and Washington, D.C., in 2013 and 2014. But almost no attendees visited them.

The Atlanta Marriott Marquis will be the scene of the 2015 Society conference Nov. 8-10. Since lobby exhibits work so poorly, we're writing to CEO Bill Marriott, Marriott PR head Kathleen Matthews, and hotel general manager Erica Qualls asking for Marriott to stop sitting on its hands while a press boycott takes place on its premises.

Kathleen Matthews, whose husband hosts MSNBC's "Hardball with Chris Matthews," has talked about running next year for the seat of Rep. Chris Van Hollen (D-Md.). She is on the boards of Catholic Charities Foundation, Ford's Theatre and Shakespeare Theatre Company. Perhaps she will at last take a look at a press boycott taking place on Marriott premises and live up to her religious values.

— Jack O'Dwyer