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# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## MIAMI BOOKS TRAVEL REVIEW

The tourism and convention bureau for Miami has kicked off a review of its North American PR account with an open pitch process through August.

The Greater Miami Convention & Visitors Bureau released an RFQ on July 28 covering PR for the US and Canada to build the Miami "brand" as a "uniquely tropical and cosmopolitan destination" through media and blogger outreach, social media and other communications channels.



Current Lifestyle Marketing is the incumbent after winning the business in an 11-firm pitch in 2011.

The work includes news bureau management, press trips and annual missions to New York and Toronto, digital PR, media monitoring, among other efforts.

Firms must submit an intent to respond by Aug. 8 and proposals are due Aug. 21. Finalists will be scheduled to present in Miami in late September.

Hill+Knowlton Strategies this month defended the Miami Beach PR account after an RFP process.

RFP: <http://bit.ly/WRJvJt>.

## SV PUTS STOCK IN NYSE ALUM

Bob Rendine, who led global corporate communications for NYSE Euronext through its 2013 acquisition by Intercontinental Exchange, is slated to join Sard Verbinen & Co in September.

Rendine's three-and-a-half-year NYSE tenure included its 2012 merger with Deutsche Borse that was blocked by the European Commission. He stepped down at the end of 2013.

Sard Verbinen, which will add Rendine as a managing director in New York on Sept. 15, worked with NYSE Euronext through both deals.

He led a team of 75 in six countries and was responsible for the full range of corporate communications across NYSE Euronext, including marketing, media relations, executive communications and broadcasting. A memo from SV's executive committee noted Rendine's "deep experience in the financial markets arena and public affairs." He was previously VP of corporate affairs and comms. for GE Capital in London and Stamford, Conn., and earlier held top comms. posts at the American Stock Exchange and GTech Corp.

Rendine started out in politics as chief of staff to ex-Rep. Claudine Schneider (R-R.I.).

## BURSON LAYS DOWN LAW

Michael Law, who joined Burson-Marsteller last year as US president, is taking the US CEO reins from Dave DenHerder on Sept. 1.

DenHerder, who assumed the CEO slot on Jan. 2 2012 and earlier helmed its Direct Impact grassroots arm, will continue as senior counselor for BM clients.

Law, 51, worked for more than 20 years at B-M sister firm Ogilvy in the US and Asia-Pacific (Singapore and Hong Kong) region.

The Justice Dept. employed Law before Ogilvy.

Before joining DI as COO in 2005, DenHerder was regional political director for the Bush/Cheney 2004 campaign, organizing and managing activities in seven states.

Mark Penn, then CEO of B-M, once said of DenHerder "no one has exemplified the entrepreneurial spirit of Burson-Marsteller" more than he did.

## FREUD PUTS HEAT ON HUNTSWORTH'S CEO

Freud Communications founder Matthew Freud has acquired a three percent stake in UK-based Huntsworth for \$6M.

*The Guardian* reports that Freud, who is married to Rupert Murdoch's daughter, Elizabeth, has a track record in purchasing companies that he deems undervalued.

Huntsworth CEO Peter Chadlington, 72, has said first-half results will be below expectations when the numbers are released this month.

He projects a rebound during the second-half.

China's Blue Focus owns 20 percent of Huntsworth, which is parent of Grayling, Citigate, Huntsworth Health and Red.

## MAINE TAKES BIDS ON LOTTERY, AD BIZ

The State of Maine has launched a review of the seven-figure Maine Lottery integrated marketing account with an RFP process to handle advertising, PR and marketing.

The work covers several games, including the multi-state Tri-State Lottery with New Hampshire and Vermont and Powerball.

Developing an annual marketing plan, creative, PR counsel and execution, digital and social media and events, are all covered in the scope of work. The lottery is run by the Pine Tree State's Bureau of Alcoholic Beverages and Lottery Operations, or Bablo, based in Augusta.

NL Partners of Portland is the longtime incumbent.

Proposals are due Aug. 29. RFP details are at [maine.gov](http://maine.gov).

## **REDSKINS NAME BURSON**

The Washington Redskins have brought in Burson-Marsteller as the NFL franchise tackles pressure to change its name. “We have been retained by the Washington Redskins and the player alumni association to provide technical and editorial support to distribute information to those who inquire about the team’s history and name, which includes the website redskins-facts.com,” B-M managing director Catherine Sullivan told O’Dwyer’s.



“None of us believe in offending or discriminating against people of any ethnicity for any reason,” the site says. “We believe the Redskins name deserves to stay.”

The Redskins, amid Native American, public, media and political pressure to change their name, have reportedly worked with GOP pollster Frank Luntz and PR guru Ari Fleischer, among others.

Team owner Daniel Snyder has vowed to keep the long-time moniker. Slate.com and DotWeekly.com first reported on B-M’s ties to the site.

The Oneida Indian Nation, which has mounted a sustained campaign urging the team to change its name, responded to the new Redskins fan website with a top 10 list of facts (PDF) the tribe says were omitted from Redskinsfacts.com.

Former Secretary of State Hillary Clinton last week was the latest high-profile politician to weigh in on the controversy.

## **ARUBA BANKS ON CLS**

CLS Strategies is handling Aruba’s international communications push to manage the financial reputation of the Dutch-ruled Caribbean island and position it as a “serious partner in business,” according to the DC firm’s engagement letter.

Fitch Ratings dealt a blow to Aruba’s financial image, cutting its debt ratings July 23 to a notch about junk status. It reacted to the revamp of Valero Energy’s Aruba refinery, which has scaled back its output

Aruba finance minister Juan David Yrausquin issued a statement, rapping the Fitch report as failing to depict the country’s “true economic picture.”

Aruba also has been tussling with Venezuela over its decision to detain Venezuela’s former chief of military intelligence, who is wanted on US drug charges. It claims Venezuela sent two warships near Aruba’s coast and threatened to cut commercial air links. Venezuela trails only the US in sending vacationers to Aruba. The jailed spy was released and returned to Venezuela on July 27.

CLS charges Aruba an hourly rate, ranging from \$595 (partner) to \$175 (associate).

The contract automatically extends for successive one-month periods until a written notice of termination is issued. Yrausquin inked CLS’ engagement letter.

CLS, which is part of Omnicom, is the former Chlopak Leonard Schechter & Associates.

## **BUEHLER ANALYZES PORTER NOVELLI**

Porter Novelli has tapped Phil Buehler, former chief strategy officer at Hudson Rouge, to spearhead its analytics push. He helped establish HR, the luxury brand ad agency boutique, then guided the re-launch of Ford’s Lincoln Motor Co.

Earlier, Buehler was planning chief for OgilvyOne, chief market scientist at Havas, account planning director at McGarryBowen, senior VP/director of brand strategy at Y&R Brand Asset Consulting and executive VP/director of strategic planning & analytics at Wunderman.

Buehler is noted for pioneering ethnographic research in advertising. He has presented at AdTech, AppNation and founded TEDxChelsea.

As executive VP/global director of strategic planning, Buehler reports to Michael Ramah, PN’s senior partner/chief client officer.

## **FTI SEES Q2 GAINS IN STRATEGIC PR**

FTI Consulting strategic communications revenues rose 5.4% to \$53.3M in the second quarter 2014 on the strength of retainer clients in the EMEA region.

FTI said 2.8% of its 5.4% gain in strategic communications came from favorable currency conversions.

Overall, FTI revenues rose 9.6% to \$454.3M, although net income declined 25% to \$35.4M.

Revenue was buoyed by strong gains in forensic and litigation consulting (+13.3% to \$119.1M) and corporate finance/restructuring (+7.6% to \$104M). Technology rose 18.6% to \$60.7M while economic consulting was up 5.6% to \$117.2M.

FTI’s PR operation of late has been advising Shire in its courtship and takeover by AbbVie and Chilean bank Corpanca in its merger attempt with Brazil’s Itau Unibanco. The firm was the top global M&A PR adviser by number of deals last year with 202, according to mergermarket. FTI moved its headquarters from West Palm Beach, Fla., to Washington, D.C., during the quarter.

### **Scoops Up Crumbs Bankruptcy PR**

Crumbs, the cupcake bake shop chain that filed for Chapter 11 bankruptcy earlier this month, is relying on FTI for strategic communications support.

The New York-based chain, which has shut down three years after its initial public offering, is planning an Aug. 21 bankruptcy auction that would put it under the control of an investor group that includes Fischer Enterprises, owner of Dippin’ Dots and other brands, and turnaround specialist and CNBC reality show host Marcus Lemonis.

“We are confident that Crumbs is taking the right steps to protect the brand and position the company for long-term success,” said Edward Slezak, the general counsel and board member who took over as interim CEO in December.

New York-based FTI senior managing director Leigh Parrish, who heads the firm’s retail and consumer unit in the Americas, is speaking for Crumbs.

Crumbs, which lost \$18.2M last year, had 48 stores, some of which could be re-opened by the Lemonis-Fischer venture.

Edmond, Okla.-based Gooden Group PR reps Fischer.

**END OF AN ERA AT EW SCRIPPS CO**

Venerable newspaper company E.W. Scripps Co. is exiting the print business after 135 years, merging its 13 dailies with Journal Communications, publisher of the Milwaukee *Journal Sentinel* and community papers in Wisconsin.

Scripps owns properties such as *The Commercial Appeal* (Memphis), *Corpus Christi Caller-Times*, *Abilene Reporter-News*, *Knoxville Sentinel*, *Ventura County Star* and *The Gleaner* (Henderson, KY).

The new E.W. Scripps will continue to be based in Cincinnati and consist of broadcast, radio, digital properties along with comparable offerings of Journal Communications.

It would rank as the No. 5 independent TV group with \$800M in annual revenues and 4,000 employees.

The newly cast Journal Media Group will be in Milwaukee with \$500M in yearly sales and 3,600 workers.

Scripps shareholders will own 69 percent of the TV operation and 59 percent of the newspaper company.

Scripps CEO Rich Boehne said of the deal, "We're creating an industry leading local TV company and a financially flexible newspaper company with the capacity and vision to help lead the evolution of their respective industries."

Tim Stautberg, senior VP-newspapers for Scripps, will become president/CEO of Journal Media Group.

The transaction will finalize next year.

**DAILY PAPER JORNOS DECLINED BY 1,300**

There were about 36,700 full-time daily newspaper journalists at 1,400 US newspapers in 2013, a decline of 1,300 over a year earlier, according to an annual survey by the American Society of News Editors and the Center for Advanced Social Research.

Despite the overall decline, the largest and smallest papers showed small increases, including a 5.9% climb at papers with 500K-plus circulation and a 2.8% gain at papers with less than 10K. The largest drop came at papers from 100K-250K circulations, where journalists declined 16%.

Notably, nearly half of online-only outlets (43.7%) reported having more volunteers and part-time contributors than full-time employees.

The study showed a slight increase in the number of minority journalists – up 200 to about 4,900 – constituting about 13.34% of the overall journalism workforce. That figure goes up to 20% when only the 105 online outlets surveyed are counted. Minorities make up about 37% of the US population overall and ASNE has set a goal to have that figure more closely reflected in journalism, as well, by 2025.

Looking at gender, ASNE found that 63% of news organizations said they had at least one woman among their top three editors, while only 15% said a minority was among the top three staffers.

ASNE said 965 of 1,375 daily print papers responded to the census, which is funded by the Robert R. McCormick Foundation.

**NEW YORK TIMES CO NET TUMBLES 55%**

The New York Times Co. suffered a 55 percent plunge in Q2 2014 net to \$9.1M on flat revenues of \$388.7M.

CEO Mark Thompson blames the profit shortfall on hefty investments made for strategic initiatives associated with the launch of new digital offerings.

A 6.5 percent drop in national advertising was the main culprit for the lackluster revenue performance.

Total ad revenues declined 4.1 percent to \$156.3M, while circulation sales advanced 1.4 percent to \$209.9M.

Thompson is buoyed by growth in the NYT's digital sector, but knows "we still have more work to do to transform our business and deliver long-term sustainable growth for the company," he said in a statement.

The NYT added 32K digital subscriptions, up 39 percent from the comparable period of a year ago.

New products such as NYT Now, NYT Opinion and Times Premier got credit for luring new customers.

The Times chief expects accelerated growth in digital subs during the next few months as the NYTC refines the new offerings and upgrades marketing efforts.

Of the much-ballyhooed innovation of the future of journalism blueprint, Thompson said the company is implementing its recommendations so "we can significantly grow our digital audience, which in turn, will contribute to improved digital subscription and advertising monetization."

Thompson also commented on the "paid content" or native advertising "Paid Posts" program, saying he's "particularly encouraged by its growing success."

The company expects third-quarter revenues to be flat once again, while advertising will inch downward in the low- to mid-single digit range.

**SARAH PALIN 24-7 TV**

Former Alaska governor and Wasilla mayor Sarah Palin is the latest pundit to launch her own 24-7 online channel.

The Alaskan calls the sarahpalinchannel.com her way to fly under the mainstream media radar to avoid the "filter" of political correctness and DC crony capitalism.

Jeff Gaspin, former chairman of NBC Universal TV, and Jon Klein, one-time president of CNN/US, are founders of the online video venture TAPP, which supports Palin's latest hobby.

Michael Greer, ex-chief technology officer of the satirical *The Onion*, is another co-founder of TAPP.

Palin promises behind-the-scenes footage of her personal life as mother, grandmother, wife and neighbor. Daughter Bristol will blog on mom's channel.

Subscriptions are \$9.95-per-month or \$99.95 per-year.



Thompson



**MEDIA NEWS****RETAILER HITS PROPUBLICA OVER ARTICLE**

USA Discounters, the Virginia-based retailer that ProPublica reported offers “easy” credit to military members but files thousands of suits when its loans aren’t repaid, is criticizing the non-profit news organization’s portrayal.

Through its New York-based PR firm LAK PR (the former Linden Alschuler Kaplan), USA Discounters said the ProPublica piece, which also ran in the *Washington Post*, “inaccurately” portrayed its practices and policies in its dealings with military customers.



ProPublica’s Paul Kiel reported July 25 that the retailer has filed more than 13,470 suits since 2006, and highlighted its claims against military members based “anywhere in the world, no matter how much inconvenience or expense they would incur to attend a Virginia court date.” The company then garnishes service members’ pay after obtaining default legal judgments from two courts in Virginia.

The retailer, which promotes its service to “all military and government employees since May 1991,” said it is illegal to discuss the cases of individual customers who have defaulted and asked ProPublica to obtain permission from customers for the company to release details, which it said the news organization did not.

In a follow-up piece after USA Discounter’s retort, Kiel noted the retailer did not identify any errors in the piece. He said he submitted more than 50 questions to a USAD vice president, who provided a statement that was excerpted in the story.

USAD said it gives consumers the option to have legal matters heard outside of Virginia, but Kiel said USAD’s contracts do not state the option, adding that the company did not answer his question when he asked for an example of such a case. The retailer said it goes to court as a last resort.

LAK PR senior executive VP Hannah Arnold is advising USAD.

**ROCKETS ARE DUDS, SAYS MEDIA PROF**

The threat to Israel by Hamas rockets has been greatly exaggerated, says George Washington Univ. Prof. William Youmans. About 2,500 rockets have killed two people -- a Thai guest worker and a Palestinian Bedouin citizen of Israel.

Youmans, assistant professor in the School of Media and Public Affairs, rapped Prime Minister Benjamin Netanyahu’s comparison of the Hamas rockets German V-2 rockets that killed more than 7,250 people in London during World War II.

Netanyahu told a joint conference with U.K. Foreign Secretary Philip Hammond July 24 that “There’s only been one other instance where a democracy has been rocketed and pelleted with these projectiles of death and that’s Britain during World War II. Israel is undergoing a similar bombardment now.”

The comparison “does not stand up to historical

scrutiny,” Youmans wrote on Al-Jazeera America.

Nazi German’s missiles were “then-advanced” and armed with “powerful explosives” while the Hamas rockets are “relatively harmless,” he wrote.

Netanyahu showed United Nations Secretary-General Ban Ki-moon “a display of rockets that had landed on Israeli cities” and a “video of IDF soldiers uncovering rockets at an agricultural school in Gaza,” said Youmans.

Ron Proser, Israel’s ambassador to the U.N., told the Security Council July 18 that the Hamas rockets constitute a “war crime” and that the “unrelenting threat” of them is “casting a dark shadow over the people of Israel.”

Youmans said Israeli military spokesman Avichay Anraee tweeted in Arabic to his more than 119,000 followers that the Hamas rockets are “weak” and a “failure” and that the threat is exaggerated by Hamas.

IDF claims Hamas rockets threaten most of Israel.

Israeli spokespeople have said that the rockets are so primitive that about 200 of them have landed in Gaza and some have killed children and other civilians at hospitals and U.N. facilities.

Youmans notes that Israel complained when the U.S. Federal Aviation Administration stopped commercial flights to Tel Aviv airport, after rockets landed nearby, claiming there was no threat to the airport. New York Mayor Michael Bloomberg flew to Israel to underscore the safety not only of the country’s airports but the entire nation.

Youmans does not consider the rockets to be “harmless” but says the casualties caused by them “pale compared with what Gaza faces from Israel’s aerial campaign and ground invasion. The remedies that Israel proposes have to fit with the scale of the threat.”

“Israel has been far too selective and inconsistent about threats from Gaza to justify the cost in human life and the further destruction of Gaza,” he wrote.

**THERMOS BREWS COFFEE STUNT WITH SPONG**

Food and beverage container maker Thermos relied on PR and creative support from Spong as it shipped hot coffee to contest winners and journalists in what *The Atlantic* dubbed an “extraordinary PR stunt.”

To promote its Stainless King beverage container and its claim to keep fluids hot or cold for 24 hours, the company shipped coffee in May to Facebook fans from a San Francisco coffee house, following up with another shipment to journalists in July from a Minneapolis coffee purveyor as part of its “Overnight Coffee Challenge.”

Robinson Meyer, an associate editor covering technology for *The Atlantic*, was one of the hot coffee-in-a-Thermos recipients, and offered kudos to the marketing maneuver in a piece for the magazine online that traced the route of the coffee -- which arrived hot -- from Minneapolis to Washington, where Meyer is based.

“Now you’ve been warned: This is an article about a PR stunt,” wrote Meyer. “It was, however, an extraordinary PR stunt -- well-executed, conceptually simple, and bubbling with zeitgeist. And I accepted the hot coffee for reasons beyond my love of roasted arabica.”

Spong won the Thermos account last year.

**NEWS OF PR FIRMS****ALLISON ACQUIRES FRAUSE**

Allison + Partners is acquiring Frause to bolster the San Francisco-based firm's presence in Seattle and expand to Portland.

Bob Frause, who founded the firm in 1998, will continue as counsel to his shop and work with Allison's management in exploring international opportunities.

His firm has a strong base in the economic development, tourism, digital, real estate and government categories. Key Frause executives such as senior VPs Natalie Price, Laure Ware and Sue Gillespie, along with VPs Nathan Hambley and Lisa Smith, will remain onboard.

The Frause team will report to Allison/Seattle GM Richard Kendall, who was Frause's second hire. He said the cultures of both shops are 'well aligned.'

MDC Partners owns Allison.

**SARD, JOELE FRANK SELL \$8.5B RETAIL DEAL**

Discount retailers Dollar Tree and Family Dollar Stores engaged outside PR support for Dollar Tree's \$8.5B acquisition of Family Dollar announced July 28.

Sard Verbinnen & Co is shoring up Matthews, N.C.-based Dollar Tree's corporate communications regarding the deal, a \$74.50-per-share bid to create an \$18B variety store juggernaut. DT counts 5,080 stores in the US and Canada.

Debbie Miller, managing director and head of Sard's Chicago outpost, is aided by New York principal Nathaniel Garnick on the Dollar Tree assignment.

Board of both of the publicly traded, Fortune 500 companies have signed off on the agreement, which will see Family Dollar's stores take on the Dollar Tree name.

Joele Frank, Wilkinson Brimmer Katcher is speaking for Family Dollar, which is based in Chesapeake, Va., and runs 8,200 US stores. Joele Frank president Matthew Sherman and managing director Averell Withers rep Family Dollar, which was facing pressure from activist investor Carl Icahn.

Dollar Tree CEO Bob Sasser called the deal a 'transformational opportunity' that will make DT the leading discount retailer in North America.

**ONTARIO DOCS SEEK PR DIAGNOSIS**

The Ontario Medical Association has released an RFP for a public awareness and communications firm to reach the public, stakeholders and provincial government as its 25,000 public sector doctors are in contract talks, following their pact's expiration in March.

The work includes earned and paid media, including social media and collateral to engage members, according to the RFP released July 15.

The OMA was founded in 1880 and provides insurance, legal services, health programs and other benefits to members, while representing and promoting their interest. The group in November launched a new public brand, "Ontario Doctors are making health care better," with a companion website, ontariosdoctors.com.

Kari Cuss, senior director of PA and communications, is overseeing the search, while strategic comms. director Nancy Dale and comms. specialist Catherine Flaman are taking questions.

Proposals are due Aug. 11. View the RFP (PDF).

**NEW ACCOUNTS****EDELMAN CRACKS WALNUT ROSTER**

Edelman has scooped up agency of record duties for California Walnut Board and Commission effective Sept. 1, earning the job to generate national awareness of the Golden State's output.

The No. 1 firm's pitch focused on tastiness, health benefits and the many ways walnuts fit into a family's menu. Dennis Ballint, executive director of the Board, highlighted Edelman's strong network, creativity and ability to raise the awareness of walnuts nationally.

The Walnut Marketing Board, which was established in 1948, added California to its name in 2008 to provide origin destination information.

Torme Lauricella currently handles the work.

**New York Area**

**Vorticom**, New York/IBC Advanced Alloys Corp., distributor of rare metals (beryllium) based alloys and products for industries like nuclear energy, automotive, telecommunications and industry, for PR and strategic media consulting as it eyes a larger profile in North American markets. The 12-month pact pays \$7,500/month.

**Lou Hammond & Associates**, New York/Tourism Sante Fe, as AOR for PR, following a competitive review RFP process. Fifteen firms responded to the RFP, a field narrowed to five finalists. Hammond was the four-year incumbent with Santa Fe-based Locas Communications, which is not continuing on the account.

**5W PR**, New York/Appwiz, mobile web monetization platform based in Israel, as AOR.

**East**

**The Simon Group**, Sellersville, Pa./DELO Industrial Adhesives, as AOR for PR in the US for the Germany-based maker of adhesives and encapsulants used in automotive, aviation, optoelectronics and other industries.

**Gatesman+Dave**, Pittsburgh/S&T Bank, as AOR for advertising, PR, social and digital media, following a competitive RFP and pitch process.

**Big River**, Richmond, Va./Virginia Farm Bureau Insurance, for a strategic branding and engagement marketing campaign.

**Southeast**

**Trevellino/Keller Communications Group**,

Atlanta/Great Parents Academy, education technology program for mathematics, as AOR for PR and marketing as it seeks to grow its user base by marketing to parents and schools alike.

**Zimmerman Advertising**, Fort Lauderdale, Fla./Lucky Brand, denim and fashion accessories, for social media activation and newsroom, as well as on and off-line media planning and buying.

**Midwest**

**The Millerschinn Group**, Auburn Hills, Mich./Comau, global automation unit of Fiat Chrysler Automobiles, and Lacks Wheel Trim Systems, supplier of automotive wheel components and systems, for PR/comms.

**West**

**PMBC**, Los Angeles/Vincent Mehdizadeh, author and philanthropist who founded prescription dispensing company Medbox, for PR.

**NEWS OF SERVICES****NIRI CEO TO CLUB MANAGERS ASSOCIATION**

Jeffrey Morgan, president and CEO of the National Investor Relations Institute, Alexandria, Va., since 2007, is moving to the Club Managers Association of America, Alexandria, on Oct. 12 as CEO.

Chair John Chevalier heads the CEO search committee for NIRI, the largest group of IR professionals with more than 3,300 members representing 1,600 publicly held companies with \$9 trillion in stock market capitalization.

Morgan is a Certified Assn. Executive of the American Society of Assn. Executives and also is a Fellow of the ASAE.

"I am excited by the opportunity to lead CMAA an build upon the success that the organization has enjoyed," said Morgan. "I am confident that we will continue to develop and promote the high standards of professionalism, leadership and education our members expect."

NIRI finished 2012 with \$6,452,130 in net assets, a gain of \$106,945 from the previous year. Assets include \$4,943,496 in investments.

Morgan's 2012 package included \$329,257 in salary and \$57,949 in "other compensation." The association's IRS Form 990 for 2012 was filed on Sept. 25, 2013. EIN is 54-1758790. Spencer Stuart assisted in the search for Morgan, which included interviewing nearly 200 candidates.

He will succeed retired CMAA CEO James Singlerling who had pay of \$457,375 plus \$27,890 in other compensation for the year ended Oct. 31, 2012. The 990 tax form was filed June 21, 2013 and is the latest available on Guidestar. CMAA EIN is 53-0235732.

CMAA had revenues of \$7,922,730 in the 2012 tax year, down from \$8,338,207. It lists total assets as \$3,416,635 and liabilities as \$4,815,550, giving it negative net assets of minus \$1,398,915.

The group lists as a liability \$3,376,082 in deferred revenue, apparently from dues income. It had \$1,302,550 in savings and cash at the end of the year and \$479,246 in investments.

CMAA has 6,500 members including managers of 2,500 country clubs, athletic facilities, city, military, town and yacht clubs. It has 45 chapters and 45 student chapters and estimates the club industry has \$19 billion in revenues.

NIRI joins the PR Society in seeking a new CEO. Bill Murray, CEO of PRSA since 2007, resigned March 7, 2014, effective June 1.

**BRIEFS:** Mary McDowell joined the board of PR

Newswire parent **UBM** as non-executive director on Aug. 1. She is former executive VP of Nokia's mobile phones unit and served 17 years at HP-Compaq. She is a board member at Autodesk. ...Email marketing services company AWeber has added a high resolution stock image gallery for users to incorporate into email campaigns.



**Morgan**

**PEOPLE****Joined**

**Ken Shuman**, head of corporate comms. for real estate site Trulia, to consumer finance website NerdWallet, San Francisco, as VP of communications for the San Francisco-based company, which is eyeing a bigger profile in the online money advice space. "We're confident that Ken will help turn NerdWallet into a household name," said CEO Tim Chen. Shuman was previously a VP at Horn Group and did stints at Bite, Text 100 and Access Communications. Nerdwallet, founded in 2009 by two Wall Street alums, aims to educate consumers about various financial products and services like credit cards, mortgage and banks. Jessica Ayala is PR manager.



**Shuman**

**Douglas Rozman**, head of corporate communications at BNY Mellon's securities services operation Pershing, to lead comms. for HSBC in the United States. He previously led global corporate comms. for lending and financial services giant CIT and discount broker TD Waterhouse, in addition to in-house posts at DaimlerChrysler's finance unit, MasterCard and Mercedes-Benz Credit Corp. Regulatory communications chief **Diane Bergan** had been serving as interim head of US communications at HSBC after the departure of **Lisa Sodeika**, who stepped down as EVP of corporate affairs earlier this year and previously oversaw North American comms., PA, policy and sustainability for the British bank holding company.

**Agnes Estes**, senior VP for Edelman in Chicago, to real estate services giant DTZ, Chicago, as global head of marketing and communications. She takes the reins from interim head **Mary Tamaki**, who will lead marcomms. for the Americas region. DTZ is in the process of being sold by Australian parent NGL Limited in a private equity deal worth \$1.2B. Estes worked marketing and corporate communications accounts like Humana, GE Transportation and Pfizer at Edelman, which she joined after serving in-house at BMO Harris Bank and Allstate Corp. DTZ, with 24,000 employees globally, traces its roots to the late 1700s in the UK.



**Estes**

**Jill Kouri**, a communications hand for Accenture, to publicly traded JLL, Chicago, as chief marketing officer for the Americas. JLL, the brand name of Jones Lang LaSalle, had 2013 revenue of \$4B from services like leasing, financing and banking, facilities management and consulting. Kouri spent the last 13 years at Accenture, departing as global head of marketing for its \$6.8B Products Operating Group. At JLL, she oversees PR, internal comms., branding and other marketing endeavors. She was previously corporate comms. director at Commerx. Sandy Nordahl, a Hill+Knowlton and Sara Lee veteran, is SVP of marketing and comms. for JLL.



**Kouri**

## **RUDY ROOTS FOR GREENIES IN GMO FIGHT**

Former New York Mayor Rudy Giuliani's Bracewell and Giuliani represents the Environmental Working Group, a DC non-profit mostly bankrolled by philanthropic groups, for food labeling and cosmetic/sunscreen issues.

EWG, which says its mission is to 'use the power of public information to protect public health and the environment,' today released an 'anti-label lobby' report that found a dramatic upswing in lobbying outlays by food/biotechnology companies opposed to labeling food with genetically engineered products.

Anti-labeling backers spent \$9M during the first-quarter, which exceeded total outlays of 2013, according to EWG. Grocery Manufacturers Assn. topped the roster with \$1.2M in expenses.

Coca-Cola, PepsiCo, Bayer, Hillshire Brands, DuPont, GlaxoSmithKline, Land O'Lakes and International Dairy Foods Assn. were other big spenders in support of a Congressional measure from Kansas Republican Mike Pompeo that would block states from requiring genetically modified organism, or GMO, labeling on food packages.

EWG noted that top GMO companies like Monsanto, Syngenta, and Dow did not report fees specifically targeting anti-labeling, but did shell out for general advocacy on biotech issues.

Vermont is the first state to require labeling. That bill is under a legal siege to kill it. Maine and Connecticut have pending labeling measures. California Senator Barbara Boxer (D) and Oregon Rep. Peter DeFazio (R) introduced a bill for nationwide GE labeling.

William and Flora Hewlett Foundation, Turner Foundation, Walton Family Foundation, Barbra Streisand Foundation and Civil Society Institute are among EWG financial backers.

B&G's Ed Krenick, aide to former Minnesota Republican Senator Durenberger, and Eric Washburn, staffer for ex-Senate Majority Leader and South Dakota Democrat Tom Daschle, work the EWG business.

## **GIANTS PASS PR DUTIES TO RUSH**

The New York Giants football team has named Corry Rush PR director effective Aug. 8, while DeAndre Phillips is upped to the communications director position.

The move follows last month's departure of VP-communications Peter John-Baptiste to the Cleveland Browns.

Rush was in the National Football League's communications/PA department during the past seven years. He'll exit as director of AFC communications director.

He joined the NFL in 2003 as community relations intern for the Tennessee Titans. He's also held posts at the Denver Broncos and Houston Texans.

Phillips is a three-year veteran of the Giants who is promoted from the communications manager job.

He joined Big Blue after a seven-year stint at the National Basketball Assn.'s Miami Heat.

Rush and Phillips will report to Pat Hanlon, senior VP-communications.

## **GA CRIMINAL JUSTICE FUND RE-UPS GOLIN**

Georgia's compensation fund for victims of violent crimes has awarded Golin a one-year, \$200K PR pact.

The state's Criminal Justice Coordinating Council administers the Georgia Crime Victims Compensation Program, which gives financial support to victims of crimes like homicide, sexual assault, domestic violence and DUI and encourages participation in the criminal justice process.

The Atlanta-based CJCC, an executive agency under Gov. Nathan Deal, is awarding the pact to Golin without a review process, claiming that the firm has worked with the agency for the past year 'getting to know the way we do business along with our client base,' according to a procurement document. The CJCC said it researched other marketing companies but did not find any with the experience and expertise needed for the assignment.

Golin's Atlanta office is charged with producing a PR and communications campaign for the compensation program, including media relations and marketing.

## **ISLAMIC RELIEF REACHES FOR KM**

Islamic Relief USA of Alexandria has reached for Keller McIntyre for DC guidance regarding disaster aid, humanitarian crises and foreign assistance.

IRUSA has been active in rounding up food (flour, rice, sugar, oil, corned beef) and non-food (blankets, mattresses, mats, jerry cans, kitchen sets, hygiene kits, tarpaulin) to displaced Palestinians in Gaza and Syrians in Syria, Lebanon and Jordan. IRUSA says more than 1,300 Palestinians have been killed in the conflict with Israel, 7,600 injured and 200K added to existing UN refugee camps.

The organization also works in Afghanistan, Chechnya, Bosnia, Iraq, Sudan, Chad, Pakistan, India, Kenya and Bangladesh.

According to its 2013 financial statement, IRUSA has yearend assets of \$56.7M. It reported \$48M in cash gifts and \$18.6M in in-kind contributions.

Co-founder Anwar Kahn leads the charity, which has seven offices and 100 staffers.

Tom Keller and Mark McIntyre, veterans of Russ Reid's Washington office, handle the IRUSA business.

Russ Reid, which is part of Omnicom, says it's the largest marketing communications outfit dedicated to non-profits. It has represented Habitat for Humanity, Mothers Against Drunk Driving and World Vision.

## **H+K CREDITS CRADIT WITH ADVISORY POST**

Hill+Knowlton Strategies has recruited Lisa Cradit to helm its corporate advisory practice in New York.

Prior to H+K, the more than 20-year communications veteran was director of PR/communications at First Reserve, a private equity firm focused on energy.

She developed FR's branding campaign for the US, Europe and Asia, and managed external communications for various funds/investments.

Earlier, Cradit worked in the technology sector, launching IPOs, handling mergers/acquisitions and creating new markets.

Cradit takes a senior VP title at the WPP property.

**Academics and media figures are trying to sift the truth from a barrage of facts and images** emerging from the Israeli/Palestinian battlefield. “PR” is working hard for both sides.

Israeli Prime Minister Benjamin Netanyahu reiterated his determination to remove the threats of rockets and the tunnels while withdrawing some troops from Gaza. Hamas leaders continued sending rockets into Israel.

The death toll had reached more than 1,800 Palestinians, 64 Israeli soldiers and three Israeli civilians.

The totals supplied by Hamas and the United Nations are challenged by some sources.

Richard Kemp, retired U.K. Army colonel, cast doubt on the figures (<http://tinyurl.com/puksg2h>) in an article for the Gatestone Institute, an international policy council. He says “All Palestinian civilian casualties in this conflict result ultimately from Gaza terrorists’ aggression against Israel, and Hamas’ use of human shields—the most important plank of Hamas’s war-fighting policy.”

“To suggest that military incompetence is the only explanation for civilian deaths other than deliberate mass murder reveals a breathtaking but unsurprising ignorance of the realities of combat,” he added.

Kemp says far more Hamas combatants are in the totals than are being supplied by Hamas and the U.N. “Analysis of casualty details released by Al Jazeera show most of those killed in Gaza have been young men of fighting age, not women, children or old people,” he says.

Satellite images (<http://tinyurl.com/njborv3>) and a full-page map of the destruction in Gaza ran in the Aug. 3 *New York Times* and elsewhere. Nearly 60,000 people have lost their homes and the number taking shelter in schools of the United Nations Relief and Works Agency is nearly five times as many as 2009, it said.

Debate over who is right and who is wrong raged on the CNN and Fox cable networks and to a lesser extent on the major networks. Floods of comments inundated social media.

While academics and media figures are wading into the battle, little has been heard from PR figures. The debate has polarized combatants who find little if anything good about the “other side.” Critics of either side are seen as “enemies.” There is almost no middle ground.

#### **Who Is Driving Whom Out of the MidEast?**

Israel, quoting statements of Hamas and other factions and allies, says their aim is the “destruction of Israel.”

Those who support the creation of a Palestinian state say it is Israel that is driving out the Palestinians.

Richard Falk, Princeton professor emeritus of international law, noted the Knesset recently elected Reuven Rivlin, whom he calls “an Israeli ardent one-stater,” to be the next president of the country, signaling an increasing readiness to incorporate into Israel what Israelis call Judea and Samaria and the rest of the world knows as the West Bank.

Writes Falk: “In other words, behind the iron and fire is a vision of how to complete the Zionist project without needing to offer the Palestinians anything more

than minority rights. It is, perhaps, this triumphalist Zionist vision of the future that best explains why Israel launched this vicious attack on the long-beleaguered people of Gaza: to eliminate Hamas, the major obstruction to realizing that vision.”

Falk feels the only course Hamas has is to launch “primitive” rockets at Israel to draw attention to the siege under which the citizens of Gaza live.

“Prior to the heavy flow of rockets, Israel launched airstrikes on Gaza which appeared to be designed to induce retaliation that could then provide Tel Aviv with justification to launch a massive military operation...” he writes.

The 3,000 rockets that have been launched include 200 that have landed in Gaza, according to Israeli military leaders. Israeli spokesman Avichay Adrae tweeted in Arabic to more than 119,000 followers that the rockets are “weak” and a “failure” and that the threat is exaggerated by Hamas.

George Washington University media professor William Youmans wrote July 29 that Israel’s “alarmism” about the rockets contradicts Israeli statements that minimize the rocket threat. The Iron Dome defense can stop some headed to populated areas and others fall in fields, say military leaders.

Fairness & Accuracy in Media (FAIR) said July 29 that the alleged threat of the tunnels that lead into Israel from Gaza is an example of “media hype.” Missing from the “nightmarish scenarios of terrorists emerging from the ground to kill innocents is any evidence that anything like this ever happened,” wrote Peter Hart.

#### **Dershowitz Charges “Racist” Media**

Retired Harvard Law professor Alan Dershowitz, who has discussed the Israeli/Palestinian conflict on numerous shows, charged on the July 24 Hugh Hewitt radio show that media are “racist” in their coverage of the conflict. Media have ignored far greater casualties in “Muslim-on-Muslim” violence in the Arab world, he said in a report on *The Daily Caller*.

“Seven hundred people were killed in two days last week—but there wasn’t a word about it in the media,” he said. “But a few dozen Palestinians were killed and the body count was prominent. And I think this is racism—implicit racism on the part of the media. And that is, when an Arab and Muslim kills another Arab and Muslim, it is not news. But when an Israeli Jew in self defense kills and Arab Muslim, that becomes front page news.”

While Fox news host Sean Hannity has been a strong supporter of Israel and a critic of Hamas, Fox commentator Geraldo Rivera has emerged as a critic of Israel, citing the number of Palestinian civilian casualties vs. the number of military and civilian Israeli casualties.

Rivera on July 31 (<http://tinyurl.com/no4jerr>) noted 1,300 Palestinians (as of that date) had died and that 30% to 40% were children. “This is undermining Israel,” he said. “This is the worst thing for Israel’s stature and standing in the world. It’s fueling anti-Semitism, and it’s going to do very, very little but prolong this crisis.”

– *Jack O’Dwyer*