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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
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CANADA EXTENDS FH'S TAR SANDS PUSH

Natural Resources Canada has extended Fleishman-Hillard's promotion of its tar sands energy resources for another year for \$5.7M.

Environmentalists say development of oil sands intensifies global warming.

Opposition has crystalized over the debate of construction of the Keystone II Pipeline, which is supposed to transport the heavy oil resource from Alberta to US Gulf Coast refineries.

The *Toronto Star* reported that NRC is satisfied with the campaign's message "about the importance of the U.S.-Canada relationship, especially on energy."

NRC's Jacinthe Perras said the push is "designed to raise awareness" and "ensure a fact-based dialogue" about Canada being a responsible supplier of oil and other resources.

FH's work covers the US, Europe and Asia.

NRC has spent about \$23M during the past two years to promote its tar sands. Its initial RFP said the promotion effort was necessary to counter "intense and sustained PR campaign" launched by greenies and aligned groups.



BRUNSWICK PRO CHECKS IN AT CITI

Jennifer Lowney, partner at financial firm Brunswick Group, is moving to Citigroup's corporate communications shop next month.

Lowney will do corporate PA work and take the role of spokesperson for the \$40B-revenue New York-based institution.

Citi CEO Michael Corbat in July reported \$181M in 2Q net, down from \$4.2B in 2013's period. That performance was negatively impacted by a \$3.8B charge.

Lowney joined Brunswick in 2004 and has worked on mergers/acquisitions, crisis/litigation and IPOs.

She handled Roche's acquisition of Genentech, Owens Corning's asbestos-related Chapter 11 and ensuing New York Stock Exchange re-listing and Pfizer's Wyeth and King Pharmaceuticals deals.

Prior to Brunswick, Lowney did a five-year stint at Hill & Knowlton.



Lowney

HUNTSWORTH'S GUMMER TO GO

Peter Gummer, who turns 72 on Aug. 24, is stepping down from the helm of UK's Huntsworth, the PR firm dependent on Britain and the Continent for nearly 70 percent of its revenues.

Gummer said the move coincides with progress made on Huntsworth's investment program and an uptick in the global economy. He has targeted growth in the US, Asia and Middle East along with digital development to spark the firm's bottom line performance.

A search for his replacement is on.

Chairman Paul Myners called Gummer "a hugely respected figure in PR" who "has built Huntsworth into a group of leading global constituencies." He's delighted that post-Huntsworth Gummer will stay involved with the firm by supporting it with his "high value relationships."

Gummer is a good friend of UK Prime Minister David Cameron and a veteran of John Major's Conservative Party government.

Huntsworth's No. 2, Sally Withey, is to return in the fall from sick leave taken to recover from a back injury.

London PR man Matthew Freud, who considers Gummer "one of the genuine founders of the industry" acquired a three percent stake in Huntsworth last month.

China's BlueFocus owns about 20 percent of Huntsworth.

Meanwhile, Gummer reported a 21.8 percent dive in first-half operating profit to \$13.2M on a six percent dip in revenues to \$139.6M. Profit at flagship Grayling plunged 47.3 percent to \$4.8M on a 9.6 percent drop in revenues to \$61M.

Grayling CEO Pete Pedersen called the first-half "challenging," but believes its plan to expand outside its home base is on track. He anticipates continued improvement during the second-half and "further acceleration in 2015."

Huntsworth Health chalked up flat revenues of \$49M and an 8.1 dip in profit to \$9.5M.

BM'S DIRECT IMPACT SIGNS POSNER

Ralph Posner, senior VP at FleishmanHillard/Washington, has departed to Direct Impact, which is part of Burson-Marsteller. He's handled media, crisis/community relations and partnership development for coalitions, *Fortune* 500 companies and foreign governments.

Posner, who takes the executive VP title, has Capitol Hill exposure via staff work for Democrats Sen. Bill Bradley of New Jersey and Representative John LaFalce of New York.

Nicole Cornish, CEO of Direct Impact, expects Posner's experience and track record will be valuable for clients looking for integrated public affairs campaigns.

ECUADOR ADMITS PR TARGETS CHEVRON

The leftist president of Ecuador admits the South American nation is using PR as a weapon targeted at its long-time legal combatant, Chevron, over pollution in its Amazon region.

Ecuador has bankrolled a hefty \$6.4M one-year campaign at Brooklyn's MCSquared to counter political and economic forces in the circles of international power that are allegedly fostering "ill will" against it.

MCSquared, in turn, farmed out a \$30K monthly pact to DC's FitzGibbon Media that specifically deals with placing ads to "inform the US public of Chevron's responsibilities so the public interest of Ecuador will be furthered."

President Rafael Correa, via a Twitter posting, said: "MCSquared and others were not hired to improve the president's image but to defend the country from Chevron."

Dave Samson, Chevron's top PA staffer, told *O'Dwyer's* via an email that it doesn't matter how many PR firms go to work for Ecuador's existing government.

"If the government continues to shut down the free press, suppress human rights, undermine the rule of law, and distract attention from its own poor environmental record, it will continue to draw the ire of many in the international community," he wrote.

The best PR firms, according to Samson, "cannot rectify the government's behavior. After all, as they say in the agency world, you're only as good as your client."

FBI HUNTS FOR MEDIA SLEUTH

The Federal Bureau of Investigation's PA office is looking for a daily news briefing service to "summarize, interpret and electronically disseminate print and broadcast news related to FBI interests," according to RFP.

It believes the report will afford FBI executives and personnel "comprehensive situational awareness of important developments as reported in the national and international media."

The Justice Department unit lists technical requirements such as the "use of human analysts to "characterize the coverage such as FBI officials can quickly get a sense of how widely various story elements we ran and also for the general tonality of the coverage," and ability to cover content areas like international relations, counterterrorism, finances, criminal investigations, and cyber probes.

The hired contractor will be able to move beyond FBI-centric stories to provide an overview of news of interest to high-level decision-makers, as well as a summary of White House and Congressional events.

The FBI believes its PA office needs the savvy to monitor "the larger public conversation about law enforcement." The contract shall be for one-year with four option years. The posting is at: <http://1.usa.gov/1ocatXg>.



GOULD RE-LAUNCHES

CPA Rick Gould has re-launched GouldPartners in what he calls an amicable spinoff from SGP Worldwide, the former StevensGouldPincus.

His financial services firm will offer merger & acquisitions counsel, strategic planning, valuation, benchmark audits, billing rate reviews, and staff retention services that are needed to grow a business with the intent of its eventual sale.

Gould believes all firms are for sale. He also says a firm that is building for a sale is better run and more profitable, which increases the ultimate valuation. Gould can be reached at rick@gould-partners.com and 212/896-1909.

Members of GouldPartners include Mike Muraszko (Los Angeles), Jennifer Casani (Denver) and Donald Tipple and Don Bates (New York).

Gould will continue to work with SGP's Art Stevens on deals. Stevens said he and Gould "decided to create separate silos within SGP because of the additional workload that has accrued during the past ten years." Gould Partners and Art Stevens LLC will still work together to continue the ongoing work of SGP. Stevens said SGP is serving a robust client list of PR firms sellers and buyers, as well as consulting assignments. The SGP name and banner will continue into the foreseeable future.

CENGAGE ENROLLS AS STUDENT OF RF

Cengage Learning, the \$1.5B Boston-based educational services company that recently emerged from bankruptcy, has hired Ruder Finn for PR duties.

It offers content and digital solutions to colleges and grades from K-12.

Cengage, which is owned by private equity firms APAX Partners and OMERS Capital Partners, is the former Thomson Learning that emerged from the restructuring of International Thomson Publishing.

It filed for bankruptcy and emerged from Chapter XI this year.

Josef Blumenfeld, senior VP-corporate affairs at Cengage, said RF would communicate the "exciting new stage" in the company's transformation by amplifying the message of "student-centered learning and engagement."

RF's New York and San Francisco offices along with RFI Studios digital practice work the business.

EDELMAN'S THOMPSON DECAMPS TO REI

Alex Thompson, a more than 10-year veteran of Edelman, has moved to REI, \$2B retailer of camping, clothes and recreational gear.

He worked at Edelman's New York, London, Hong Kong and Singapore offices advising clients in the sports, energy, media, technology, transportation and financial services categories. He held the executive VP-corporate/PA post.

At \$2B REI, which is known for its liberal 100 percent guaranteed return policy, Thompson will interface with the co-op's board and handle reputation management, community relations, charity, and government/media relations.

He takes the VP-communications and PA job.

MURDOCH CAVES IN TIME WARNER GRAB

Media mogul Rupert Murdoch scotched his quest to acquire Time Warner Aug. 5 on the same day the *New York Times* reported unexpected opposition from TW management and questions about Murdoch's 41-year-old son James' ability to run the combined entity.

The Times also noted the liberal leanings of TW and its executives stand in sharp contrast to Murdoch's people.

In a note to TW CEO Jeff Bewkes, Murdoch, 83, wrote: "On behalf of our board and senior management team. I am writing to inform you that we are withdrawing our offer to acquire Time Warner, effective immediately."

Murdoch's 21st Century Fox floated the \$75B deal, which would have combined the two biggest movie and TV studios and presented a challenge to Disney's ESPN on the sports TV programming front.

In a statement, Murdoch blamed TW management and board for refusing to explore his \$85 per-share offer.

"Additionally, the reaction to our stock price since our proposal was made undervalues our stock and makes the transaction unattractive to Fox shareholders," he wrote.

Murdoch, putting a spin on his defeat, said his 21st Century Fox unit faces a bright future with the leadership, franchise and emerging growth businesses to fuel future growth.

Both Post Solid Q2 Profit Gains

Twenty-first Century Fox posted a robust \$1.1B profit for the June ended quarter, a recovery from the \$308M year ago loss. Revenues rose 17 percent to \$8.4B.

CEO Murdoch credited solid sales gains in its cable operation and filmed entertainment group, powered by the success of "X-Men: Days for Future Past," "Rio 2" and new season of "24."

Fox closed out fiscal 2014 with \$31.9B in revenues and \$4.6B net profit.

During the earnings conference calls, Murdoch said withdrawing the Time Warner bid was a "resolute decision." While not ruling out future acquisitions, Murdoch said, "We built ourselves. You look at all our best businesses, we started them ourselves."

TW Q2 net rose 10.3 percent to \$850M and revenue ticked up 2.7 percent to \$6.9B.

CEO Bewkes said "great storytelling" was the reason for the upbeat performance as evidenced by hits such as "Game of Thrones," "Silicon Valley" and "True Detective."

HBO's "Thrones," which rapped up its fourth season in June, averaged 19M viewers to surpass the most watched seasons of "The Sopranos" in 2012.

Bewkes sees a future brightened by completion of the Time Inc. spin-off to provide TW "even more operational focus."

SCRIPPS NETWORKS SNAPS UP JONES

Scripps Networks Interactive has recruited Dylan Jones for the senior VP-corporate communications slot at the Knoxville cable TV operation.

Jones, who entered the PR world with MTV and VHI in London, joined EMI Group, parent of the top

music publisher.

He relocated to New York and rose to head EMI Music Publishing's global communications and marketing units and ultimately assumed worldwide corporate duties.

Since October 2012, Jones was running his communications consulting business, doing branding, position, media and strategy work.

At SNI, he reports to Mark Kroeger, executive VP/chief communications officer.



Jones

The media company's properties include Food Network, Cooking Channel, HGTV, DIY Network, Travel Channel and Great American Country.

TIME INC BEGINS INDIE LIFE IN FINANCIAL DITCH

Time Inc. reported a \$32M net loss on \$820M revenues in its debut quarter following the spin-off from Time Warner.

The nation's largest magazine company chalked up a \$75M profit during the '13 comparable period.

CEO Joe Ripp reminded shareholders TI is "undergoing significant transformation" as it works to expend its brands across platforms, develops adjacent business opportunities and moves toward a "leaner and more nimble operating culture."

He warned of "secular challenges."

During the quarter, TI took a \$55M charge for "planned headcount reductions" and real estate transactions. It also had a \$50M expense to settle obligations for vacating six floors at its Columbus Circle headquarters.

The publisher of *Sports Illustrated*, *People*, *Fortune*, *Entertainment Weekly*, *InStyle*, *Southern Living* and *Time* is moving to lower Manhattan late next year.

GANNETT HALVES

Gannett Co. is splitting into two publicly traded companies, one with a focus on broadcasting and digital businesses with the other on newspapers.

CEO Gracia Martore believes the split-up will provide each unit "enhanced strategic, operating, financial and regulatory flexibility to pursue growth and consolidation opportunities in their respective markets, while delivering strong cash flow to build further upon Gannett's long-standing tradition of award-winning journalism and service to our local communications," according to a statement.

Gannett's yet unnamed broadcasting/digital company is off to a fast start as the company is paying \$1.8B to buy the remaining 73 percent stake in cars.com, an automobile selling site that attracts 30M visits per-month.

Martore will lead the segment with 46 TV stations and careers.com, the No. 1 employment site in the US.

Robert Dickey, CEO of Gannett's community publishing unit, will helm the newspaper group of *USA Today*, 80 dailies and more than 200 magazines and trade publications. It will retain the Gannett name.

Completion of the split-up is expected by mid-2015. Sard Verbinnen handles the Gannett separation.

MEDIA NEWS**FORMER WH PRESS SEC. BRADY DIES AT 73**

James Brady, survivor of an assassination attack on President Reagan, died Aug. 4 at his home in Alexandria, VA. He was 73.

The former White House Press Secretary, who became paralyzed and wheelchair-confined following the 1981 attack, became a leading advocate for gun control with his wife, Sarah, via establishment of the Brady Campaign to Prevent Gun Violence.



Dan Gross, Brady Campaign president, said in a statement, "Jim never gave up fighting and never lost his trademark wit despite suffering a traumatic brain injury after being shot."

The Brady Handgun Violence Prevention Act, according to Gross, blocked about two million gun sales to criminals, domestic abusers and other dangerous people.

"There are few Americans in history who are as directly responsible for saving as many lives as Jim," according to Gross' statement.

Congress passed the "Brady Bill" in 1993, requiring background checks and five-day waiting period for gun sales.

The White House press room was named in Brady's honor. Current WH spokesperson Josh Earnest said Brady's legacy is what WH press secretaries "aspire to live up to."

BOSTON GLOBE SEEKS BUYOUT CANDIDATES

The *Boston Globe* is looking for employee buyout candidates in the paper's first entrenchment move under new ownership by Boston Red Sox owner John Henry, who took control of the daily from the New York Times Co. last October.

CEO Mike Sheehan told staffers in a memo that the *Globe* after two years of significant change needs to "continue to adapt and change, to stay ahead of the market and our competitors."

Despite the planned staff cuts, Sheehan said the *Globe* continues to recruit and explore new initiatives.

He said the paper hired 250 people since January 2013 to launch new offerings and "re-imagine" existing businesses.

Sheehan singled out initiatives such as Crux, the Catholic news digital site, and print offerings such as *Address* and *Capital*.

He claims the developments helped the *Globe's* business side as circulation and ad revenues rose during the first-half of 2014 and are ahead of plan.

There is no targeted number of staff cuts. Workers will receive a letter to spell out details of the "generous" package. Sheehan said the *Globe* is "second to none" in New England journalism and "on par with the best in the business globally."

In a follow-up, editor Brian McGrory said the request for cutbacks is not meant to be a cost-cutting exercise, but a move to "devote people with the right talents to the areas where we need them the most."

'60 MINUTES' VET TUNES IN KETCHUM

Lori Beecher, a veteran of "Today" and "60 Minutes" had joined Ketchum in New York, taking on the newly created executive VP/media and content strategy position.

Barri Rafferty, CEO Ketchum/North America, called the 30-year TV pro "a master storyteller, known for crafting compelling broadcast and online narratives that have mass appeal."

Beecher, most recently handled Katie Couric's "Katie" program, has produced luminaries such as Alex Rodriguez; John and Elizabeth Edwards; Supreme Court justices Sandra Day O'Connor and Sonia Sotomayor; "Sully" Sullenberger, and Hillary/Bill Clinton.

At Ketchum, Beecher reports to Debra Forman, Ketchum Digital director, and Tamara Norman, NY associate director.

SUNDANCE'S LANEGRAN MOVES TO EL REY

Katie Lanegan, a 15-year veteran of Sundance Channel, has shifted to El Rey Network for the VP-PR position.

She is responsible for communications strategy/execution, talent relations, awards and industry events for the English language programmed aimed at the Hispanic market.

Lanegan is based in New York and reports to Chad Blankenship, who was just upped to senior VP-marketing and communications slot.

Blankenship is an eight-year veteran of ESPN, which he was in charge of consumer marketing for its college sports programs.

Robert Rodriguez launched El Rey, which means "The King" in Spanish, in 2013.

Comcast agreed to carry the network as part of its commitment to minority-owned stations in a deal hammered out to pave the way for government approval of its NBCUniversal acquisition.

El Rey is based in Austin.

CONSUMER MAGS' JUNE CIRC SLIP 2%

The Alliance for Audited Media reports paid and verified circulation sales of 367 US consumer magazines slipped 1.9 percent in June, while newsstand sales plunged 11.9 percent.

The newsstand fall-off may be partly due to the shutdown of mag wholesaler distributor Source Interlink during the month.

Eighteen of the top 25 mags (group excludes AARP Bulletin) reported circulation drops.

People StyleWatch topped the list of "losers" with a 32.8 drop to 259,204. *In Touch Weekly* (-23.5 percent to 399,642), *Star Magazine* (-21.8 percent to 261,712), *Woman's Day* (-19.2 percent to 358,388) and *Glamour* (-18.5 percent to 245,472) followed.

On the plus side, *All You* (+11.5 to 356,872) headed the list. *HGTV Magazine* (+7.4 percent) *AARP The Magazine* (+4.1 percent to 22,837,736) and *Women's Health* (+3.3 percent to 310,768) followed.

The AARP publication topped the circ list. *Better Homes and Gardens* (7,639,661) is No. 2.

NEWS OF PR FIRMS**TEXT100, BITE MERGE APAC UNITS**

Next Fifteen Communications is merging the Asia-Pacific units of Text100 and Bite to create a 300-member operation with offices in China, India, Malaysia, Singapore and Australia.

CEO Tim Dyson called the combination a "world-class regional business" that had "comparatively little overlap between the two parties.

He said the integration strengthens client offerings across multiple sectors and provides more career opportunities.

Anne Costello, currently Text100 regional director of APAC, and Paul Mottram, Bite's existing sector chief, will report to Aedhmar Hynes.

David Ketchum, Bite's APAC president and founder of Upstream Asia, is leaving after a transition period.

Clients affected by the merger, which will be carried out during Sept.-Dec. are Hong Kong Disneyland, Standard Chartered, Haagen-Dazs, Qatar Airlines, Cadbury, Suzuki, TripAdvisor, Cisco, IBM, Expedia and Peroni.

**GODDARD LAUNCHES 24/7 ADVICE HOTLINE**

Goddard Co. PR & Marketing has launched a 24/7 PR AdviceLine targeted at small businesses, entrepreneurs, start-ups and communications executives.

Jennifer Goddard Combs, a more than 20-year veteran of PR & founder of the Santa Barbara-based firm, will offer reputation management, crisis management, brand management, story development and media preparation counsel.

She said the world of social media has shortened the 24-hour news into a less than one-hour news cycle, making access to instant PR counsel a must.

"That is why we set up the PRAvice Line to help give quick and timely PR help when needed," she explained.

Info is at 805/565-3990 or thegoddardcompany.com.

**RUBENSTEIN STAFFERS SHAPE UP**

Rubenstein Public Relations has launched a 10-week health & wellness challenge to help staffers meet their personal fitness goals.

Through individual health assessments to measure stress levels, diet/sleep patterns, social and environmental well-being, staffers will be monitored weekly to chart personal progress to their fitness goals.

Staffers will break into teams once a week and compete in events in a group workout outside the shop's New York headquarters.

Fitness expert AT Dunn coordinates the challenge.

Richard Rubenstein said of the program: "Our health is the most important part of our lives. It is extremely rewarding to involve the whole team in a friendly competition that is fun and improves our health at the same time."

NEW ACCOUNTS**OGILVY COUNSELS HILLARY CLINTON GROUP**

Ogilvy PR is working with the Wilson Center's Women in Public Service Project, which was established by former Secretary of State Hillary Clinton and the Seven Sisters colleges, to advance communications efforts and inspire a new generation of female leaders in public service.

Kate Cronin, global managing director of Ogilvy CommonHealth, and Lisa Ross, executive VP and head of PA, manage the account. They will develop message framework to influence stakeholders of the Project and provide strategic guidance.

"The WPSP has benefited enormously from the thoughtful point of view and enriching advice Ogilvy brings to the table," said director Rangita de Silva de Alwis.

5W FLIES WITH 'UBER OF PRIVATE JETS'

Ronn Torossian's 5W Public Relations picked up the JetSmarter account of the so-called "Uber of the private jet market."

The job of the New York-based PR firm is to elevate its visibility in top consumer and trade media.

The JetSmarter app offers immediate pricing and availability for charter of planes worldwide, eliminating the "middle man."

RELEVANT TARGETS ITALIAN REAL ESTATE

Relevant Public Relations of New York City's Staten Island borough is working for Cangiano Estates (Amboy Road, SI), which has a number of property listings in Italy via an alliance with an Italian lawyer.

Realtor Traci Cangiano, is immediate past president of the SI Board of Realtors, and has strong ties to Perugia and Assocs. of Viterbo,

Barton Horowitz, founder and president of Relevant, finds the enthusiasm of Cangiano and her real estate team "uplifting."

BELLMONT KIDS PLAY WITH ECO-TOYS

Bellmont Partners (Minneapolis) calls eco-friendly toy company Play from Scratch a client.

The St. Paul company makes building sets from sustainable materials and says it was impressed with Bellmont's youth and consumer marketing expertise.

Jeff Freeland Nelson, founder/CEO of Play from Scratch, said his firm's partnership "will help shine the spotlight on Play from Scratch's philosophy, and bring creativity and imagination into the lives of more children across the country."

PMBC HITS JACKPOT

Los Angeles-based PMBC Group represents Lotlotto, an app that allows users to check daily results from every lottery in the US.

It's said millions of prizes are unclaimed each year because ticket buyers don't check lottery results.

"Lottolotto has assembled a team of top gaming, lottery and tech industry experts, and we are excited to position the company and its leaders as innovators, bringing the lottery system into the modern digital age," said Ola Danilina, CEO/founder of PMBC Group.

NEWS OF SERVICES**IABC FIRES NO. 2 STAFFER WATSON**

Claire Watson, No. 2 staffer at the Int'l Assn. of Business Communicators where she was external relations team lead, was fired on July 25 although she reportedly had a three-year contract.

The Canadian, who has had leadership roles in IABC for 17 years including extensive work on its Gold Quill awards program, is consulting legal counsel, friends said. She feels "betrayed and devastated" by the sudden canning, they said.

IABC had fired 16 of its 32 staffers in late 2012, touching off howls from the fired staffers and many of the members who said the mass dismissals violated every known canon of internal communications.

Some of those dismissed reportedly have filed legal actions and/or complaints with government bodies but no such actions have yet become public.

Carlos Fulcher, a Certified Assn. Executive, joined IABC in June. Melissa Dark, a citizen of Australia, joined in the same month as director of communications and member services.

IABC, which lost \$528,573 in 2013 and saw its net assets plunge to \$680,013 from \$1,209,086, drew criticism from members for allowing its leadership to spend \$589,187 on travel, meals and hotels for the board or about 10% of revenues of \$5,666,483.

Chair is Russell Grossman, a U.K. government PR employee. Neither he nor Fulcher nor Dark have responded to questions about the reported firing of Watson.

Watson, according to her bio led "a high energy team responsible for integrated marketing communications activities, member services, conferences and events and strategic planning.

Formerly president of the Words with Wings service that provides communication consulting, executive writing and training in various forms of communications, she was called "a master communicator with a passion for excellence."

She continues on the IABC International Career Roadmap Committee that is training IABC awards judges. She is also leading in the "revitalization" of its Gold Quill program.

Watson is the national program director for the IABC Canada West Regional Board and has led Canada's Silver Leaf awards since 2009.

FITZGERALD TAKES SIIA POST

Geri FitzGerald has joined the Software & Information Industry Assn., trade group for the software and digital content sectors.

She becomes marketing and strategic services director for SIIA's Assn. of Business Information & Media Cos. and Content & Information Services units.

Most recently, FitzGerald was executive VP/publisher at Adweek Media Group. She also led marketing for digital media operations at BPA International.

Mike Marchesano, president of ABI&M, worked with FitzGerald at BPA and VNU.

**Watson****PEOPLE****Joined**

Corey Langworthy to executive director in Golin's consumer marketing practice in Los Angeles. He will lead the key Toyota account and food businesses. Langworthy was at Citizen Relations handling Procter & Gamble work and did stints at Edelman and PCGCampbell.

**Langworthy**

Alfonso Cuellar to president/managing director, Hill+Knowlton Strategies/Columbia in Bogota. He'll also take on the corporate communications and energy practices throughout Latin America. He joins from Colombia's DC embassy, where he was deputy chief of mission. Cuellar is former editor-in-chief of *Semana*, Colombia's most influential business magazine. He also managed government relations/PA for BP in Colombia and press duties throughout the region.

Ella Robinson, senior VP-entertainment at DKC Public Relations, NY. She joins from Relativity Media, where she was VP-national publicity. Robinson reports to Joe Quenqua, who is based in LA.

Ben Mohr to fisheries advisor to Alaska Governor Sean Parnell. He has been PA specialist at Pebble Limited Partnership, which is eyeing development of gold, copper and molybdenum resources in the state's Bristol Bay watershed. He succeeds Stephanie Moreland.

Jennifer Dirks to CEO at Tempo Milwaukee, an organization for professional women in the city. She takes over for Tracy Johnson, who departed to helm Commercial Assn. of Realtors in Wisconsin. Dirks is a 15-year PR veteran who most recently was at Milwaukee's Nelson Schmidt. She begins her new job Aug. 25.

**Dirks****Promoted**

Chris Wyse to senior VP-communications for North America at PepsiCo, Purchase, NY. He had handled PR duties for PepsiCo America Foods and earlier was senior director at the company's Frito-Lay North America unit. Wyse reports to Jeff Dahncke, VP-global communications, strategy & planning.

Joe Gargiulo to senior VP, Coyne Public Relations, Parsippany, NJ. He joined Coyne in 2004 and worked on its top accounts such as Shell Lubricants, Topps, American Petroleum Institute and Harley-Davidson. CEO Tom Coyne said Gargiulo's enthusiasm, experience and strategic focus is "undeniable." Gargiulo also works at his family's apple firm, Masker Orchards, in Warwick, NY.

Lisa Garcia to senior VP for PR at Sachs Media Group, Tallahassee. The nine-year veteran of the shop is now responsible for firm-wide account management and operations. Ron Sachs says Garcia's leadership and loyalty are invaluable. Prior to SMG, Garcia was with the Gas Workers Union and Teamsters in Washington.

Eduardo Gutierrez, to VP/external & public affairs at El Paso Electric. The 14-year veteran joined the utility last November.

SARD, JOELE FRANK SELL DOLLAR 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.

FAHLE WINS DETROIT HOUSE AUCTION PR JOB

Craig Fahle, a popular talk show host on Detroit Public Radio, has taken the PA director post at the motor city's auctioneer of abandoned/foreclosed homes.

The Detroit Land Bank Authority is the clearing-house of the bankrupt city's effort to re-occupy the thousands of empty houses that blot neighborhoods.

The buildingdetroit.org site currently lists 26 properties up for auction at bids starting at a minimum of \$1,000. It's been auctioning two houses per day with the warning that the properties will require rehab costs far greater than the winning bids.

Also, failure to bring a property up to code within six months will result in forfeiture.

Fahle joined the Bank Aug. 11.

RICCARDS BECOMES WILSON'S PR CZAR

Patrick Riccards is now in charge of communications and strategy at the Woodrow Wilson National Fellowship Foundation in Princeton, NJ.

Founded in 1945 to respond to the post-WWII shortage of college faculty, the Foundation has evolved to meet the needs of specific populations underrepresented in the academic world and to strengthen designated fields of study. It's known for programs in foreign affairs, religion, ethics, women and gender studies.

Riccards joins the organization from Collaborative Communications, where he headed the DC firm's PA practice.

Earlier, he was CEO of Connecticut Coalition for Advancement Now and executive director of the American Institutes for Research in charge of PA and communications.

Riccards has Capitol Hill experience from communications stints with the late Senator Robert Byrd (WV), Sen. Bill Bradley (NJ) and Rep. John Olver (MA).

PROPERTY GIANTS CLOSE ON MKTG EXECS

Global real estate service rivals DTZ and JLL have closed on top marketing and communications executive positions.

Agnes Estes, senior VP for Edelman in Chicago, has moved to DTZ in the Windy City 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. It handles leasing and brokerage services, facilities management, and financing for real property.

Estes reports to CEO Tod Lickerman and oversees brand positioning, corporate comms. and marketing, and digital.

Kouri to JLL

Jill Kouri, a communications hand for Accenture, has moved to publicly traded JLL as chief marketing officer for the Americas.

Chicago-based 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.

CARMEN HITS HIGHWAY FOR US CHAMBER

Carmen Group is working for the US Chamber of Commerce to establish a long-term funding mechanism for the Highway Trust Fund.

The House has approved a short-term (\$11B) "fix" for the continued support for the nation's roads, bridges, tunnels and public transportation system, which ranks as the 12th short-term emergency patch to the HTF.

The Senate approved the measure in a follow-up tally. Delaware Sen. Tom Carper, among others, wants a measure to force Congress to develop a long-term funding program by Christmas.

Bruce Josten, USCoC's executive VP for government affairs, called the House vote "an important first step in addressing the need for a bipartisan solution to the HTF shortfall."

He said USCoC is eager to work with lawmakers on a "long-term remedy."

Gary Hoitsma, who's been with CG since its 1985 founding and heads its transportation group, reps the USCoC for HTF funding.

Leaders of Israel and Palestine are pleading their cases in media as pollsters measure public opinion. PRSA/NY puts PR itself “on trial” Sept. 8, asking panelists to judge whether “PR professionals practice deception.”

While rockets and bombs darken the skies in Israel and Palestine, verbal rockets and bombs of both sides are landing in broadcast and print media worldwide.

The “PR” part of the hostilities, meaning the attempt to influence public opinion, is seen by both sides as just as important as the military side.

Both find flaws in the way the other side is presenting its case. Spokespeople for each side are conducting one-on-one interviews at CNN, Fox and other media but there have been no open, U.S. Presidential-style press conferences.

A Gallup telephone poll Aug. 5 found 42% of 1,019 Americans reached feel Israel’s response is justified while 38% say it is not. Younger Americans criticize Israel by a two-to-one margin. A poll on the odwyerpr.com showed 56% in favor of Palestine winning the “media war in the Mideast.”

PR Week/U.S., asking readers to vote on whether “Israel’s reputation has taken a hit during its military operation in Gaza,” found that 62.5% checked “Certainly.” No one supported the statement: “Both its government and military have communicated its side thoroughly.”

Another 12.5% said PR “wins” and “losses” can’t be measured in international affairs and 25% said Israel has to defend itself even if it gets negative coverage.

PRSA Has “Trial” of PR; Press and O’Dwyer Barred

PR Society/NY, aware of criticisms of the role of PR people in this and other controversies, has scheduled a “Mock Tribunal of the PR Profession” Sept. 8 at 6:30 p.m. at the SUNY Global Center, 116 E. 55th st. It is free but advance registration is required.

To be debated is the statement: “PR professionals practice deception.”

Chapter president Henry Feintuch said the executive committee has barred live press coverage, advising interested press to view a webcast. “Security” at the event will ensure that only registered guests can attend, he said in an e-mail Aug. 11.

A request for this writer to be on the panel, since we have been called the “chronicler and conscience of PR” by the *New York Observer*, was turned down by the chapter’s EC. The program is being conducted by Emmanuel Tchividjian of Ruder Finn, a member of the Ethics Board of the national Society.

Panelists are Paul Holmes of the *Holmes Report*; Randy Cohen, who wrote “The Ethicist” column for the *New York Times* for 12 years until 2011; Douglas Simon, D S Simon Productions; Michael Schubert of RF, and Steve Cody of Peppercomm.

The chapter has shown itself to be under the thumb of the national Society, which has an ambivalent attitude to the O’Dwyer Co. National sold tens of thousands of O’Dwyer articles from 1978-94, reaping profits that

reached \$60K yearly in the 1990s. Nearly 100 pages of O’Dwyer articles were found in 11 info packets that were purchased in 1993. Rather than reaching a settlement with Jack O’Dwyer and 12 other authors whose articles were illegally copied and sold, the Society has launched a “war” against the O’Dwyer Co. ever since.

Netanyahu Leads Media Charge for Israel

Prime Minister Benjamin Netanyahu, assisted by personal spokesperson Mark Regev, has been leading the PR offensive for Israel.

Netanyahu gave a nearly hour-long interview Aug. 7 to Fox newscaster Sean Hannity, who spent most of the week in Israel interviewing soldiers, citizens and leaders. He did not visit Gaza.

“ Hamas, Islamic Jihad, they sacrifice their own people deliberately,” said Netanyahu, according to a 5,126-word transcript of the session. “The more civilian deaths, the better, from their point of view.”

“We’re in a terrible conflict with a terrible enemy,” he said. “And we regret—I personally regret and the people of Israel regret every civilian casualty that we have. Israel does not target civilians. It targets terrorists.” Civilians are “put in harm’s way deliberately by Hamas terrorists,” said Netanyahu. It’s not a “war crime” when there are unintended civilian casualties in a military action, he added.

Hamas has “absolutely no regard for civilians,” he said. “So the first thing they do is target our civilians. They fired 3,500 rockets into our cities, covering 80% of our population.”

Three people have been killed by Hamas rockets and mortars since almost all land either on empty land or in Gaza itself or are intercepted by the Iron Dome missile defense system.

Regev Sticks to Messages

Regev, who appears almost every day on U.S. and foreign media, sticks with the same messages as Netanyahu although interviewers press various points such as the civilian deaths and destruction of Gaza schools, apartment houses, mosques, hospitals and U.N. facilities.

None of this would have happened if Hamas did not use them to store rockets and launch them within close proximity to the locations, he told Jon Snow of the U.K.’s Independent TV News July 17.

Israel, the United Nations and sources in Gaza disagree on the percentage of Palestinian civilian deaths—Israel saying nearly 50% are militants or Hamas victims of one sort or another while Hamas and the U.N. say about 90% of the victims are civilians.

Falk, Chomsky Rep Palestinians

Among those presenting the viewpoint of the Palestinians are Richard Falk, Princeton professor emeritus of international law, and Noam Chomsky, linguist and philosopher.

Falk says Israel is not interested in creating a Palestinian state and that the “primitive” rockets being launched at it are the only way Hamas can draw attention to Gaza.

– Jack O’Dwyer