



Jack O'Dwyer
Editor-in-Chief

O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

271 Madison Ave., New York, NY 10016
212/679-2471. Fax: 212/683-2750
www.odwyerpr.com; jobs.odwyerpr.com

August 14, 2017 Vol. 50 No. 32

HARRIS RESIGNS GRAYLING US CHIEF POST

Peter Harris, CEO of Grayling US, is resigning Aug. 31 to launch his own firm. He told *O'Dwyer's* that he'll open for business Sept. 1 to advise senior clients.

Harris joined Grayling Jan. 1, 2014 from MSL, where he served as senior VP in charge of the corporate and technology practices and headed the United Technologies account.

Earlier, he held key posts at Ketchum, Access and Peppercomm, counseling clients such as IBM, Citibank, Visa and HP.

Paul Taaffe, CEO of Grayling parent Huntsworth, will head the US from New York as acting US chief.

In reporting first-half results, Huntsworth noted that Grayling, which has most of its business in Europe and Middle East, returned to profitability.

While the US unit reported red ink, Taaffe anticipated the US would be profitable in 2018 due to a robust performance of its DC lobbying unit and a broadening of the overall client portfolio.



Peter Harris

CNN'S MCENANY FRONTS TRUMP TV

Former CNN commentator Kayleigh McEnany, 29, has joined Team Trump to present the "real news" of the Administration's achievements that the president feels are being overlooked by a biased mainstream press.

McEnany, who served as a Trump surrogate during the 2016 election, played a useful role at CNN, mixing it up with the network's liberal-leaning on-air talent.

Her initial 90-second video installment of "News of the Week from Trump Tower" featured "more good economic news," record Dow Jones close, 1M jobs created, a Medal of Honor award ceremony and VA reforms to provide veterans with improved access to healthcare.

Officially, the Republican National Committee hired McEnany as TV and radio spokesperson.

"Kayleigh will be an integral part of our Party's ongoing commitment to promoting the Republican message to Americans across the country," said RNC Chairwoman Ronna McDaniel. The RNC's release describes McEnany as "seasoned television commentator who brings years of communications and media relations experience to her new role." It fails to mention her affiliation with CNN, which is consistently bashed as "fake news" by the president.



Kayleigh McEnany

SORTA SEEKS PR PITCHES

The Southwest Ohio Regional Transit Authority, the public transport agency serving Cincinnati and its suburbs, is seeking a PR agency for help with strategy, public affairs and community relations activities related to the transit agency's overall strategic plan.

Scope of the work includes: developing a strategic PR plan and counseling SORTA on actions to accomplish the agency's initiatives; identifying key messages to maximize support for

SORTA's initiatives and working closely with external affairs staff to communicate those messages effectively; maximizing the use of social media; coordinating with outside agencies and firms; research; production of reports and materials and recommendations for dissemination and implementation; and assisting with SORTA's State of Metro annual meeting or other public relations initiatives as needed.

The contract runs for one year, beginning in February 2018, with the possibility for renewal for a second year.

Deadline for proposals is no later than 2:00 P.M. EST on September 7.

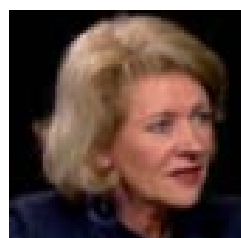
[Download the RFP \(PDF\)](#).



NYT'S SMALE TAKES UN POST

Alison Smale, Berlin bureau chief of the *New York Times*, has joined the United Nations as Under-Secretary-General for Global Communications and chief of its Dept. of Public Information. She succeeds Spain's Christina Gallach, who exited in April.

The 62-year-old British journalist has helmed the NYT's Berlin office since 2013.



Alison Smale

Earlier, Smale was executive editor of the *International Herald Tribune* in Paris, which was rebranded four years ago as the *International New York Times*. She was the first woman to head that paper.

Before joining the Times in 1998, Smale reported for United Press International and Associated Press in the Balkans and Moscow.

UN Secretary General Antonio Guterres has promised to appoint more women to top-level positions.

The world body came under pressure last year for using a cartoon character, Wonder Woman, in its campaign to promote gender equality.

MANY AGENCIES STILL OUTSOURCE DIGITAL

Client demands for digital, mobile, social media and online marketing services have grown markedly in recent years, yet a majority of small-to-medium sized U.S. PR agencies still don't possess the requisite in-house capabilities to offer their clients digital services, according to a new survey of PR agency CEOs released by mergers and acquisitions shop The Stevens Group.

More than 40 percent of CEOs claim that between 10 and 25 percent of their PR firm's overall client work is now dedicated to digital services. However, more than half — 55 percent — of agencies making \$4 million and less in annual net revenue said they don't currently have the in-house capabilities needed to keep up with client demands for digital, mobile, social media and online marketing work.

The survey found that only a third of responding agencies employed more than 10 percent of their staff on a full time basis to focus solely on digital, with one in four agencies staffing somewhere between 25 and 50 percent of their employees full-time to handle social media, digital or interactive duties.

More than a third of all agency CEOs surveyed — 32 percent — said their digital needs are currently being met by an outside pool of freelance talent from which they can draw on when the need arises. About eight percent admitted to scrambling to find talent to fill staffing gaps when existing or new client needs arise.

"For PR agency CEOs looking to acquire a PR agency to deepen their existing portfolio of digital, mobile and social media and marketing services it begs the question," Rich Jachetti, senior partner at The Stevens Group, told *O'Dwyer's*. "Most every size PR firm claims to have a full slate of digital marketing capabilities. But do they really? Based on the findings of this survey it would appear most firms with revenues of \$4 million and under handle new media marketing assignments from clients mainly by outsourcing the work."

More than 53 percent of the CEOs polled said they plan to put more time and energy into recruiting staff with relevant digital marketing skills within the next two years, and doing so was cited by CEOs as their single greatest priority in remaining competitive.

A vast majority of respondents — more than 71 percent — said they were confident their agency will be current on changing digital platforms within the next two years.

Stevens Group's survey, titled "How are PR Agency CEOs Coping with Increasing Demands for Deeper Digital Marketing and Media Capabilities?" was conducted by online survey company Survey Monkey. It polled CEOs of 800 U.S. PR agencies taken from TSG's database.

The vast majority of respondents came from agencies making under \$4 million in annual net revenue.



Rich Jachetti

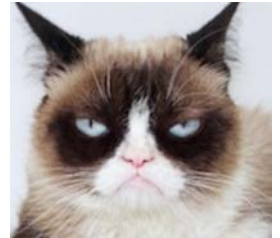
TOP 10 PET INFLUENCERS

By Ronn Torossian, CEO of **5W Public Relations**



Celebrity pets are gathering big followings on social media, and are gaining ground in the influencer community, appearing in online marketing campaigns to drive engagement and raise brand awareness for lifestyle, fashion and pet care brands, as well as cause-related campaigns for nonprofits.

In no particular order, here are some pets currently making a splash by representing brands via social media. For consistency, we looked only at the number of followers on Instagram, Facebook and Twitter, though many of these pets have significant fan bases on other social media sites as well



Grumpy Cat

The **Nala** social media sites do a lot of work toward advancing healthy animal up-bringsings, partly because Nala, a Siamese and Tabby mix, was adopted from a shelter. Though the largest group of her fans come from the US, the second largest is in Indonesia, with the UK coming in third. She helps sell products and also makes guest appearances, usually in aid of pet-related causes. She has followers currently on Instagram (3.4 million), Facebook (almost 2.5 million) and Twitter (21,500).

Marutaro is a Shiba Inu and lives in Japan. Marutaro has been deemed the most famous dog on Instagram, partly due to the popularity of the Shiba Inu breed, as well as this particular member's relaxed and photogenic demeanor. He has followers on Instagram (2.6 million), Facebook (16,000), and Twitter (86,000).

Tuna melts my heart is a Chiweenie that lives with his interior designer roommate, Courtney. The two do quite a lot of traveling, especially to pet hotels and such while Courtney blogs about their experiences in those places in the UK and the US. On social media, Tuna is the face of the operation, and though he only has an Instagram account, he has nearly 2 million followers there.

Boo is a Pomeranian featured in a series of advertisements. One of his best gigs is his multi-year contract as a "pet liaison" for Virgin America. Boo, like Tuna, seems to enjoy keeping to just one main social media site. For Boo, it's Facebook, where he currently has 16.8 million followers.

Hamlet the piggy is a mini pig that lives in Los Angeles. It's common for her to earn more than \$300 per day on social media, simply for sitting in the sun on patio furniture while wearing sunglasses. Hamlet's social media accounts include Instagram (303,000 followers) and Twitter (744,000 followers).

Atticus the hedgie is an East Coast hedgehog living in New York. He makes about \$250 per post and has represented makeup brand Glossier and jewelry brand Jezie while also offering discounts to followers of the site. Her followers are mainly on Instagram, where she has more than 80,000 of them.

Grumpy Cat, as you might guess, is the number-one social media pet influencer and has been for some time.

(Continued on pg. 3)

TOP 10 PET INFLUENCERS

(Continued from pg. 2)

There's probably no one on social media who hasn't gotten a few laughs over some of the many memes based on this cat's face. Grumpy, whose main audiences are in the US, UK and Canada, has represented big brands such as Friskies. Her social media followers are at Instagram (2.3 million), Facebook (8.5 million) and Twitter (1.25 million)

Though adopted long after his kitten days were over, **Waffles the cat** has made a number of appearances on memes. His primary following is in the US, and his social media following can be found on Instagram (528,000), Facebook (2.7 million), and Twitter (9,100).

Bloomington, Indiana's **Lil Bub** is a bit impertinent but loveable and has raised more than \$300,000 for the ASPCA since 2012. Her social media followers currently are on Instagram (1.6 million), Facebook (2.94 million) and Twitter (167,000).

Cole and Marmalade offer two pets for the price of one. Both cats were adopted separately by their friend Chris; Cole, a Turkish Angora, was adopted in 2012, and Marmalade, or Marm for short, brought home in 2013. Marm recently made it through a cancer scare. You can learn all about the care and love of cats, but they make it on this list as the fifth-biggest social media pet influencer. Most of their presence is on Facebook, where they have 1.6 million followers, but they also have followings on Instagram (280,000) and Twitter (29,500).

'NET NEWS SITES SEEN AS LEAST TRUSTWORTHY

Trust in the media is all over the map in the U.S., but Americans' political leanings are likely indicators of what news outlets they'll follow, as well as their general attitudes toward the press and the likelihood that they'll financially support a news organization, according to a recent report published by the **Reynolds Journalism Institute at the University of Missouri**.

But there's one thing Americans seem to agree on across demographics and political leanings: web-based news outlets, regardless of whether they lean conservative or liberal, account for the least trusted organizations in media today.

The Reynolds Journalism Institute report, which sought to understand Americans' views of the news and what media organizations they support financially, yielded some telling findings regarding **what outlets Americans are likely to trust and support** based on age, race, gender and political demographics.

The report was derived from findings supplied by 28 partner newsrooms across the U.S. who separately asked their respective audiences to tell them which news brands they find trustworthy. Respondents, who were supplied with an opened-ended questionnaire, were allowed to list three news sources they typically trust and three sources they don't trust.

As it turns out, international affairs mainstay *The Economist* won the honor of being the most trusted news source among Americans. That UK-based weekly magazine, which launched in 1843, beat out public

television, international news agency Reuters and public service broadcaster BBC, which were cited as Americans' second, third and fourth most trusted news sources, respectively.

Publicly funded media groups NPR and PBS took fifth and sixth place, while British daily newspaper *The Guardian* filled the seventh spot. News Corp.-owned *Wall Street Journal*, Tribune property *Los Angeles Times* and the *Dallas Morning News* completed the top 10 list of most trusted news organizations among Americans.

Somewhere in the middle was *The Washington Post*, *The New York Times* and *USA Today*, which came in at the 15th, 19th and 20th most trusted sources, respectively.

Last place went to left-leaning advocacy group Occupy Democrats, which was cited as the least trusted news organization among Americans. That online publisher, which was founded in 2012, was recently ranked by fact-checking website PolitiFact as having more than a third of its stories qualifying for a "Pants on Fire" designation in the truthfulness department.

Millennial-focused online news and entertainment site BuzzFeed won second-least trusted site, followed by conservative blog Breitbart. Social media overall took fourth-least trusted spot, followed by President Trump. Incredibly, Trump was beaten by conspiracy theorist Alex Jones' Infowars site, which took the sixth spot. Yahoo, the Internet, the Huffington Post and Glenn Beck's The Blaze rounded out the top 10 least-trusted news outlets.

This means that, barring President Trump, each of the least trusted news sources in the U.S. is a digital publisher.

The report found that those identifying as liberals cited The New York Times, NPR and The Washington Post as the most trusted news sources. Those labeling themselves as conservatives, on the other hand, trusted Fox News more than any other outlet.

More than two-thirds of respondents said they pay for at least one news source. Older respondents were far more likely to declare doing so than younger adults. White respondents were also more likely to trust the media and to pay for news services than nonwhite respondents.

Finally, the report also found that self-described liberal respondents tended to exhibit more trust toward media outlets — and to pay for them — than conservative respondents. For that reason, the report's participants most likely skew somewhat left of center, as 67.3 percent of responses came from those who rated themselves likely or very likely to trust the news, with the remaining 32.7 percent claiming they're unlikely or very unlikely to trust the news.

The report also acknowledged that due to the number of newsrooms participating in the study and an unbalanced participation of their readers, it's possible that a single newsroom with a high response rate could systematically bias the statistical analysis.

Results for the Trusting News Project Report were based on a statistical analysis of nearly 8,800 online respondents who answered a questionnaire provided by 28 U.S.-based media organizations. Data was collected between February and March.

Wi-Fi health advocates including Manhattan Neighbors for Safer Telecommunications fight “refrigerator-size” radiation devices near homes. The Fifth Generation (5G) transmitters only work for short distances, requiring hundreds of thousands of bulky devices throughout the nation, say health advocates.

The Federal Communications Commission does not acknowledge harm from electro-magnetic radiation since body temperatures are not raised. However, health advocates say there is plenty of evidence that some harm does occur. About 5% of people have been found to be extra-sensitive to such radiation. Two hundred and twenty scientists from 41 nations have expressed concern over the **dangers of radiation and have proposed safeguards.**

Advocates Target NY Legislature

Advocates are currently targeting the New York State Legislature which is considering a bill that would exempt from environmental review projects on existing structures including those with no transmitters. The bill is 6 NYCRR Part 617.

It would strip cities of the power of review, advocate Deborah Kopald said in a letter May 17 to James Eldred, environmental analyst for New York State. Kopald is the author of *Legal and Health Problems of the Wireless Age*.

The state Dept. of Environmental Conservation and Gov. Mario Cuomo are offering the wireless industry “on a silver platter” much more than was granted to the industry under the Middle Class Tax Relief and Job Creation Act of 2012, she told Eldred. That approved changes in wireless facilities that did not substantially change their dimensions. The proposal now is to exempt from review any transmitter that is going on any existing structure and not just structures with transmitters already on them, says Kopald.

5G Cells Are Not “Small” Says Kopald

The idea that “5G small cells” are small is “false,” she told Eldred, supplying 10 photos of such devices and one of a group protesting them. The photos were taken in Pittsburgh, San Francisco, Palo Alto, Williamsburg and Woodbury, Long Island, where residents were shown protesting the placement of **22 cell phone repeaters in front of their homes.**

Photos show the size and complexity of the installations. Electromagnetic radiation much more powerful than earlier models is needed since 5G’s area of transmission is much shorter and penetration through walls is much less. 5G devices are equipped with cooling fans and other parts that create noise and run the risk of falling or leaking, says Kopald.

“They may require so-called soil sterilization, use hazardous batteries which can leak chemicals creating a hazmat situation, and are high enough to mar an historic or other scenic view or a neighborhood,” she said.

One installation, provided to the Federal Communications Commission by San Francisco City Planner Omar Maisry, shows a so-called small cell on a utility pole that “looks like the industrial equivalent of an overloaded Christmas tree,” she added.

A large cabinet “the size of a refrigerator, with noisy cooling fans for the computers, may be mounted a few feet from a bedroom bay window in a dense area of town,” said Kopald.

Her further comments included: “The FCC put out a request for comment on standards in 2013. Four years later, they still have not acted on the over 900 comments many of which stated that the standards are grossly inadequate. In 2014, the Department of the Interior wrote a letter to the National Telecommunications and Information Administration stating that transmitter emissions standards are ‘now nearly 30 years out-of-date and inapplicable today.’

“The FCC should not be promoting any rollouts of more transmitters at this time. The State of New York should not allow the FCC to ignore another federal agency that has indicated that the FCC is grossly derelict by changing the States’ rules and regulations to promote more transmitter rollout.”

Wireless Has Hidden Costs, Say Critics

Wi-Fi and other technologies using pulsed microwave radiation to communicate, such as “smart wireless utility meters”, cell towers, smartphones, cordless phones, tablets and even wireless baby monitors, come with a hidden cost that the FCC and other business-friendly organizations and even governments, would prefer that people not know, say critics.

In May 2015, 190 international experts on the biological effects of exposure to this radiation, warned the UN, all member states, and the World Health Organization of the risks, calling on them to “...address the emerging public health crisis related to cell phones, wireless devices, wireless utility meters and wireless infrastructure in neighborhoods.”

They noted that: “Numerous recent scientific publications have shown that EMF affects living organisms at levels well below most international and national guidelines.”

Effects include increased cancer risk, cellular stress, increase in harmful free radicals, genetic damages, structural and functional changes of the reproductive system, learning and memory deficits, neurological disorders, and negative impacts on general well-being in humans. Damage goes well beyond the human race, as there is growing evidence of harmful effects to both plant and animal life.”

Also, in a recent paper (“Wi-Fi as a Very Substantial Threat to Human Health”), Dr. Martin Pall, Professor Emeritus of Biochemistry and Basic Medical Sciences at Washington State University, said:

“Neither Wi-Fi nor other devices putting out such EMFs are ever tested biologically for safety, not even one of them, not even once, before they are put out to irradiate the unsuspecting public. Such biological safety testing is the only way to say anything about their biological impacts.”

Industry View Based on Old Data

All assurances of safety by the industry are based on the belief that radiation that does not raise body temperatures is harmless. That theory has been shown to be false and should have discarded over 40 years ago, say EMF health advocates.

Professor Trevor Marshall, a Director of the Autoimmunity Research Foundation, said recently: “...it seems likely that signals a million times lower than those currently being used in research may be sufficient to elicit a tangible change in human biology.”

– Jack O’Dwyer