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Editor-in-Chief

# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## EDELMAN WINS FLORIDA CITRUS

Edelman has wrested the lucrative Florida Citrus PR and marketing accounts from longtime agency Golin after a review.

The Florida Dept. of Citrus released RFPs for its PR and advertising accounts in late April, pegging the pacts to be worth up to \$4M and \$5.3M, respectively.

Edelman pitched the accounts as Edible, a separate food and beverages specialty unit of the largest PR firm's parent company, Daniel J. Edelman Holdings.



The Florida Citrus entity said Edible will launch a "new era" for its brand. First-year budget will top \$8M, including PR, brand management, advertising, earned media, issues management and measurement work. PR director David Steele said the department put a "lot of time and effort into the search," noting the move consolidates its PR efforts under a single contract.

Golin is the longtime incumbent and last defended the work in 2013. The Dept. of Citrus axed BBDO Atlanta last year after five decades on the ad business.

The shakeup comes as the \$10.7B industry for Florida faces waning production in recent years amid disease affecting orange and grapefruit trees, as well as a consumer base that drinks less orange juice.

Kathy Krenger, a former EVP of consumer marketing for Edelman, is GM of the Edible unit, which started the work on Aug. 1. It gets a two-year contract with three one-year options.

## H+K PLANTS BALSAM AT US CEO HELM

Beth Balsam, managing director of Citizen Relations' New York outpost, is joining Hill+Knowlton Strategies to take the US/CEO reins from Mike Coates, Americas CEO.

The 11-year veteran of Citizen Relations handled responsibility for its key Procter & Gamble account.

Prior to Citizen, Balsam did eight years at FleishmanHillard and worked in Revlon's PR shop.

She'll join H+K in the fall. Coates will remain on H+K's global council and continue as global practices chief and president/CEO of the Americas.

Coates called Balsam's consumer marketing savvy "a tremendous complement to H+K's US strengths."



Balsam

## FLEISHMAN VC TAKES HELM AT MSLGROUP

Guillaume Herbette, vice chairman of Fleishman-Hillard, will take the helm at MSLGroup on Aug. 24.

He'll succeed Olivier Fleurot, who slides into a senior VP position at Publicis Worldwide.

Herbette, who also becomes executive VP at PW, will work with CEO Arthur Sadoun to create partnerships with Publicis Groupe units such as Leo Burnett, Saatchi & Saatchi, BBM and Starcom Mediavest.

Sadoun said in a statement that Herbette's "rich knowledge of the US market, global strategic vision, and valuable professional services experience are key assets that will contribute to MSLGroup's growth."

Herbette, who began his career at PwC's Paris office, joined FH in 1998 worked in Europe, Middle East, Africa and the US (COO for US eastern, western and Canadian regions).



Herbette

## EX-GRAYLING CHIEF AMPLIFIES PR FOR SONOS

Pete Pedersen, the tech agency vet who stepped down as CEO of Grayling in January, has plugged into wireless music speaker maker Sonos as global head of PR.

The 13-year-old Santa Barbara, Calif.-based consumer electronics company, whose mission is to "fill every home with music," has operations in Boston and Seattle in the US, as well as four outposts in Europe and a China locale, as well.

Half of its sales are derived from Europe.

Pedersen helmed Grayling for two years, helping the firm, which does a majority of its business in Europe, transition to a digital and technology base. That role followed nearly 20 years and senior roles with Edelman, including chair of its global tech practice.

His client experience spans bluechips like Microsoft (Xbox), HP and Best Buy.

Sonos, leveraging consumer shifts toward streaming music, has gained speaker market share from entrenched players like Bose and Sony in the space.

*Ad Age* reported in February that the company, approaching \$1B in revenue, has expanded its marketing budget more than twenty-fold with high-profile pitches at the Grammys and Super Bowl.



Pedersen

## **DC TEAM BOLSTERS NATO'S COMMS ARSENAL**

NATO has hired DC-based PA shop Agenda and London-headquartered marketing firm Engine to handle communications across its 28 member-states and beyond.

The five-year assignment consists of a package of strategic communications, branding, advertising, video, digital and social media components.

Doug Turner, Agenda founding partner, said the win followed a "long and highly competitive process."

He said in a statement, "There is no greater challenge -- and reward -- than helping the Alliance deal with a new generation of security threats."

An Agenda spokesperson told O'Dwyer's the overall aim of the work is to deliver NATO's messages to external audiences in a more effective manner. There was no incumbent. In 2011, Agenda worked with NATO on its "Allies in America" campaign and public diplomacy tour of the US.



## **AZ SEEKS FIRM TO PITCH CHINESE TOURISTS**

Arizona, the Grand Canyon State, is reviewing its tourism PR work aimed at China, the fastest growing and highest spending international travel market to the US.

The state's Office of Tourism released an RFP on Aug. 17 for a firm to guide media relations and travel industry market to China.

Past spending has been around \$200K a year since the state first hired a PR firm for the China market in 2013. I2i group of Shanghai is the incumbent.

The work may include familiarization tours, trade shows, digital outreach and traditional placements of stories about travel to the state. Proposals are due Sept. 1. RFP: <http://odwpr.us/1KAXEAW>.

## **SV&C, EDELMAN WORK DEAL FOR ADDYI MAKER**

Valeant today announced a \$1B deal to acquire Sprout Pharmaceuticals, which on Aug. 18 received the FDA okay to sell woman's libido booster drug Addyi.

Hitting the marketing during Q4, Addyi will target the estimated 10 percent of women who suffer from hypoactive sexual desire disorder.

"Delivering the first-ever treatment for a commonly reported form of female sexual dysfunction gives us the perfect opportunity to establish a new portfolio of important medications that uniquely impact woman," said a statement from Valeant CEO Michael Pearson.

His Quebec-based company markets dermatology, eye health, and gastrointestinal and generic drugs.

Pearson promises to keep Sprout's headquarters and 25-member staff in Raleigh under the leadership of current CEO, Cindy Whitehead. As divisional head, Whitehead will report to Anne Whitaker, Valeant executive VP.

Valeant relies on Sard Verbinnen & Co. (Renee Soto, Meghan Gavigan and Jared Levy) for media support, while Sprout uses Edelman's Amy Rose.

Edelman has handled PR duties for Addyi.

## **CLAVIN SHIFTS TO SHIFT**

Leslie Clavin, who was senior VP/technology at Grayling's San Francisco office, has joined SHIFT Communications' B2B technology practice in that city.

At Grayling, which is part of Britain's Huntsworth, Clavin handled accounts such as Conviva, Pure Storage and Movidius.

Earlier, the more than 15-year tech PR pro, was VP at Racepoint Global and account manager at Bite Communications. Clavin began her career as reporter/copy editor at newspapers in the Los Angeles area.

Boston-based Shift recently added B2B clients (Apirio, Demandbase and WANdisco) to its SF outpost.

## **IDAHO WINES SEEK PR AGENCY**

The marketing entity for Idaho's growing wine region is on the hunt for a PR agency or consultant to develop a plan to tout its 111 wineries and vineyards.

The Idaho Wine Commission, a state-backed entity funded by assessments on production and sales, released an RFQ on Aug. 14, looking for wine industry PR experience to initially target consumers and trade within the state.

The Gem State boasts 51 wineries and 60 grape growers, many in the 8,000-square-mile Snake River Valley, a designated American Viticulture Area. Its economic impact was measured at \$170M in 2008.

A one-year contract with four renewal years is expected. Deadline is Sept. 1. RFP: <http://odwpr.us/1TYjjZ1>.

## **SOUTUS SUPPLEMENTS NBTY IN PR POST**

Sonya Soutus, senior VP of PA and communications for Coca-Cola in North America, has moved to \$3B global vitamin and supplement provider NBTY in the new post of senior VP, PA & communications.

She reunites with her old boss at Coca-Cola, Steve Cahillane, the former North American president of the beverage giant installed as CEO of NBTY late last year.

NBTY, based in Ronkonkoma, N.Y., is coming off a rocky year and has revamped its leadership to reverse a \$44M 2014 loss and build on \$3.2B in 2014 sales.



**Soutus**

In a statement, Cahillane said the company wanted to create an "all-encompassing" PA and communications strategy that includes outreach to media, government agencies and officials, as well as consumers.

Soutus, a Pittsburgh native, was an account group director for Burson-Marsteller in Ukraine and served as press secretary for the Ukrainian Catholic Church in Rome after starting out in media.

NBTY, the former Nature's Bounty and owned by The Carlyle Group, also acquired the U.K.'s Dr. Organic brand for \$86M this week and added Andre Branch from L'Oreal as CMO in April, after previous CMO Katia Facchetti was bounced in November 2014.

Golin picked up PR AOR duties for NBTY last year but the company said it no longer has an AOR.

**ZUCKERMAN SCRAPS DAILY NEWS SALE**

New York Daily News owner Mort Zuckerman has canceled a bid to sell the paper, several months after putting the tabloid daily on the block.

"For a variety of reasons, I have decided to withdraw the Daily News from the market and have instructed our financial advisors to inform the suitors," he said in a memo expressing support for the publication's future.

Earlier reports said Zuckerman wanted well north of \$100M for the News, despite red ink of as much as \$20M per year. Circulation is around 440K.

Supermarket titan and former mayoral candidate John Catsimatidis was among reported bidders, as well as The Hill publisher Jimmy Finkelstein.

Zuckerman bought the News in 1993 out of bankruptcy.

"I have always believed that the Daily News, with its powerful influence in New York City and growing digital operation, is a business with enormous potential," wrote Zuckerman.

**KYLE CAMPBELL OF SP TO DAILY NEWS**

Kyle Campbell, reporter for the *Southampton Press* and its website, 27east.com, will join the *New York Daily News* Aug. 28 as a digital content producer for its auto section, based in Jersey City.

Campbell, a 2013 graduate of Michigan State's Journalism School, has been with the SH Press two years after interning at MLive Media Group in Michigan and Hearst Newspapers in Washington, D.C.

He has covered news of Westhampton Beach, Hampton Bays and town and village police as well as national politics at SH Press.



**Campbell**

**NBCU BUYS \$200M WORTH OF BUZZ**

NBCUniversal, which invested \$200M for a stake in Vox Media on Aug. 12, is shelling out another \$200M for a piece of BuzzFeed, which attracts more than 200M unique visitors per-month.

Steve Burke, NBCU CEO, said in a statement that BuzzFeed has "built an exceptional global company that harmonizes technology, data and superior editorial abilities to create and share content in innovative ways."

Jonah Peretti, BuzzFeed founder, is eager to partner with his investor to help "build the future of news and entertainment."

Ken Lerer, of Robinson Lerer & Montgomery fame, is executive chairman of BuzzFeed.

**LANSING LANDS AT BBG**

John Lansing, most recently CEO of Cable & Telecommunication Assn. lobbying group, has been named chief executive of the Broadcasting Board of Governors, overseer of Voice of America, Radio Free Europe/Radio Liberty, Radio Free Asia, Radio & TV Marti and Middle East Broadcasting Networks.

He'll take over for Andy Lack, who quit in March after a little more than 40 days, to return to helm NBC News, in September.

Jeffrey Shell, chairman of BBG board of governors, called Lansing a "transformative leader in multiplatform content strategies, development and distribution."



**Lansing**

Prior to becoming cable top lobbyist, Lansing did a nine-year stint as president of Scripps Networks. He guided the \$2.5B interactive group, which includes Foot Network, HGTV, Travel Channel, DIY, and Cooking Channel. Earlier, he held top positions at Scripps-owned affiliates in Cleveland and Detroit.

Shell noted that the BBG is on the front line of the most complicated foreign policy issues facing the US in Ukraine, China, Iran and ISIS.

"American leadership in the world depends in part on international audiences knowing where the US stands with respect to their countries and the issues that affect them," said Shell.

The BBG has been under heavy attack for failing to counter those threats posed by foreign propaganda arms.

**QVC BUYS ZULILY**

QVC, a top TV shopping network, is buying Zulily Inc., an e-commerce site targeted at "millennial moms," for \$2.4B. Zulily offers a constantly changing collection of apparel, fashion accessories, toys and home décor items at discounted prices from its network of more than 10,000 vendors. More than half of sales are placed via mobile devices.

Mike George, QVC CEO, said there is relatively little age overlap between customers of each company.

QVC relies on shoppers aged 35-55, while Zulily's customers are in the 25-to-45 range. The combined company will have more than \$10B in annual revenues and more than 19M customers.

QVC's \$18.75 per-share price represents a 49 percent premium to the stock's \$12.57 closing on Aug. 14. Zulily went public at \$22 shares each in November 2013. The stock traded in the \$9.09-\$41.75 range during the past 52 weeks.

**TURNER TAKES STAKE IN ISTREAMPLANET**

Turner Broadcasting System has purchased a majority stake in iStreamPlanet, a top provider in live event and OTT video programming.

CEO John Martin said the partnership would expand the Time Warner unit's capacity to offer live events within and outside the broadcaster's traditional ecosystem.

He expects opportunities to use iStreamPlanet's technical savvy to cultivate new digital platforms.

## **PR & SOCIAL MEDIA VIEWS**

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### **WATCH YOUR LANGUAGE**

By Fraser P. Seitel

One need not be as old or bitter as I am to agree that the state of language in our society has hit rock bottom. Newscasters and print journalists mangle grammar. Novelists and screen writers and comedians and college professors mistake profanity for sagacity. Politicians try to out-coarse one another. And social media-fueled celebrities can't even speak English.

But we in the PR profession shouldn't succumb to the continued dumbing down of language – at least not without a fight. This is no easy matter, since many words carry with them, intrinsic meanings – or “baggage” – that may mean different things to different audiences. But how does a writer assess his or her audience, in terms of word choice? One simple exercise that works for a writer is the “Grandma Test.” If grandma can't figure out the point after reading your copy or what your organization does after reading the words on your website, then you've got a problem.

Too often, PR people write for their own executives, using words that may be understood internally but not by either customers or the public. In such cases, jargon --- the buzzwords and expressions used by a company or group that others don't necessarily understand – is the enemy.

To be truly persuasive, a writer must think about his readers, imagining a “typical” recipient who needs to be persuaded and keeping the following principles in mind:

#### **Use words the audience would use.**

For example, if you work for an insurance company that sells policies to protect doctors from professional liability, such insurance may be referred to as “medical professional liability insurance” within the organization. But for public consumption, most readers understand this type of coverage as “malpractice insurance,” which is how it should be described for a typical audience.

#### **Treat your audience like people.**

Too often, writers resort to formal language when simple human terms will do. For example, referring to your audience as “unemployed” or “insured’s” or “mortgagees” or “staffers” is less complimentary or advisable than referring to them in more human terms, as “young workers” or “physicians” or “home owners” or “colleagues.”

#### **Treat your audience as friends.**

Write like you know them, well. Use informal words, rather than stilted or formal terms. Communicating clearly means writing something that is understood immediately, with little need for clarification. That requires writing with a vocabulary that is clear and comfortable to the reader.

#### **Don't talk down to the audience.**

On the other hand, an audience resents writing that is condescending. If your audience is highly educated in a particular field – nuclear physicists, for example – then it is perfectly acceptable to use terms – even jargon – that they will clearly understand and even expect.

The point is that the words you choose should be appropriate to the audience you are trying to persuade. That's what will distinguish you as a gifted writer among a pack of pedestrian talents.

*Fraser P. Seitel has been a communications consultant, author and teacher for 40 years.*

### **DOES TRUMP'S CANDIDACY SAY MORE ABOUT US?**

By Joe Honick

Media cannot seem to get enough of trampling Trump or simply wondering at his powerful popularity. It's no secret that he already proclaims his presidency long before any official voting even takes place. And that, along with his appeal to nascent prejudices of various kinds, may well be what drives politician-weary people to his camp.

Having said that raises the next real question: Does Trump's appeal say more about the American public than the man himself?

It is nauseatingly true that not one day goes by without even the most ordinarily astute commentators finding it necessary to add what they think might be some unique element to an analysis of the Trump appeal.

The one question none of these big time scribes labor over is whether Trump says more about the American people than the man himself.

After all, even his greatest detractors feel it their duty to become undocumented psychological analysts in diagnosing, each time, granting him more and more exposure and stirring more defense from his supporters who are offended by the journalistic attacks.

And, sadly, humorously and frankly, here is this very criticism of the media community performing one more PR goody simply by dealing with the phenomenon of the candidate who may well have made good on the H.L. Mencken comment that went roughly: “No one ever lost money overestimating the intellect of the American public.” Or was it “underestimating...?”

Either way, and no matter how the powers who will have blown billions on this disgraceful charade posing as a national political campaign do decide on the candidate for either party, America will have been exposed to the world as something less than advertised.

So, at a time when a virtual Holocaust has emerged in Syria, hundreds of thousands of desperate refugees are storming the borders of several countries possibly becoming one more explosive target for terrorism...at such a time, neither Mr. Trump nor anyone else on the circuit seem to be aware or care.

In the end, it would seem, lacking any broad pressures from any direction to be concerned, perhaps the candidacy of Donald Trump says more about the rest of us than the man himself...one more step down what used to be the ladder of international leadership and respect.

Stay tuned.

*Joe Honick is president of GMA International in Bainbridge Island, Wash.*

### **TRUMP IS A GIFT, TO DEMOCRATS**

By Kevin McCauley

Former reality show host Donald Trump is more than just the best thing to happen to Hillary Clinton's presidential campaign. He's a blessing for the future of the Democratic party.

Trump's racist remarks about Mexicans have not only destroyed the GOP's once long-shot prayer of winning a decent chunk of the Hispanic vote, but also sealed the deal for Democrats among next-generation voters. Sorry, Marco and Jeb.

**NEWS OF PR FIRMS****BURSON PARTNERS WITH MDC**

Burson-Marsteller has partnered with Miami Dade College's School of Entertainment & Design Technology, engaging faculty and students of the South Florida institution to collaborate on B-M client assignments.

B-M recently rolled out a Miami outpost of its StudioB content production and distribution operation. The firm's Miami managing director, Jorge Ortega, said Burson will tap MDC for "select opportunities that can help enhance the work we do for clients through StudioB."

That includes mentoring MDC students and collaborating with the school's faculty, he said.

**APCO, TEXT100 TEAM UP**

APCO Worldwide and Text100 have developed AT-DigitalHealth, an offering that combines the independent DC's firm's healthcare/public policy savvy with the Next 15 Communications unit's technology strength.

Brad Staples, APCO CEO, said in a statement the unit "is built around a bold aspiration: to empower and accelerate the digital health revolution."

The venture will tackle challenges presented by uncertain payer reimbursement, provider acceptance, lagging public policy and shifting consumer behavior.

Stig Albinus, APCO's global healthcare practice leader; Scott Friedman, APCO's technology worldwide technology leader; and Erin Humphrey, Text100 senior VP, will guide ATDigitalHealth, which will provide coalition-building, product/corporate PR, positioning, branding and crisis/issue management services.

**ROSEN PLANTS FLAG IN DENVER**

New York-based The Rosen Group has opened a Denver outpost with the addition of A/E Atalie Rhodes in the city.

Rhodes ran her own shop, Mash Marketing Co., focused on the craft brewing sector.

The Brewers Assn., based in Boulder, Colo., is a TRG client.

**KETCHUM EXPANDS SINGAPORE**

Ketchum has added senior staff in Singapore and opened an outpost of its Ketchum Change operation in the Southeast Asian island city-state.

Gretchen Huestis, a Ketchum Change director in London, heads the Singapore push as SVP and Asia Pacific regional director.

Jon Chin, director of digital and social media for MSLGroup in Southeast Asia, joins as SVP and Asia regional client director for Ketchum.

**ZACKS DOWNGRADES OMC**

Zacks cut its ratings on Omnicom Group shares from "buy" to "hold" due to "a competitive and fragmented communications services industry."

The research noted "a susceptibility to concentration risks, poses a threat to the ad/PR conglomerate's profitability."

Meanwhile, "soft economic conditions in Europe and adverse foreign exchange impact remain formidable headwinds for the company," according to Zacks.

**NEW ACCOUNTS****New York Area**

**Issa PR**, New York/Try The World, gourmet subscription food box service, for launch of its fall and holiday gourmet boxes.

**Nancy J. Friedman PR**, New York/The Kimpton Taconic Hotel (Manchester, Vt.), slated for fall opening, and Tribeca Grand, 15-year-old luxury boutique hotel in New York undergoing renovations in late 2015, for PR.

**East**

**RPR Public Relations**, Portland, Me./Renasans New York, skin care, as AOR for PR for its new luxury skin care line.

**Shift Communications**, Boston/Appirio, cloud and crowdsourcing services provider, a previous client; Demandbase, account-based marketing for B2B companies, and WANdisco, collaboration software for the software development industry, for B2B tech PR.

**South**

**South Pique PR**, Memphis, and Crisp Communications, Nashville/Achievement School District, state-run, low-performing school designation in Tennessee, for PR and community outreach.

**E. Boineau & Company**, Charleston, S.C./Dennis O'Neill, Attorney at Law; Frampton Construction, and Timberlane, exterior shutters and hardware manufacturer, for PR and marketing.

**Southeast**

**Hemsworth Communications**, Fort Lauderdale, Fla./Star Valley Lodge, Star Valley, Wy., lodge resort, for PR and social media.

**JoTo PR**, Tampa Bay, Fla./Tampa Bay Accounting and Associates, for PR.

**Uproar PR**, Orlando, Fla./Fusionetics, sports science and training technology; Mio Global, wearable tech devices for athletes, and Milestone Sports, wearable fitness tracker and messaging service, for PR.

**West**

**Mercury360**, San Francisco/WaterFX, solar desalination company, for marketing and outreach for its crowd funding investment campaign.

**Anthemic Agency**, Los Angeles/Lucky Strike Entertainment, bowling-centric restaurants, bars and music venues, for PR.

**International**

**Zeno Group**, Beijing/Hoover, vacuum maker, for PR and comms. in China.

**FRIEDMAN FILES IN AT MARINO**

Michelle Friedman, who was communications director for the New York City Coalition Against Hunger, has joined The Marino Organization strategic PR shop.

Via top-media placements, Friedman handled the expansion of the Coalition's national footprint effort to combat domestic hunger. She also spearheaded its social media push and special events including a Thanksgiving press conference featuring Mayor Bill de Blasio and a spring benefit honoring Chelsea Clinton.

Earlier, she was press liaison for the New York State Majority Leader's Office and editorial staffer at *City & State*, *Interview Magazine* and *The Chief Leader*.

**NEWS OF SERVICES****UN SEEKS MEDIA TRAINER IN NY**

The United Nations in New York is looking for a media trainer for a two-day session in New York Oct. 27-28.

The consultant or firm is expected to train 24 senior managers in the UN's Bureau for Policy and Programme Support as it is slated to unveil Sustainable Development Goals aimed to guide global development over the next 15 years.

"Strong communications capacity is vital to position [the UN Development Programme] as the implementer and leader in the post-2015 development agenda over the next 15 years and beyond," reads an RFP. The UNDP said it wants to capitalize on media interest in the development goals to "make sure we are seen as the 'go to' UN agency on these issues."

Proposals are due Aug. 27. RFP: <http://odwpr.us/1EIZYi5>.

**HOURLY PR RATES ROSE IN 2014**

Productivity among top PR executives is far below optimal levels, although hourly rates for agency leaders at large firms now averages \$480-per-hour, according to Gould+Partners.

G+P reports that senior VPs are only billing at about 61.3% of their theoretical capacity of 1700 hours, while rank-and-file staffers hit much higher levels. Account executives average productivity of 89%, some as high as 95%, where G+P says a goal should be 90% to reach optimal 20% profitability.

Agency CEOs averaged billing at \$317-per-hour among smaller firms, and \$480-per-hour at firms topping \$25M in revenues.

G+P polled 104 firms across the country and in Canada. Copies of the study will be available after Sept. 1 from [gould-partners.com](http://gould-partners.com).

**MELTWATER ADDS SPROUT SOCIAL TO BUZZ**

PR software provider Meltwater has partnered with social media management company Sprout Social to integrate Sprout's engagement tools into its flagship Meltwater Buzz platform.

Sprout service includes Twitter, LinkedIn, Google+, Facebook and Instagram, enabling monitoring and engagement from a single interface.

Meltwater said it will offer three packages with Sprout's service – enterprise, team and basic.

**BW CONTENT HITS AP VIDEO HUB**

Business Wire-disseminated video content is now available on AP Video Hub, a broadcast-quality online video delivery platform used by major media.

APVH says it used by 350 of the world's largest media companies in 100 countries, and that 80% of its users log-on and download content daily.

BW said the "content amplification arrangement" is part of its multimedia expansion efforts started last year with its News and Pictures Capsules service.

**PEOPLE****Joined**

**Shanee Goss**, senior VP and partner, FleishmanHillard, to Kwitken, New York, as managing director of its New York office, a new post at the firm. Her client experience spans BMW, Samsung, Hyatt, Citibank and L'Oreal.

**Emmy Lambert**, former director of media relations, Cartier North America, to Magrino, New York, as an A/D in its consumer division. She was previously manager of PR, and dir., global special events and VIP relations, The Estee Lauder Cos.

**Karen Griffin**, community affairs mgr., City of Hagerstown, to Hospice of Washington County, Hagerstown, Md., as senior dir. of development, community and public relations.

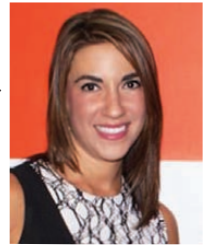
**Carlie Mills**, campaign coordinator, Coastal Carolina Univ., to The Brandon Agency, Myrtle Beach, S.C., as a creative copywriter.

**Mary DeTurris**, columnist, Catholic New York, to the Diocese of Albany, as director of comms., effective Sept. 3.

**Kristi Runyon Middleton**, PR and crisis comms. manager, Kentucky Community and Technical College System, to Eastern Kentucky Univ., as chief external affairs officer. She was previously an anchor and reporter for WTVQ-TV in Lexington.

**Keoni Wagner**, public information officer, Oakland International Airport and former VP of PA at Hawaiian Airlines, to Matson, a publicly traded Honolulu-based carrier serving the Pacific, as director of corporate comms. He succeeds the retiring Jeff Hull, a 33-year vet of the company.

**Ron Aldridge**, director of IR, WuXi PharmaTech, to LaVoieHealthScience, Boston, as an A/D, investor relations, and **Lindsay LeCain**, senior A/E, Racepoint Global, as A/S, PR. **David Connolly** was promoted to senior VP, client services. He joined in 2012 from St. Elizabeth's Medical Center.

**Goss****Middleton****Aldridge, LeCain, Connolly**

**Scott Samson**, head of PR for North America at Criteo, to Quixey, Mountain View, Calif., as VP of communications, including to lead its global comms. program encompassing branding, marketing comms. and PR.

**Andy Checo**, directory of publicity and community affairs, MundoFox (now MundoMax), to Havas Formula, as director of its HavasFormulatin division, based in New York. His agency resume includes Edelman, The Vidal Partnership and Acros Comms.

## **FAMAPR AIDS LIMELIGHT AMID PATENT FIGHT**

Limelight Networks, the \$180M digital content delivery provider, is relying on tech shop famaPR as it re-groups after a major court defeat in its nine-year legal battle with Akamai Technologies.

A federal appeals court unanimously reversed a lower court decision last week and held that Limelight infringed on Akamai's patent, a potential \$45.5M blow to Limelight.

Publicly traded Limelight saw its shares battered nearly 20 percent to close below \$3 after the court decision.

Tempe, Ariz.-based Limelight said it is "disappointed" in the outcome, but pledged to "continue the process." The company said it is studying options to determine its next steps, but said it believes its balance sheet is "strong enough to continue to invest in the business and respond to any potential outcome" in the court battle.

FamaPR senior VP Ted Weisman, a Lois Paul alum, reps Limelight. Barbara Riordan is senior director of corporate comms.

The case, which was remanded by the Supreme Court, has drawn interest from major tech players since its 2006 filing over the issue of "divided infringement," or how much a company is responsible for a patent infringement if the user – not the company -- commits the patented act.

Akamai said it is "extremely pleased" with the decision, which it said "recognizes the strength of our intellectual property."

## **RESERVOIR ROPES IN MEINERS**

Molly Millerwise Meiners will join Reservoir Communications Group on Oct. 12 as managing director of its Washington headquarters.

Most recently, she was communications director at CitiGroup, handling its advocacy and reputation matters.

Prior to joining the financial services giant in 2009, Meiners was senior advisor to the under secretary for terrorism and financial intelligence, PA director at the Treasury Dept. and press secretary at the House Ways and Means Committee.



**Mainers**

Robert Schooling, founder/CEO of RCG, said Meiners "understands how reputation, policy and politics interact."

He's the former chief advocacy officer and alliance development officer at Wellpoint Inc. (now Anthem Inc.) and Americas president for APCO Worldwide.

## **SLOANE AIDS ACTIVIST PUSHING ETHAN ALLEN**

Sloane & Company is bolstering PR for activist hedge fund Sandell Asset Management as it ratchets up pressure on furniture maker Ethan Allen Interiors.

Sandell, which owns about 5.5% of the publicly traded company, claims Ethan Allen is significantly underperforming industry peers like Basset Furniture, Knoll and La-Z-Boy, among others, and is urging a sale to a private equity firm or recapitalization of its real estate as-

sets, which Sandell claims are worth \$450M.

The hedge fund says it is prepared to mount a proxy challenge but prefers to re-engage in talks.

Danbury, Conn.-based Ethan Allen initially moved up the date of its annual meeting to mid-October, but last week said it would revert back to a November date. "While the company's board had no indication that any shareholder planned to submit nominations or proposals, we do want to ensure any shareholder has the opportunity to do so and are pleased to reschedule the meeting to November 24, 2015," EAI chairman and CEO Farooq Kathwari said in a statement.

The company posted fiscal 2015 revenues of \$754.6M and net income of \$37.1M.

Sloane CEO Elliot Sloane and managing director Dan Zacchei are advising Sandell on the PR front. Okapi Partners is working the proxy beat.

Corey Whitley, EVP and CFO, heads Ethan Allen's IR.



## **CHIME REVENUE SLIPS IN FIRST HALF**

Chime Communications, the UK-based marketing group being acquired by WPP and Providence Equity Partners, reported first half revenue fell nearly 5.7% to \$289.7M as advertising and marketing services gains met restructuring charges and declines at its flagship sports and entertainment operation.

Profit slid 11.8% to \$16.6M for the period over 2014.



Chime touted its first half 2015 operating income, which rose six percent to \$161M.

Chime CEO Christopher Satterthwaite noted flat sports income came after \$1.6M in restructuring costs and in comparison to 2014's robust gains from the FIFA World Cup and Sochi Winter Olympics. He sees Chime well positioned in the second half with the upcoming UK Rugby World Cup and Ashes Series (cricket), as well as next year's Olympic Games in Brazil.

The privately held group, which had \$460M in 2014 revenues, agreed to a \$580M takeover by WPP and PEP late last month to finance its expansion. Its PR units include Good Relations, Team Spirit and Harvard PR, and Chime singled out Good for continuing to make "good progress" in the brand and corporate PR space.

Key new business for Chime in 2015 includes Bose, PGA of America, Unilever Simple, Wrangler and Manchester City FC.

Advertising and marketing services rose nine percent in the first half to \$71.1M with new work from Prudential, Bibbys and Formula E. Healthcare communications climbed 16% to \$17.1M, while insight and engagement revenues rose 14% to \$7.5M.

**Westhampton Library employees erupted with cheers and applause** at 7 p.m. Aug. 23 as a tally of paper ballots showed they had voted to organize a union by a 31-3 margin. It's part of a revolt against the tight-lipped regime of Mayor Maria Moore.

Residents had administered a 25-minute tongue-lashing to Moore and other WHB Village trustees at their meeting Aug. 6, winning a "perhaps" promise of a public meeting by officials on the subject of an eruv Jewish religious boundary being proposed for WHB.

We doubt if her statement is legally binding but it's morally-binding: "Perhaps it would be more helpful to the community to hear it at a meeting, to have an update to the extent possible," she told the Aug. 6 meeting. The statement is at the end of a transcript of the meeting.

Moore, who resigned from the library board last week, is referring to demands by Arnold Sheiffer, chairman of Jewish People for the Betterment of WHB, [www.jpoewhb.com](http://www.jpoewhb.com) and others, for more communication on the eruv issue.

### **Synagogue Rabbi May Have Resigned**

The initiator of the WHB eruv, Rabbi Marc Schneier of the Hampton Synagogue, has resigned at the request of the board to become a real estate broker in Israel, according to a report in [failedmessiah.com](http://failedmessiah.com). He founded the Synagogue in 1990. [Tabletmag.com](http://Tabletmag.com) published a 5,822-word profile of Rabbie Schneier in 2011.

Failedmessiah has been unable to obtain confirmation of the report, published on July 12, despite phone calls and emails to Rabbi Schneier, his associates and employees.

The Hampton Synagogue website continues to list Rabbi Schneier as its leader. The site as of Aug. 23 said "The Eruv Is Up," meaning that needed lechi markers are in place on utility poles in WHB. Worshipers going to and from the Synagogue on Aug. 22 carried objects and pushed baby carriages and wheelchairs, indicating their belief that the eruv meets all specifications.

A videotape of the Aug. 6 meeting is not only on the WHB website, but is also one of the municipal government videos airing on local channel 22.

The 45-minute WHB video aired at 6 p.m. Aug. 22 and was repeated at 6:45 a.m. Aug. 23. Such airings should be noted on the WHB website.

### **Library Staff Joyous and Angry**

Twenty library staffers were present Aug. 21 as Susan Hurley of the National Labor Relations Board slowly counted out the paper ballots, separating them into two piles—professional and non-professional employees.

The professionals voted 14-1 in favor of the union and the non-professionals, 17-2 for a union.

The staff vote shows their sympathy with and anger at the firing of part-time employee Sabina Trager June 23. She claims she was dismissed without "proper documentation" after she refused to sign a petition supporting WHB candidates Rob Rubio and Brian Tymann.

Library trustee Joan Levan made that suggestion but she denied the firing of Trager had anything to do with it, saying she had the documentation needed for the dis-

missal. "I don't care who she voted for," Levan told reporter Kyle Campbell of [21east.com](http://21east.com).

Campbell's Aug. 22 report on the library vote, saying "officials" had accused Trager of violating the library's confidentiality policy, described Trager as an "ardent supporter of the unionization effort."

Staffer Susan Berdinka said Trager had "exemplary reviews" and should not have been fired without a "paper trail."

"This leads to an environment of fear and that's what we're under," Berdinka told Campbell. He will join the *Daily News* in Jersey City at the end of the month as a digital content producer for the auto section.

### **Staff Could Influence Policy**

Berdinka told Campbell that the library board makes all the policy decisions, indicating that staffers might get involved in broad policy issues.

The WHB library and libraries in Southampton, Quogue and Hampton Bays need to broaden their horizons in order to live up to their promise of providing "lifelong education" for residents.

The American Library Assn. is urging libraries to host discussions on topics of interest to the community including controversial topics. It conducts the annual Gordon Conable Award which honors libraries with the best such programs.

The library in Smithville, Texas won the 2014 award for 2014 for promoting "diverse points of view" and promoting "community dialog on controversial issues."

Staffers endured "angry" patrons who made them "fear for their safety" when they hosted a program on the Muslim culture.

ALA's "Muslim Journeys Bookshelf" included 25 books, four DVDs, and other materials on the "people, places, history, faith and cultures of Muslims in the U.S. and elsewhere." A \$4,500 grant went to 125 libraries that accepted the materials.

### **WHB Library Trustees Appointed, Not Elected**

Trudy Rudnick, organizer for the New York State United Teachers, said the WHB library board was unusual because its five directors are appointed rather than elected. NYSUT has chapters in 50 libraries on Long Island. The lack of an elected board increases the need for employees to be represented by a union, she said. Westhampton library staff don't have any voice in what happens at the library," she told [27east.com](http://27east.com).

Other library trustees are VP Karen Andrews; treasurer June Sellin; secretary Jennifer Mendelson, and Marth-Ann Betjemann. An email on [27east.com](http://27east.com) criticized the board for being all female and Caucasian. Emails of WH library trustees are not public.

### **Library Has \$5.5M in Net Assets**

Net assets of the library, according to the 2012 IRS Form 990 filed Dec. 5, 2013, the latest such filing available, which was signed by Moore, were \$5,419,973 as of June 30, 2013.

Savings and temporary cash investments were \$3,864,945 and cash, \$75,507, for a total of \$3,940,452. Total revenue was \$4,036,885.

— Jack O'Dwyer