



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

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NUTRITION RESOURCE SEEKS PR FIRM

Healthy Dining, a resource guide and nutrition initiative comprised of registered dietitians and culinary nutrition experts that helps consumers find healthy restaurant menu items, is looking for a PR firm to help with its public launch of a new digital platform.

The California-based company's new platform, titled the Personalized Menu Platform, is designed to help diners with health needs and nutrition/weight goals find suitable menu choices at restaurants around the country.

The company wants an agency that can provide recommendations on overall strategy and message development for the launch, as well as press material creation and daily media relations work that would result in features in key national media, both traditional and digital.

The platform currently has a projected rollout date of January or February 2017.

Proposals should include agencies' recommended PR plan and strategy, as well as expected out-of-pocket expenses and an overview of agencies' experience, key areas of specialty and approach to PR.

Proposals are due Sept. 9.

RFP: <http://bit.ly/2bPvx4H>.



CT EXCHANGE REVIEWS PR. CRISIS HELP

Access Health CT, Connecticut's successful health insurance exchange, is on the hunt for PR support to bur- nish its image and provide crisis communications counsel.

The exchange, set up in 2010 and state-run under the Affordable Care Act, re- leased an RFP on Aug. 19 for firms well-versed in healthcare, knowledge of the political climate in Con- necticut and Washington, and familiarity with the state's community organiza- tions.

Releases and other materials must be developed in English and Spanish.

The exchange previously worked with Global Strategy Group on the PR front and Pappas MacDonnell for public affairs.

Proposals are due September 16. RFP:

<http://bit.ly/2bJS3Oq>.



WPP SEES SOLID GAINS FOR PR, PA IN 1H

WPP reported PR and public affairs revenues climbed 8.8% in the first half of 2016 to \$661.1M while revenues across the agency conglomerate saw a 5.2% rise to nearly \$9.4B.

Despite the gains, profit plunged 43.9% to \$609.5M over the same period of 2015 as the Martin Sorrell-led company took a large write-down on its comScore invest- ment amid an accounting probe there and faced compari- son to an extraordinary first half profit in 2015.

The results were better than expected and WPP raised its forecast for full-year revenue growth.

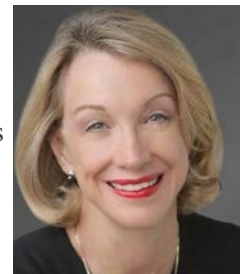
Coming out of the first half, WPP said all regions and sectors, except data investment management, were positive in July, and showed a "similar relative pattern to the first half," singling out advertising, media investment management, PR and public affairs and specialist com- munications as "up strongly."

The company said a plunge in Britain's pound ster- ling after the Brexit vote may have supported a recovery in that market.

FINN PARTNERS ACQUIRES LANE

Finn Partners has entered into a formal agreement to acquire Portland-based independent agency Lane PR.

Financial terms of the deal were not publicly disclosed. Lane, which was founded in 1990 by president Wendy Lane Stevens and currently employs about two dozen, specializes in financial services, crisis, con- sumer, food/beverage and technol- ogy. The agency, which maintains an additional office in New York as well as a presence in Seattle, in 2015 ac- counted for about \$4M in net fees.



Lane Stevens

The acquisition gives New York-based Finn Partners its first forays into Pacific Northwest territory, and comes on the heels of its June acquisition of Washington, D.C.- based branding, design and marketing services firm Greenfield Belser. The global independent agency in Sep- tember picked up San Francisco-based tech agency Horn Group.

"One of the reasons our acquisitions are so success- ful is that we only buy firms that share our business phi- losophy: working very hard and playing nicely with our peers and our clients isn't just a catch phrase we use to describe ourselves. It's part of the DNA of Finn Partners and of the agencies we acquire," Finn Partners founding partner Peter Finn told O'Dwyer's.

(Continued on page 2)

BELL RESIGNS FROM BELL POTTINGER

Tim Bell, the UK PR mogul behind global PR institution Bell Pottinger, has left the firm to start a new PR consulting venture next year.

Seventy-four-year-old Bell, who parlayed his stint as Prime Minister Margaret Thatcher's spokesman into the successful agency, will open Sans Frontières.

Bell Pottinger said in a statement that Bell wanted to "step back" from day-to-day agency business but still counsel clients. CEO James Henderson called Bell the "founder and driver of this business since he started it in 1987."

Henderson said BP will "find ways of mutually working together with [Bell] in his new business where there are clients that need a combined expertise." Bell retains a minority stake in BP.

Mark Smith takes over the chairman role at BP.

Bell in 2012 helped orchestrate the \$32M buyout of BP from Chime Communications.

Bell's freewheeling nature sometimes clashed with BP's corporate ambitions, including his critical comments about bankers being "all complete criminals," as well as his unapologetic representation of repressive governments in Chile and Saudi Arabia.

Sans Frontières was the original name of Bell Pottinger.



Bell

LEGGETT-FLYNN INSURES AIG COMMS

American International Group has recruited Brunswick Group partner Cindy Leggett-Flynn to take the PR reins as chief communications officer for the New York-based insurer.

She takes a role vacated at the end of last year by Christina Pretto, who de-camped to head communications and public affairs for private equity firm Lone Star Funds.

Leggett-Flynn reports to COO Jeffrey Hurd, overseeing corporate brand and marketing, media relations, internal comms. and corporate citizenship for the company.

She spent the past 16 years with Brunswick. She previously led US communications for biotechnology company Chiroscience Group.



Leggett-Flynn

FRAGER REJOINS FH

Emily Frager, a former FleishmanHillard senior VP and partner, is re-joining the global PR powerhouse to lead its Los Angeles and Orange County operations.

She returns to the agency in the role of general manager on September 26.

Frager previously joined the Omnicom unit in 1998 and later held senior positions in the firm's Chicago,



Frager

Minneapolis, Los Angeles and San Diego offices. During her two-year absence from the agency, she served as VP and chief marketing officer at Lennar Ventures. Prior to joining FH, she was an account executive at advertising company Miller Meester.

Frager succeeds general Manager, senior VP and senior partner Mitch Germann, who leaves FH on September 7 after more than four years to lead global communications for Nike's Jordan Brand.

SARD AIDS EDDIE BAUER IN CYBER ATTACK

Outdoor apparel brand Eddie Bauer engaged Sard Verbinnen & Co. after the retailer was hit by a cyber attack and data breach.

The company said Aug. 18 that it tapped a third party forensic expert "immediately upon detecting the issue." That probe found credit card info used at about 350 Eddie Bauer retail stores from January to July may have been compromised as part of a broader attack aimed at restaurants, hotels and other retailers.

Hotel operator HEI said about 20 of its properties were affected, as well.

CEO Mike Egeck called security of customer data "a top priority" for the Bellevue, Wash.-based company, adding that the company is cooperating with the FBI, cyber data experts and credit card companies, and has strengthened security measures.

The company will also pay for ID theft services from Kroll for customers who made purchases during the possible breach period.

Sard's San Francisco office is advising EB, including principal David Isaacs.

FINN PARTNERS ACQUIRES LANE (Cont'd from 1)

"We never could have grown the way we have with standard agency turf issues. Collaboration is the secret to our success," said Finn.

Lane retains its brand and will now wear the appending banner "a Finn Partners company." The agency will also maintain its Portland office and will continue to be managed by Stevens, who will also continue to manage



Lane with Peter Finn

Lane's staff in New York and now assumes the title of Finn Partners managing partner.

Stevens will report to managing partner Howard Solomon, who is based in San Francisco and heads the Finn Partners West outpost, which includes offices in Los Angeles, San Francisco and Portland.

Lane's New York team, which is led by senior vice president Amber Roberts, is slated to relocate to Finn Partners' existing Midtown office by the end of September.

VIACOM PR CHIEF DEPARTS AFTER SHAKEUP

Carl Folta, executive VP of corporate communications for Viacom, has left the media giant after the ouster of CEO Philippe Dauman by the mogul Sumner Redstone and his daughter Shari.

The 22-year Viacom hand joined the media conglomerate as VP of corporate relations for its Paramount unit in 1994 on its merger with Gulf and Western.

Viacom's leadership was up for grabs in a legal showdown between Redstone and 10-year CEO Dauman. The legal case settled with a deal for longtime Viacom exec Thomas Dooley to succeed Dauman atop the company, which has struggled financially.

Dooley in a memo announcing Folta's exit said the PR exec "literally had the hardest job in the company, and he handled it all with grace, skill and a smile."

Folta, who spent years burnishing Redstone's image, was in the awkward position of defending the company and Dauman in its legal salvos against the mogul in recent months.

Redstone's family trust controls Viacom and CBS since his hostile takeover in the mid-1980s.



Folta

BUZZFEED SPLITS, ENLISTS COMMS CHIEF

Carole Robinson, a veteran Viacom and MTV corporate communications hand who stepped down last year, is slated to join BuzzFeed as chief communications officer for the digital news and content provider.

BuzzFeed said this week it will split into two units, one focused on news and another centered on digital entertainment.

Editor-in-chief Ben Smith leads BuzzFeed News.

Robinson, who has been consulting through First Look Media shop, will join the New York-based media property on Sept. 6, reporting to CEO Jonah Peretti.

She was executive VP of corporate and marketing communications for Viacom and held a similar role at MTV for five years.

Liz Wasden, a CBS and Facebook veteran, is VP of communications at BuzzFeed and oversees PR.

BuzzFeed Entertainment will be led by Los Angeles-based BuzzFeed Motion Pictures chief Ze Frank and will cover video, lists, quizzes and other "micro-content."

"Instead of organizing around a format or technology, we will organize our work to take full advantage of many formats and technologies," Peretti said in a memo obtained by Reuters.

BF in April cut its revenue forecast for 2016 in half to \$250M after it missed 2015 revenues by 32 percent with \$170M.

A \$200M investment by Comcast last year pegged BF's value at \$1.5B.



Robinson

LOCHTE REPS 'FORGIVING' COUGH DROPS

Brazilian police have charged Ryan Lochte with filing a false robbery report but Pine Bros., which touts its cough drops as "forgiving," will feature him in its ads.

"Just as Pine Bros. is forgiving to your throat, the company asks the public for a little forgiveness for an American swimming legend," the company said.

The swimmer will appear in a series of print advertisements and a commercial stating "Pine Brothers Soft-ish Throat Drops: Forgiving On Your Throat," the company said.

"We all make mistakes, but they're rarely given front-page scrutiny," Pine Bros. CEO Rider McDowell said. "He's a great guy who has done incredible work with charities. I'm confident that Pine Bros. fans will support our decision to give Ryan a second chance."

McDowell told the *New York Post* that "People in the corporate world have a reflex and they go overboard. This is so overboard for the transgression of a frat party event gone wrong."

He termed the sponsorship a "significant investment and compared it to the one Lochte had with Martha Stewart which reported was worth \$1 million.

Lochte lost sponsorships worth \$1 million with Speedo, Ralph Lauren, Syneron-Candela and Airweave in the wake of fallout over his exaggerated claims of having been robbed at gunpoint with teammates while in Rio de Janeiro for the 2016 Summer Olympics.

Brazilian police on Aug. 25 said Lochte will be informed of the indictment so he can decide whether to introduce a defense in Brazil. It is also being sent to the International Olympic Committee.

The charges were filed after Lochte left the country rather than being available for questioning. Video shows that Lochte on Aug. 14 pulled a poster off a bathroom wall that was hanging loosely.

OSGOOD EXITS 'SUNDAY MORNING'

Charles Osgood, host of CBS' "Sunday Morning" for the past 22 years, is stepping down at the age of 84.

CBS has not yet named a replacement for Osgood, who took over for Charles Kuralt in 1994. The network slates a special to highlight his career.

Osgood made the announcement on air, acknowledging talk that he was thinking about retiring.

"Some of you may have heard rumors lately that I won't be hosting these 'Sunday Morning' broadcasts very much longer. Well, I'm here to tell you that the rumors are true," he said. "For years now people -- even friends and family -- have been asking me why I keep doing this considering my age. I am pushing 84. It's just that it's been a joy doing it!"

Osgood added, "It's been a great run, but after nearly 50 years at CBS -- including the last 22 years here on 'Sunday Morning' -- the time has come and a date is set for me to do my farewell [show]."



DOING IT THE RIGHT WAY

By Richard Goldstein

In “Doing it the right way,” a new book, Rick Gould, managing partner of Gould + Partners, discusses the steps necessary for a successful PR agency merger or acquisition.

According to Rick, the marketplace is active and robust. There are more buyers and sellers than ever before. There are new buyers who know they can capitalize on pricing and intellectual capital. (Point of information: intellectual capital does not appear on your balance sheet, but it is truly your most important asset.) If you can’t perform to the highest standard of a customer’s expectations, you won’t have a client for long.

2015 was the biggest year for mergers and acquisitions on record, with more than \$5 trillion in transactions (including all industries, not just PR). 2015 was a busy year for independent PR agencies.

New York-based Finn Partners acquired Seigenthaler PR and DVL in Nashville and combined the two firms to create the largest firm in Nashville and a dominant force in the Southeast. They also acquired New York-based The Horn Group.

Long Island and NYC based Didit acquired Bridge Global and J.B. Cumberland.

In April 2016, National Public Relations, the largest PR firm in Canada, acquired Boston-based Shift Communications, an integrated communications firm known for its thought leadership, innovation and robust technology practice, data driven PR, and Google Analytics Certified Partner distinction.

It seems to me that future PR agencies will need to take on a greater role in providing integrated communications and marketing services. Customers of your agency will be looking to you to provide strategies and solutions involving a more integrated approach.

By integrated communications/marketing I mean an approach to creating a unified and seamless experience for consumers to interact with the brand/enterprise; it attempts to meld all aspects of marketing communication such as advertising, sales/service promotion, public relations, direct marketing and social media through their respective mix of tactics, methods, channels, media and activities, so that all work together as a unified force.

It’s a process designed to ensure that all messaging and communications strategies are consistent across all channels and centered on the customer.

Why the spike in 2015?

Why are new buyers evolving? Strategic acquisitions are the new norm. Buyers are acquiring to improve specialties, locations, quality of staff (intellectual capital, if you will), clients, name brands and an integrated marketing strategy.

Who are the new buyers? Many are one-office firms acquiring other firms in locations that will facilitate and improve service and firm depth. They recognize a need for niche specialties.

They realize that integrated marketing services are the wave of the future.

Firms are starting to realize that bigger is better. With size, there are economies of scale, and these

economies go straight to the bottom line.

Why are firms selling?

Sellers pools have increased. There are many quality firms available to be sold. Owners are looking to monetize their years of sweat equity. They want relief from back-office distractions. They need regional and/or international reach. They desire expansion of brain trust and depth of staff needs to grow. Owners want to practice PR versus building and managing the firm. They see many efficiencies of scale by sharing labor and operational expenses, among other reasons. Also, smaller firms are losing pitches that they could have won if they were bigger. Financial resources and the intellectual capital of the buyer is a huge advantage in winning and retaining clients.

The “age factor” as a reason to sell

The age factor is now more relevant than ever. The boomer-generation are now at an age where selling makes sense. To retire comfortably, they need to monetize their twenty-to-thirty-year invested asset.

Buyers don’t want to buy firms whose owners are in their late sixties or early seventies, thinking they may not have enough stamina to fulfill an earn-out obligation and stay beyond. Buyers are willing to acquire seller firms with older executives if there is a solid, experienced second tier of management.

Does the size of your firm matter?

The short answer is “yes.” There are certain plateaus in the PR industry/profession. Firms want to reach the next financial plateau: \$3 million to \$10 million to \$15 million and so on. Frankly, I have not seen many firms go from \$1 to \$10 million in a short time span, but it is possible. I believe firms doing \$1 to \$3 million should consider \$5 to \$6 million as a first plateau. The reason: to get to and operate a \$5 million or \$6 million firm requires a lot more infrastructure and a stronger second tier of management than a \$1 million or \$2 million firm. In my view, bigger firms have more intellectual capital that can be monetized, not to mention a higher profile customer base.

So you want to sell in two or three years?

Whenever I talk to PR firm principals I always ask if they have plans to sell, buy or merge. I titled this column as “Doing it the right way.” So, what is the right way?

In my view, the very first step is to understand what it takes to have a successful transaction. Rick feels there are 13 steps or keys to a successful transaction.

The key is value creation; the key is merging cultures; the key is to create a best-place-to-work environment and culture by maximizing the intellectual and creative capacity of both the seller and buyer; the key is to overcome the apparent risks in consolidation and the merging of cultures; and the key is not making your transaction a statistic in the failed-deal column.

Remember, you should not try and sell a distressed firm, such as a fire sale, but a firm that is going growing and profitable, ready to capitalize on a buyer with wider reach in geography, talent, service offerings, and overall depth.

(Continued on page 6)

NEWS OF PR FIRMS

IKEA IN FURNITURE RECALL CRISIS

By Ronn Torossian

Almost everyone has purchased IKEA furniture at one time. The multinational retailer has long been a source for inexpensive, durable furniture. Students, young marrieds, and people just starting out especially love a good deal, and a trip to IKEA can include tasting samples or a meal and playtime for kids too.



The IKEA brand has been trusted by families buying furniture to help fill their children's rooms for decades. However, in recent months this has changed, and IKEA has been in crisis mode.

Recently, IKEA made the news when six children died after their Malm dressers tipped over and crushed them. IKEA knew there was an issue with the dressers but until recently did nothing to correct the problem. For a company that has always demanded high service and honesty from its employees, it makes one wonder what happened to Corporate Social Responsibility or even corporate transparency.

When the issue with the dressers first came out, little was said to the public. IKEA finally went public, offering free anchors for the dressers. This was not heavily publicized. The advertisement told customers where they could send to get the anchor, but they were slow sending them. On many social media sites, consumers complained that they could get the anchors faster on Amazon. IKEA finally offered the anchors for free in stores where they could be picked up by the customer, something they should have done in the first place. This makes good marketing sense: get customers through the doors, even if it is to correct a problem, and they're more likely to make another purchase.

After many months, IKEA finally offered a full refund to those who purchased the Malm dresser between 2002 and 2016. Those who purchased the dresser before 2002 could get a half refund as a store credit.

The problem was IKEA originally wanted the dressers to be returned to an IKEA store. This just didn't work for all customers, as many lived too far away. Finally, they set up a program where IKEA would pick up the dressers from customers' homes. IKEA also finally took the Malm dressers off the market as a result of an agreement with the U.S. Consumer Product Safety Commission.

IKEA should have been honest and upfront with the public. IKEA should have then told customers what was being done to resolve the issue, instead of going on TV and other media outlets to relay information to customers. Admit you made a mistake, keep the public informed at all times on how you are handling the situation.

For IKEA, what could have been a small crisis rapidly escalated to a major problem. For a company that prides themselves on making things easy, it didn't make this crisis go away easily.

Ronn Torossian is CEO of 5WPR, a leading independent PR agency.

NEW ACCOUNTS

New York

5W Public Relations, New York/LabFinder.com, online platform for patients to schedule their lab and radiology tests and get results, as AOR for PR.

East

Warner Communications, Boston/Energy Bombs Chewing Gum, caffeinated, premium chewing gum alternative to energy shots and drinks, as AOR for PR. The firm will manage national media relations for Energy Bombs, to promote brand awareness, increase retail distribution and drive consumer interest. The gum is available in mint and cinnamon via Amazon.com and at selected convenience and retail stores nationwide.



EdTech180, Boston/Empower the User, Ireland-based provider of simulations for workplace and soft skills assessment and training in the education market, and Chalk Talk Solutions, test preparation software and services for the Middle East's premier English-speaking schools, for PR.

Southeast

William Mills Agency, Atlanta/FinTech Forward 2016, an annual report by American Banker and BAI Beacon of top vendors in the financial services sector, trends and profiles of fintech companies, as AOR. The 2016 rankings, profiles and research will be published in a series of reports and assessments delivered across multiple media Oct. 5-6 in Chicago.

Midwest

KemperLesnik, Chicago/Primland Resort, located in Virginia's Blue Ridge Mountains, as AOR for outdoor and golf. The resort is owned by Switzerland-based Primwest and aims at high-end travelers and corporate executive teams. KemperLesnik is handling branding, media relations, advertising, social media and influencer marketing.

Southwest

Amendola Communications, Scottsdale, Ariz./Vocera Communications, Inc., publicly traded healthcare IT provider, as AOR for PR and content services. The company provides a secure, enterprise-class solution with an active staff directory that enables healthcare users to connect and communicate with each other instantly via voice communication, secure text messaging, and contextual alarm notifications. It is used by more than 1,000 hospitals around the world. The PR work includes social media and content marketing strategy, with a special focus on the company's thought leadership.

West

Hayter Communications, Seattle/K2 Sports, as AOR for the 2016-17 season, including responsibility for global editorial coverage surrounding K2's portfolio of brands of skis, snowboards, boots, madshus and skates.



NEWS OF SERVICES**THE “F” WORD FOR FINANCIAL MARKETERS**

By Joe Anthony

Some in the finance industry think the biggest “F” word to impact their business is the fiduciary rule announced by the Department of Labor earlier this year. But I contend another “F” word will make engaging current clients and attracting new ones more difficult than ever: fragmentation.

There is no longer a “silver bullet” line of communication that guarantees companies will reach their target audience in one fell swoop. Fragmentation is here and seems to occupy the space between relevance and obsolescence for a wide variety of news and information sources. Fortunately, the marketing communication paradigm has evolved to help meet this new challenge. Given the natural time and resource constraints facing executives, the idea of having to proactively communicate and engage in multiple arenas can feel daunting. But worry not — integrated public relations campaigns can make a difference in this era of information fragmentation. Here’s how:

Commit to custom content

Buying canned content is relatively cheap. Curating content shows you are paying attention, but custom content trumps the canned and curated on three fronts. It establishes your firm’s voice and specific perspective, it can power your search engine optimization and publicity efforts and it makes the material more shareable in a world revolving around the power of social media.

Leverage content across channels

Is your content good enough for your company blog? If so, it’s probably worth repackaging on LinkedIn Pulse. Did you happen to receive positive feedback from a recent presentation topic? Chances are those same sound bites will resonate with the press.

Measure feedback or response

It is stunning how many financial services companies fail to monitor their web traffic. Most advisers on social media tend to vastly under or overestimate the size of their social networks simply because they aren’t paying attention. Ask yourself, what blog post was viewed the most? What LinkedIn comment yielded the most shares, likes or comments? Use Google Analytics and other traffic monitoring software to track which blog posts are bringing visitors to your company’s website.

Expand your audience with coverage

Our friends in the media are regularly seeking experienced professionals to provide perspective on topics of interest. Chiming in when opportunity knocks can mean putting your firm’s name in front of new audiences.

Joe Anthony is President of Financial Services at Gregory FCA.

DOING IT THE RIGHT WAY (Cont’d from pg. 4)

Here’s a good start and a plug for me. Make sure your CPA, lawyer, and management consultants know your industry and have relationships within the industry! If they don’t, switch!

Richard Goldstein is a partner at Buchbinder Tunick & Company LLP, New York, Certified Public Accountants.

PEOPLE**Joined**

Kathryn DeVito, senior VP, digital, and partner at FleishmanHillard in Washington, to Levick, Washington, D.C., as a senior VP and head of digital. Prior to nine years with FH, she started out at APCO Worldwide and MacNeil/Lehrer Productions.

**DeVito**

Julia Parker, director of media relations for Prince George’s County Police, has shifted to Fairfax County Police as public affairs director, following a national search. The Washington Post noted Fairfax police are looking to boost transparency after criticism the department did not release enough public information in a fatal shooting by police in 2013. Parker is a veteran TV reporter and anchor, including with ABC7 in Washington, D.C.

**Connolly**

David Connolly, senior VP, LavoieHealthScience, to JPA Health Communications, Boston, as a senior VP. He has held marketing and comms. posts at Steward St. Elizabeth’s Medical Center, Beth Israel Deaconess Medical Center and Brigham and Women’s Hospital. Ben Green, founder of Crossroad Media Innovations, a data-driven digital firm, joins as a VP for JPA Labs, the creative and research services arm of the firm. The firm recently moved its Cambridge office to downtown Boston at 15 Broad St.

David Castelveter, director of external communications, US Transportation Security Administration, to the Nuclear Regulatory Commission, Washington, D.C., as director of the office of public affairs. He was former VP for communications at the Air Transport Association of America. He was also managing director of corporate comms. for US Airways Group.

Candice Bowman, business development, marketing and PR manager for architecture firm Hamilton Anderson Associates, to Lambert, Edwards & Associates, Detroit, Mich., as director of business development with a focus on Southeast Michigan and national accounts. She previously led marketing and PR for luxury publication Ambassador Magazine and started out in PR with the Detroit Lions and Detroit Tigers.

Daniela Velazquez, PR consultant and former reporter and producer, to ACLU of Missouri, St. Louis, as director of communications. She was a producer for Tampa Bay Online and wrote for the Tampa Tribune, among other outlets.

Elizabeth Langer, a veteran journalist, has moved to Re/MAX Realty Group and RE/MAX 100, Montgomery County, Md., as director of communications. She is a former assignment editor for WKMG in Orlando and producer for Fox 35 News in Lake Mary, Fla.

Promoted

Tory Brown to partner, The Pastorum Group, Washington, D.C. **Lia Weintraub**, assistant A/E for Weber Shandwick’s Powell Tate, joins as an associate.

STARZ TUNES IN GLOVER PARK

TV network and video entertainment company Starz has plugged in Glover Park Group for communications and government relations focused on Washington.

Publicly traded Starz wants to engage government officials and the influential DC market about its programming and interest in the multichannel video sector, which is undergoing consolidation and faces scrutiny by regulators.

Starz claims 24.2M subscribers in the US and nearly 32M with the Starz Encore network. It has moved into original programming in recent years with shows including "Power" and "Survivor's Remorse" that have gained particularly strong viewership among African-Americans.

Starz last year engaged Venable to lobby officials on the importance of preserving diverse programming, as well as to advocate against industry consolidation.



PMK*BNC ADDS ORIOL IN NY

Jodie Magid Oriol, a 15-year veteran of Lionsgate and predecessor Artisan Entertainment, has moved to PMK*BNC as VP in its New York office.

The firm said the hire, along with an expanded role for VP Rachel Aberly in both its talent and the new entertainment strategy & development de-



Oriol, Aberly

partments, is part of its move "towards a more synergistic bi-coastal expansion."

Oriol held a series of roles at the studio most recently senior VP of theatrical publicity, a stint that included the "Hunger Games" franchise, "The Expendables," Tyler Perry films and the "Saw" series of films. She stepped down last year.

Aberly is working with Amazon Studios and Fox Searchlight on campaigns this year, and will also represent "The Limehouse Golem," "Jackie," "All I See Is You" and "The Oath" at the Toronto Film Festival.

The agency is part of Interpublic.

OGILVY UPS RISI ON MASSEY EXIT

Ogilvy PR has upped Jennifer Risi to global chief communications officer with the exit of Robyn Massey, who held the post for the past year.

Massey spent 15 years at Ketchum before moving to Ogilvy last year.

Risi, a five-year Ogilvy alum, recently led media relations for the firm and continues in that role, adding re-

sponsibility for all communications of the WPP agency globally. The firm said her expanded role will be about 75% client work and 25% agency global communications.

She also joins the firm's global executive committee.

Ogilvy CEO Stuart Smith, to whom Risi reports, called Risi the "right leader" and "ideal partner."

Risi was previously executive VP for Weber Shandwick, handling corporate and CEO positioning for the firm.



Risi

MCGRATH/POWER SECURES MONITRONICS

San Jose-based tech agency McGrath/Power Public Relations and Communications has been named agency of record for home security giant Monitronics International.

The second largest home security company in the U.S., Dallas-based Monitronics provides monitored security systems and fire alarm services to more than a million residential and commercial clients in North America. The company, which was founded in 1994, is a subsidiary of Ascent Capital Group.



McGrath/Power will kick off a multi-phased communications campaign for Monitronics, which will include influencer relations and awards recognition components, as well as earned media in the business and trade press.

UPROAR TAKES NY

Orlando's Uproar PR has opened a New York outpost, its fourth office, with plans to staff up to 20.

Co-founder Mike Harris said several clients are based in the Big Apple, adding, "We saw the opportunity to grow as an agency there."

Account manager Lindsey Platts, who focuses on consumer and tech accounts, heads the new office. She said: "New York City offers an unlimited amount of opportunity for both the agency's future and clients, and I know Uproar is ready to embrace it all."

Harris said the firm plans to hire 20 people locally to support its growth plans.

Uproar has additional offices in Chicago and Toronto.

RESNICK TO REVIVEHEALTH AS EVP

Lindsay Resnick, chief marketing officer and EVP for Wunderman Health, to ReviveHealth as executive VP in Nashville.

He was previously CMO for Gorman Health Group and HealthMarket, as well as EVP for Celtic Life and a manager for Blue Cross Blue Shield Association.

Weber Shandwick acquired ReviveHealth in January. Revive CEO Brandon Edwards called Resnick an "exceptional leader in the business of healthcare and consumer engagement."

Boisterous, alcohol-driven behavior by swimmer Ryan Lochte Aug. 14 touched off an incident that dominated Olympics coverage for several days. Alcohol consumption is under new worldwide attack.

“Drinks Makers Battle Loss of ‘Health Halo,’” said a front page headline in the Aug. 22 Wall Street Journal that quoted U.K. Chief Medical Officer Sally Davies as saying, “There is no safe level of drinking.”

Alcohol consumption raises the risk of certain cancers, said the U.K. government which issued new guidelines in January that “weakened” 20-year-old advice that moderate drinking could benefit the heart.

The U.S. Dept. of Health and Human Services in January removed similar advice from its guidelines.

“For decades,” said the WSJ article by Justin Scheck and Tripp Mickle, “beer, wine and liquor producers have been helped by a notion, enshrined in a number of governments’ dietary advice, that a little alcohol can provide modest coronary and other health benefits.”

New Guidelines Upset Alcohol Sellers

“We can’t let them gain traction,” Beer Institute president Jim McGreevy told an April conference. Brewer Anheuser-Busch InBev and Diageo are joining Heineken and Pernod Ricard in a \$55.4 million study of 8,000 subjects 50 and over that will take about six years. It will contrast health of alcohol users and abstainers.

InBev, which had revenues of \$43.6 billion in 2015, invited controversy by winning permission, for this summer, to feature the name “America” on its cans and bottles. “It’s hard to imagine a more patriotic label, particularly for a brand that’s not even technically American,” said the Washington Post May 10, noting that A-B was bought in 2008 by InBev, a beer conglomerate based in Belgium and Brazil. InBev wants to emphasize that Budweiser beer is brewed in the U.S.

A leader in the battle to reduce alcohol consumption is the World Health Organization which called drinking harmful in a population-wide scale, “even when consideration is given to the modest protective effects, especially on coronary heart disease, of low consumption of alcohol for some people aged 40 years or older,” said the WSJ article.

The U.K. guidance said health benefits are “less and apply to a smaller group than previously thought,” potentially reducing death risks only to women over 55.

The alleged myth of two drinks for men and one for women daily being healthful traces to a study 40 years ago by California cardiologist Arthur Klatsky who found that light drinkers had fewer heart attacks than abstainers.

Up until 1995, the U.S. Dept. of Health and Human Services said alcohol had “no net health benefit” and that drinking “is not recommended.” This was changed to a statement that moderate drinking was linked to less coronary heart disease in some people.

“One Drink Is Good” Finding Was Flawed

Health advocates say that “moderate drinkers” may be more concerned about their health than heavier drinkers and this may account for the lower rate of heart

disease. Even light drinking is associated with a higher risk of certain forms of cancer, says the WSJ, quoting “public health officials.”

There were an estimated 88,000 deaths from alcohol in 2014 (62,000 men and 26,000 women), it says. Numerous other statistics are on the Institute’s website including the incidence of “binge drinking” among various age groups.

Running counter to such advice was a column in the Aug. 27 New York Post by Karol Markowicz with the headline, “Why women love to drink: don’t fault the patriarchy.” It said many women are now taking up the drinking habits of men and said they are “blameless for succumbing to the enjoyment of a substance humans have been drinking for centuries.”

U.S. Swimmers Abused Alcohol

Excessive alcohol consumption led to an incident involving four U.S. Olympic swimmers that dominated the last half of the 2016 event.

There’s no doubt they were acting in a boisterous way at a gas station around 6 a.m. on Aug. 14 and that this aroused the attention of the gas station attendant and several armed security guards.

Initial reports had the swimmers, including Gold Medal winner Ryan Lochte, “trashing” the bathroom and falsely accusing the guards of trying to “hold them up” at gunpoint. Lochte has been indicted by Brazilian officials on charges of filing a false robbery report.

Lochte admits to drinking that morning and having knocked down a poster that was hanging loosely on the wall. Had this incident happened in the U.S. and police knew that Olympic athletes were involved, they might have instructed Lochte to rehang the sign and sent the athletes on their way in the cab in which they had arrived.

The off-duty prison guards who were working at the gas station saw this as an opportunity to extract some “damage costs” from the athletes. The swimmers were held until they coughed up money. Lochte’s mother, Ileana, met two reporters on a bus later that morning, told them her son’s story of being robbed, and they “tweeted” it, generating one million+ stories, videos, takes and tweets.

Forbes staffer Mike Ozanian said an interview by NBC-TV’s Matt Lauer “was a sad commentary on journalism. Lauer never did any serious reporting, yet Lauer, always playing the role of the lazy, politically correct journalist, still felt justified in taking the side of the Brazilian authorities.”

The U.S. Olympic Committee “also covered an apologized for Lochte and the other swimmers instead of digging into what actually had gone down,” he wrote.

Ozanian notes that USA Today has reported that Rio judge Joao Batista Damasceno said he does not discard the possibility that what the guards did could be “interpreted as a robbery.” It is a “sad commentary on the state of the U.S. that no one from the State Dept. will stand up for Lochte,” Ozanian wrote. — *Jack O’Dwyer*