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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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RHODE ISLAND ISSUES RFPS

The Rhode Island Commerce Corporation, the official economic development organization for the state of Rhode Island, has issued several requests for proposals regarding a series of planned PR and marketing initiatives for the state.

The Providence-based state organization is looking for an advertising and/or PR firm to assist with the strategy and execution of a statewide business attraction initiative intended to support RI's economy. The PR portion of the work calls for media relations, PR, strategic planning, social media, analytics and content creation and distribution.

A separate advertising portion also exists. Agencies are welcome to apply for both portions of the work. The campaign is expected to begin during the first quarter of 2017 and run until approximately June 2018.

RIEDC is also seeking an advertising and/or PR agency that specializes in tourism for the purpose of promoting travel to the state. Scope of the work, which also contains both an advertising and PR component, calls for strategic planning, ad campaign development, media buying, social media, research and partnership promotion.

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FLORIDA PICKS JEFFREYGROUP

VISIT FLORIDA has named JeffreyGroup as agency of record to expand the state's tourism reach in Latin America.

With a combined 1.9 million visitors and \$2.7 billion in spending annually, Brazil and Mexico rank among the top countries for visitation and visitor spending in Florida. For every \$1 the state invests in VISIT FLORIDA, \$3.20 in tax revenue is generated, according to the Office of Economic and Demographic Research.

JeffreyGroup will combine traditional PR efforts and influencer and blogger initiatives with its Latin America expertise to highlight what Florida has to offer. The firm maintains wholly-owned offices in Mexico City, Brasília, São Paulo, Rio de Janeiro and Buenos Aires in addition to its headquarters in Miami and location in New York. A network of local service partners is also available.

"Florida tourism has tremendous growth potential in the Latin American market and it's important for us to have a strong presence in the region," said Will Secombe, VISIT FLORIDA's president and CEO.

Founded in 1993, JeffreyGroup has 120 employees and experience with clients such as Airbnb, Airbus, American Airlines, Bayer, Facebook, Instagram, Johnson & Johnson, Mozilla, Sony and Tequila Patron.

MSL ACQUIRES CANADA'S NORTH STRATEGIC

MSLGroup has acquired Canada's North Strategic, a Toronto-based PR shop with a respected content and video unit, Notch Video, and operations in Calgary and Montreal.

MSLGroup CEO Guillaume Herbette said his firm, which has offices in Toronto and Montreal, triples its operations north of the border after the deal creating a "powerful force in this important marketplace."

North Strategic's client roster includes Tim Hortons, Samsung, Twitter, Canadian Tire and Airbnb.



Pearson and Creally

North Strategic co-founder Mia Pearson takes the title of CEO, Canada for MSLGroup under Herbette. Gayle Brock-Woodland continues to lead MSL Canada as president, reporting to Pearson.

North Strategic and Notch Video will retain their names under Publicis Communications.

Pearson co-founded North Strategic with Justin Creally in 2011.

MARCHESI MOVES TO WE

Industry veteran Stephanie Marchesi, who's held key leadership positions at FleishmanHillard, Cohn & Wolfe and Ketchum, has moved to independent PR powerhouse WE Communications, where she's been named health sector and eastern region president, a newly-created role at the agency.

Marchesi joins the Seattle-based firm from FleishmanHillard, where she was stationed for more than six years and served as senior partner, chief marketing officer and managing director of global client relations. She previously led GCI Group's New York office, and played a role in that WPP unit's 2008 merger with Cohn & Wolfe, where she was named president of that agency's New York headquarters. Prior to that, she was SVP and North America business and strategy development director for MS&L Worldwide, and a VP and group manager at Ketchum.

Marchesi will now oversee WE's North American health division, as well as the agency's Eastern region, which includes its Boston and New York outposts.



Marchesi

H+K HIRES GOP STRATEGIST REED

Scott Reed, a veteran GOP political strategist and a former executive director of the Republican National Committee, has joined Hill+Knowlton Strategies in Washington, where he's been named a senior advisor.

Reed's appointment to the WPP PR powerhouse became effective December 1.

Reed is founder and chairman of Washington-based government relations consulting firm Chesapeake Enterprises. He was previously Bob Dole's campaign manager during that retired Senator's 1996 presidential run, and was executive director of the Republican National Committee during the GOP's historic 1994 Congressional takeover. He was also chief of staff to HUD Secretary (and former Dole running mate) Jack Kemp during the Bush administration, and previously helped run Kemp's presidential campaign in 1988.



Reed

Reed is currently senior political strategist at the U.S. Chamber of Commerce, which he joined in 2011. He will maintain this role while serving in the senior advisor role at H+K.

H+K's D.C. outpost is led by executive VP Ellen Moran, who previously served as chief of staff at the U.S. Commerce Department and was President Obama's first communications director.

KAVANAGH SERVES COMMS FOR BACARDI

K.C. Kavanagh, who led global communications for hotel titan Starwood Hotels & Resorts Worldwide, is moving to Bermuda-based liquor purveyor Bacardi Limited as senior VP and global chief communications officer.

Kavanagh will take over in Bermuda for Jim Gallagher, the former communications guru for IMG Worldwide and MLB Advanced media who is exiting at the end of the year.

She reports to CEO Mike Dolan, the former IMG Worldwide chief who took the reins of the spirits company early last year after serving for seven months on an interim basis. In a statement, he praised Kavanagh's "significant corporate and global experience" and track record with luxury, lifestyle and "next generation" brands. Kavanagh earlier led PR for Hyatt Hotels Corp. before an 18-year run at Starwood.

Bacardi counts 200 brands including the flagship Bacardi rum, Dewar's Scotch and Grey Goose vodka, among its portfolio as the No. 4 spirits provider worldwide. Revenue for the privately held company is estimated at north of \$5B a year.

BRIEF: International law firm **White & Case LLP** is representing the government of Sudan in connection with ongoing U.S. litigation issues involving al Qaeda's 2000 attack on the USS Cole. According to Foreign Agents Registration Act documents filed in November, White & Case will provide legal services to the nation "in connection with several litigation matters pending before federal courts."

MEDIA/SOCIAL MEDIA NEWS

CONDÉ NAST SHUTTERS SELF PRINT EDITION

Condé Nast on December 1 announced that long-standing women's health and wellness title *Self* would cease production of its print edition after its February 2017 issue. The monthly magazine has been in circulation since 1979.

The news comes a year after that Condé Nast men's fashion glossy title *Details* was retired after 33 years in publication.

Self will continue as a digital-only brand. The Chinese edition of *Self* will continue in its current monthly print edition, and special one-off print editions focused on "health and wellness-related moments" will periodically appear in the U.S., according to a Condé Nast in a statement.

Self's current monthly circulation is about 1.5 million. Magazine-media news site Folio reported that newsstand sales have fallen 71 percent for the title since 2013.

"By re-imagining how *Self* creates content — and how we distribute it, we are uniquely positioned to give consumers more of what they love while creating innovative and engaging opportunities for our advertising partners," said Condé Nast chief business officer Jim Norton in a statement.

Carolyn Kylstra has been named editor-in-chief of the forthcoming all-digital publication. Kylstra, who was previously a health editor at BuzzFeed, joined Condé Nast last year as executive digital director, and has since led the entirety of the brand's digital editorial content. She was previously a site director at *Women's Health*, a senior editor at *Cosmopolitan* and an associate editor at *Men's Health*.

Kylstra succeeds outgoing editor-in-chief Joyce Chang, who has been at the helm since 2014. Chang, a former executive editor of *Cosmopolitan*, will be leaving the company, according to a report by Folio.

Publishing behemoth Condé Nast's roster of print titles includes *New Yorker*, *GQ*, *Vanity Fair*, *Vogue*, *Glamour*, *Wired*, *Lucky*, *W* and *Bon Appetit*.

DELTA RELEASES CEO MEMO AFTER VIRAL VIDEO

Delta Air Lines has released a memo from CEO Ed Bastian to employees after a video of an unruly passenger aboard a Delta flight went viral last week and drew criticism of the carrier.

While Bastian praised employees' efforts during the Thanksgiving travel holiday, he said the passenger in the video should have been removed from the aircraft and vowed: "[h]e will never again be allowed on a Delta plane."

The man in the video praised Donald Trump in an expletive-laden rant that included the comment "We got some Hillary b*tches on here? Come on, baby. Trump!"

While Delta staffers questioned the man, he was allowed to remain aboard the flight.

Bastian said Delta apologized to customers aboard the flight and refunded the cost of their tickets. He added: "I also want to make sure all of you know we have your backs. The heightened tension in our society means that now more than ever we must require civility on our planes and in our facilities."

NEWS OF PR FIRMS

PR FIRM IS CERTIFIED DRONE OPERATOR

Brand-News-Team's president Roger Rosenbaum recently took the FAA test and now can offer clients 4K ultra high-definition video and stills.

Roger Rosenbaum is shooting aerial stills and video to promote the historic Beekman Arms, the oldest continuously running inn in America where President George Washington is said to have stayed.

To operate an aerial drone for commercial purposes operators must have a comprehensive aeronautic knowledge of how weather conditions affect flight, emergency procedures, communications, airspace classification and airport operations.

"This footage provides incredible views and new birds-eye perspectives for brand and digital storytelling," Rosenbaum said.

The FAA estimates that the number of drones in use for commercial purposes will grow from 600,000 in 2016 to 2.7 million by 2020. If you factor in hobbyist sales the figure rises to 7 million drones possibly in use by 2020.

A proposal for new rules that would dictate how aerial drones will be allowed to fly over people is expected to come out of the FAA this month. Amazon has been working with the FAA for years to craft drone policy so it can deliver packages by drone. Rosenbaum explained that he plans on producing Hollywood-style camera moves for clients in industries such as real estate, surveying, inspections, tourism, advertising and marketing.

"We can go live right to Facebook or YouTube," Rosenbaum said.

NEWS OF SERVICES

CISION CALLS LYNCH CMO

Cision today announced that it has appointed Chris Lynch to the role of chief marketing officer. He succeeds former Cision CMO Mark Thabit, who was senior director of marketing at technology solutions provider CDW for nearly a decade.

Lynch joins the Chicago-based software heavy-weight from Oracle, where he was head of product marketing for that computer technology giant's Marketing Cloud division. Prior to that he was product marketing director for gaming and behavior management platform Badgeville, and also held marketing manager roles for software companies TIBCO Software and Socialtext. Lynch was a journalist prior to entering the communications industry, serving as a staff Writer for information technology publication *CIO* magazine and a writer for Quincy, MA-based daily newspaper *The Patriot Ledger*.

As CMO, Lynch will now oversee Cision's global marketing teams and will be responsible for the industry software company's global marketing strategy. He'll be based in San Francisco.

Lynch's appointment is but one in a slew of Silicon Valley executive new hires that have been added to the software company's leadership team: Cision has also announced that former Oracle Marketing Cloud VP of media and ad tech sales David Barker has been named its newest chief data and research officer and Emir Lindo, a former VP at automation Marketo, has been named senior vice president of global partnerships.

NEW ACCOUNTS

New York Area

Carolyn Izzo Integrated Communications, New York/Caribe Hilton in San Juan, Puerto Rico. Opened in 1949 as the first Hilton property outside of the U.S., the hotel has the distinction of being the birthplace of the piña colada cocktail. This is CIIC's first client in Puerto Rico and bolsters their growing roster of Caribbean hotels and resorts. The 916-room property sits on seventeen garden-like acres with panoramic sea, lagoon and garden views.

Mfa, Ltd., New York/ROAM Fitness, which plans to offer travelers gym and shower facilities behind airport security, for PR. The first facility was set to open Nov. 22 at Baltimore-Washington Int'l Airport for the Thanksgiving travel and eating bonanza. The BWI set-up encompasses 1,175 sq. ft. and includes cardio equipment, stretching space, free weights, medicine balls, stability balls, a TRX system and yoga mats. Four private bathrooms with showers and towel service can be reserved so you can clean up before catching your flight.

5W Public Relations, New York/The Little Kernel, a line of healthy popcorn snacks with a unique "miniature kernel" that doesn't get stuck in your teeth and popped with 100 percent pure olive oil, as AOR. "We are looking forward to helping position The Little Kernel as the industry frontrunner in the food and popcorn space by elevating their brand and visibility within leading health, parenting and lifestyle media," said Ronn Torossian, CEO of 5WPR.

PEOPLE

Joined

Dr. Cira Montreys, who led medical and scientific affairs as SVP and senior medical director of Harrison and Star, to HealthSTAR Communications, Mahwah, N.J., as senior VP, media director and head of medical affairs. She was a VP and director of medical and strategic affairs at talent solutions company Hudson Global, as well as a group medical director at W20 Group's healthcare and consumer technology unit WCG. She was also a VP of medical and scientific services at pharmaceuticals company Evolution Medical Communications. She oversees HealthSTAR's medical education offerings and communications solutions based in New York.

Henry Feintuch, president of New York-based financial and tech agency Feintuch Communications, has been named chief financial officer of PR World Alliance, the Canada-based global consultancy network. Feintuch, who's been a member of PRWA since the early 2000s and has served on its board for more than a decade, had held the board title of vice chairman since 2013. **Catherine Kablé**, a managing partner at Paris-based agency Kablé Communication, was named incoming chairwoman.

David Bowker, VP for MSLGROUP, to Boston-based PAN Communications as a VP in the firm's tech practice. He led MSLGroup's cybersecurity practice and was a production assistant at Hearst Argyle Television Productions. Bowker is in PAN's B2B tech practice.

PODESTA LOBBIES FOR CROSSFIT

Popular branded strength and conditioning regimen CrossFit has tapped Washington, D.C.-based political affairs powerhouse Podesta Group for help with government issues on Capitol Hill.

CrossFit, which was developed in 2000 by Greg Glassman and Lauren Jenai in Santa Cruz, CA, is primarily a mix of aerobic exercise, calisthenics and Olympic weightlifting. Owned by company CrossFit Inc., the fitness program, which is promoted as both a physical exercise philosophy and a competitive fitness sport, currently licenses its name to approximately 13,000 CrossFit affiliated gyms, and is now practiced by enthusiasts, professional athletes, martial artists and military special operations units worldwide.

CrossFit has hired Podesta for help with federal oversight regarding “conflict of interest rules and regulations related to academic research funded by government agencies,” according to lobbying registration documents filed in November.

The account signals CrossFit’s first use of a lobbying firm.

The account will be led by Podesta managing principal David Marin, who was formerly staff director for the House Oversight and Government Reform Committee, as well as chief aide, legislative director, press secretary and speechwriter for Rep. Tom Davis (R-VA).

Podesta, which was founded in 1987, accounted for more than \$9 million in net fees last year.

MEDIA TRAINING PIONEER GLAZER DIES AT 86

George Glazer, who spent 27 years as chief broadcasting executive at New York’s Hill and Knowlton counseling CBS news personalities such as legendary anchor Walter Cronkite and “60 Minutes” founder and executive producer Don Hewitt, died of a heart attack Nov. 22 at his home in Palm Beach County, Florida. He was 86.

Cronkite once toasted Glazer as “the most trusted PR man in America” at an annual First Amendment Banquet hosted by the Radio Television News Directors Association and chaired by Glazer.

Glazer was instrumental in establishing the annual dinner for the group which is now known as the Radio Television Digital News Association.

Acknowledged by colleagues as a pioneer of contemporary media training and the use of satellite media tours and video news releases, Glazer advised luminaries such as Secretary of State Henry Kissinger, hotel mogul Bill Marriott, JetBlue founder David Neeleman, Michael Jackson and Paul McCartney.

RHODE ISLAND RFPS (Cont’d from 1)

The contract period for that campaign would also commence during the first quarter of 2017.

Deadline for both proposals is 2:00 p.m. EST on December 12.

RFP are at: <http://bit.ly/2h3wm9Z>.

PR OPINION

Failure of the press and PR to do their “professional” jobs opened the way for Donald Trump to co-opt their space, which he continues to do. “The press is in a pickle,” wrote Salena Zito in the Dec. 1 *New York Post*.

“Trump supporters were mercilessly vilified and ridiculed throughout this entire campaign,” she wrote. “They were called racists, bigots, uneducated, hilljacks with serious women issues, and likely living in a government trailer on the government’s dime.”

Trump himself did not need “PR.” He went directly to the public via twitter and his own statements.

Face-to-Face Urged

Fortune editor-at-large Geoff Colvin told the Institute for PR dinner Nov. 30 that parts of the brain “light up” when people face each other but show no activity when their backs are turned. Colvin referenced a study published in the November 7, 2012 *Journal of Neuroscience* that found “a significant increase in neural synchronization in the left inferior frontal cortex during a face-to-face dialog between partners but none during a back-to-back dialog.”

Although the human brain “evolutionarily adapted to face-to-face communications, other modes such as telephone and email increasingly dominate our daily life,” the study says.

McCorkindale Lauds F2F

Tina McCorkindale, Ph.D., president and CEO of IPR, expressed support for F2F in a 2013 essay in PRSA’s online PR Journal. The essay said a “dialogic loop,” meaning people talking to each other, is the ideal form of communications for PR people.

Accessing the 990 Financial report of IPR brings up the title, “Foundation for PR Research & Education,” an entity created by PRSA leaders. IPR was founded in 1989 when the Foundation board broke away over the rule that board members had to be Accredited.

IPR had revenues of \$620,794 in 2015 and expenses of \$758,499 resulting in a loss of \$137,705. McCorkindale, who lives in Seattle, was paid \$95,135. The Foundation had a profit of \$95,524 on revenues of \$312,466 and expenses of \$216,942. Although IPR is now 17 years old, McCorkindale announced at the dinner that IPR is celebrating its 60th anniversary. That would be the anniversary of the Foundation.

The press-avoiding policies of PRSA, whose leaders have not had a press conference since 1993 and which bars reporters from joining and/or accessing the membership list, have now come to IPR under the leadership of McCorkindale. Currently a director on the Universal Accreditation Board, she is past chair of the Society’s Educators Academy.

F2F in Decline in PR

While Colvin, McCorkindale and others preach the value of F2F, there has been a decline in such activity in PR. P2P (phone to phone) and E2E (email to email) are also under tight corporate control.

Press groups themselves practice press avoidance. The Committee to Protect Journalists, which inveighs against press interference abroad and now says it will fight that in the U.S., won’t let working press sit with corporate guests at its annual dinner, which was Nov. 22 this year.

— Jack O’Dwyer