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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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Happy Holidays to our readers! This is the last issue of the year. Next printed NL will be Jan. 9, but follow breaking news on odwyerpr.com.

NYPD SEEKS PR AGENCY

The New York City Police Department has issued a request for proposal for a communications firm that can help the law enforcement agency bolster its community outreach efforts.

The NYPD is seeking a qualified firm to provide a communications plan and subsequent PR campaign with a focus on improving the NYPD's "depth of connection to various communities" within the city, "with special emphasis and desired impact within communities of color," according to RFP documents.

Scope of the work includes creative development, production (radio, television, print and Internet, as well as promotional items), account management and research. The work would include a 10-week PR campaign in New York City intended to promote the NYPD's efforts to increase mutual trust between police officers and the community.

Anticipated terms of the contract is expected to be five years. Funding is expected not to exceed an annual budget of \$800,000.

Proposals will be evaluated on criteria of relevant experience, demonstration of organizational capability and quality of the proposed approach. Agencies are required to provide a price proposal form, as well as detailed breakdown of cost.

Proposals are due by Tuesday, January 17, 2017, by 2:00 P.M. Anticipated commencement date for the work is April 1.

RFP: <http://bit.ly/2h0gUye>.

STX CASTS ROCKENWAGNER AS CCO

Patricia Rockenwagner, who led communications for Advance Publication's investment operation, is slated for the chief communications officer slot at Los Angeles-based global entertainment company STX Entertainment.

Rockenwagner led corporate communications for Conde Nast before moving to AV Partners, the parent company's investment arm now known as Advance Vixeid Partners. She takes up the STX CCO slot on Jan. 17, 2017.

She previously held communications and branding posts at S&P Global (McGraw Hill Financial), Paramount Pictures, Time Warner Cable, Comcast and AT&T.

Rockenwagner started out in politics as an aide to Sens. Ted Kennedy (MA), Art Torres (CA) and Tom Hayden (CA).



Rockenwagner

APCO AIDS SWITZERLAND

Switzerland has tapped D.C. PR giant APCO Worldwide to provide communications services that promote a positive perception of the Swiss Government within the US.

APCO's Washington headquarters will work with the Switzerland Embassy in D.C. to provide services that include media relations, stakeholder engagement, communication strategy, digital advertising, media monitoring and analytics services, according to Foreign Agents Registration Act documents filed in December.

The contract, which runs until March 30, 2017, fetches APCO a fee of \$80,000.

The pact was signed by APCO deputy managing director Mike Hotra, who was previously director of legislation and communication for the American Tort Reform Association and director of the civil justice task force of the American Legislative Exchange Council. Hotra leads APCO's corporate communication and issues management service group, and is also global practice leader of the agency's crisis response unit, APCO ER, which launched last year.



HIGHWIRE OPENS BOSTON OFFICE

Silicon Valley agency Highwire PR has moved to Boston, in a bid to continue expanding its East Coast presence while placing a footprint in a city known as a hub for tech and innovation.

The Beantown outpost will be led by senior vice president Ross Levanto. Levanto joins Highwire from corporate communications and investor relations giant ICR, where he served as senior vice president. He previously held an SVP role at MSLGROUP, where he was also Boston technology practice lead.

Boston recently ranked fifth among geographic markets represented by companies listed in the Deloitte Fast 500. Levanto told O'Dwyer's that many organizations now rate the city as one of the country's top innovative markets.

"Many many new ideas in technology are born in the Boston region and New England, and we believe Highwire's approach to PR is well-suited to represent them and the companies behind them," Levanto said. "Highwire has driven PR results that match strategic

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HEALTHCARE PR ALUM MACKAY TO THERANOS

Embattled health tech company Theranos has brought in H+K Strategies' Tali Mackay to fill its vacated top corporate communications slot.

The appointment follows the September exit of Brooke Buchanan for Whole Foods Market.

Mackay, who also leads IR at Palo Alto-based Theranos, has led H+K's Western region for the past year and spent four years with the agency. She was previously a director for WCG and senior VP for CarryOn Communication.

On the corporate front, she was VP of global communications for Baxter Bioscience and regulatory affairs associate at Genentech.

Mackay joins newly minted senior VP of operations, John McChesney, as Theranos tries to pivot from its disgraced blood testing services mission to a broader healthcare technology focus.

Founder and CEO Elizabeth Holmes said in a statement, "One of my primary areas of focus this year has been the establishment of our new leadership team. I am proud to welcome these seasoned executives, and am humbled by the passion and commitment of the team working to realize our mission of accessible, affordable health information."

The company praised Mackay's "high-stakes" experience in crisis, issues management, corporate branding and reputation, and mergers and acquisitions.

CHANDLER LAUNCHES HEALTHCARE SHOP

Bob Chandler, co-founder of healthcare firm Chandler Chicco Agency and former president of parent company inVentiv Health's communications operations, has launched a new agency.

That new shop, MaxAscent, is a boutique healthcare communications consultancy specializing in PR, advertising, advocacy, social/digital, corporate positioning and crisis management. Chandler told O'Dwyer's that MaxAscent's focus will be "to initiate and sustain conversations between patients and the communities that treat them, making interactions more frequent, engaging and, ultimately, more successful."

"I wanted to get back to a hyper-focus on this and felt it best to do it in a small, highly specialized agency," Chandler said, adding that the "timing has never been more appropriate and important."

Chandler said he has access to more than 20 staffers who work virtually, and he's presently looking to lease a space in downtown New York sometime next year.

The announcement comes alongside the arrival of a new global micro-network of healthcare communications agencies, Watershed Bridges, to which MaxAscent will serve as a member, along with nearly a dozen firms specializing in healthcare communications.

Other partner agencies will include firms specializing in patient behavior, medical education, public affairs, experiential marketing, advertising, corporate communications, narrative development, and storytelling, as well as the emerging field of patient intelligence.

Chandler, who was previously executive VP and managing director of Burson-Marsteller's healthcare

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MEDIA/SOCIAL MEDIA NEWS

FORMER WHITE HOUSE SCRIBE KEIL TO H+K

Richard Keil has been appointed executive VP in Hill+Knowlton's global corporate practice.

The former lead White House correspondent for The Associated Press and Bloomberg News for 20 years will focus on media relations, crisis and public affairs starting in January.

Most recently Keil served multiple roles in public and government affairs for ExxonMobil at its Irving, Texas, headquarters. Prior to that he was a senior communications advisor at Purple Strategies and worked at H+K merger partner Public Strategies, Inc.

"For decades Dick has been working at the intersection of business, politics and journalism – a position that has never been more critical than it is today," said Jack Martin, global executive chairman and CEO of Hill+Knowlton Strategies.

In September, H+K named political and agency vet Joe Householder as executive VP. The former journalist and communications director for then-Sen. Hillary Clinton (D-N.Y.) also worked at Public Strategies and Purple Strategies.

GOP strategist Scott Reed joined H+K earlier this month.

Among H+K's team of public affairs counselors is Mark McKinnon, co-creator and co-host of Showtime's real-time documentary series of the 2016 presidential election: "The Circus: The Greatest Political Show on Earth."

PRESS CLUB PRES TAKES AIM AT FAKE NEWS

Jeff Ballou, news editor at Al Jazeera Media Network, is the 110th president of the National Press Club and first male African-American to hold the position. He replaces outgoing president Thomas Burr, Washington correspondent for *The Salt Lake Tribune*.

"We are seeing some of the finest journalism of our time covering the biggest stories of our time. But faith in journalism is shaken in part by those pretending to be us and lying while doing it. We have to push back and reassert our role as guardians of truthful, solid, informative and in some cases dangerous reporting," Ballou said.

"Our team will maintain the National Press Club role as the world's oldest, leading and well-regarded conveners and promoters of excellence in journalism and communications," he said.

Ballou helped launch Al Jazeera's English language channel in 2006 and establish State Department and Congressional beats.

His experience includes working as a planning editor for WTTG-TV/FOX 5, White House producer for CONUS and stints at C-SPAN, WAMU, WTOP and National Public Radio.

Well-versed in Club affairs, Ballou was elected to the board of governors in 2012 and served as VP under 109th president Burr.

Ballou was the recipient of the Hearst Broadcast News Fellowship which took him to WCVB-TV in Boston. He taught at Howard University while earning a master's degree in journalism and public affairs from American University.

NEWS OF PR FIRMS

HIGHWIRE HITS BOSTON (Continued from page 1) business objectives for companies in technology areas where Boston is strong, such as enterprise tech, IT security and digital health. For all these reasons, we are bullish about our prospects for success in the new market.”

Highwire in 2015 opened a New York office to serve East Coast clients and establish a presence in that media and advertising hub. In the year since, that outpost has doubled its staff headcount. Levanto said the agency, which is in the midst of its 2017 planning, also plans to add staff to its Boston location next year in a bid to align with growth expectations.

San Francisco-based Highwire, which was founded in 2008, rebranded from its former moniker, Borders + Gratehouse, in 2013. The agency in 2015 posted nearly \$11 million in net fees, revealing 34 percent year-over-year growth.

GEPHARDT REPS NICARAGUA

The Republic of Nicaragua has signed Gephardt Group Government Affairs for lobbying and government relations services that contribute to improved economic and political relations between that Central American nation and the U.S., according to Foreign Agents Registration Act documents filed in December.

GGA will provide strategic advice, lobbying and government relations services to the Nicaraguan Embassy in D.C., which includes outreach to Congress and the Executive Branch on the Embassy's behalf, according to FARA documents.

NEWS OF SERVICES

CHANDLER LAUNCHES SHOP (Cont'd from pg. 2) practice, co-founded Chandler Chicco in 1995 with Gianfranco Chicco, building it into a top independent healthcare PR shop with blue chip clients like Allergan and Novartis. That agency was sold in 2007 to Burlington, MA-based healthcare communications group in Ventiv Health for \$65 million.

Inventiv, which is owned by private equity firm Thomas H. Lee Partners, is also parent company to firms Chamberlain Healthcare PR and Alidura Consumer. InVentiv in early 2013 tapped Chandler to lead a revamped communications operation, which included PR, policy, advertising and digital in addition to his leadership role at Chandler Chicco. Chandler left the agency in 2014.

“There has never been a time in my long career in healthcare where professionals looking after patients have felt more worried sick about our system of care delivery. There is upheaval related to where Obamacare will land, there are massive changes looming in Medicare and problems of accessing medications are at an acute stage,” Chandler told O'Dwyer's. “Patients, more than ever, need to consult with their caregivers and caregivers, like never before, need to know how to guide patients, not in just changing behavior but also figuring out delivery options or alternatives that could help them, at least in the short-term.”



Chandler

NEW ACCOUNTS

New York Area

Teuwen, New York/Bureau National Interprofessional du Cognac, which acts on behalf of all the Cognac growers and firms of the region of production; Paso Robles Wine Country Alliance in California, and Long Island Wine Council in New York. These are the first spirit Geographic Indication and American wine associations to join the agency's client roster since being founded in 1995 by Stephanie and Geert Teuwen.

Resound Marketing, New York/SOURCENEXT, Japan's top software distributor, as North American AOR to highlight its ability to help US software and app companies penetrate and grow within the Japanese marketplace. The company will be debuting a new mobile app at the Consumer Electronics Show in Las Vegas, Jan. 5 - 8.

East

Cheryl Andrews Marketing, Miami/The Grenada Tourism Authority, the official tourism agency of the Caribbean island nation, as North American and Caribbean PR AOR, following a competitive agency review process. CAMC will manage communications and social media strategy in the U.S., Canada and Caribbean markets on behalf of the tourism destination, known as the “Island of Spice” due to its production of nutmeg and mace crops. The GTA in 2014 launched its “Pure Grenada” destination marketing brand in a bid to reposition the Grenada, Carriacou and Petite Martinique islands.

PEOPLE

Joined

Kim Gagne, a former senior director of industry affairs at Microsoft, to APCO Worldwide, as a senior advisor in the agency's tech practice. Gagne first joined Microsoft in 2004, where he was responsible for managing the multinational tech company's legal and corporate affairs matters in Central and Eastern Europe, Middle East and Africa. Earlier, he was a foreign service officer with the U.S. Department of State and an attorney and partner at Washington, D.C.-based firm, Janis Schuelke & Wechsler. **Kas Rigas**, who was consumer practice group director at MSLGROUP unit in New York, joins APCO, where she's been named senior director of that agency's food, consumer products and retail practice. Rigas, who joined MSLGROUP in 2013, was with MWW Group.

Jeff Shafer, former VP of global communications for Lenovo, to the Univ. of North Carolina at Greensboro as chief communications officer. A former senior VP for FleishmanHillard, Shafer spent the past seven years at Morrisville, N.C.-based Lenovo, handling financial, crisis, product and social communications, as well as public affairs and executive communications.

Promoted

Jarvis Holliday to senior digital content manager, Luquire George Andrews, Charlotte, N.C. Holliday joined LGA in 2014 as digital content manager and was previously a freelance writer and editor at publishing company Holliday Ink.

Donald Trump bypassed media and PR to win the presidency; “Cell” movie showed how cellphones control minds as well as inform them.

Trump’s going directly to the public, almost never having a news conference, a tactic also used by Hillary Clinton, and the focus put on the two-edged sword of cellphones/computers and the web, have a lot of meaning for both journalists and PR.

There’s no doubt both industries have lost lots of their powers in recent years. The number of reporters has shrunk along with ad revenues. Both Gallup and Pew put confidence in media down around 20%. It used to be in the 70’s.

Media that bet heavily on Clinton winning the presidency were red-faced when the results became known. *New York Times* publisher Arthur Sulzberger Jr. published a half-hearted apology for the almost non-stop attacks on the Trump candidacy. NYT’s estimate that Clinton had an 84% chance of winning, made on the day of the election, made some women think there was no need to vote.

NYT is an example of media shrinkage. It just told employees it will lease eight floors of its offices at 620 Eighth Ave. at 42nd St., saying the space was “too expensive” and is not needed. Hundreds of employees have been laid off or retired in the past several years. NYT sold its space in the building in 2009 for \$225 million and leased it for 15 years.

Press Conferences, Interviews, Vanish

PR people, who used to be able to produce CEOs and other executives for press interviews and conduct press conferences, now have their every word monitored by corporate administrative and legal staff. Virtually all communications are by email. Press queries are normally shifted to outside PR firms.

This shift, similar to the closing of corporate ad departments in the 1950’s and 60’s, has helped propel the growth of PR firms. Most firms in the top 25 ranked by this website grow in double-digits each year. Emphasis is on direct contact with customers, potential customers, stockholders, employees and other audiences via social media, house websites and emails to key audiences.

Lots of creativity is needed in reaching these audiences and it’s more likely found in agencies that cope with numerous client problems on a daily basis rather than in corporate departments that have the single corporate client.

PRSA Delegates Behaved Like Zombies

Twenty silent PRSA delegates, marching to cellphone commands, harassed this writer at the 2010 Assembly as we tried to interview Art Stevens, who with Richard Edelman and Dave Rickey, had led a move to break the monopoly of APRs on the national board. It failed 172-104. Sixteen of the 17 members of the 2017 national board are APR.

This was classic Zombie behavior as described in Stephen King’s 2006 book “Cell” that was made into a movie in 2016. Zombies are cruel, they travel in packs, and they are silent, incapable of relations with human beings.

Many agencies deal with us, as evidenced by the

125 that provide documented evidence of their revenues and staff each year. But PR associations and educators keep their distance.

PRSA has not had anything to do with us since 1994 when we found it was selling “info packets” consisting mostly of articles that had been copied from major media, books and other sources, without the authors’ permission. That had started in 1978 and by the early 1990’s had reached 3,500 packets and net profits of \$60K yearly.

The Society was dominated in the 1960’s and 70’s by major companies and agencies and in the 1980’s and 90’s by counselors. Most of the big counseling firms left after the PR Council was formed in 1998.

Since around 2000, the Society has been dominated by educators and h.q. staff. Schools are by far the biggest advertisers and participants in the annual conference. More educators than any other class of members conduct sessions at the conferences.

“Educators” Adopt PRSA O’Dwyer Boycott

Since the O’Dwyer Co. has the largest library of PR materials, including more than 700 volumes collected over a 48-year period as well as 16 years of archived web stories and databases, it would seem that PR professors would be constantly knocking on our doors and sending students to both our website and offices.

The opposite is true. No one from the PRSA “Educators” Academy ever contacts us and attempts to reach any of their leaders by phone or email go nowhere. Hillary Sisco of Quinnipiac University is current chair. The same thing is true of the PRSA Student Society that has 10,000 members.

We put quotes around the “Educators” in Educators Academy because this group does not deserve to use that term. Education is the pursuit of facts and knowledge and not the flight from them.

We wonder what PR pros are teaching their students? Both PR and journalism are under such pressures that constant monitoring of the changes is needed. PR textbooks can provide only part of the answers.

This refusal to talk, although the PR pros profess a belief in “dialogic looping,” meaning parties with different opinions must meet face-to-face, is zombie-like and must end. The isolationism of PRSA/PR pros is causing corporate leaders to quit the Society in droves and shift funds to other PR associations such as Arthur W. Page, PR Council, (PR) Seminar, New York Women in Communications and National Investor Relations Institute.

Fortune editor-at-large Geoff Colvin who spoke at the Institute for PR dinner Nov. 30, discussed the benefits of F2F in a video titled “The Power of Human Interaction.” Certain parts of brains “light up” when people are facing each other but are inactive when they talk to each other without being F2F.

Students taking PR posts in corporations and institutions must realize anything they say and email will be watched. Cellphones can be used to control minds as well as inform them, as the “Cell” book and movie show.

— Jack O’Dwyer