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O'Dwyer's

The Inside News of
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YORKTOWN-JAMESTOWN FDN ISSUES RFP

The Yorktown-Jamestown Foundation, based in Williamsburg, VA, is seeking proposals from PR firms with a travel and tourism practice for the purpose of planning, coordinating and administering a national campaign that will generate media for the American Revolution Museum at Yorktown.

Currently known as the Yorktown Victory Center, the American Revolution Museum will be an annexed 22,000 square-foot facility that offers gallery exhibits interpreting the American Revolution scheduled to open in 2017.



JYF is looking for a firm that has experience with grand openings for tourism locations. Services requested include planning press events and on-site media trips, as well as earning media in television, radio, newspaper, print and digital magazines, and social media. The educational institution plans to collaborate with the firm as a partner in the course of coordinating press releases and providing images and video content.

Proposals are due by 2 p.m. ET, February 16. RFP: <http://odwpr.us/1POkoRk>.

FLORIDA'S NATURAL POURS PR TO EXPONENT

Minneapolis-based Exponent PR has picked up AOR duties for Florida's Natural fruit juices, following a competitive search.

FN, which markets orange and grapefruit juice and is owned by its growers, is considered a "premium" brand in the juice sector.

Exponent is the brand's first AOR. Its work covers media relations, influencer engagement, and reputation management, among other tasks.

FN chief marketing officer Chris Groom said PR will play a key role in helping the brand communicate with new audiences "as well as look to build awareness of our unique, grower-owned story." The co-op covers more than 60,000 acres among more than 1,000 growers.

JIM BEAM TOASTS OLSON

Olson Engage has picked up US PR duties for Jim Beam Bourbon, after a competitive review.

Edelman previously handled the business.

Dan Cohen, PR director for the brand's owner, No. 3 global spirits company Beam Suntory, said his company liked Olson's track record of "bringing big creative ideas to life for great brands."

Japan's Suntory holdings bought Jim Beam for \$18B in 2014.

FREUDS ACQUIRES BREW PR

UK-based Freuds has acquired tech PR maven Brooke Hammerling's Brew Media Relations in a deal worth \$15M.

Hammerling, a former Zeno VP, started Brew in 2005, building up to a 20-staffer firm and operating out of New York, Los Angeles and San Francisco. It quickly developed a reputation for taking start-up and early-stage companies to prominence, financing and acquisitions through PR.



Hammerling

Freuds is the firm of London pro Matthew Freud, who bought back his firm from Publicis in 2011. He has not had a US office since 2009.

Freuds CEO Andrew McGuinness said the deal expands the firm's international operations and gives it a footprint across both coasts of the US. He also sees an entryway to tech PR business in Europe.

Dena Cook, a former Zeno colleague and veteran of FleishmanHillard, GolinHarris and MSL, is CEO of Brew. Clients include Jawbone, Netsuite and Samsung.

ZENO GROUP MAKES BIG UK PLAY

Zeno Group has acquired 12-year-old, UK-based 3 Monkeys Communications, scaling up its European reach to 75 staffers with the independent, mid-sized firm.

3 Monkeys, which will operate as 3 Monkeys | Zeno, focuses on consumer, corporate and b2b comms. in healthcare, financial services, consumer packaged goods and technology, including Anheuser-Busch, Castrol, Lenovo and Starbucks.



Moxham, Edelman, Siegel

"The board and I believe it's the best next chapter for the company, all us Monkeys and for our clients," said founder Angie Moxham. "We have been looking at how we globalize 3 Monkeys for a few years now, in response to client demand, including us going on the acquisition trail." Moxham becomes "chief Monkey, Zeno Europe," while Christine Jewell is managing director of the combined firm leading day-to-day UK.

Zeno opened in London in 2012.

Daniel J. Edelman owns Zeno Group, which is led by CEO Barby Siegel. She called the deal a "major step forward" for the firm in its "global ambitions."

EMANUEL CHIEF OF STAFF TO H+K CHICAGO

Lisa Schrader, chief of staff to Chicago Mayor Rahm Emanuel, has moved to Hill+Knowlton Strategies in the Windy City as a senior VP.

The City Hall veteran served both Mayor Richard Daley and Emanuel, rising to chief of staff for Emanuel in 2014. She announced her departure last spring to pursue private sector opportunities.

Schrader was a comms. and research staffer for the Democratic National Committee in Texas during the 2000 presidential cycle. She was also at Ted Turner's UN-backed Better World Campaign in Washington.

Claire Koeneman, GM of H+K/Chicago, said Schrader's hire will allow the firm to "grow our platform" in the city.



Schrader

UGANDA TAPS PR FIRMS FOR US, EUROPE

The Uganda Tourism Board has hired a trio of PR firms for the first time to target its main travel markets of the US, UK and Germany.

HG Consulting, with operations in Chicago, New York and Washington, will tackle North America for the east African nation. Nottingham, UK-based Kamageo will promote the country in the UK and Ireland, while KPRN works Germany, Austria and Switzerland.

Tourism Board CEO Stephen Asiimwe said it is the first time the country is using agencies in source travel markets. Among Uganda's attractions are Bwindi Impenetrable National Park, Lake Bunyonyi, City of Kampala, Queen Elizabeth National Park, and Nile River.

The World Bank's Competiveness and Enterprises Development Project is footing the bill. Tourism officials blame the west African Ebola outbreak last year, as well as terrorism in neighboring Kenya for hindering travel to Uganda.

On the political front, the former British colony and land of Idi Amin slates a presidential election for Feb. 18, sparking a Jan. 25 US State Dept. warning for US citizens to "exercise caution and remain abreast of the security situation" during the election period through mid-March.

Pitched as "the Pearl of Africa," the country drew about 1.3M tourists in 2014.

WOMEN'S BIZ COUNCIL SEEKS PR HELP

The National Woman's Business Council, a federal advisory group that is part of the US Small Business Administration, is looking for communications and media outreach help.

The council, which produces research, policy recommendations and other information related to women's entrepreneurship, wants a contractor to guide communications strategy and media outreach for 2016, a year in which it plans a larger output amid an increasing profile.

The council slates an initial four-month pact with three options that would stretch through 2017. It released an RFP on Jan. 25 open through Jan. 29.

REPORT: APPLE PR ALUM TALKS WITH TWITTER

Natalie Kerris, senior director of worldwide communications for Apple until last April, is in talks to join Twitter, according to a tech media report.

Twitter is under scrutiny amid the departure of top executives and investor pressure. Google vet Gabriel Stricker, who led communications and marketing at Twitter, left last summer.

Re/code reported that the company is close to hiring Kerris to run its communications.

Kerris, a Silicon Valley PR alum, spent 14 years at Apple after stints at Intershop, Netscape and Apple's Claris Corp. subsidiary in the mid-1990s. She started out in the agency realm with Franson, Hagerty & Assocs. and Ketchum.



Kerris

DCI HANDLES HANGZHOU TOURISM

The Hangzhou Tourism Commission, the governmental body overseeing tourism for the city of Hangzhou in China's Zhejiang Province, has named Development Counsellors International agency of record for the purpose of positioning that city as a tourism destination among North American travelers.

Hangzhou is the capital and largest city in Eastern China's Zhejiang Province. The city has boasted tremendous growth in recent years, due in part to a burgeoning tech sector. The city is home to Chinese e-commerce giant Alibaba.

In September, Hangzhou will become the first Chinese city to host the G20 Summit. The *New York Times* in January named the city one of its "52 Places to Go in 2016."

As AOR, DCI will embark on an integrated travel trade and media campaign for the city throughout North America, for the purpose of raising awareness of Hangzhou and positioning the city as a leading Asia travel destination.

Economic development and tourism marketing agency DCI, which holds offices in New York, Denver, Los Angeles and Toronto, took in more than \$9 million in travel and tourism related net fees in 2014, according to O'Dwyer's rankings of PR firms.

US, DIGITAL PROPEL NEXT 15

PR and marketing group Next 15 said US growth propelled an eight percent gain in organic revenue for the eleven months ended Dec. 31, 2015.

Revenues topped \$169M for the period, up 19% over the same period of 2014. The group said momentum in the US and UK remains strong, in part because of an increased proportion of revenue from digital products and services.

Next 15's agencies include Bite, The OutCast Agency, Text 100, M Booth and The Blueshirt Group.



LEADERSHIP EXODUS SHAKES POLITICO

Jim VandeHei, co-founder and CEO of political news mainstay Politico, will be stepping down from the company, along with four other key staff, as part of a massive shake-up occurring at the popular beltway news site.

The news was first reported Thursday by The Huffington Post.

The *New York Times* on Thursday reported that chief operating officer Kim Kingsley, chief White House correspondent Mike Allen, chief revenue officer Roy Schwartz and executive vice president Danielle Jones will also be leaving.

Kingsley will depart sometime this summer. Jones will step down "before then," according to a Thursday memo from Politico owner and publisher Robert Allbritton. Allen and VandeHei will remain until after the November presidential election. Allen, one of the site's most popular writers, also heads staple newsletter Politico's Playbook.

The New York Times on Thursday cited tensions over recent management strategies and the future of the news organization as reasons for the mass exodus. CNN on Thursday reported that "VandeHei clashed with Politico publisher Robert Allbritton over budget issues and expansion efforts."

VandeHei confirmed his departure in a Thursday memo. He said that the change "will not be abrupt" and that he will remain at the site through the 2016 election. VandeHei also said he soon plans "to start a new venture."

"Greatness, in a business setting, is not one or two people doing the impossible. It's the right group of people with distinct skills coming together at the right time to bring the right idea to life," VandeHei wrote. "Together, we did this. We created one of the most respected and feared brands in journalism — and one of the few with a business model based on real results, not mythology or hope."

Politico is owned by Allbritton Communications. Publisher Robert Allbritton, in a separate Thursday memo posted on the site, wrote that "these transitions make perfect sense for the publication, coming a decade (almost to the day) after I recruited them to join this cause."

Allbritton also reported that Politico co-founder John Harris will assume the title of publisher in addition to editor-in-chief.

TWITTER MEDIA CHIEF EXITS AMONG OTHERS

Katie Stanton, global head of media for Twitter, has left the social messaging service amid a handful of top departures.

Stanton spent nearly six years with Twitter, overseeing its global media operations and international expansion.

She previously worked in the Obama administration

**VandeHei**

as director of citizen participation for the White House and special advisor to the State Department's office of innovation.

Stanton earned her tech stripes in six years with Google, including principal for new business development. That followed a stint at Yahoo.

The Twitter departures were confirmed by CEO Jack Dorsey, who hit "inaccurate press rumors" in noting the exiting execs, a group that includes Alex Roetter (head of engineering), Skip Schipper (HR head) and Kevin Weill (head of product).

"All four will be taking some well-deserved time off," said Dorsey. "I'm personally grateful to each of them for everything they've contributed to Twitter and our purpose in the world."

Stanton said via Medium that the job was the "opportunity of a lifetime."

**Stanton****NEW YORK RECLASSIFIES PR**

PR groups are criticizing a controversial measure passed this week by New York's Joint Commission on Public Ethics advising that PR firms disclose their media outreach with the state.

That measure, introduced in November by the state's ethics agency, essentially expands the definition of lobbying to include activity between PR agencies and the press, requiring PR firms that pitch editorial staff file reports with the state regarding their media outreach.

"A public relations consultant who speaks to a group to advance the client's lobbying message would be participating in actual delivery of a message. Further, a public relations consultant who contacts a media outlet in an attempt to get it to advance the client's message in an editorial would also be delivering a message," the agency's guidelines read in part.

"Any attempt by a consultant to induce a third-party — whether the public or the press — to deliver the client's lobbying message to a public official would constitute lobbying," read the guidelines.

The advisory opinion, which serves only as a proposed guideline, was passed Tuesday by a 10-3 vote. The New York governor's office is now slated to examine that measure.

The advised rules drew criticism from industry trade association The Public Relations Society of America, who in a Friday statement wrote that "requiring those who speak with the media or who help a client develop a messaging strategy to register as lobbyists has nothing to do with lobbying and nothing to do with corruption in government."

"JCOPE's opinion sets out an overbroad standard for when certain communications activities are considered to be lobbying," PRSA's statement continued.

"We suggest that JCOPE chair Daniel Horwitz and the other members of the commission consider the chilling effect it will most certainly have on free and clear lines of necessary public communication," PRSA said.

(Continued on page 6)



PR & SOCIAL MEDIA NEWS & VIEWS

CRUZIN' TO BECOME A MASTER DEBATER

By Fraser Seitel

With six televised debates scheduled over the next couple of months, Ted Cruz's overwhelming oratorical prowess may soon make him the front-runner to win the Republican primary.

Here's how Cruz, a 1992 U.S. National Speaker of the Year while on the championship Princeton University Debate Team, eviscerated his opponents at the last Fox Business debate, and will likely continue to do so.

Big picture planning. At the Fox Business debate, Cruz focused on the issue overhanging his candidacy, his Canadian birth and challenges by Trump to his U.S. citizenship. When the inevitable question was raised, Cruz revealed the motivation behind his accuser's attack, noting that Trump himself in September had said that Cruz's birth was a "non-issue."

Said Cruz: "Since September, the Constitution hasn't changed. But the poll numbers have."

Cruz then delivered a spot-on exposition of the legal proof that a child born overseas of American citizens, even if the parents weren't born in the U.S., is eligible to run for President, citing John McCain as an example. Cruz concluded by noting that Trump's own mother was born in Scotland.

"On the issue of citizenship, Donald, I'm not going to use your mother's birth against you," he said. The tongue-tied Trump was left fumbling.

Takeaway sound bytes. Televised debates have displaced paid ads and stump speeches as the most effective avenue for candidates to attract positive publicity. Gaining that publicity depends on delivering memorable and scintillating sound bytes.

Cruz, for example, labeled a report about a Goldman Sachs campaign loan, "the *New York Times* hit piece." And he concluded his response about Trump's questioning of his citizenship with this burn: "I've spent my entire life defending the Constitution before the U.S. Supreme Court. And I'll tell you, I'm not going to be taking legal advice from Donald Trump." Bingo.

Quick on the fly. Finally, a debater must be fast on his feet, ready to flip the script and adapt to what comes up in the discussion. Most can't do it. (Think Jeb Bush.)

Cruz, on the other hand, is extemporaneously nimble. After Cruz was asked to defend his criticism of "New York values," Trump surprised him by invoking September 11 and the brave New Yorkers who brought the city back. Rather than standing embarrassingly stone-faced, Cruz immediately joined the audience in applauding. He had lost the point but was dexterous enough to mitigate the damage.

The real question, of course, is regardless of Ted Cruz's superior debating skills, could someone so universally disliked ever be elected President? Not a chance.

But could he win important primaries in ultra-religious Iowa and arch-conservative South Carolina?

Yes, he could. And with a few early primary wins, coupled with his superior debating skills, a Cruz nomination is not beyond the realm of possibility.

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

HOW THE NFL IGNORED TWITTER AUDIENCES

By Sue Zoldak

Twitter is a huge avenue for football fans. Six of the top ten tweeted sports events of 2015 were football games, and Super Bowl XLIX was the top-tweeted event of all television programming in 2015, and the most tweeted-about sports event of all time.

So, it makes sense that football fans would take to Twitter to express their outrage at the recent relocation of the St. Louis Rams, inspiring viral hashtags such as #KroenkeComplaints and #staySTL.

It also would have made sense for the NFL and Rams owner Stan Kroenke to meet their audience on their own playing field online. Instead, officials resorted to a "duck and hide" strategy that cost them the opportunity to build stronger rapport with fans and control the conversation around its sensitive relocation decision.

The NFL knows its audience, and has made strategic moves to match fans' affinity for Twitter. NFL executives have noted that between 60 and 70 percent of fans look at another device while watching professional football.

In August, Twitter and the NFL expanded their relationship with a multi-year deal expected to significantly increase the amount and frequency of content posted by the league each year. And in January, Twitter launched hashtag emojis for the NFL's remaining playoff teams for the first time.

The communications disconnect between the NFL and the Rams didn't distance the league from fan anger but instead stoked it. Stan Kroenke's 29-page LA relocation proposal torched his relationship with St. Louis, and when the NFL approved his request, that anger funneled towards the league as well.

Of the three NFL teams that applied for relocation to LA, only the Rams sent a two-sentence notification to the public about their submission. And while the league declined to release the Rams' application to the public, the team chose to share the proposal's scathing analysis of the city. At the minimum, an internal conversation about communicating with fan backlash was warranted.

A positive social media strategy is always more viral than a negative one, and the Rams and NFL could have harnessed the massive social media power of not just the league and team leadership, but of the team's players.

Several Rams players tweeted thanks to their St. Louis fans. However, a more concerted and widespread positive message from the players could have made a stronger impression on fans.

Sustained by a deeply passionate and involved community, sports fandom is notorious for creating legendary archetypes, heroes and traitorous villains. St. Louis, a city recently named by the *Wall Street Journal* the best sports town in America, perhaps epitomizes this aggrandizement.

Had the NFL or Kroenke engaged with the sports community about the controversy on Twitter, they would have had an easy avenue to defend their interests and have their perspective represented in their audience's dialogue. In skipping stones instead of rising the tide, Stan Kroenke and the NFL let their boats sink.

Sue Zoldak is vice president of Levick.

NEWS OF PR FIRMS

THOMPSON & CO. OPENS HOUSTON OFFICE

Thompson & Co. Public Relations is moving south. The Anchorage, AK-based agency has now expanded its nationwide presence with the addition of a third location in Houston, TX.

Located at Two Allen Center in downtown Houston, the agency's newest location represents new regional frontiers for Thompson & Co.'s business opportunities, but will also serve current agency clients posting operations and partnerships near the Gulf Coast region.

The Houston office opens next week. It will be run by agency vice president Liz Baker, who comes from Thompson & Co.'s Anchorage headquarters.

Thompson & Co. maintains a third office in New York City, which for nearly 10 years has handled national media relations for the agency's clients. The largest independent PR agency in Alaska, Thompson & Co. specializes in tourism, energy, education and healthcare.

P+S GAUGES HEALTH INSURANCE SENTIMENT

Boston-based PARTNERS+simons has rolled out a new trust measurement model aimed at healthcare clients and analyzing consumer trust levels and drivers for health plan selection.

P+S reports that while trust in many healthcare institutions is at an all-time low it is still a critical factor to consumers making decisions. Its index measures ability, integrity and benevolence to gauge trust.

CEO Rich Levy notes, "You can't manage what you can't measure," adding healthcare brands that are able to benchmark trust levels among their customers and prospects can deploy smarter marketing strategies.

P+S is owned by Myelin Communications.

USC ANNENBERG NAMES BOARD

The PR think tank at the USC Annenberg Center for Public Relations has announced a new, 16-member board led by incoming director and Golin CEO Fred Cook.

The board draws from communications professionals from the agency and corporate world, including:

Gail Becker, president of strategic partnerships and global integration, Edelman; Adrienne Cadena, VP, Havas STREET; Cathy Calhoun, chief client officer, Weber Shandwick; Todd Defren, CEO, SHIFT Communications; Corey duBrowa, SVP, global comms. and international PA, Starbucks; Bob Feldman, partner, co-Founder, PulsePoint Group; Cynthia Gordon, VP, corporate affairs, Nintendo of America; Bill Imada, founder, chairman & chief connectivity officer, IW Group, Inc.; Torod Neptune, corporate VP, corporate comms., Verizon Communications; Glenn Osaki, president, Asia, MSLGROUP; Ron Reese, SVP, global comms. and corporate affairs; Las Vegas Sands Corp.; Dave Samson, GM, PA, Chevron; Kirk Stewart, founder and CEO, KT-Stewart; Oscar Suris, EVP, corporate comms., Wells Fargo; Tony Weisman, CEO, DigitasLBI North America, and Deanne Yamamoto, managing director, Golin LA.

Cook said the Center's mission is to connect businesses, agencies, academics and students "to define the future of communications and to develop those who will shape it."

NEW ACCOUNTS

Midwest

MMGY Global, Kansas City, Mo./Visit KC, economic development organization for the Missouri city, as marketing AOR to develop integrated marketing programs targeting the convention and meetings market, as well as tourism. EVP Katie Briscoe said the work is "meaningful for us in so many ways" as it's the agency's home city.

Maccabee, Minneapolis/InpediMed Limited, global medical technology company launching a clinical assessment system for lymphedema called L-Dex, for PR, content marketing and social media. L-Dex is a non-invasive system for measuring tissue composition and fluid status. Maccabee works alongside healthcare marketing AOR StoneArch of Minneapolis.

New York Area/East

Laura Davidson PR, New York/Destination New South Wales, as AOR for PR for the DMO that includes the city of Sydney. LDPR called Sydney "Australia's oldest and newest city, its capital of cool, cuisine and culture."

Spring O'Brien, New York/Harley-Davidson Museum, as AOR for the 130,000-square-foot, eight-year-old Milwaukee museum dedicated to the iconic American motorcycle manufacturer's 113-year history. SO is responsible for positioning the museum as a travel destination through national media coverage.

Simply the Best PR, Boca Raton, Fla./The 40-Day Reset of Boca Raton, weight-loss program, as AOR.

Southwest

Vox Solid Communications, Las Vegas/Batali & Bastianich Hospitality Group, as AOR for its four Las Vegas area restaurants of the group of chef Mario Batali and restaurateur Joe Bastianich. Their Vegas eateries include B&B Ristorante, Carnevino Italian Steakhouse, B&B Burger & Beer and OTTO Enoteca e Pizzeria.

West

Bob Gold & Associates, Redondo Beach, Calif./Alliance for Women in Media, for publicity efforts for the Southern California affiliate of the non-profit driving the professional development of women in media and entertainment. BG&A will promote the affiliate and drive engagement for the organization's local chapter activities, particularly its Genii Awards.

McGrath/Power PR, San Jose, Calif./Constance Therapeutics, Richmond, Calif.-based medicinal cannabis extracts, as AOR for integrated comms. The seven-year-old company is a leading manufacturer of therapeutic-grade cannabis oil. As a California Section 215 Compliant collective, the company's products can be purchased only by registered patients in that state. M/P is working to position medical cannabis as a new approach to integrative medicine as it applies to cancer, autoimmune and nervous system diseases and symptom management.

International

The CommsCo, London/Genfour, UK-based robotic process automation and artificial intelligence technology provider, for PR and social media counsel to drive its presence both in the UK and internationally.

NEWS OF SERVICES

NEW YORK RECLASSIFIES PR (Cont'd from pg. 3)

"JCOPE's new interpretation of what it considers to be lobbying will do nothing to further the public's trust in government, is ambiguous, and could require a whole group of professionals who have no contact with lawmakers to register as lobbyists," PRSA national chair Mark McClennan said in the statement.

"Forcing communications professionals who interact with reporters and develop messaging strategies for their clients to register as lobbyists, does not support JCOPE's mission to 'restore public trust in government by ensuring compliance with the State's ethics and lobbying laws, regulations, and guidance.'

"Instead, the poorly worded action will lead to more confusion as to what lobbying is, circumvention based on the ambiguous standards articulated, and less trust in government," McClennan added.

In a January 27 statement, PR Council President and CEO Renee Wilson also weighed in on the issue, claiming that JCOPE's recent advisory "to extend the definition of lobbying activities to include relationships between public relations professionals and the press is a gross overreach and holds potential to inhibit the public discourse on critical issue."

The 14-member commission was created in 2011 by New York Governor Andrew Cuomo as a means of promoting political transparency and ensuring lobbying compliance within the state.

The *New York Post*, in a January 28 editorial, called the ruling "absurd" and "an assault on the first amendment," noting that the measure does nothing to "address any of the corruption that JCOPE has allowed to flourish since it was created to police politicians' wrongdoing five years ago."

PR SOFTWARE START-UP LOCKS UP FUNDING

PR software platform Prowly said it has locked up \$1.1M in early stage funding.

The pre-A series round of financing included Internet Ventures FIZ, run by Private Equity Managers Group, digital marketing agency Bluerank, SEM and Digital Analytics Agency.

IV FIZ fund manager Tomasz Danis said PR will be subject to dynamic transformations in coming years, making software-as-a-service applications like Prowly "necessary for effective branding and complex communication management." He said Prowly's "brand journal" service is a

unique solution and the "new face of press offices online."

Poland-based Prowly started up with incubator funding from Ventures Hub in 2013. Its flagship service lets users put all of their social and video channels, photos and blog posts in one place that tells their brand story on a continual basis.



Forrest

PEOPLE

Joined

Al Jackson, senior VP and healthcare lead, O'Neill and Associates, to Spectrum, Washington, D.C., as executive VP to lead the firm's public affairs practice. He was Washington office director for Chandler Chicco, was a partner and director at Ketchum's PA unit, and was VP of political affairs and grassroots advocacy at the American Hospital Association. He was also director of the American Medical Association's political action division.



Jackson

Martin Forrest, VP of communications, animal health and medicine company Zoetis, to LaVoieHealth-Science, Boston, as senior VP, a new position formed in response to recent client growth. A former Pfizer subsidiary, Zoetis is the top global producer of vaccinations for pets and livestock. Forrest headed market access and patient advocacy for Novartis Oncology's Latin America region, and served as VP of IR and comms. for biotechnology company Chiron Corp.



Forrest

Christa Boeke, director of brand management, The Beanstalk Group, to Coburn Communications, New York, as VP of licensing. She reports to CEO Shirine Coburn DiSanto managing licensing and brand partnerships in the firm's Activate division. She was at creative shop HZDG and Signatures Networks, handling licensing programs.

Jamie Brown, who ran her own shop since 2008, to OCG PR, Fort Worth, Tex., as VP of strategic communication. She was previously PR director at JPS Health Network and started out in TV news. Media buying vet **Donald Stanislaus**, previously of The Richards Group and Southwest Media Group, joins as director of media buying.

Kelli Raymor to senior VP, Kyne, New York. Also, **Arrianna De Lorenzi** to senior manager. The firm has also added **Amy Burstyn** (Ruder Finn) as VP and **Jonathan Key** (Edelman) as senior manager in Los Angeles.

Promoted

Lisa Rose to president, Dix & Eaton, Cleveland, joining the leadership team of CEO Chas Withers and executive chair Scott Chaikin. The 59-year-old Rose, who joined the firm in 1996, is a senior managing director and leads D&E's IR practice. As president, she will partner with Withers in client service, practice development, talent development, and professional partnerships and alliances.

"Over nearly two decades with Dix & Eaton, Lisa has steadily taken on increasingly challenging responsibilities as a trusted advisor to senior-level clients and as a respected leader, mentor and counselor within our firm and across the community and beyond," said Withers.



Rose

SHEPHERD-SMITH TO MARCHANTCANTOS

Matt Shepherd-Smith, global brand and communications director at Blinkbox, has moved to Brunswick Group's creative unit MarchantCantos in London as executive chair.

Blinkbox is the UK-based streaming entertainment service formerly owned by supermarket and retail chain Tesco, which bought a stake in 2011 and sold it in January.

Shepherd-Smith was managing director and CEO of TBWA/London and did stints at Still Price Lintas Advertising, Leo Burnett Advertising and Bates Dorland.

Brunswick CEO Susan Gilchrist said Shepherd-Smith's brand and ad experience bolsters the firm's creative capabilities as clients require "more innovative campaigns."



Shepherd-Smith

LENDING CLUB BORROWS NETFLIX, ALUM

Steve Swasey, who handled corporate communications for Netflix and Kabam, has moved to publicly traded Lending Club as senior VP of corporate communications.

Swasey reports to founder and CEO Renaud Laplanche at Lending Club, the San Francisco-based peer-to-peer lending company founded by the French attorney and digital entrepreneur.

He previously led global corporate comms. for digital game developer Kabam and was VP of corporate comms. for Netflix through a seven-year stint at that company.

He came up through the agency ranks at Edelman and Ketchum before moving in-house with the E&J Gallo Winery and later PeopleSoft.

Lending Club went public in December 2014 but has seen its stock price struggle amid broader market woes over the past year.



Swasey

PEPSICO'S WYSE SHIFTS TO KIMBERLY-CLARK

Christopher Wyse, senior VP of communications for PepsiCo in North America, has shifted to Kimberly-Clark, as VP of global communications.

Wyse leads global corporate comms. for Irving, Tex.-based K-C, the major marketer of paper consumer goods like Kleenex tissues and Cottonelle toilet paper.

Chief communications officer Ken Smalling left the company in June 2015 and chief marketing officer Clive Sirkin departed in December for Kellogg.

Wyse was VP of PA at Frito Lay before moving to its PepsiCo parent in 2012, first as VP of comms. for its foods operation, then in North American comms. leadership.

He started out in the agency realm with BBDO and J. Walter Thompson before moving into corporate PR with Whirlpool in the mid-1990s.

KC is a member of the *Fortune* 500.



Wyse

LOVELL OPENS IN BATON ROUGE

Nashville-based Lovell Communications has opened an outpost in Baton Rouge, La., under the direction of seasoned healthcare PR pro Nicole Kleinpeter.

Kleinpeter was VP of marketing and comms. for Baton Rouge General/General Health System, a community health system with multiple campuses where she spent 13 years.

Lovell president and CEO Rosemary Plorin said an increased client base from Texas, Louisiana and Mississippi precipitated the move into Baton Rouge.

Plorin noted the firm also recently added three account staffers to its home office in Nashville, as well. They include senior A/S Melissa Wylie, senior A/E Sam Prichard and A/E Kristy Lucero.

Said Plorin: "Attracting an industry leader like Nicole, as well as the top-notch talent joining our Nashville office, supports our firm's ability to deliver the high-level strategy and exceptional client service for which we've been known for almost three decades."

COCA-COLA BOTTLING TOASTS KUO

Kimberly Kuo, a veteran communicator of AOL, CTIA and Baker & Taylor, has moved to top Coca-Cola bottler Coca-Cola Bottling Co. in Charlotte as senior VP of public affairs, communications and communities.

She takes the post vacated by the retiring Lauren Steele, who logged 34 years within the Coca-Cola system and departs as SVP of corporate affairs. The post covers internal and external communications, federal and state government affairs, and community engagement.

Publicly traded CCB primarily serves the southeast U.S. as the top marketer, producer and distributor of Coca-Cola products. Third quarter revenue was \$618.8M with net income of \$12.1M.

Kuo had been consulting for the past two years since departing Charlotte-based publishing giant Baker & Taylor as its chief marketing officer in mid-July 2013. She was VP of comms. and advocacy for CTIA, the wireless industry trade group, and spokeswoman for AOL.

Kuo started out as a press aide for Sen. Bob Dole.

WEBER BOLSTERS HEALTHCARE

Weber Shandwick continues to widen its foothold in the healthcare communications landscape.

On the heels of its January acquisition of Nashville-based agency ReviveHealth, the Interpublic PR giant has made a series of appointments across the agency's global healthcare practice, which includes key executive roles to lead the agency's strategic growth in the healthcare arena worldwide, as well as healthcare promotions in the agency's New York, Chicago and Minneapolis offices.

The new appointments are: Peter Gay, global executive creative director of healthcare; Barbara Box, executive vice president and North America healthcare strategy lead; Jamie Dowd, executive vice president and New York healthcare practice lead; Cori McKeever Ashford, executive vice president and Chicago healthcare practice lead; and Kristen Thistle, executive vice president and Minneapolis healthcare practice lead. Gay's title of global healthcare executive creative director is a newly minted role for Weber Shandwick.

PR OPINION

The 7,500 high-powered Wi-Fi kiosks proposed for New York City are a violation of civil rights, say critics. The kiosks are to be discussed Feb. 10 at 6 p.m. at an NYU facility in Brooklyn. The event should be shifted to Manhattan.

Dan Doctoroff, ex-CEO of Bloomberg and now CEO of Sidewalk Labs, builder of the Kiosks, is to speak for a half hour and then take questions at the Center for Urban Science & Progress, downtown Brooklyn.

The event is fine but the location and format are no-brainers. It should take place at the Kimmel Center off Washington Square in Manhattan where the New York chapter of PRSA held a career day April 2, 2013.

That was a sad day for the chapter, students, NYU and education since the press was barred and no literature table was allowed. The chapter allowed itself to be dominated by the anti-press policies of the national organization; a staff member of the Society showed up at Kimmel to make sure no press got into the event.

Bill Doescher, 2016 chapter president, should set up an event to discuss the hazards of radiation since PR people are heavy users of cellphones and computers and work in offices that are bathed in Wi-Fi.

Since the Doctoroff appearance is on educational turf, no limits should be put on the pursuit of knowledge about the kiosks and other sources of radiation such as cellphones, cordless phones (among the worst emitters of radiation), computers, Wi-Fi routers, “smart” electrical meters, baby monitors, etc.

There should be a literature table and the event should not be limited to an hour. Doctoroff and his staff should answer questions in advance since this can be a subject of almost unlimited complexity.

Google, Qualcomm Finance Kiosks

Financing the \$200 million project, described in the Jan. 25 *New Yorker*, are Google and Qualcomm. It will be more than half finished by 2020. An additional 2,500 Wi-Fi “hotspots” are to be created.

Doctoroff, announcing the new company June 10, 2015, said, “Unprecedented technological change is going to enable cities to be more efficient, responsive, flexible and resilient.”

Wireless Causes “Host of Health Problems”

Sandi Maurer, director of the EMF Safety Network, said, “Environmental protections are insufficient to protect public health, children and nature” from what is a “new rapidly deployed technology.”

“Wireless disrupts cellular communications, damages immune and nervous systems, desynchronizes brain and heart rhythms, and causes headaches, sleep problems, tinnitus, anxiety and a host of other health problems.” She refers the public to bioinitiative.org.

Deborah Kopald, an independent consultant, is circulating a form that can be used to file and email a civil rights complaint with the New York State Dept. of Information Technology and Telecommunications (DOITT).

The link addresses the “NYC payphone and hotspot scheme” and provides forms for filing complaints with

the New York Attorney General.

The kiosks violate the Americans with Disabilities Act, the New York City Human Rights Law and the New York State Human Rights Law by subjecting citizens, including those with “sensitivity to electromagnetic radiation and many other medical conditions and pregnant women” to radiation, says the form.

“City officials who authorize this scheme would be committing Public Endangerment in the Second Degree,” it adds.

Under NYC Human Rights Law, those with electromagnetic sensitivities and most medical conditions would not be able to heed the advice of their own physicians.

“If a hotspot is put on the street near a home or critical institution, many people will not be able to access the sidewalk to access the building in question without getting serious symptoms and violating doctors’ orders,” said the form.

Global Union Against Radiation Deployment from Space (GUARDS) is battling plans by Google, Facebook and SpaceX (Project Loon) to use thousands of satellites to provide worldwide internet service. The “harmful pulsed microwave radiation” violates human rights conventions due to the “serious biological effects and involuntary nature of the exposure,” says the organization.

The radiation will “destroy ozone and worsen climate change due to the emission of black soot from so many rockets,” says GUARDS. “Combined with the detrimental effects RF radiation has on both flora and fauna, including bees, these global wireless projects are predicted to lead to environmental devastation and even widespread starvation.”

Diane Hickey, co-founder of the National Assn. for Children and Safe Technology, has asked Sari Feldman, president of the American Library Assn., to publicize the dangers of radiation, especially to children. She said the numerous radiation emitters are “an emerging public health crisis, a five-alarm fire.” Defenders of radiation-emitters may resort to complexity but there are simple rules that people can follow right now without getting a Ph.D. in electromagnetism.

- Keep cellphones 10 inches from face
- Wash face after computer use
- Unplug cellphone base at night
- Keep phone on airplane mode most of time
- Don’t sleep near cellphone that is “on”
- Don’t carry cellphone in pocket
- Don’t use cordless phone at all
- Have wired computer, mouse, keyboard, etc.
- Keep face three feet from computer monitor
- Don’t put laptop on lap
- Don’t use cellphone in a car and especially a moving car or vehicle since phone works harder
- Only use cellphone where there is a strong signal
- Don’t let children under 13 use cellphones except in emergency (skulls are thinner than adults’). Wi-Fi equipment in schools, libraries should be replaced with wired equipment.

– Jack O’Dwyer