



Jack O'Dwyer  
Editor-in-Chief

# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## APPLE, TWITTER PR VET KERRIS TO EDELMAN

Natalie Kerris, a longtime Apple PR exec, is slated to join **Edelman** to lead its substantial technology practice.

Kerris, who will serve as global chair of Edelman's tech unit, starting March 6, spent 14 years at Apple and recently did a **short stint at Twitter** as VP of global communications.

Kerris worked on the launch of Apple blockbusters like the iPod, iPhone and iPad. Edelman chief Richard Edelman noted Kerris "has been at the forefront of some of technology's greatest revolutions in the past two decades."

She will lead Edelman's 700-staffer global tech operation under head of global sectors Kym White.



Natalie Kerris

## EXELON TAPS BRUNSWICK'S DUMONT

Bryan Dumont, a partner in Brunswick Group's London office, has repatriated with Exelon in a new role focused on data and analytics.

Dumont takes the title of director of reputation insights and strategy, a post aimed to help the Chicago-based power company maximize data and analytics, said Exelon corporate affairs chief and Johnson & Johnson alum Maggie FitzPatrick. She sees the information as a conduit to provide "real-world, actionable guidance so we can more effectively engage our stakeholders."

Dumont previously led **APCO's** Insight unit focused on reputation and opinion research in Washington and Brussels. He worked with FitzPatrick at APCO when she was an executive VP in the D.C. office.



Brian Dumont

## HORIZON SEEKS SOCIAL MARKETING HELP

The Horizon Foundation, an independent philanthropy dedicated to improving the health and wellness of people living or working in Howard County, Maryland, is seeking proposals to create and execute a 15-month, \$300,000 social marketing campaign to encourage residents to participate in emergency, critical care planning.

Bidders should contact Tiffany Callender at [tcallender@thehorizonfoundation.org](mailto:tcallender@thehorizonfoundation.org) with intent to participate by Mar. 3.



## O'DWYER'S RANKINGS KEY TO NEW BIZ

O'Dwyer's ranks PR firms by net fees in key specialties such as **technology**, **healthcare**, **financial/IR**, **food & beverage**, and **travel**, plus in major PR hubs like **New York**, **Chicago**, and **L.A.**

PR firms that are thinking of taking part this year should consider the following benefits:

**1. Third party endorsement is obtained.** This is the bedrock principle of PR—others recognize you. The O'Dwyer Co. has been doing PR firm rankings for 47 years and its name is well known in the business world.

**2. It proves you are a PR firm.** Complying with the **ranking rules**, including supplying the top page of your firm's latest corporate income tax return and W-3, establishes you as a PR firm rather than an ad agency or other type of business. PR firms have distinctive financials—at least half of income is used for staff pay. The ranking measures counseling and media contact services, not advertising or production expenses.



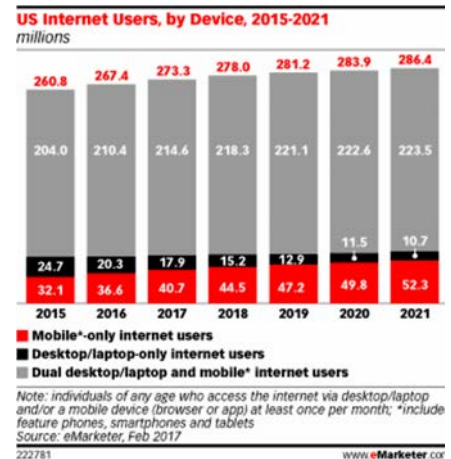
Rankings deadline:  
Fri., Mar. 3  
[Instructions \(PDF\)](#)

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## DESKTOP, LAPTOP 'NET ACCESS DECLINES

A growing number of Americans are accessing the Internet solely through mobile devices, according to **new estimates released** by digital market research company eMarketer.

More than 78 percent of Internet users this year — or about 214.6 million people — will regularly use mobile devices to access the web. Approximately 40.7 million of those people — or about 15 percent of the Internet-using population — will access the Internet only through mobile phones, up from 14 percent (36.6 million) in 2016 and 12 percent (32.1 million) in 2015.



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## O'DWYER'S RANKINGS KEY TO NEW BIZ

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**3. Promote your specialty practices.** PR has moved mostly to the agency side where extensive special practice areas have built up over the past 20 years. For example, O'Dwyer's currently has **68 ranked firms in healthcare** and **73 in tech** based on '15 fees. Firms are ranked by 12 specialties. Only O'Dwyer's does such rankings which are usually at or near the top in Google searches for those categories.

**4. Gain year-long visibility.** The O'Dwyer rankings are prominently displayed for a year on odwyerpr.com. Ranked firms are **highlighted in the index of firms** listed in O'Dwyer's online directory. O'Dwyer's magazine each month highlights one of the specialty rankings.

**5. Associate with biggest PR firms.** Put your firm on the same list with the largest firms, virtually all of which are in the rankings. Smaller firms are also looked at since there may be account conflicts for some clients at the biggest firms. Some clients also prefer a smaller firm.

**6. Use your ranking in new business pitches, PR and advertising.** Display the O'Dwyer seal. Stories on your firm posted to odwyerpr.com or the newsletter or magazine will refer to your ranking. Publicize your ranking locally.

**7. Boost your SEO and Google standing.** Businesses are rated by how many others link to their sites and what kind of sites have links to the businesses. A link on odwyerpr.com gives you a higher search engine optimization rating since the O'Dwyer website is updated throughout the day with original content—a key fact recognized by Google and the other search engines.

**8. Your recruiting is helped.** PR pros, including those entering the market, want to be with a firm that has the national recognition and data that an O'Dwyer ranking provides. They want to be with a "name" firm.

**9. Clients tend to go with an established firm** rather than one with little visibility. The O'Dwyer rankings are the basis for scores of PR firm searches and referrals from other firms every year.

**10. The rankings establish PR counseling as a solid industry,** especially benefiting the ranked firms.

## DESKTOP, LAPTOP 'NET ACCESS DECLINES

(Continued from pg. 1)

According to the eMarketer report, those numbers are only expected to grow, with mobile-only Internet users comprising 52.3 million people in five years.

By contrast, the practice of accessing the Internet solely via desktop or laptop computers is becoming a rarity in the U.S. Only 17.9 million Americans will access the Internet through either a desktop or laptop this year, down from 20.3 million in 2016 and 24.7 million in 2015. And the number is expected to only decline in the future: eMarketer predicts that only about 10.5 million people will access the Internet through desktop or laptop computers by 2021.

The findings are part of a new eMarketer report titled "U.S. Digital Users: The eMarketer Forecast for 2017," which was released in February.

## UNHINGED MEDIA LOSING TRUST OVER TRUMP

Fraser P. Seitel, communications consultant, author & teacher for 40 years.



Jake Tapper was seething. After sitting there watching Donald Trump's 75-minute White House press conference rampage on the press, the CNN host couldn't take it anymore.

Glaring at the camera, ignoring sheepish co-host Wolf Blitzer, Tapper fumed:

*"It was unhinged, it was wild ... It was an airing of grievances, it was Festivus, it was complaints about the media ... If you are a soldier in harm's way right now, if you are a hungry child in Appalachia or the inner city, if you are an unemployed worker in the hollow shell of a steel town, that's not a president who seemed rather focused on your particular needs and wants."*

Whew. Take a chill pill, Jakey. Relax.

The fact is, lots of those soldiers and hungry Appalachians and unemployed steel workers do, indeed, believe the President is "their President," focused on their needs, whether Jake Tapper or his media colleagues like it or not.

They also believe, like their standard bearer, that the media are biased against him. Which, alas, they are.

Until the *New York Times* and CNN and the *Washington Post* and NBC and all the other transparently anti-Trump news organizations begin to see that they've crossed the line and begin to approach the new President with greater fairness, the media will continue to diminish its impact with the American public.

That isn't to say the First Amendment and a free press aren't critical to a functioning democracy; they are and must be protected. It's also true that President Trump, just like candidate Trump and real estate mogul Trump, remains a serial fibber, notorious exaggerator, blatant self-promoter and pompous windbag. (And it's also true that Steve Bannon is one scary dude.) For these reasons, Trump's popularity, outside of Republican polls, hovers at 40 percent.

But the hyperventilating, anti-Trump Tappers of the media must also recognize the following non-alternative facts:

Trump won 30 of 50 states.

Trump was supported by 63 million Americans; admittedly, three million fewer than Hillary, but still an awful lot of people. (Full disclosure: I voted for my nine-year-old grandson.)

Americans' trust and confidence in the mass media "to report the news fully, accurately and fairly" has dropped to its lowest level in Gallup polling history, with 32 percent saying they have a great deal or fair amount of trust in the media, meaning two-thirds of the country doesn't think the media are fair.

If you don't believe that, just tune into the nightly network newscasts or watch CNN for an hour, as proof of the non-stop Trump bashing. And as far as the nation's most respected daily newspapers, fuggedaboutit. Virtually every one of the *New York Times* op-ed writers — from far left Charles Blow and Paul Krugman to mid left Tom Friedman and Nick Kristoff to center right David Books — should all be on suicide watch, so hysterical is

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## UNHINGED MEDIA LOSING TRUST OVER TRUMP

their daily antipathy to the nation's new President.

So what should the media do to regain its standing in the face of an enemy President and a dubious public? Should it back off the charges of chaos in the corridors or Russians in the stairwells?

No, it should remain vigilant where appropriate, but ... it should also begin to give Trump credit where he deserves it: his bias toward action, the jobs he's badgered American companies to produce, his solid Supreme Court pick, the quality of at least several Cabinet choices, even his ability to back off some of his inane campaign promises, like ditching NATO, reversing the Obama LGBT protections and throwing out the Iranian nuclear deal.

If the Times, the Post and the networks and CNN really are concerned about at least an appearance of "objectivity," they'll reassess their coverage and begin to even out their Trump reporting. If not, they'll continue to be lumped in with Fox News and MSNBC and all the liberal and conservative websites whose bias and lack of neutrality is obvious. If so, the public standing of the media, as an objective protector and arbiter of the public trust, will continue to disappear.

And no amount of temper tantrums or hand-wringing or righteous First Amendment indignation will bring it back.

## RAIL COALITION HIRES HOLLAND & KNIGHT

The **Coalition for the Northeast Corridor**, a group of businesses and stakeholders that advocate for infrastructure and investment improvements along the Northeast Corridor railway line, has retained law firm Holland & Knight to pitch members of Congress on passenger rail funding and infrastructure.

The Northeast Corridor is the busy railway line used by Amtrak trains running between Boston, New York, Philadelphia, Baltimore and Washington, D.C. Last year, Amtrak reported annual ridership along the corridor of about 12 million.



CNEC, which was formed in December, seeks to educate the public, stakeholders and political leaders regarding the benefits of the NEC, its myriad projects and its vision for future growth. The coalition's founding members include Alstom, The Chamber of Commerce for Greater Philadelphia, Drexel University and Siemens USA.

The federal government last year loaned Amtrak \$2.45 billion for a series of infrastructure and efficiency projects along the corridor, which funded an upgrade to tracks and platform improvements, as well as the purchase of new trains.

The account will be led by H&K senior policy advisor Michael Friedberg, who was previously staff director of the Subcommittee on Railroads, Pipelines and Hazardous Materials in the House's Committee on Transportation and Infrastructure. Friedberg also formerly served on the professional staff of the U.S. House Committee on Appropriations on the Labor, Health and Human Services and Transportation, Housing and Urban Development subcommittees.

## NEW ACCOUNTS

### New York Area

**CLY Communication** has been selected to handle all US press relations for **L'Oréal's Dermablend brand**. The Dermablend product was invented in 1981 by American dermatologist Dr. Craig Roberts in an attempt to overcome the limitations of skincare available to his patients. CLY, founded in 2009, handles beauty, lifestyle, luxury, interior, and consumer goods clients from its offices in New York City and Berlin.



**Resound Marketing** has been named PR agency of record for electronics, photographic equipment and consumer product manufacturer **C+A Global**. The Princeton, NJ-based tech and consumer lifestyle agency is charged with promoting consumer awareness of C+A Global's portfolio of products and brands and driving sales through earned and paid media placements across mainstream consumer, lifestyle, and technology outlets.

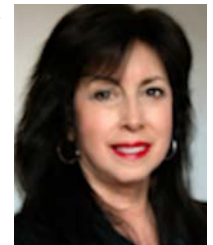
**Brand Definition** has been named North American agency of record for **Enterprise Ireland**. The New York City-headquartered agency will head PR, social media and content strategy outreach for innovation and entrepreneurship in Ireland as well as promote Irish businesses operating in the U.S. and Canada. Enterprise Ireland, an Irish State agency, has offices and incubator hubs in New York, Austin, Mountain View, Boston and Toronto.



## PEOPLE

### Joined

**Geralyn LaNeve** to **Finn Partners** as a group vice president in the agency's global health practice. LaNeve joins Finn Partners from Cooney Waters health advocacy unit Alembic Unlimited, where she was a senior VP and communications consultant. She will be based in New York and will report to partner and health practice deputy Michael Heinley.



**Geralyn LaNeve**

**Dezenhall Resouces** has added three new members to its team. **Tana Giraldo** comes on as counselor, **Reilly McDonnell** takes an associate position and **Elizabeth Guillot** will serve as a staff assistant.



(L to R) Tana Giraldo, Reilly McDonnell & Elizabeth Guillot

### Promoted

**Caroline Harris-Gibson** to partner at **Prosek Partners**. Harris-Gibson has been with the New York-based independent PR firm for a decade. She was formerly a media relations manager at The Royal Bank of Scotland Group in London, as well as a media relations officer at HSBC and a brand manager at Red Bull.



**Caroline Harris-Gibson**

## PR OPINION

**The Arthur W. Page Center at Penn State, taking a much-needed PR leadership role**, has launched a campaign for better government/institutional press relations. It can't be done alone.

Help is also needed from the four PR associations represented at the Feb. 22 dinner at the Grand Hyatt—the Arthur W. Page Society, Institute for PR, PR Council, and PR Society of America—as well as some organizations that were not there.

**The Page Center's "PR" at the dinner was flawless**—providing this reporter with a seat at the table in front of the podium so we could take photos and talk to Page Center executives and the award winners, and providing us with texts of award winners Ann Barkelew, Dick Martin and Alan Murray. Questions to staff



**Jill Gabbe, senior advisor, Finn Partners (left) with Jack O'Dwyer (middle) and Bill Nielsen, chair of the Arthur W. Page Society dinner.**  
photo: Erica Berger

were answered promptly—even on the weekend.

We give the Page Center an “A” for practicing PR as we had routinely **experienced it several decades ago**.

We also give good marks for press relations to the Arthur W. Page Society, Institute for PR, PR Council, New York Women in Communications, Museum of PR, Black PR Society, **Center for Communication** and Communications Week, an event staged each fall in New York by **Tiffany Guarnaccia of Kite Hill PR**.

Reps at the above pick up the phone when called, answer questions and supply documents. Reporters are welcome at their events and leaders are available for in-person interviews.

### **Flunked: CPJ, Seminar, SPJ, PRSA, ProPublica, Politico**

As for press-averse groups, the well-heeled Committee to Protect Journalists quickly comes to mind. CPJ, which called Donald Trump “an unprecedented threat to the rights of journalists,” pledged at its \$1,000-a-plate banquet Nov. 22, 2016, to shift part of its attention from abroad, where it documents press persecution, to the U.S., where reporters are battling with the Trump Administration.

The banquet was **chaired by CNN president Jeff Zucker**, who was told by President Trump at a press meeting on Nov. 21, “I hate your network, everyone at CNN is a liar and you should be ashamed.”

### **CPJ Puts Press in the Balcony**

The CPJ board, headed the past five years by Sandra Mims Rowe, former editor, Portland Oregonian, said CPJ was making an unprecedented foray into U.S. “politics” because “A Trump presidency represents a threat to press freedom unknown in modern history.”

But how does CPJ treat the journalists who try to cover it? Pretty shabbily. Only one reporter from each medium is allowed, and they dine on sandwiches, potato

chips and soft drinks in the balcony of the Waldorf-Astoria. They are not allowed on the ballroom floor where attendees get the finest in food, wine and liquor.

CPJ is beyond a doubt the richest journalist organization with net assets of \$16.5 million before the 2016 dinner, which raised \$1.75M. Phone calls and emails to CPJ staff are usually ignored. The annual banquet is held on the Tuesday before Thanksgiving which cuts down on press coverage. *The New York Times* usually ignores the event except for a photo or two in its Sunday society section.

### **Seminar (ex-PR Seminar) Is Locked**

A group of 200+ corporate and agency execs that has evaded press coverage for 65 years is Seminar, “PR Seminar” until 2007. Oddly, editors of more than two dozen media such as *New York Times*, *Wall Street Journal*, *Washington Post*, *New Yorker*, *The Economist*, *Barron's*, *Business Week*, Bloomberg, etc., have addressed it without one word of coverage ever hitting any of their news columns. Website is [www.theseminar.biz](http://www.theseminar.biz).

We have covered the group extensively over the years helped by various sources. Retired General Stanley McChrystal, who led the troops in Afghanistan, was the featured speaker in 2013. He became famous as the “runaway general” following a **story in Rolling Stone**.

Seminar now hosts a website open to the public, but what goes on during its four-day meetings each June at top resorts remains beyond the reach of the press.

Also needing an open door press policy is PR Society of America, represented at the Feb. 22 Page dinner by chair Jane Dvorak. Not present was CEO Joseph Truncale. PRSA has not had a press conference since 1993 and barred reporters from its Assembly from 2011-2013. When they were allowed back in 2014, they had to sign an agreement barring picture-taking or recording under pain of lifetime banishment. The CEO title at PRSA should be returned to a lifelong PR careerist. CEOs at legal, medical and accounting groups are always a member of the relevant profession.

### **PR/Press Joint Effort Possible**

The acceptance of a Page Center award by *Time* chief content officer Alan Murray signals a historic integration of PR and press.

Murray, who oversees editorial policies and standards at Time, Inc., and is also editor-in-chief of *Fortune*, said both PR and journalism deal in “the facts.”

A problem, said Murray, who previously spent two decades at the Wall Street Journal in high editorial posts, is that there is “no common currency of facts to form the basis for civil discourse, much less civic action, on any of the very real problems and issues that face our society.”

“We need institutions like the Arthur Page Center, that are dedicated to the truth and to the currency of facts, more than ever before,” he said.

Martin urged the PR industry to create a PR counterpart to the Ad Council that has created public interest campaigns for 75 years. Ellyn Fisher, SVP-PR and social media for the Ad Council, could assist in the formation of such an organization.

– **Jack O'Dwyer**