



Jack O'Dwyer,  
Editor-in-Chief

# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

271 Madison Ave., New York, NY 10016  
212/679-2471. Fax: 212/683-2750  
[www.odwyerpr.com](http://www.odwyerpr.com); [jobs.odwyerpr.com](mailto:jobs.odwyerpr.com)

January 3, 2017 Vol. 50 No. 1

## **MMGY ACQUIRES MYRIAD**

Travel, hospitality and entertainment marketing agency **MMGY Global** has acquired Los Angeles-based lifestyle and travel firm Myriad Marketing.

Myriad, which staffs about 50 and maintains a second office in New York, will now be known as Myriad Marketing, an MMGY Global company. The deal also includes travel and hospitality shop Spring O'Brien, which was acquired by Myriad last year and now operates as a unit of that agency. The agency has begun integrating operations with Kansas City-headquartered MMGY.

Myriad president and CEO Al Merschen, who founded the agency in 1987, will remain onboard as an MMGY principal and will manage the firm's Los Angeles operations, which will now include staff from Myriad and MMGY's other brands and is expected to expand significantly. Merschen will also head innovation and growth strategies for the company. In New York, Myriad and Spring O'Brien's teams are expected to move into MMGY's new space located near Grand Central station sometime during the first quarter of 2017.

MMGY president and CEO Clayton Reid told O'Dwyer's that Myriad gives MMGY a West Coast footprint as well as expanded global expertise and a heightened East Coast presence.

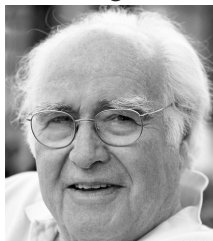
(Continued on page 2)

## **PR FIGURES RINEHART, MEEK DIED IN 2016**

Jonathan Rinehart, former journalist for *Time* and *Newsweek*, who had a career in investor relations and corporate takeover strategy, died in New York Aug. 30 at age 86.

A graduate of Yale University, Rinehart joined Eastern Airlines in the early 1950s where he became senior VP-PR. He started his own firm in 1974 and merged it with Mel Adams & Assocs. to form Adams & Rinehart. Ogilvy & Mather Worldwide acquired it in 1986 and renamed it Ogilvy Adams & Rinehart.

After serving as chairman until 1994, Rinehart headed the New York office of Powell Tate, Washington, D.C., firm. In 1998 he joined Abernathy MacGregor in a consulting role.



Rinehart

The firm advised clients such as Seagram, AT&T, Chevron, American Brands, Gillette, BP and Salomon Brothers, investment firm that became part of Citigroup. Two prominent financial communications firms, Sard Verbinen and Joele Frank, Wilkinson Brimmer Katcher were founded by former employees of the Rinehart firm.

(Continued on page 3)

## **WPP UNITS LATEST SUBPOENAED BY DOJ**

A trio of subsidiaries owned by ad/PR holding company WPP have been issued subpoenas by the U.S. Department of Justice's Antitrust Division in connection with an ongoing investigation into price-fixing practices occurring within the ad industry.

The British conglomerate in a December 19 statement confirmed that three of its subsidiaries had received DOJ writs, and said it is fully cooperating with the inquiries. The world's largest advertising group, WPP owns ad giants Young & Rubicam, Ogilvy & Mather and J. Walter Thompson, as well as PR agencies Ogilvy Public Relations, Cohn & Wolfe, Burson-Marsteller, Finsbury, Hill+Knowlton Strategies and Prime Policy Group. WPP did not disclose which units had received the subpoenas.

The Justice Department is allegedly investigating agencies' use of in-house video production and post production divisions, and whether agencies are rigging the bidding process by steering clients to award contracts to their own production and post production units as opposed to hiring independent companies. *The Wall Street Journal* first reported on the probe on December 6.

WPP is the last of the "big four" ad/PR holding companies to receive DOJ subpoenas this month.

(Continued on page 2)



## **TRUMP SPOX RESIGNS AFTER SEX CHARGES**

A.J. Delgado, a Trump adviser and member of the transition team, tweeted Dec. 22, "Congratulations to the baby-daddy being named WH Comms Director!"

She also called Jason Miller "The 2016 version of John Edwards," referring to the Democratic presidential candidate who had an affair with his campaign videographer. Edwards, a former senator, resigned from the race.

Delgado called on Miller to resign in two additional tweets. He had been named communications director on Dec. 22.

*Politico* reported that Delgado told senior Trump officials about an affair that had been known to those in the Trump campaign team for "a number of months," according to a quote in the *Politico* story. *Politico* said it had received an **anonymous email about the alleged affair**.

Miller said he was resigning because of time required for his family. He noted a second daughter is due to arrive in January. Delgado, an attorney, was a columnist for *Mediaite* and defended Trump when he was hit with charges of being insensitive to women.

(Continued on page 4)

## **BROOKS TO RUDER FINN HEALTH AS SVP**

David Brooks, who served as senior vice president of digital and social strategy at Ogilvy Public Relations, has been named SVP of digital and social health in Ruder Finn's U.S. healthcare practice.

Brooks joined Ogilvy's 360 Digital Influence practice in 2011. Prior to that, he was director of digital strategy at Burson-Marsteller, where he was stationed for more than four years.

He was previously vice president at marketing agency the Guild Group and a director of educational sales and marketing at Internet company Sanctuary Woods.

Brooks will be responsible for developing health-care-related digital, social and content strategies and will work to expand RF's capabilities in the biotechnology and life sciences sectors. He'll be based out of the agency's New York headquarters.

Brooks' appointment comes as the independent PR giant continues to expand its U.S. healthcare practice. Another former Ogilvy executive, Sally Barton, joined Ruder Finn in June to lead the agency's U.S. healthcare practice as well as strengthening the agency's core competencies in emerging healthcare areas.

Previously, the practice had been led by a team of senior leaders. Brooks will now report to Barton.

The same month, RF announced that worldwide healthcare practice chair Susan Goldstein had been given the additional title of growth initiatives president, a new agency-wide role that focuses on adding new value for existing and prospective healthcare clients.

## **MMGY ACQUIRES MYRIAD** (Cont'd from pg. 1)

"This deal will enable the combined company to better service existing West Coast clients, pursue Asia-based opportunities and expand its services to clients in Europe, Africa and Latin America," Clayton said.

The deal accounts for MMGY's third acquisition this year and is the result of a 2016 private equity investment from Peninsula Capital Partners and Fine Equity Partners meant to support an aggressive acquisition strategy and international expansion for the travel-based firm.

MMGY in October acquired New York-based hotel, destination and lifestyle shop NJFPR, effectively doubling the size of MMGY's PR practice. NJFPR, formally known as Nancy J. Friedman Public Relations Inc., accounted for more than \$3.8 million in travel-related net fees in 2015.

That agency had opened a Los Angeles office in 2014 and also maintained a satellite team in Boston as well as a U.K. liaison.

MMGY in July also acquired McLean, VA-based travel and tourism market research firm D.K. Shifflet & Associates.

MMGY was legally advised in the Myriad transaction by Foley & Lardner, LLP and received financial counsel by Laurus Transaction Advisors. Myriad was legally advised in the transaction by Alan Feldstein and Vida Harband.

MMGY, which was founded in 1981, now staffs more than 200 worldwide and maintains additional offices in Kansas City, Orlando, Ft. Myers and Madrid.

## **MEDIA/SOCIAL MEDIA NEWS** **BANNER YEAR FOR CABLE NEWS**

*The New York Times* reported that Fox News would end up 2016 with 2.4 million prime time viewers, behind only the NBC, CBS, ABC and Fox. It marks the first time Fox News will finish No. 1 in prime time and total day ratings for basic cable channels.

Even beleaguered CNN was up 76 percent year over year in prime time, averaging 1.3 million viewers. In the 25-54 demographic, CNN averaged 423,000 viewers, almost matching Fox News's 481,000 total.

MSNBC tallied the biggest gain of the cable news networks with an 87 percent increase in total prime time viewers to 1.1 million. The network also posted a 97 percent increase in the 25-54 segment.

Fox News closes out the year hosting the top two most-viewed cable news shows with Bill O'Reilly's "The O'Reilly Factor" in first place followed by Megyn Kelly's "The Kelly File."

The median viewer age is 66 for Fox News, 61 for CNN and 63 for MSNBC.

## **DOJ SUBPOENAS** (Continued from page 1)

*The Wall Street Journal* in December reported that ad/PR holding conglomerates Omnicom Group, Publicis Groupe and Interpublic Group had also received Justice Department subpoenas.

All three companies said they were cooperating with the DOJ's investigation. French PR/ad combine Publicis — which owns Publicis Worldwide, MSL, Saatchi & Saatchi, BBH, Leo Burnett and Razorfish — on December 16 issued a statement claiming that one of its unnamed subsidiaries had received a DOJ subpoena two days prior.

Omnicom — which owns creative agency BBDO Worldwide, as well as PR giants FleishmanHillard, Ketchum, Porter Novelli, CLS Strategies, Cone and Marina Maher Communications — in a December 16 statement said its outside legal counsel has contacted Antitrust Division representatives.

Interpublic — which owns ad networks McCann Worldwide, Lowe and Partners and FCB, as well as PR firms Weber Shandwick, Golin, DeVries, Powell Tate and Rogers & Cowan — in a December statement confirmed that it was contacted by the DOJ "for documents regarding video production practices."

The video production and postproduction industry within the advertising world — which includes everything from sound editing to video directing to special effects — is a \$5 billion market. An **eight-month study of media transparency issues in the U.S. ad industry**, conducted by marketing trade group the Association of National Advertisers, found that non-transparent business practices were "pervasive" in the U.S. media ad-buying climate.

The ANA report, which was released in June, cited "inconsistent and questionable media management practices" that were often treated as a "regular course of business" and were not limited to a specific type of media or agency. The ANA report also stated that in some cases, agencies' and holding companies' senior executives "were aware of and even mandated" these practices.

## NEWS OF PR FIRMS

### GEORGE MCQUADE, L.A. PR PRO, DIED AT 64

George McQuade, 64, former news producer and anchor for NBC and CBS affiliates in Los Angeles, who had numerous PR posts as well as being West Coast correspondent for *O'Dwyer's*, died Oct. 15.

McQuade, former PR director of the Housing Authority of L.A. and media relations manager, Southern Calif. Gas Co., was director of communications, L.A. Homeless Services Authority, from 2013-15.

He also served through the years as VP of Mayo Communications, a firm he co-founded with his wife Aida Mayo in 1995.

He has covered West Coast PR and media news for *O'Dwyer's* since 2000.

His awards include a Medal of Valor from the California State Firefighters Assn. and an L.A. City Council Hero Award for saving the life of a UCLA doctor who had been injured in an SUV crash in 1997.

He received Golden Mike Awards from the Radio-TV News Assn. of South California and awards from the Associated Press.

He was past president, Entertainment Publicists Professional Society, and was a director of the International Trade Education Programs and L.A. Press Club since 2000.

Survivors include sons Kevin and James, a sister Kathy, a brother James, and nieces and nephews.



McQuade

## NEW ACCOUNTS

### FRATELLI FIELDS JAPAN MEDIA OUTREACH

The Government of Japan has awarded public affairs firm The Fratelli Group a \$15,000-a-month contract for communications consulting services.

Working through The Embassy of Japan in Washington, The Fratelli Group will focus on media outreach and media coverage, as well as legislation and congressional actions that may affect or relate to the Japanese government, according to Foreign Agents Registration Act documents filed in December.

Services to be rendered include providing strategic counsel, message and materials development, media monitoring and outreach and contacting potential third-party spokespersons and opinion leaders.

The Agreement, which was made effective in December, runs for three months. The public policy firm, which has had a history of representing Japan, has also done international affairs and trade work for South Korea, Colombia, the U.S.-South Africa Business Council, US-ASEAN Business Council, and American Business Coalition for Doha.

The Fratelli Group was founded by Francis O'Brien, who was press secretary to former Congresswoman and VP candidate Geraldine Ferraro.

**RFP: The Dramatists Guild Fund** is seeking proposals from an agency with nonprofit experience that can plan, coordinate and implement a regional and national PR campaign.

## NEWS OF SERVICES

### PR FIGURES DIED IN 2016 (Continued from page 1)

#### Meek Was Key Edelman Executive

John Martin Meek, a former political speechwriter who spent nearly 40 years as a Washington, D.C. public affairs executive, died on March 11 at age 86.

Meek was born in 1929 in Oklahoma's Dust Bowl, the youngest of nine siblings. He joined the Navy in 1948 and served as a hospital corpsman in the Korean War before receiving a journalism degree in 1956 from the University of Oklahoma, where he was also editor of campus newspaper *Oklahoma Daily*.

Meek later worked as a newspaper reporter in Texas, and in 1958 received a master's degree from Syracuse University, but left the field of journalism in 1961 to become press secretary to Senator Robert Kerr (D-OK) and later, Senator J. Howard Edmondson (D-OK).

He served as press office manager for Robert F. Kennedy's (D-NY) senate campaign, for whom he also wrote speeches, then spent four years as a speechwriter for President Lyndon B. Johnson and Vice President Hubert Humphrey. He also penned a speech for President John F. Kennedy regarding the space program.

Meek joined Edelman in 1970 and became president of Edelman International.

PR author Rene A. Henry, who headed Edelman's LA office when it opened in 1967, told *O'Dwyer's* that the PR powerhouse's D.C. shop grew markedly under Meek's direction. Meek left Edelman in 1982 to form his own Washington D.C.-based firm.

## PEOPLE

### Joined

**Chris Wermann**, director of corporate affairs, UK-based retailer Home Retail Group PLC, to Avon Products, as chief communications officer and group VP of corporate relations, effective January 3, 2017. He succeeds current SVP and CCO Cheryl Heinonen, who is stepping down. Heinonen, who formerly counseled consumer clients on branding, international and reputation issues at Burson-Marsteller, has filled the CCO slot at the New York-based direct sales company since 2012. Wermann was longtime regional director of corporate affairs at Kellogg Company.

**Luke Marchant**, veteran political campaign and public affairs expert, to Hill+Knowlton Strategies, Dallas, as a VP in its PA practice. Marchant began his career with U.S. Sen. John Cornyn and has worked on campaigns for U.S. Rep Peter Olson and U.S. Sen. Marco Rubio. Most recently he focused on messaging for political campaigns and corporations while at Mammoth Marketing Group.

**John Fitzgerald**, who spent the past 18 years working in digital marketing and held multiple roles at the automotive industry trade publication *Automotive News*, including managing business planning and budgeting, to The Quell Group as senior director, digital services. **Michele Tinson** joins from Sensor Solutions, TE Connectivity, where she served as director of global communications, and takes the position of senior director, client services.



## **SACHS SIGNS WITH WORLDCOM**

Tallahassee-based agency Sachs Media Group has signed on as the newest partner agency of global PR network Worldcom Public Relations Group.

Sachs, which specializes in crisis, public affairs, digital media and corporate and organizational branding, was founded in 1996.

The agency, which maintains additional offices in Orlando, Boca Raton and Washington, D.C., accounted for about \$5.5 million in net fees last year.

Founded in 1988, Worldcom is the largest PR network of independent PR firms

## **TRUMP SPOX RESIGNS** (Continued from page 1)

She also defended him during appearances on TV news shows.

Miller's title will be taken by Sean Spicer, who has been named press secretary.

The higher title of counselor to the president is held by Kellyanne Conway, who had been Trump's campaign manager.

Hope Hicks, a Trump spokesperson before the launch of his campaign, is director of strategic communications. Dan Scavino is director of social media.

### **Trump Fills Out Communications Team**

Trump on Dec. 23 named GOP veteran Sean Spicer as press secretary.

He has been chief strategist and communications director for the Republican National Committee since 2011.

Named as counselor to the president is Kellyanne Conway, GOP pollster and strategist. She is the highest ranking woman in the Trump White House. Conway, who became Trump's campaign manager in August, was given top billing in a *New York Times* story today, which said Conway "will be joined" by Spicer.

Spicer previously worked for the George W. Bush administration as assistant United States trade representative for media and public affairs, and for the House Republican Conference.

Hope Hicks, a Trump spokeswoman before the launch of his political career, has been named director of strategic communications. Dan Scavino will be director of social media.

"Sean, Hope, Jason and Dan have been key members of my team during the campaign and transition. I am excited they will be leading the team that will communicate my agenda that will Make America Great Again," Trump said.

Among Sean's other distinctions are serving as an Easter Bunny at the White House Easter Egg Roll, being lampooned by *The Onion*, cited as a 'Moment of Zen' on 'The Daily Show,' and being mocked by David Letterman."

Hicks joined the Trump Organization in 2014 after a stint with entertainment PR firm Hiltzik Strategies. She is reportedly a confidant of Ivanka Trump, the president's daughter.

## **PR OPINION**

**Rene Henry's new book, *My Wonderful Life*, has valuable lessons for those planning PR careers as well as those who are in the industry.**

Henry, who covered sports for UPI while still in high school, later taking sports PR posts at two colleges, has recounted his journey through 21 places of employment from 1953 to the present. He went where the jobs were and accounts were, living in 11 different cities.

Writing talent and ability to work with others stand out as key ingredients of Henry's successful career track. He also does not believe in retirement, early or late, since he was born in 1933.

Three of his biggest and longest-lasting posts were VP and director of the Los Angeles office of Edelman from 1967-70; executive director of university relations, Texas A&M University, 1991-96, and director of communications, Environmental Protection Agency, Philadelphia, 1996-2001.

### **Battled Columbia Journalism Review**

Fifteen pages are devoted to his battle to get the *Columbia Journalism Review* to redact charges that client Jeff Prosser of Innovative Communications Corp., Virgin Islands, was a "phone-sex operator."

CJR never apologized for the report but removed all references to it on its website after a battle of several years. Prosser, whose company had telecom and other media properties, purchased a telecom in Belize, formerly British Honduras, a country on the East coast of Central America. But ICC's assets were then illegally seized by the Belize government and ICC went bankrupt.

### **Organize for Success**

A chapter is devoted to career tips for those entering PR. "You can learn a great deal from mentors that you will never learn in college," is his first piece of advice.

Organizational skills are second on his list. "Unfortunately, too many do not practice self-discipline and the words are not part of their vocabulary," he writes.

"Know how you spend your time and keep good records and use systems that work best for you," he adds.

### **Return Calls!**

Henry believes that all incoming and outgoing calls should be logged, retaining time, subject covered and contact points. His policy was to return every phone call and answer every letter, memo, fax and email. He is against having someone screen calls, a current common practice in corporate, institutional and agency life.

Today's PR pros need to improve their writing skills, says Henry, who advises a liberal arts education for those intending to go into PR or journalism. PR people need to study the AP Stylebook since it is widely followed and also need to know how to research topics on the web. "People call me and ask questions when the answers are right there on the web," he says. Failure to return phone calls, emails, or letters is just plain "rudeness," in his view.

Public servants especially should pick up their own phones and answer their own emails, he feels.

— Jack O'Dwyer