



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; jobs.odwyerpr.com

January 16, 2017 Vol. 50 No. 3

PAN PICKS CARPENTER AS EVP

Technology and healthcare agency **PAN Communications** has appointed Phil Carpenter to the role of executive vice president and managing director.

He's been charged with overseeing growth at the agency's San Francisco and Orlando outposts.

The Boston-headquartered agency widened its Silicon Valley foothold last year after **acquiring San Francisco-based tech PR firm Vantage PR** and leasing a new, 4,500-square-foot office space in the city's Financial District.

Vantage assumed the PAN name in April.

Carpenter was previously stationed for nearly a decade with San Francisco-based communications firm **Allison+Partners**, where he most recently held the senior partner and western region chair posts.

Prior to that, he was a marketing vice president for job-focused search engine Simply Hired and corporate marketing VP for travel search site SideStep, which was acquired in 2007 by Kayak.

Carpenter will now lead talent acquisition efforts and agency growth in PAN's Silicon Valley and Southeast regions. He'll report to president and CEO, Philip A. Nar-done.

PAN, which also maintains a fourth office in New York, in 2015 accounted for more than **\$13.1 million in net fees**, revealing 24 percent growth from the year prior.



Carpenter

MASTERCARD CHARGES ELLIOTT

Financial services giant Mastercard has named Christine Elliott as executive vice president of global communications.

Elliott joins the debit and credit card brand from S&P Global (McGraw Hill Financial), where she was chief communications officer. Prior to that, she was stationed with American Express for more than a dozen years, where she first served as corporate communications VP before taking the top CCO slot in 2014. She held stints at Edelman subsidiary Zeno Group (then under its PR21 monicker) and Hill & Knowlton. She began her career as an associate producer at ABC News, where in 1999 she received an Emmy Award.



Elliott

Elliott will oversee corporate, internal, external and digital communications at the Purchase, New York-based global payments company. She'll report to Chief Market-ing and Communications officer Raja Rajamannar.

PUBLICIS ROBERTS LANDS AT BEATTIE

Kevin Roberts, 20-year Publicis vet who resigned last year after making deprecatory remarks about women, has joined Beattie Communications, London, as chair-man.

Roberts, former chairman, Saatchi & Saatchi unit of Publicis, got caught in a media firestorm last August when he told Business Insider the gender debate was "done" and that women did not really want leadership roles.

He also made critical remarks about **Cindy Gallop**, a prominent U.K. advertising executive.

Beattie, founded 30 years ago, has eight offices and serves 12 industry sectors including tech, healthcare, defense and aerospace. It has links to firms in 100 business capitals. It is expanding into Canada, opening offices in Toronto, Vancouver and Calgary. Laura Woods is CEO.



Roberts

Roberts said the firm plans to grow but has "no plans to become a traditional ad agency." Seven of the ten-person leadership team are women, the firm noted.

Roberts resigned from Publicis days after making the remarks, telling New Zealand broadcaster TVNZ in December that he was "fatigued" and not at "his best" when he made them.

UVA SEEKS PR ROSTER

The University of Virginia has cast an RFP to create a set of vetted PR agencies and media firms to use as needs arise.

UVA previously worked with PR firms on an ad-hoc basis but now seeks to create its own roster of agencies to choose from. The RFP also invites proposals from media buying firms to create a similar group of agencies.

The university wants to hear from PR firms about experience in the non-profit, research and public higher education space, on a national and global scale.

Proposals are due Jan. 24.

Download RFP.



(Continued on page 4)

MEDIA TRAINER JOYCE NEWMAN DIES AT 74

Joyce Newman, 74, founder of The Newman Group, New York, who showed professionals and celebrities in the U.S. and abroad how to improve their skills in presentations and media interviews, died Jan. 7.

Richard Newman, her husband of 47 years, said she had multiple myelomas, an incurable cancer of the blood plasma, which she battled for two years. She died while under hospice care at her home.

An expert speaker, Mrs. Newman frequently addressed industry and association conferences throughout the U.S. on subjects such as managing the media, making powerful presentations, and “selling yourself.” She was known for her “totem belt” which collected notches for senior corporate executives that were “transformed from growling counterproductive lions to grounded, inspiring leaders.”

Newman helped many best-selling authors prepare for national media tours including Ellen Alderman and Caroline Kennedy, *In Our Defense*; Lorenzo Carcaterra, *Sleepers and Apaches*; Johnnie Cochran, *Journey to Justice*; Shirley Conran, *Lace*; Nicholas Dodman, *The Dog Who Loved Too Much*; Janet Evanovich, *Hard Eight* and *To The Nines*; John Fairchild, *Chic Savages*; Marilyn French, *Her Mother’s Daughter*; Victoria Gotten, *The Senator’s Daughter*; Michael Korda, *The Fortune*, *Curtain* and *The Immortals*; Emma McLaughlin and Nicola Kraus, *The Nanny Diaries: A Novel*; Anne Perry, *Traitors Gate* and *The Sins of the Wolf*; and Edward Rutherford, *Sarum*.

Worked with Celebs, Sports Figures

She worked with celebrities and sports figures such as Kristi Yamaguchi, Naomi Judd, Gabrielle Reece, Christie Brinkley, Garth Brooks, Fabio, Herbie Hancock, Eva Mendes, Gabriela Sabatini, Mr. T and Randy Travis. She was very proud of her select pro bono efforts including working with Emily Whitehead, the first pediatric patient to receive genetically modified T-cells for the treatment of leukemia, said Richard Newman.

Tony Morris, psychic medium, **paid tribute to Joyce in a posting on his website.**

Johnny Cochran's wife, Dale Mason, emailed Richard Newman saying that "Although Joyce worked primarily with Johnnie, she touched me greatly and I felt like I was the beneficiary of her wise counsel to him."

Mentoring young female executives was very important to Newman, said her husband. She took many young, professional women under her wing, guiding them on everything from how to dress, to how to have difficult conversations in the workplace to how to stand up for themselves and get ahead without putting others down.

Newman had a zest for life on every level, said Richard Newman. “She loved to go to the movies and the theater, was an avid reader, reveled in staying up to date on current events and pop culture, enjoyed time with friends and was a great lover of the game Scrabble for which she was known to beat the Scrabble brain on her iPad.”

A graduate of the University of Wisconsin, Newman held an M.A. from New York University.

MEDIA/SOCIAL MEDIA NEWS

NPC HITS TRUMP'S USE OF 'FAKE NEWS'

The National Press Club has condemned President-elect Trump’s continual use of the phrase “fake news.”

At yesterday’s press conference, Trump refused to answer a question from CNN’s Jim Acosta, going so far as to accuse the reporter of working at a “terrible” organization and referring to CNN as “fake news.”

NPC president Thomas Burr issued this statement:

“With the proliferation of false news stories dotting the Internet, it is important for American leaders to discern the difference and not intentionally conflate misleading and fake stories from dogged and investigative news that is fundamental to our country.

“It is dangerous and unhealthy to declare a news item as 'fake news' to distract from facts that you may not like or don't favor your perspective. Our incoming president must treat the news media as the vital cornerstone of our democracy that it is. To label something as 'fake' in an effort to undermine news outlets endangers the trust granted journalists by the public and is antithetical to our country's values.

“To be sure, news organizations make honest mistakes and when they learn they've done so, they correct them. That is entirely different from websites that deliberately disseminate false information. The president-elect appears to be conflating the two in an attempt to discredit news organizations whose coverage displeases him. Doing so may foment a dangerous disrespect for journalists who, however flawed, are merely doing their best to inform the public.

“Presidents shouldn't get to pick and choose which reporters' questions they will answer based on what news outlet for which they work. Doing so now is inappropriate and will do unprecedented damage to our democracy.”

UNIVISION PICKS MERCEDES AS CCO

Univision Communications Inc. has promoted corporate communications senior VP Rosemary Mercedes to the role of executive vice president and chief communications officer.

In the new role, Mercedes will be responsible for reshaping communications strategy and media relations at the network, which serves the U.S. Latino community. She’ll continue to be based in New York and will report to president and CEO Randy Falco.

Mercedes joined the Spanish-language broadcaster in 2006. She was **promoted to the role of senior VP** of corporate communications in August 2015, and a year later began serving as interim head of corporate communications and PR.

Prior to joining Univision she was a manager of public information at Pace University and a senior account manager at Edinburgh, Scotland-based communications consultancy Halogen Communications.

BRIEF: GLOBALHealthPR, the international network of independent health and science agencies, has opened a new regional office in Singapore. James Yi has been picked to lead the Singapore outpost and will hold the title of executive director, Asia-Pacific.

NEWS OF PR FIRMS

FWV ADOPTS PET PR SHOP FETCHING COMMS

French/West/Vaughan, one of the nation's largest independently-owned PR firms, has acquired Fetching Communications, founded in 2003 as the nation's first marketing and PR firm focused exclusively on the pet and veterinary industries.

The acquisition also includes PetPR.com, Fetching's dedicated news release distribution service for the pet industry. Fetching will complement FWV's expertise in the equine and consumer lifestyle categories and will operate as FWV Fetching, a wholly-owned division of FWV.

FWV clients have included the U.S. Polo Association, the New York Horse Show, the Professional Rodeo Cowboys Association, Parelli Natural Horsemanship, Professional Bull Riders and Dognition.

Fetching has handled the American College of Veterinary Ophthalmologists, PetSafe® Brand, Calmz® Anxiety Relief System for dogs and John Paul Pet, created by John Paul Mitchell Systems.

"When we looked at the client cultures of the two agencies, as well as the geographic footprint of our existing offices and the broader capabilities we could extend to Fetching's clients, it became clear that we could build something special together," said Rick French, FWV chairman & CEO. Fetching founder Kristen Levine will lead the new Pet & Veterinary Practice as senior VP. Levine is a nationally-known speaker, media personality, author and blogger, reaching passionate pet lovers across the country through her website, Kristen Levine Pet Living.

NEWS OF SERVICES

HYEFACTORS SHOWS VALUE OF MEDIA

Danish tech company Hypefactors offers new PR software designed to give earned media pros the tools to calculate the financial value of media coverage.

Casper Janns, Hypefactors CEO, explains how it's almost impossible to compare the effect of PR investments with the effect of other spending. PR pros are faced with a hard question about the value of media coverage and have to compete with companies more willing to invest in a Google AdWords campaign instead of PR.

Hypefactors monitors two million media sites around the world. Users set up different news streams they'd like to follow such as different brands, markets or competitors.

The cloud-based platform starts coverage in minutes and monitoring is integrated with a proprietary measurement algorithm that tracks the financial value of print, online, TV, radio and social media.

"Hypefactors work with a unique measurement tool based on 10 different parameters. Public Relations simply need to kill the inaccurate and not valid AVE method, where the listing price of the equivalent advertising space is multiplied with a PR factor and instead use a better and far more accurate method," Janns said. The company "provides this more accurate approach to the hard PR facts, including the financial value, while at the same time being automated and easy to use. We are here to empower the PR professional to achieve better results by providing all the tools and facts to power their stories."

NEW ACCOUNTS

East

Diamond PR, Miami/Barnsley Resort, Adairsville, Georgia-based resort, located 60 miles north of Atlanta, situated on a historic 3,300-acre Southern plantation originally constructed in the 1840s. The estate, which is often used for weddings and corporate retreats, currently offers 90 guest rooms and suites inside four dozen English-inspired cottages, will see a major expansion this year, including a new 55-room inn and a 14,300-square-foot conference center, both of which should be complete by late 2017. The tourism and hospitality agency will handle all North American PR efforts on behalf of Barnsley as it prepares to unveil its new Inn property. Miami-based Diamond, which maintains a second office in Los Angeles, manages PR efforts for more than two-dozen resorts throughout the U.S., Caribbean, Central/South America and Europe.

The McKeon Group, Alexandria, Va./Albania's social-democratic political party, the Socialist Movement for Integration, to introduce members of that party to the incoming Trump Administration. McKeon Group has been hired to secure LSI members' attendance at Trump's Presidential inauguration on January 20, to arrange meetings between key D.C. leaders and to thereafter help the LSI Party "develop a good and very special relationship with the incoming Administration and Congress," according to documents filed in January. The initial contract runs for six months at \$15,000 per month for the work.

PEOPLE

Joined

Ken Weine, VP of communications and marketing for The New York Public Library, to The Metropolitan Museum of Art as chief communications officer. Weine, a former attorney, earlier led communications and marketing for *Newsweek* and directed communications and branding at *Consumer Reports*. The Met is the largest art museum in the US and one of the largest art galleries in the world.

Promoted

Mike Fernandez, chair of Burson-Marsteller's global corporate and financial practice, to the role of U.S. CEO. Fernandez assumes the CEO slot immediately. He succeeds former U.S. CEO Michael Law, who has now been named worldwide executive VP, a new position at the WPP unit. Fernandez arrived at B-M from international food conglomerate Cargill, where he served as corporate VP and led communications, brand and marketing services, as well as corporate affairs.

Jim Joseph, Cohn & Wolfe's chief integrated marketing officer and Americas region president, has been named worldwide president, a newly created post. Joseph joined the WPP unit in 2012. He was previously president of beauty, fashion and lifestyle agency **Lippe Taylor**, a president and managing director at Publicis Groupe, and a senior VP at GW Hoffman Marketing. He also previously held marketing posts at Church & Dwight and Johnson & Johnson.

SOLOMON SIGNS SMALL TO HEAD H-CARE

Solomon McCown & Company has appointed Travis Small to the role of senior vice president.

He's been tasked with leading and providing counsel to the agency's healthcare and mission-focused practice, which includes clients in the education and non-profit sectors.

Small joins the Boston-based agency from fellow Beantown tech and healthcare shop **Lois Paul and Partners**, where he served as a vice president in that agency's healthcare practice. He was previously a senior VP at PR and government relations firm **Rasky Baerlein Strategic Communications**, where he resided for more than a decade.

Solomon McCown, which specializes in strategic communications, media relations, public affairs and crisis management, maintains an additional office in New York.

GCI GETS PHILADELPHIA OFFICE

WPP's specialty healthcare agency GCI Health has gained another foothold in the east coast market with the addition of a new outpost in Philadelphia.

The new office, located on Market Street in Philadelphia's Center City, is currently staffed by seven employees but could see that number double by the end of the year, personnel at the New York-headquartered agency told O'Dwyer's.

GCI Health CEO Wendy Lund told O'Dwyer's that the WPP property set its sights on the City of Brotherly Love as a response to growing client need in the area.

"With many of our clients in the Philadelphia area and a strong and growing healthcare presence among a variety of companies, we felt the region was a natural move to take advantage of emerging opportunities and expand our presence in the Northeast," Lund told O'Dwyer's.

Executive VP and market leader Sherry Goldberg will oversee management of the new location as she continues to manage the agency's New York office.

GCI, which staffs more than 150, maintains additional offices in Chicago, Atlanta, San Francisco, Los Angeles, London and Toronto.

ROBERTS LANDS AT BEATTIE (Cont'd from pg. 1)

He said he meant to say that "we should stop debating it and stop talking about numbers and start doing something about it."

Levy Comments on Sexism Charges

Publicis CEO Maurice Levy, commenting last year on the sexism charges filed against former JWT CEO Gustavo Martinez by communications head Erin Johnson, said the charges against Martinez are not "exemplary of what's happening in our industry."

Johnson says Martinez joked about rape and made racist and anti-Semitic comments. She says complaints to senior members at both the agency and parent WPP were ignored and her bonus was cut.

Martinez, who resigned in March 2016, denied the charges, **calling them "outlandish."**

PR OPINION

Martin Luther King Day has put the focus on the few blacks in high ad/PR posts. Mike Paul has been saying as much for years but now has a new tune after joining Publicis in a PR post.

He is in favor of diversity and inclusion for all groups that might suffer from discrimination.

But blacks, or "people of color" as Paul says, have a different problem from those in other groups since their skin color does not immediately identify them. Special attention should be given to blacks.

Companies and institutions are satisfying their quotas for diversity in many ways besides hiring blacks including hiring Hispanics, handicapped, seniors, members of the LGBT community, and in some cases, women. Blacks are lost in the shuffle.

Paul, protesting the lack of blacks in high ad/PR posts as well as the scarcity of blacks at Seminar, the annual gathering of 200+ blue chip corporate and agency executives, **boycotted last year's meeting.** However, we notice he didn't quit this august group, which was known as "PR Seminar" until 2007.

Paul Faults Employers

Paul contends there are plenty of qualified blacks who would take top ad/PR posts if only companies and agencies would hire them.

We think not. A **readership poll on odwyerpr.com** supports that view. Asked to vote whether the ad/PR industry discriminates against blacks or whether talented blacks seek other occupations, the vote after four days was 92% for the latter.

Numerous corporate and political pressures affect the way PR people do their jobs. They often report not only to the CEO but to legal, marketing, and financial.

PR jobs rank near the top in producing stress, says **CareerCast.com**, whose rankings are picked up by Huff-Post and many other media. In 2011 it rated "PR officer" as the second most stressful job, moving it up six places from No. 8. "PR executive" was No. 5 on its 2013 list of the ten most stressful jobs.

Such executives are required to do "damage control" which means they have to "think and act quickly under stress," says CareerCast. "They live in the public eye." They are also "on call" 24/7 because "news never stops."

PR Unwelcome in Own House

There were many PR people on the Society's staff in the 1960s and 1970s when ex-journalist Rea Smith presided. A press-friendly culture was present that included inviting reporters to be Silver Anvil judges. That ended in 1980 when Patrick Jackson became president.

Publicis executive Mark McClennan, who has just served a year as elected chair of the Society, has not been allowed to answer an email or phone call from us. We don't think any self-respecting black would submit to such blockage in press relations.

The Society has just **relocated to another office downtown** without subjecting that decision to the Assembly or membership. That is a sneaky move that does not befit a national organization of 22,000 mem- — **Jack O'Dwyer**