



Jack O'Dwyer,  
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# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## FIT SLATES PR MAKEOVER

New York's Fashion Institute of Technology wants an agency to guide communications and branding for the 10,000-student institution.

FIT, which has expanded to offer 48 majors, including advertising and marketing comms., developed a new strategic plan in fall 2013, including a key section about updating its brand and image. The school formed a consortium for the task and presented a new brand architecture last May as a foundation for its marketing comms. FIT has released an RFP for a firm to develop its strategic marketing communications program based on the internal brand work completed.

Proposals are due Feb. 16, 2016.

RFP: <http://odwpr.us/1ns063x>.



## P&G BOOKS QUINTET FOR GLOBAL PR

Procter & Gamble has earmarked five firms for various global PR duties among its myriad brands, following a review and companywide overhaul.

MSLGroup, Citizen Relations, DeVries Global, H+K Strategies, and MMK+, which includes Omnicom's Marina Maher Comms., Porter Novelli, Ketchum and FleishmanHillard, emerged from the process.

P&G has moved to consolidate its vast roster of brands, a bid that has included revamps of its PR, advertising, digital and media buying relationships over the past year under global brand officer Marc Pritchard. That has included sales (a \$12.5B with Coty), mergers and discontinuations of brand names. The company said its agency overall could reap as much as \$500M in savings.

MSLGroup is owned by Publicis; Citizen Relations by BlueFocus; DeVries by Interpublic, and H+K by WPP.

**MWW has brought in Bret Werner, a co-founder and managing director** at Catalyst, for the new role of chief client officer.

Werner, who takes an executive VP title for MWW, is charged with heading strategy and growth, and overseeing client relationships across the firm.

He is a former managing partner at Taylor during that firm's overhaul and repositioning. MWW chief Michael Kempner expects Werner to play a key role in helping the firm refine its offerings and operations.

Werner co-founded Catalyst as a managing partner in 2006 and worked through its 2012 sale to IMG Worldwide. He stepped down with co-founder Bill Holtz in October.

## UNIV OF PHOENIX PARENT GETS PR HELP

Apollo Education Group, the for-profit higher education juggernaut behind the University of Phoenix, has engaged Brunswick Group for PR as it pursues "strategic alternatives" that could include a sale of the publicly traded company.

The Phoenix-based company said Jan. 11 that its board is in discussions that could potentially lead to a "change of control of the company." Apollo hired Barclays and Credit Suisse for financial counsel, and Sullivan & Cromwell on the legal front.

Brunswick partner Tripp Kyle heads the PR assignment.

Apollo said its exploration of potential deals doesn't affect its continued "business transformation," a nod to the financial difficulties of for-profit institutions after a regulatory crackdown and widespread scrutiny of the sector's practices.

The Wall Street Journal reported Jan. 11 private equity firm Apollo Global Management is in advanced talks to buy the company for around \$1B. Despite the names, the companies are not related.



## W20. SITRICK IN CANCER 'MOONSHOT'

The National Immunotherapy Coalition, the pharma, biotech health insurance and tech industry group formed for a cancer "moonshot" to speed up testing of cancer drugs and develop a vaccine, is backed by Sitrick and Company and W20 Group on the PR front.

The coalition launched Jan. 11 with the backing of major pharma players like Amgen, Independence Blue Cross, Etubics and NantWorks. The plan calls for clinical trials at all stages of cancer in as many as 20 tumor types for 20,000 patients by 2020.

"There are unique times in history when events and advancements in technology converge to elicit a quantum leap in medical care. This is not only a unique time, but also a unique inflection point in the history of cancer," said Dr. Patrick Soon-Shiong, M.D., founder and CEO of NantWorks.

Dubbed the Cancer MoonShot 2020 Program, the effort will use findings from Phase 1 and 2 clinical trials to inform Phase 3 trials with the goal to develop a cancer vaccine by 2020.

President Obama backed the program in his State of the Union address on Jan. 12.

## **EDELMAN FINDS ITS CHINA CHIEF**

Jeffrey Yu, former Publicis Worldwide CEO for China, has joined Edelman in that role.

He takes a post vacated by Steven Cao in 2014 amid his reported cooperation with a China corruption probe.

Yu is based in Shanghai and lead the largest PR firm's Beijing, Shanghai and Guangzhou operations.

The firm, which said its China operations have grown significantly in the past year to 320 staffers, said a key part of his role is developing Edelman China's creative, planning and analytics capabilities, reporting to Bob Grove, CEO of Edelman North Asia.

Yu most recently led social marketing start-up RM-Connect. He led Publicis Worldwide in China for two-plus years, consolidating its advertising, digital and marketing service offerings in a restructuring scheme.

He spent 25 years at the Bates ad agency, now WPP's Bates CHI & Partners, including 10 years as CEO.



**Yu**

## **KETCHUM'S KOTCHER STEPS OUT**

Ray Kotcher, a longtime senior partner and 12-year CEO of Ketchum, is stepping down from the executive ranks this week, capping a 32-year career at the agency.

The Omnicom-owned firm said Kotcher, who relinquished the CEO reins to Rob Flaherty in 2012 and became chairman, will move to a non-executive chairman role as a consultant to Ketchum and its Omnicom Diversified Agency Services parent.

Kotcher, who oversaw a period of exponential growth at the firm, particularly overseas, is in talks to join the faculty of Boston University's College of Communication as a professor. "It has been a privilege to serve our people, clients and agency and I look forward to what is to come," he said.

Kotcher's tenure saw the firm grow from a dozen overseas offices to operate in 74 countries as staff grew from 1,500 to 2,500, including the 2009 mega-merger with Europe's Pleon.

A respected industry figure who led the Council of PR Firms from 2008-09, joined the firm in 1983, moved up to president in 1992, and CEO in 2000.

### **Mann Directs Ketchum PA in DC**

Nicole Mann, senior director of global public affairs at Teva Pharmaceuticals, has moved to Ketchum as SVP and director of corporate and public affairs in D.C.

Mann, who left is a former senior director for Qorvis MSL and account manager for Waggener Edstrom with deep experience in healthcare and pharma PA.

Kathy Keavons left the corporate and PA slot at Ketchum in the fall.



**Kotcher**



**Mann**

## **FH SWEETENS PR FOR RUSSELL STOVER**

Confectioner Russell Stover has brought in FleishmanHillard to mold its PR as AOR.

The work covers social media, digital and PR for the Kansas City-based company, purchased by chocolatier Lindt in 2014.

FH's Chicago outpost will lead the work with assists from Kansas City and St. Louis. FH edged a single finalist after a competitive pitch process.

Russell Stover traces its roots to Clara Stover's Denver candy shop in the 1920s. It did not have previously have an AOR for PR.



## **HEALTHCARE VET FITZSIMMONS TO H+K**

Nancy Fitzsimmons, managing director for W20's Twist Marketing, has moved to Hill+Knowlton Strategies in New York as a senior VP in its corporate and crisis practice.

H+K US president and CEO Beth Balsam called Fitzsimmons a "healthcare communications pioneer" who has spent more than 25 years in leadership positions leading communications for *Fortune* 500 companies

Fitzsimmons, who lead corporate health work at Twist, was senior director of corporate initiatives at AstraZeneca and directed external communications for Quest Diagnostics after comms. stints at Organon Pharmaceuticals and Novartis (VP of global comms.).

Fitzsimmons also logged time at Bayer Healthcare's diagnostics division, Warner Lambert Co. and Burson-Marsteller.

Added Balsam: "She is a seasoned professional who understands how to successfully navigate constant and disruptive change on behalf of her clients, and we're excited to have her on our team."



**Fitzsimmons**

## **OBAMA ALUM TO HEAD POLICY FOR GOOGLE**

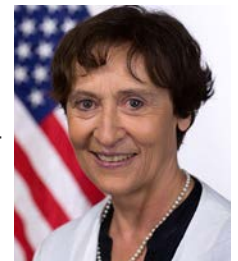
Caroline Atkinson, former White House deputy national security adviser for President Obama, has joined Google to head public policy.

She takes a role vacated last year by Rachel Whetstone, who moved to Uber.

Atkinson was NSA for international economic affairs and special assistant to the president. She earlier directed the International Monetary Fund's external relations department and served in the US Treasury Dept., as well.

Google general counsel Kent Walker called her an "internationally respected diplomat and adviser."

Atkinson's global pedigree will be useful as the search giant faces antitrust scrutiny in the European Union



**Atkinson**

**MPA NAMES NEW PRESIDENT AND CEO**

Magazine industry trade group The Association of Magazine Media has installed Linda Thomas Brooks as President and CEO. Brooks assumes the new role immediately.

Marketing communications executive Brooks was previously president of Martin Agency subsidiary Ingenuity Media, and was also formerly VP and managing director at GM MediaWorks, a position she held for 11 years. Brooks also logged stints at Columbus, OH-based marketing agency GearDigital, where she served as president, as well as Trilogy, where she was executive director of media and marketing.

In a statement, Brooks said her "first and primary goal is to be an influential and effective industry voice promoting the innovation and strategic value of the magazine industry to all stakeholders — particularly the advertising and marketing communities."

"I'm looking forward to applying the skills I've gained through my agency experience viewing magazine media through a client's lens," Brooks said.

The MPA's top slot had remained vacant since September, when former President and CEO Mary Berner left the non-profit trade association to become CEO of Cumulus Media, in wake of the October resignation of founder and CEO Lew Dickey.

Nancy Telliho had served as interim president and CEO during the month's-long search for Berner's successor.

**BOURNE BACK AS VOICE EDITOR-IN-CHIEF**

Will Bourne, who served as The Village Voice's editor-in-chief for seven months between 2012 and 2013, has returned to the legendary New York City weekly publication at the behest of new owner Peter Barbey.

Bourne resumes his former position Wednesday, according to Politico. He succeeds Tom Finkel, who served as editor after Bourne's departure in 2013.

Bourne first joined the Voice in late 2012, but abruptly resigned the following spring when the newspaper's then-owners allegedly ordered him and other management to cut staff.

After leaving the Voice, Bourne became editor at large at Inc. magazine and later served as executive editor for the National Audubon Society.

The famed New York newspaper that birthed the media category later known as alternative weeklies, The Village Voice was launched in 1955 by five co-founders (one of whom was author Norman Mailer). The publication saw a series of owners in the following decades — Rupert Murdoch among them — before it was purchased by AZ-based newspaper company New Times Media (later Village Voice Media) in 2005.

**Brooks**

Besieged by financial woes, the paper later experienced an exodus of key editorial personnel that had been with the publication for decades.

Barbey acquired the Voice in October from Village Voice Media spin-off Voice Media Group. A Pennsylvania-based newspaper publisher, Barbey owns Reading, PA-based daily newspaper Reading Eagle.

**WSJ'S STERN TO GATES FOUNDATION PR SLOT**

Gabriella Stern, a longtime Wall Street Journal reporter and editor, has moved to the PR side with the Bill & Melinda Gates Foundation in Seattle.

Stern is director of media and external relations for the global health and education juggernaut. She exits the Journal as deputy managing editor and editor of strategic initiatives, a post she took on in 2014 to help the paper expand globally. She spent nearly 25 years with the WSJ and parent Dow Jones, joining in 1991 in its Pittsburgh bureau.

Stern joined the Journal in 1991 from the Omaha World-Herald, where she was a reporter in Nebraska and Washington, D.C.

**Stern****AL JAZEERA AMERICA PULLS PLUG**

The U.S. cable news network belonging to Qatar-based broadcaster Al Jazeera today announced that it would shutter its U.S. newsroom, ceasing all U.S. news and digital operations by April 30.

The announcement was made this afternoon, during a staff meeting held by Al Jazeera America management.

In a memo circulated to staff after the meeting, Al Jazeera America CEO Al Anstey wrote that the decision to shutter operations was "driven by the fact that our business model is simply not sustainable in an increasingly digital world, and because of the current global financial challenges."

"I know this will be a massive disappointment for everyone here who has worked tirelessly for our long-term future," Anstey continued. "The decision that has been made is in no way because AJAM has done anything but a great job. Our commitment to great journalism is unrivaled. We have increasingly set ourselves apart from all the rest. And you are the most talented team any organization could wish for."

The U.S. network employs approximately 400. Politico today reported that severance packages and outplacement services would be prepared for employees.

Call it a failed experiment. Al Jazeera, which is owned by the Qatar government and is among the largest news organizations in the world, established its U.S. presence in late 2012 with its \$500 million acquisition of cable news network Current TV, which was co-founded by Al Gore.

(Continued on page 4)



## PR & SOCIAL MEDIA NEWS & VIEWS

The company leased a Midtown Manhattan studio, brought in top talent from CNN and ABC and launched in August 2013, intending to fill a void in the U.S. market by offering global news in a media landscape rife with pundits and partisan talking points.

Poor ratings and dwindling profits hurt the cable news network, however; while more than 61 million households receive Al Jazeera America, a New York Times report on the closure today claimed that viewership often struggled to surpass 30,000.

Things got worse last year, when key Al Jazeera America staff — including executive communications VP Dawn Bridges — resigned from their posts, and a series of lawsuits by former employees who alleged management engaged in sexual discrimination and anti-Semitism resulted in the May ouster of CEO Ehab Alshihabi.

The cable news network said it has plans to expand its digital presence in the U.S. after its newsroom closes.

### **THE NEW REPUBLIC GOES UP FOR SALE, AGAIN**

Chris Hughes, the Facebook co-founder who purchased The New Republic less than four years ago and served as its publisher and editor-in-chief, has put the magazine up for sale.

In a memo to staff posted on blog-publishing platform Medium, Hughes, who claimed he had invested \$20 million in the crisis-stricken progressive magazine, admitted that he had "underestimated the difficulty of transitioning an old and traditional institution into a digital media company in today's quickly evolving climate."

"The unanswered question for The New Republic remains: can it find a sustainable business model that will power its journalism in the decades to come?" Hughes wrote. "Over the coming weeks, I'll pursue conversations with those interested in taking on the mantle and supporting the next era of this institution. My aim is to place The New Republic in the hands of the most promising and dedicated potential steward."

Hughes bought the century-old magazine in March 2012 from a group of investors for an undisclosed amount. Those investors had bought the magazine from CanWest subsidiary CanWest Media Works International in 2007. The liberal mainstay publication, which was founded in 1914, currently has a print circulation of less than 50,000.

News of the publication's sale follows a turbulent period under the ownership of billionaire Hughes. After purchasing The New Republic, Hughes opened a new office in New York, cut down on the magazine's editorials, increased cultural news items and bolstered its online presence, with plans to revamp the publication as a digital media company. In 2014 he replaced key newsroom staff, ousting then-editor Frank Foer, who was replaced by former Gawker editor Gabriel Snyder, brought in former Yahoo! News general manager Guy Vidra as CEO



and reduced production to ten issues a year. Those events caused ten contributing editors to resign in protest, and print publication was briefly suspended.

Writing on the debacle in December 2014, Washington Post columnist Dana Milbank called Hughes "a dilettante and a fraud," and "a callow man who accidentally became rich ... because he had the luck of being Facebook founder Mark Zuckerberg's roommate."

### **NATIVE AND VIDEO ADS GAIN IN MOBILE**

Display advertising such as banner ads has grown immensely popular on mobile devices, but they may become a less popular venue for advertisers and marketers this year, according to a survey released last week by Trusted Media Brands, Inc., the media and direct marketing company that owns *Reader's Digest*.

The survey, which was conducted in December with Advertiser Perceptions and polled 283 U.S. digital/mobile and social advertising pros, reported that less than half — 45 percent — of clients and agencies now plan to use mobile display banner ads this year, down from 63 percent in 2015.

Video and native advertising avenues, meanwhile, could see an elevated mobile presence. 45 percent of respondents said they intend to take advantage of mobile video in 2016, while 46 percent said they planned to use native advertising. Pre- and mid-roll video was cited as the most popular of all formats — 46 percent — for use in 2016.

The reasons for the format change? As it turns out, almost half of agencies and marketers — 44 percent — said video and native ads were less intrusive to mobile users, and about a third — 32 percent — claimed they were better formats for increasing brand awareness, while about the same number — 31 percent — said they were preferred formats for fostering engagement and interaction.

Marketers cited myriad benefits for native and video ad formats. Almost half of marketers — 47 percent — said video ads increased brand awareness on mobile, while 26 percent said video provided a more authentic brand voice and 25 percent believe the format positively impacts lead generation. When it comes to native ads, 31 percent said this format lends a more authentic voice, while 33 percent cited native ads as offering a better user experience.

Current ability to measure the success of native ad campaigns, however, was cited as the new format's biggest challenge.

"Our survey showed that native gets high marks for giving the message an authentic brand voice and imparting a superior user experience, while the increased brand awareness and engagement of video are considered a top benefit for both marketers and agencies," said Trusted Media Brands, Inc. chief revenue officer Rich Sutton in a statement. "With video on mobile commanding better CPMs than desktop for many publishers and native CPMs four to five times that of banner monetization, the advantages for these two formats are clear."

The survey's full results can be found at <http://www.tmbi.com/research/>.

## NEWS OF PR FIRMS

### ICR FORMS ADVISORY BOARD

New York-headquartered corporate communications and investor relations firm ICR yesterday announced the creation of a newly formed advisory board, and has appointed Rob Sharp and Joseph B. Kennedy as its founding members.

ICR CEO Tom Ryan told O'Dwyer's that the board would provide ongoing counsel and insight to help guide the agency's business decisions, which could range from the development of new service offerings and practice areas, to staff hires and strategic investments.



Ryan

"ICR has always maintained a deep network of capital markets experts and communications industry veterans who we engage with to provide intelligence and counsel. As we've grown, we saw value in creating a formal advisory board dedicated to broadening our network and ensuring that ICR remains at the cutting edge with respect to the critical issues facing our client base," Ryan told O'Dwyer's. "The establishment of this advisory board along with these two initial appointments, demonstrates our commitment to being the go-to firm for companies looking for a partner to develop communications programs and transaction advisory services tailored to achieving business goals and building enterprise value."

Sharp is co-CEO and owner of contemporary women's fashion brand Ramy Brook.

Prior to that he was senior partner of private equity firm MidOcean Partners. He also previously served as partner at Investcorp International, was an investment banker at Bankers Trust and worked in Drexel Burnham Lambert's mergers and acquisitions division.

Kennedy is founder and managing partner of real estate development firm Crystal Lake Capital. He was previously a partner at Moelis & Company, served as head of retail investment banking at Wachovia Corporation and was co-head of Bank of America's retail investment banking division. He has also logged stints with Merrill Lynch and Chemical Banking Corporation.

Ryan said the agency plans to introduce additional members to the board in the future, though a total number of members has yet to be determined.

ICR in November introduced subsidiary ICR Capital LLC, which offers capital markets advisory services. The agency's annual ICR Conference — formerly known as the ICR XChange — is one of the industry's largest investment conferences and is currently taking place in Orlando.

### PN TAPS GONZALEZ IN MEXICO

Porter Novelli has appointed Verónica González to lead the agency's Mexico health and wellness team and lead its health and wellness practice in Latin America.

She will work out of Porter Novelli's Mexico City office and will report to PN Mexico partner and managing director Sandra Kleinburg. A former reporter, she joins from JeffreyGroup, where she was group director for clients such as Mead Johnson Nutrition and Merck.

## NEW ACCOUNTS

### New York Area

**Vested**, New York/Investopedia, web source of financial information, to manage global communications. The portal is owned by IAC, the publicly traded parent of Tinder, Match.com and Ask.com. Vested



landed the assignment after an extensive review.

**Brandstyle Communications**, New York/CUR Music, on-demand music streaming and Internet radio service, for PR.

**5W PR**, New York/The Moodsters, educational tools and children's books, as AOR for PR. The work targets consumers, especially parents, and also aims at building brand recognition.

**Beautiful Planning Marketing & PR**, New York/Beauteque, e-commerce site for Korean and East Asian cosmetics and skincare products, for PR.

**CRC**, New York/BeYu, German-based cosmetics brand, as AOR for PR. CVS in November became the first US retailer to carry the brand.

**Nicholas & Lence Communications**, New York/Teatown's Hudson River EagleFest, festival to mark the return of bald eagles to the area; Chinese New Year performance by Jiaxin Tian & Manhattan Symphonie, Feb. 10 event at Carnegie Hall; Wendy Hilliard Gymnastics Foundation, and The Moldaver, Lee & Chrebet Group, wealth management group joining Stifel Financial Corp., for PR.

**Child's Play Communications**, New York/ILY, touchscreen home phone device that lets children video chat with loved ones, for traditional, online and influencer outreach, including launch at 2016 CES.

**JAM Collective**, New York/Vaurnet, French sunglass brand, as AOR for PR in the US market. The appointment follows the brands first year in the US market.

### Midwest

**Providence Marketing Group**, Pepin, Wisc./Guidefitter, online community for guided hunting and fishing trips, as AOR for strategic and tactical marketing, content, social media and PR.

### West

**Maize Marketing**, Los Angeles/Louroe Electronics, audio security monitoring; Illuminar, maker and supplier of IR and white light illuminators for the security industry; Platesmart Technologies, license plate recognition and video analytic software, and Alden Torch Financial, multifamily investment industry focused on affordable housing and investments using federal and state housing credits, for PR.

**Castillo & Ruig Communications**, Los Angeles/Banyan Tree Hotels & Resorts, for a strategic PR campaign in the US and Canada. Listed on the Singapore Stock Exchange in 2006, the group's portfolio includes 38 hotels and resorts, 70 spas and 80 retail galleries, as well as three golf courses, across 28 countries.

### Canada

**ChizComm**, Toronto/CordCruncher, tangle-free power cords and earbuds, as AOR for marketing comms.

## NEWS OF SERVICES

### NASDAQ LAUNCHES NEW IR PLATFORM

Nasdaq has launched Nasdaq IR Insight, the stock exchange's next generation platform designed for financial executives and investor relations pros.

According to Nasdaq executives in a statement, IR Insight was built through an extensive collaboration process with IRO clients and is designed to improve data intelligence and enhance decision making in the IR environment, by offering "an integrated, contextualized view of those activities in an intuitive user interface."

Described as a "one-stop hub" for financial executives, IR Insight allows listed companies to communicate quickly and accurately, and enables financial executives to monitor and analyze the markets, as well as companies' and peers' stock.

The platform features a customizable dashboard allowing financial pros to hone in on variables affecting stock, offers sell-side analysis and contact data for buy-side firms, and facilitates investor targeting by offering monitor outreach efforts and insight into factors behind trading decisions. The platform also allows financial pros to incorporate day-to-day workflow, plan investor meetings and manage company events via tools that are linkable to Microsoft products.

The new platform, which is being offered by Nasdaq subsidiary Nasdaq Corporate Solutions, succeeds former platform Thomson One, which Nasdaq acquired in 2013 when it purchased Thomson Reuters Corp's IR, PR and multimedia divisions in a deal worth a reported \$390 million.

Nasdaq president and COO Adena Friedman said IR Insight would "greatly advance the ability for public companies to manage their investor relations efforts around the globe."

"We have invested a significant amount of financial and intellectual capital to deeply understand what the senior executive suite needs in terms of intelligence and workflows to engage successfully with their investors," Friedman said. The launch marks Nasdaq's first phase in wider rollout, as the stock exchange later plans to expand the platform's technology and design across its suite of products.

### MARKETING MAVEN, DNA IN DTC PUSH

Los Angeles-based Marketing Maven has aligned with e-commerce marketing shop DNA Response to handle social media marketing and PR for direct-to-consumer brands using marketplaces like eBay and Amazon.

MM chief Lindsey Carnett said her firm will collect analytics from DNA to build a PR attribution model on the impact of editorial and social coverage on e-commerce sales. She said MM staff will pitch national media and disseminate social coverage in a bid to drive traffic to e-commerce marketplaces.

DNA manages "channel presence," essentially listings, for large consumer brands in spaces like toys, pet supplies, or consumer tech. CEO and president Ranjit Mulgaonkar said both firms know the direct marketing industry well and will be able to work together to "improve e-commerce marketing practices and help other companies maximize sales."

## PEOPLE

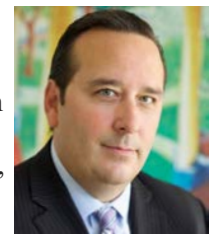
### Joined

**Scott Beaudoin**, who led the global CSR & Sustainability practice at MSLGroup, to RF|Binder, New York, as chief strategy officer and executive managing director of corporate and brand purpose. He spent nearly eight years at MSL and served as global practice director of corporate and brand citizenship. Previous stints include Schneider Associates and DeVries Public Relations, as well as a six-year tenure as cause branding VP at Cone. "We believe that there is a tremendous opportunity in the sustainability and CSR area," RF|Binder CEO Amy Binder said in a statement.



**Beaudoin**

**Michael Torres**, senior director of global corporate communications, PepsiCo, to InterContinental Hotels Group, New York, as VP of corporate communications for its Americas region, responsible for enhancing IHG's brand and reputation in the U.S., Latin America, Canada and the Caribbean, overseeing corporate communications, marketing communications and media relations, as well as employee, crisis and issues management functions. At PepsiCo, he provided corporate comms. and reputation risk management functions for its Global Research and Development Division and also directed corporate communications, marketing and social media communications for its Tropicana line of beverages, as well as its Naked Emerging Group. He earlier held top posts at Anheuser-Busch and AB InBev and began his communications career at FleishmanHillard.



**Torres**

**Beth Kwon** to Brodeur Partners, Boston, as a VP handling health and wellness, technology and higher education accounts and joining the firm's operating committee. She is based in New York. Kwon began her career as a journalist for *Newsweek*, *Wired* and *Fortune* before becoming senior fashion features editor at *Women's Wear Daily*. She later joined Columbia University as a senior public affairs officer, before becoming communications director for science, technology and entrepreneurship.



**Kwon**

### Promoted

**Sherry Scott** to president, Gagen MacDonald, Chicago. She takes the reins from Maril Gagen MacDonald, who remains founder and CEO of the 18-year-old firm. Scott has been with the firm since the beginning, joining after stints at FleishmanHillard and Navistar International, and leads its communications practice. She was most recently COO. MacDonald said Scott's new role lets the firm further integrate the talents of its team. MacDonald added that she will continue to focus on client assignments and strategy for the firm. GM specializes in internal communications and organizational change.

## **JOELE FRANK TACKLES CH. 11 PR**

Joele Frank has picked up bankruptcy PR assignments from Arch Coal and Sherwin Alumina.

Arch Coal, the No. 2 US coal producer and based in St. Louis, filed for bankruptcy protection on Jan. 11 to pursue a reorganization plan as it faces a \$485M environmental cleanup in Wyoming. The company landed a \$275M bankruptcy loan, but lenders are only on the hook for \$75M of the cleanup cost.



The company, which plans to continue operating, said it had \$600M in cash and short-term investments as of its filing.

Sherwin is the 62-year-old Texas-based aluminum oxide producer that also filed for Chapter 11 protection on Jan. 11. It is a unit of Glencore Plc.

The company, which cited the ongoing commodity pricing crunch for the restructuring, has set forth on a stalking horse asset sale plan to an affiliate of its senior secured lender and expects to emerge debt-free.

Sherwin also plans to continue operations through bankruptcy.

Joele Frank's New York office is handling PR counsel for both companies.

## **TENEO LANDS IN CANADA**

Financial and corporate PR firm Teneo has opened a Toronto office, its first foray into Canada.

James Crossland, EVP of corporate affairs for Kinross Gold Corp., has been tapped as managing director and chair for Canada. Teneo also hired John Crean as managing director from National PR and Andrew Mandel-Campbell, who worked under Crossland at Kinross, as a senior VP.

Crossland said the firm will target senior corporate execs and boards for its advisory work in Canada.

Teneo, led by Clinton confidante Doug Band and financial comms. vets Declan Kelly and Paul Keary and reportedly among potential investors in APCO Worldwide, says it now staffs 570 with a presence in 15 markets.

## **'THE MARTIAN' AMONG H-WOOD PR NOMINEES**

PR campaigns for 20th Century Fox's "The Martian" and Disney's "Star Wars: The Force Awakens" will compete for the top motion picture publicity award next month as the International Cinematographers Guild slates the 53rd annual ICG Publicists Awards.

Rounding out the top five film nominees were campaigns for Columbia Pictures' "Goosebumps," Paramount Pictures and Skydance Productions' "Mission: Impossible - Rogue Nation," Universal Pictures' "Straight Outta Compton," and Warner Bros. Pictures' "Mad Max: Fury Road."

Hollywood publicists became part of the ICG in 2002 on its merger with the Publicists Guild.

The group's top individual honor, the Les Mason Award, will go to one of Elaine LaZelle, senior publicist, Disney; unit publicist Sheryl Main; Maureen O'Malley, Warner Bros.; Nina Turner, Buena Vista/Disney, and the

late Murray Weissman, formerly of Weissman/Markovitz Communications.

Tom Ortenberg, CEO of Open Road Films, will receive the group's Motion Picture Showmanship Award, while FX Networks CEO John Landgraf will receive the TV Showmanship Award. The group has not announced its lifetime achievement honoree.

The Guild also gives out a press award annually. This year's nominees include Bryan Alexander, USA Today; Jess Cagle, People Magazine and Entertainment Weekly; Mike Fleming Jr., Deadline.com; Jeff Jensen, Entertainment Weekly, and Rob Moynihan, TV Guide.

The TV publicists award nominees include "American Horror Story: Hotel" (20th Century Fox); "Empire" (20th Century Fox); "Fresh off the Boat" (20th Century Fox); "Supergirl" (Berlanti Prods. with Warner Bros.); "Crazy Ex-Girlfriend" (CBS), and "Blindspot" (Warner Bros.).

The ICG slates an awards banquet for the Beverly Hilton Hotel on Feb. 26. It also gives out honors for still photography in movies and TV, and honorees an international media outlet reporter, as well.

## **MCCABE MAKES CURRENT EVP**

Interpublic unit Current has hired Erica Archambault McCabe, who will serve as executive vice president in that agency's San Francisco office.

McCabe is a former marketing executive at clothing and accessories giant Gap Inc., where she served as senior director of brand engagement and managed the retailer's PR, digital and social media programs. Prior to Gap, McCabe was senior director of global public relations at Levi Strauss & Co., where she worked for seven years.

At Current, McCabe will oversee the teams responsible for client Clorox Company, which includes brands such as Hidden Valley, Kingsford and Liquid Plumr.

She will also spearhead new business opportunities for the agency in the Bay area.

Current founder and president Virginia Devlin said McCabe will make "a fantastic addition to our California leadership team, with a proven track record of developing innovative marketing programs and building, leading and motivating successful teams."

Chicago-headquartered Current, which specializes in consumer products, food and beverage, home, travel and wellness, holds additional offices in New York, Dallas and Los Angeles.



**McCabe**

**Stock dip (worst ever start to a New Year) is a concern to PR** and all Americans. PR's role is to double-down on relations with customers and other publics using its skills with social media.

Cheap oil and the problems with the China economy and stock market are the main causes of the slide, says CNN Money and other financial sources. Dow-Jones fell 1,437 points in the first two weeks. The price for a barrel of oil, which hit \$145-\$147 in 2008, has fallen just below \$30 a barrel due to an oversupply. This is reflected in the price of a gallon of gas which averaged \$3.90 a gallon last August and now is below \$2 in many places.

Economists say the price-per-gallon is something Americans see perhaps a dozen or more times a day and leads them to conclude there is something wrong with the economy. Actually the economy, including employment, is pretty strong, they say.

#### **Cheap Gas Is Opportunity**

Cheap gas, as low as \$1.62 a gallon at one New Jersey gas station, is an opportunity to raise the national gas tax from the 18.4 cents a gallon where it has been stuck since 1993 to \*perhaps 30 or 40 cents.

The problem is that few political leaders will support such a move. One who did is Senator Barbara Boxer (D-Calif.) who in 2014 proposed a 12-cent jump spread over two years. She said this would replenish the Highway Trust Fund which faces bankruptcy.

The Obama Administration opposed any increase in the gas tax.

#### **Hike Needed for Roads and Eliminating Tolls**

An increase in the national tax gas was backed in an editorial in the Jan. 16 New York Times. But it said lawmakers are "fearful" of such a move "ahead of an election." States levy their own gas taxes—42 cents in New York, 50 cents in Pennsylvania, and 14 cents in New Jersey, as examples.

NYT talks only about the need for "investment to improve roads." But a modest increase in the gas tax would eliminate the need for toll roads throughout the U.S. The toll road lobby is among the most powerful in D.C. Collecting taxes via per-gallon charges is 22 times as efficient as collecting them by any other means including manually or electronically, said opponents of toll roads. The Alliance for Toll Free Interstates, formed in 2014, says collection of taxes at the pump costs less than one percent of the revenue.

ATFI's mission is to "educate the public about the negative impact that tolling existing interstates has on our communities and businesses. ATFI exists to provide detailed information to the media, policymakers and individuals on why tolling existing interstates will not solve our transportation needs. Our goal is to develop a growing alliance of individuals, businesses and organizations that will advocate for solving our growing transportation needs without tolling existing interstates."

Among supporters of toll-free roads is Senator Christopher Murphy, D-Conn. Connecticut does not have any toll roads. The last toll was collected in 1989.

#### **Cellphone, Computer Radiation Is a Danger**

PR people who are major users of computers and cellphones and parents who hopefully have control of the use of such devices by their children should explore the extensive literature and research pointing to the health dangers presented by them.

Little is said in major media about such dangers possibly because it might annoy advertisers such as the cellphone carriers, Apple and other computer companies and cellphone manufacturers.

A major cave-in to pressure from the industry was reported in the Saturday, Jan. 2, 2016 New York Times. The Centers for Disease Control redacted its advice to use "caution in cellphone use" and changed it back to the previous advice which was that any risks "likely are comparable to other lifestyle choices we make every day." Specifically deleted was a passage addressing potential risks to children.

Websites such as Electric Sense and the site of Dr. Joseph Mercola are emphatic about the dangers to children and fetuses.

"Children and fetuses absorb more microwave radiation because their bodies are relatively smaller, their skulls are thinner, and their brain tissue is more absorbent," says Robert Szczerba, writing in the Jan. 13, 2015 Forbes.

Advice of the websites is that anyone under the age of 13 should only be allowed cellphones in emergencies.

Other advice is not to carry a cellphone in a pocket (this is advice of Apple itself—in small type at the end of instructions); hold a cellphone at least an inch from the ear; unplug the base at night because it radiates 24/7; don't bring a cellphone into the bedroom; put it on "airplane mode" most of the time; don't use a cellphone in a car and especially a moving car or other vehicle because it has to work extra hard radiating to pull in a signal; only use a cellphone when the connection is very strong for the same reason.

Websites such as bioinitiative.org urge adult cellphone users to be considerate of others by not using them in public places like a doctor's office, public transportation, courtroom, etc. Office workers should also be considerate and be mindful of whether their work station is not close to someone else's computer.

Radiation-aware websites urge computer users to have wired Ethernet connection, a wired keyboard and a wired mouse. Apple stores do not sell a wired mouse. This writer went to a Staples and found about 20 wireless devices and only one wired mouse.

The danger of cellphones and computers is a topic that should be taken up by the Westhampton Library. Attempts to reach either director Danielle Waskiewicz or the four trustees have been unsuccessful so far.

Residents could send a message to the board by rejecting the new budget May 17. The old budget would remain in place but this would be another strong public statement of disapproval of the management of the library.

— Jack O'Dwyer