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# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## PADILLACRT BECOMES BORDEAUX U.S. AOR

The Conseil Interprofessionnel du Vin de Bordeaux, the French association that represents and markets more than 6,000 wine growers and 300 wine merchants in France's storied Bordeaux wine region, has named Midwest agency **PadillaCRT** its U.S. PR agency of record.

The Minneapolis-headquartered Worldcom unit will now handle all of CIVB's consumer, trade and influencer PR activities in the U.S.

PadillaCRT's work will for CIVB be done primarily out of the agency's New York office.



## BURSON CALLS KLASKY PA, CRISIS CHAIR

**Burson-Marsteller** has named Helaine Klasky chair of the agency's U.S. public affairs and crisis practice.

The appointment is effective immediately. Klasky succeeds Ann Davison, a VOX Global and **Fleishman-Hillard** alum who'd held the US PA/crisis chair post **since 2014**.

For the last seven years Klasky was stationed with General Electric, where she headed public affairs at the multinational conglomerate before being named chief communications officer of its GE Energy Management division, and later, a senior adviser at communications and marketing division GE Business Innovations. Prior to that, for eight years she was CCO at Yale University, where she also wore the associate vice president title.



Klasky

Klasky also held communications posts at the U.S. Department of the Treasury and U.S. Department of State, previously serving as deputy assistant secretary to the Treasury Department and a director of media relations at the State Department. She also teaches a course in public speaking at American University.

As US PA/crisis chair, Klasky will be responsible for building the global PR giant's PA and crisis practice client portfolio. She'll be based in Washington D.C.

## FRANCE HIRES HOFFMAN TO PROMOTE TECH

Business France, the national economic development agency that supports international investment in the French economy, has hired San Jose-based tech shop **The Hoffman Agency** to promote developments in France's tech community throughout Asia and North America.

Hoffman will specifically work to support La French Tech, a recent initiative established by the government that brings together startups, investors, universities and government agencies to strengthen France's burgeoning tech ecosystem and foster an environment for entrepreneur-friendly policies.

Working through teams located in Silicon Valley and Shanghai, Hoffman will boost awareness of France's technological successes and will promote La French Tech's efforts in North America and Asia through media relations, social media, thought leadership and event support.

Hoffman, which staffs 140 employees around the globe, was founded in 1987.

## NEW ZEAL. HAS TECH JOBS FOR AMERICANS

Sydney, Australia-based **Klick Communications** has signed Wellington Regional Economic Development Agency to its Los Angeles office.

Statistics show that in the 24 hours after the US presidential election, the Immigration New Zealand website received 56,300 visits from the U.S. alone.

While some have joked about leaving the US following Trump's win, Wellington is serious about recruiting tech talent and has more than 2,000 jobs up for grabs, 280 of which are in the IT sector. Start-ups Xero, Weta Group and 8i were founded in New Zealand's capital city.

## PESIN EDER IS COHN & WOLFE NA PREXY

**Cohn & Wolfe** has appointed Laura Pesin Eder as President, North America. She comes over from Edelman, where she served as executive VP and director of operations of its New York consumer practice.

Pesin Eder will oversee client and talent management and development, strategic operations and business development across Cohn & Wolfe's North America offices. She'll report to global CEO Donna Imperato and will be based in C&W's New York headquarters.

The 22-year veteran has led communications strategies and campaigns for numerous global brands at Church & Dwight, Johnson & Johnson and P&G, as well as Absolut Vodka, Mary Kay, Pepperidge Farm and Wendy's International.

"Laura is a strong addition to our leadership team. Not only does she have the brand stewardship expertise and deep integrated communications experience necessary to service and grow our clients' businesses, she also cares about agency culture and how to inspire and develop talent, which is critical to our agency," Imperato said.

## **R&C AND FRUKT TO WORK TOGETHER**

Octagon Sports and Entertainment Network has aligned two of its premiere agencies focused on entertainment experiential, consumer engagement and communications programs.

The new structure is led by **Rogers & Cowan** CEO Mark Owens and COO Rich Davis.

“This is a culmination of a long-term vision to bring together and strengthen our collective pop culture brand and entertainment services,” said Rick Dudley, chairman and CEO of the Octagon Sports and Entertainment Network.

The move also coincides with the relocation of flagship US offices for both to Century City in Los Angeles.

“Our new offices in Los Angeles and London, refreshed branding and updated websites reflect our investment in the people and culture of both brands, and our confidence in Mark and Rich to take the group to new heights,” Dudley said.

The two agency brands offer the services of 250 entertainment marketing experts and represent 150 A-list artists, athletes, musicians and producers such as Denzel Washington, Chris Pratt, Jerry Bruckheimer, Elton John and David Beckham.

*Fortune* 500 clients include Cisco, The Coca-Cola Company, Delta Air Lines, Hasbro, Marriott, Gibson Brands, Royal Caribbean, AARP Media Properties and Universal Studios.

“Our goal for clients like Mastercard, Delta, Cisco and Hasbro will be to help navigate the complexity of the changing media and digital landscape, and our knowledge of red carpets, festivals, celebrities and our story telling expertise across content, digital and social media will drive engagement and results for our clients, said Mark Owens, CEO of the Rogers & Cowan and FRUKT agencies.

Rogers & Cowan manages red carpets and pop culture activations at the world’s most recognized entertainment gatherings including The GRAMMYs, The Latin GRAMMYs, Emmy Awards, and the CMT Awards.

## **MERCURY PLANTS FLAG IN BUFFALO**

Andrea Bozek, communications director for the Republican Senatorial Committee through the 2016 cycle, has moved to Mercury as senior VP to lead its push into Buffalo, N.Y.

Bozek also previously directed communications for the National Republican Congressional Committee, as well as for western New York Reps. Thomas Reynolds and Christopher Lee (Rs). She did a short stint in the agency realm with Edelman, as well.

Mercury has offices in Manhattan, Albany and Syracuse in the Empire State. The firm also added RNC alum Tyler Brown as a senior VP focused on digital.

*BRIEF:* Tracey Cassidy, an SVP and director of client service and operations at **Allison+Partners**, has been promoted to general manager of the MDC Partners unit’s New York office. Prior to joining A+P, Cassidy was a senior VP and director of client service at NJ-based boutique shop RoseComm.

## **MEDIA/SOCIAL MEDIA NEWS** **SOCIAL AD SPENDS SKYROCKETED IN 2016**

Brands spent 65 percent more on social media advertising in 2016 than the year prior, according to a **new report** by Chicago-based data science and media technology company 4C Insights.

4C’s “The State of Social Advertising” report analyzed paid media spend activity over Facebook, Twitter, LinkedIn, Instagram and Pinterest in the last year, and revealed how advertising at social channels is now taking an increasing share of media budgets.

The report discovered that photo-sharing site Instagram boasted the highest levels of growth in social media advertising last year, revealing total ad spend growth of 138 percent in 2016. Several new features introduced at the Facebook-owned service, including its popular Stories feature, which allows users to post photo, videos and ads that disappear after 24 hours, were cited in the report as reasons why brands have flocked to the social media site. Instagram saw membership total more than 600 million users by the end of the year, according to the report, 100 million of which joined the site within the previous 6 months.

## **LATINO PROGRESSIVE HUB DEBUTS**

4RCE Initiatives, Benitez Strategies and Sound Speed PR have joined together to form the Latino Progressive Hub.

The goal is to offer a one-stop, strategic communications shop focused on key issues facing the Latino community such as immigration, labor, healthcare, education and women’s rights.

Sound Speed PR’s president Blair Fitzgibbon has experience advising world leaders, global NGOs, economists and finance ministers on issue campaigns such as tax reform, immigration, environmental justice, human trafficking, labor abuses, hunger, economy, education, politics, technology and disaster response.

Benitez Strategies principal and founder Felipe Benitez currently serves as communications and Latino outreach advisor for Environmental Defense Fund, Voces Verdes and Mi Familia Vota.

Most recently Benitez advised the Catholic Climate Covenant around strategic communications and U.S. Latino outreach for the rollout of Pope Francis’ environmental encyclical, “Laudato Si,” as well as the Pope’s historic visit to the US in 2015.

4RCE Initiatives’ Susana Flores has more than a decade’s experience cultivating relationships with Latino media. She played a key role for various campaigns such as “Equality Maryland” and the Maryland Dream Act.

Beatriz Lopez, also from 4RCE, has led communication strategies on immigration reform for the Service Employees International Union (SEIU) over the past four years.

Natalia Jaramillo, a bilingual communicator with 15 years of experience in communications for social issues in Colombia, Uruguay and the US, rounds out the staff from 4RCE.

Jaramillo has served as communications manager for the Florida Immigrant Coalition, the leading immigrant rights organization in Florida.

**NEWS OF PR FIRMS****N6A LAUNCHES CANNABIS SERVICES GROUP**

**North 6th Agency** has created a new division dedicated to servicing clients in the legal cannabis industry. The agency already serves as agency of record for several cannabis companies including Canopy, Green Flower Media, Jetty Extracts, Poseidon Asset Management, Surna, Tradiv, VapeXhale and Wurk.

Matt Rizzetta, CEO at N6A, explained that his firm has been representing cannabis clients since states first began legalizing marijuana for recreational use.

“While we’ve been at the forefront of cannabis media for quite some time, we’re excited to formally launch one of the first dedicated cannabis divisions for an agency of our size and reach,” Rizzetta said.

Newly promoted N6A director Robert Vanisko will head the cannabis division and he is accepting applications for account coordinators, executives and managers.

“Not only has it been a true pleasure working with N6A, but they’ve gotten [the] results they promised,” said Max Simon, CEO and Founder at Green Flower Media.

N6A is based in New York City’s SoHo neighborhood. Founded in 2010, the agency has 28 employees and net fees in 2015 of \$3.4 million according to O’Dwyer’s rankings.

**BRIEF:** **APCO Worldwide** will break ground on a new office in Frankfurt, one of Europe’s main financial hubs, marking the independent global communication agency’s second German location (APCO opened a Berlin office in 2000).

**NEWS OF SERVICES****NEOTROPE OFFERS NON-PROFIT GRANTS**

Neotrope, a 33-year-old brand marketing, PR, and content development firm has launched its 2017 annual Non-Profit PR Grants program for U.S.-based 501(c)(3) charities.

The average value of each grant is \$2,400 and will be offered to 10 U.S.-based non-profit organizations “doing good” on a local or national level for 2017.

“We’ve been helping worthy causes in one form or another for over 30 years,” says Christopher Laird Simmons, Neotrope CEO. “When my late father and I first launched the PR Grants in 2000 we felt it more useful to help out an organization with our services and expertise, over writing a tiny check that wouldn’t pay for a week of electricity. We are very proud to have helped so many worthy causes raise awareness with this program.”

2016 recipients were: The Center for American Military Music Opportunities (DC./Va.), C Diff Foundation (Florida), Geek Club Books (Calif.), Meals On Wheels West (Calif.), Move for Hunger (N.J.), Renaissance Entrepreneurship Center (Calif.), and Sunshine Foundation (Penn.).

In 2013, the program was re-named the J.L. Simmons Non-Profit PR Grant after company co-founder Dr. J.L. Simmons, PhD, who passed away in 2003.

There is no fee to apply, and applications are being accepted now through March 15, 2017 at <https://prgrants.com/>.

**NEW ACCOUNTS****West**

**Demonstrate PR**, San Francisco/Exit Reality, which brings mobile virtual reality experiences to the masses via pop-up-trucks and cube installations, as AOR, and Aloe Gloe, which offers aloe water in four flavors, for PR.

**Resound Marketing**, Princeton, N.J./Decisio Health, healthcare IT firm, as AOR. Decisio provides a clinical intelligence platform used by hospitals, which offers clinicians and administrators real-time data on a patient’s bedside. Resound will educate the healthcare industry on Decisio’s story through earned media outreach in the form of case studies, commentary, corporate profiles and thought leadership campaigns.

**New York Area**

**Dixon Schwabl**, Rochester, N.Y./Genesee Brewing Company, as AOR for New York’s oldest brewery, part of North America Breweries, which announced last September that it will invest \$40M to create an Eco-Brewery District that includes a world-class brewery and beer destination at Genesee operations.

**East**

**Jeffrey Group**, Miami/Marriott International, the world’s largest hotel company, to manage corporate and brand communications in Latin America, following a competitive pitch for its 20 hotel brands, 200 properties in 33 countries in the region. Press trips, event support, influencer management and property-focused initiatives will be combined with corporate communications.

**PEOPLE****Joined/Promoted**

**Ricardo Reyes**, who led comms. for electric car maker Tesla before stepping down last year, to high-end UK manufacturer Dyson as global comms. officer. Reyes has advised tech start-ups since departing Tesla for a second time in March 2016 and led a group of Republicans supporting Hillary Clinton’s bid for the presidency. Reyes earlier handled brand marketing and communications at Square and worked communications and PA at Google and YouTube. He also worked for the US Trade Representative during the George W. Bush administration.

**Jason Copsey**, communications and community relations manager, Columbia Gas of Ohio, to **Falls Communications**, Cleveland, as an A/E. He was a comms. officer for the American Red Cross in Toledo.

**Albert Chan** to **Porter Novelli**, as managing director of the agency’s Greater China operations, based in Beijing. Chan will be responsible for talent management and the strategic growth. He was a senior VP at Ogilvy China and the head of the WPP Team Dell of Greater China for eight year. At Omnicom sister agency Ketchum, Chan’s worked on the Asia Pacific leadership committee during the 2008 Olympics.

**Monica Feid** has been named president of **BizCom Associates’** new standalone PR division, BizComPR. The move comes as the result of a recent restructuring of the agency’s PR and publishing practices. Feid is one of the Plano, TX-based agency’s three co-founders.

## **PR EXECS LAUNCH HIGH-LEVEL TUTORIALS**

Craig Rothenberg, John Doorley and Sandra Macleod have launched a 3.5-day on-site intensive professional development program targeting up to 25 participants.

Called **The Academy for Communication Excellence**, it is designed to “enhance skills, leadership capabilities and business acumen.”

Rothenberg trained more than 150 communication staffers worldwide during a 20-year career at the company.

“My business leaders would tell me that their team is comprised of very well-intentioned, talented people, very skilled at the function of communication. What they said they lack, however, is deep business acumen and, as a result, often their plans seem to stand apart from business and strategic plans.”

The full 3.5-day program can cost in the vicinity of \$75K but shorter tutorials are also available.

### **Doorley Founded NYU Program**

Doorley, who headed Merck PR from 1987-2000 and who was the founding director of New York University’s M.S. and PR and corporate communications program, is currently a full-time professor at Elon University, N.C.

Macleod, U.K. management consultant, is the founder and CEO of **Mindful Reputation**.

Rothenberg says a key part of the Academy is the “Leadership Challenge” in which a specific company challenge is addressed in small team settings. “Strategic recommendations are presented to company management at the conclusion of the program.

This provides a tangible, immediate benefit or ‘pay-off’ to the host company which gets workable solutions to real issues or challenges the company is facing.”

Among expected outcomes are “better strategic planning, increased productivity and greater strategic alignment between communication and business plans, with successful implementation driving greater business and financial outcomes.”

### **In-House Expertise Sought**

Rothenberg described the program as “F2F, highly interactive.”

The sessions are usually at company sites and expertise is sought from members of the client’s own communications leadership as well as business and functional leadership.

Asked whether this was close to being “management consulting,” Rothenberg said it is like that but with “a strong focus on communications.”

“Our aim is not just to enhance the communications skills for those in the function of communication, but to enhance their overall business and strategic acumen, hoping to make all communications professionals true thought leaders to the business leaders they counsel, support and collaborate with.”

Rothenberg is the founder and CEO of Rothenberg Communications.

## **PR OPINION**

The **Million Women March Jan. 21 (actually several million across the nation) made its point** and signals increased use of public demonstrations to get attention.

Lots of other messages are going to be drowned out since “a kind of hysterical oppositionalism” has surfaced in the press to combat President Trump’s “own tabloid style,” wrote *New York Times* columnist Ross Douthat Jan. 22.

“Slamming Media, Trump Advances Two Falsehoods,” screamed a NYT front page headline Jan. 22. At issue are the size of the D.C. crowd as estimated by the Trump team and whether there is a Trump “rift” with the Central Intelligence Agency.

Women do not want to lose their right to have abortions. They want many other things, along with all Americas, such as healthcare that is affordable. They’re disappointed that Hillary Clinton lost the election on a “technicality” (the Electoral College) since she won the popular vote by 2.8 million. This rage is bound to manifest itself in many ways and it’s a phenomenon that reporters and communicators must be aware of.

### **PR Has Role as Mediator**

PR people must not shrink from this battlefield but must try to insert their historic role of being mediators. Their role has diminished in recent years as companies and institutions relied more on lawyers for advice. Marketers favor direct contact with customers and potential customers, bypassing media.

Women organized to deliver a powerful message to the Trump Administration over the weekend.

Women should show the same organizational skills in the PR industry since about 80% of working PR people are women. The board of 22,000-member **PR Society of America is nine women and eight men**.

Anti-press, anti-New York, anti-member policies set in 1980 still dominate the Society. Patrick Jackson, Epping, N.H., counselor, rode to president on a tide of anti-New York fever. He and others found there was too much influence by New York members. He said power had left New York never to return and he was right. Since 1992, only one national PRSA conference has been in NYC.

Jackson, editor of *PR Reporter* newsletter, dismissed executive director Rea Smith, whose press-friendly policy invited reporters to be Silver Anvil judges and let reporters use the library.

### **Assn. Pros Became Staff**

Jackson wanted the staff to be “association professionals.” About ten staffers with press and PR backgrounds were either fired or quit. Association executive Betsy Kovacs became staff head and she kept her distance from the press. From 1980-2017, only one PR person has headed staff, Catherine Bolton (2001-2006). The seven highest paid staffers in 2015 collected \$1,654,006 in pay. **None have PR backgrounds**. Jackson told Morley Safer of “60 Minutes” in 1994 that the way to deal with reporters was “duck ‘em, screw ‘em and go direct.”

The women who control the board of PRSA can change a dysfunctional relationship that has gripped government/media relations to the detriment of both. — **Jack O’Dwyer**