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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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MI GOV GETS PR HELP IN FLINT H2O CRISIS

Michigan Gov. Rick Snyder has brought in crisis PR support as his administration tackles fallout from a contaminated water crisis in Flint, Mich., drawing national interest.

Mercury, the well-connected public affairs firm, and Finn Partners Detroit exec Bill Nowling are advising the governor's office amid the crisis.

Snyder's administration is facing national scrutiny as it faces accusations of mishandling drinking water contamination in Flint after the city changed water sources to save money amid a financial crunch.

Nowling guided PR for Detroit's emergency manager during that city's 2014 bankruptcy and later joined Finn Partners as that firm staffed up in the Motor City.

The Flint crisis also saw the resignation of the federal Environmental Protection Agency regional administrator responsible for the area that includes Flint.



CCFA SEEKS EVENT PR SUPPORT

The Greater Los Angeles Chapter of the Crohn's & Colitis Foundation of America is reviewing proposals for the implementation of a marketing and media relations strategy for its signature annual event, the Women of Distinction Luncheon and Fashion Show. That event is scheduled for May 11, 2016 and will be held at the Beverly Hilton in Beverly Hills, CA.

The CCFA is a non-profit, volunteer-based organization dedicated to improving the quality of life for those affected by Crohn's disease and ulcerative colitis. The organization was founded in 1967, and raises more than \$70 million annually through memberships, fundraising events and sponsorships.



The CCFA is seeking an agency to help the organization revitalize outreach efforts and increase awareness and participation for its signature event. The organization will evaluate proposals based on experience and previous work, as well as cost and proposed campaign solutions.

Budget and contract terms will be negotiated upon selection of a winning bidder.

Proposals are due February 3. Evaluation of proposals will be conducted between February 4 and February 10.

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

ALBERTA REVIEWS US TRAVEL PR

Travel Alberta, the tourism marketing organization for the province of the Rocky Mountains and Canadian Badlands, is reviewing its North American travel PR account.

TA has released an RFP covering travel media relations and other PR in-line with its consumer marketing efforts targeting the US. Its so-called top tier markets include California, Texas, Washington and Montana.

Budget is from \$100K to \$150K annually. Love-Rondeau Group of Texas is the incumbent.

Proposals are due Jan. 29.

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



NFL SUITS UP LOCKHART FOR PR

Joe Lockhart, the former Clinton White House press secretary and Glover Park Group founder, has moved in-house with the NFL as executive VP of communications.

He takes a role vacated in September by Paul Hicks, who left the NFL for Glover Park Group.

Lockhart is a former TV journalist who has bounced from the agency realm to Democratic politics. After the White House from 1998-2000, he founded Glover Park.

He did a 15-month stint at Facebook's communications unit in 2011-12 before returning to GPG, which is now owned by WPP.

The NFL said Lockhart will oversee and direct league office initiatives for communications, social responsibility and community relations.

The league also upped Cynthia Hogan, a former Obama administration deputy assistant counsel who has been interim communications chief since Hick's departure in September, to EVP of public policy and government affairs. Hogan, who has helped the league deal with rising interest in concussions and players' off-the-field behavior, played a key role in the confirmation of Supreme Court Justice Sonia Sotomayor.

Hogan expands her role to provide public policy expertise across the league and continues to work closely with teams on local and state issues.

Lockhart and Hogan report to COO Tod Leiweke.



Lockhart, Hogan

FH TAPS CARTER AS GLOBAL COO

FleishmanHillard has elevated J.J. Carter to the new role of global COO and Americas president as newly installed CEO John Saunders organizes top management of the firm.

Saunders, who called the new post "crucial" to the firm's future growth, noted Carter has run numerous global accounts, including Visa, and has become one of the firm's most decorated client relationship managers.

Current FH Americas chief Jack Modzelewski, a 30-year FH alum, was named global president of business development and partnerships, another new post for the firm.

Saunders joined FH in 2005 and has led its US East, West, Canada and Mexico operations.

He also launched its sports marketing unit out of his previous PR career stops with the International Association of Tennis Professionals and NBA's Dallas Mavericks and Detroit Pistons.

Added Saunders: "J.J. is a champion of the FH culture and he is known for his integrity, his creativity and his ability to attract and develop great talent. I am thrilled to see his impact on the firm at the highest level."



Carter

C&W MAKES MAJOR BRAZIL DEAL

Cohn & Wolfe has acquired Brazil's Grupo Maquina, creating a 240-staff powerhouse.

The 20-year-old agency gives C&W a footprint that includes operations in Sao Paulo, Rio de Janeiro and Brasilia.

C&W CEO Donna Imperato said Brazil is a "critical" market for the firm, adding that Latin America has become a key region for clients.

"They have an impressive client base and an equally impressive leadership team," she said of GM.

GM founder Maristela Mafei stands as director-general of Maquina Cohn & Wolfe under Imperato. Co-CEOs Marcelo Diego and Daniella Camargos remain in those roles as partners.

Clients of GM include Credit Suisse, EY, Xerox, L'Oréal, as well as the entrepreneur Jorge Paulo Lemann and his Brazilian operations of Kraft Heinz, 3G Capital, and AmBev, among others.

LEXINGTON REGION SEEKS TOURISM FIRM

The tourism entity for Virginia's Lexington and Rockbridge region has cast a net for social media, PR and advertising support.

Lexington and Rockbridge Area Tourism, an intergovernmental entity that markets the region, released an RFP for an experienced destination marketing agency.

In addition to a bounty of outdoor recreation, the area is also a destination for history buffs.

Proposals are due Jan. 21, 2016.
RFP: <http://odwpr.us/1Kyib1B>.



BROOME HEADS COMMS AT CAESARS

Richard Broome, global head of corporate affairs and government relations at Hertz, has rolled to Caesars Entertainment Corp. as executive VP of public affairs and communications.

The publicly traded gaming company endured the \$18B bankruptcy of an operating company unit and faced other financial struggles in 2015.

CEO and president Mark Frissora, to whom Broome reports, said Broome will help bring together communicators across the company to deliver a "consistent and relevant message" as Caesars manages the restructuring of the operating unit and "as we set our sights on the next phase of growth for our company."

Jan Jones Blackhurst remains at the helm of government relations and corporate responsibility for the Las Vegas-based entity.

Broome spent 15 years at Hertz after comms. and government relations stints at Selective Insurance, Aetna Life and Casualty Company, and Travelers.



Broome

GAMING GIANT ROLLS WITH CARTWRIGHT

Susan Cartwright, who led corporate communications for gaming and lottery system developer IGT, has moved to Las Vegas-based rival Scientific Games Corp. as VP of corporate communications.

For publicly traded Scientific, she heads global external and internal comms., as well as CSR.

At IGT, acquired by Gtech in 2014 for \$6.4B, she built up its PR unit amid a rebrand and handled proxy fight and M&A PR efforts for the company that is said to make half of the slot machines in the US.

Cartwright joined the corporate ranks from the ad agency realm, including stints as VP and client service director at Noble and SVP for Energy BBDO.



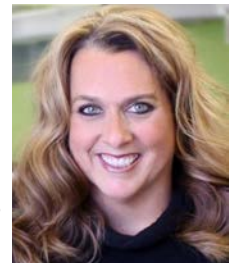
Cartwright

HENSON HIRES GARVEY

Chicago-based Henson Consulting has appointed Kris Garvey to the position of senior strategist and director of operations, a newly minted position for the agency.

Garvey arrives at Henson from MSLGroup, where she served as deputy managing director and consumer practice leader for the Publicis PR unit's Chicago office. Prior to that, Garvey was executive vice president and deputy general manager at Weber Shandwick's Chicago office, a position she held for 10 years. She previously served as vice president at Edelman as well.

At Henson, Garvey will guide agency operations and lend ongoing support for staff, practice leaders and founder and CEO Kathleen Henson.



Garvey

THR HIRES NEW SENIOR AWARDS EDITOR

Entertainment news publication the *Hollywood Reporter* has appointed Anna Lisa Raya to the role of senior awards editor.

Raya arrives at Hollywood Reporter from Penske Media-owned online magazine *Deadline.com*, where she edited and created content for that publication's awards publication, *AwardsLine*. She previously served as content manager of Rutgers University's Latino Information Network, was a deputy editor at *Tu Ciudad* magazine, as well as deputy editor of *Variety*, and a reporter and deputy editor at *People* magazine.



Raya

Raya will help coordinate the Hollywood Reporter's Emmy and Oscar coverage. She will report to deputy editorial director Alison Brower, who said in a statement that Raya "brings a breadth of experience and industry-insider perspective."

Los Angeles-based Hollywood Reporter, which was founded in 1930, is owned by Prometheus Global Media.

VARIETY NAMES NEW MANAGING EDITOR

Entertainment trade publication *Variety* has appointed journalist Carolyn Horwitz to the role of managing editor, in a bid to expand the motion picture mainstay's offerings across print, digital and video mediums.

Horwitz was formerly executive editor of *Entrepreneur* magazine, a role she held since 2011. Prior to that, she was editorial director for *Architecture/Interior Press*, and was previously managing editor at *Billboard*, where she began her career as a copy editor. She has also released several books on design and architecture.

At *Variety*, Horwitz will help oversee newsroom operations and will coordinate the planning of cover assignments, features and photo shoots with key editorial staff and art and photo department personnel. She will also collaborate with creative directors regarding the evolution of *Variety's* weekly publication.

She will work out of *Variety's* Los Angeles office, and will report to co-editors-in-chief Claudia Eller and Andrew Wallenstein.

Los Angeles-headquartered *Variety*, which has been published since 1905, is owned by Penske Media Corporation.



Horwitz

SITRICK SIGNS JOURNOS KNEALE, PFEIFER

Dennis Kneale, former managing editor of *Forbes* and senior editor for the *Wall Street Journal*, has moved to Sitrick and Company in New York.

The Los Angeles-based crisis firm also signed on Stuart Pfeifer, a healthcare and biotech staff writer for the *Los Angeles Times* until 2015, and Robin Mayer, an LA Times researcher, as director of research.

Kneale has been a PR consultant for the past two

years since exiting CNBC and Fox Business Network.

Chair and CEO Michael Sitrick said the firm's growth precipitated the hires. "We are extremely pleased to be able to add individuals with the track records and depth of experience that Dennis Kneale, Stuart Pfeifer and Robin Mayer bring to our team of former journalists, business executives and attorneys," he said.



Kneale

NEW YORKER PROFILES KOCH PR

Steve Lombardo, identified as ex-Burson-Marsteller in the Jan. 25 *New Yorker* article on the Koch brothers but also previously with Edelman, is PR head of Koch Industries.

New Yorker writer Jane Mayer, who could not gain an interview with Lombardo, found quotes of his in a Dec. 7, 2012 piece written for O'Dwyer's by Lombardo, then with Edelman/D.C., as "corporate reputation strategist," and Jackie Cooper, vice chair of brand properties, Edelman/London.

The passage in the *New Yorker* is as follows:

"Lombardo believed that the key to creating a positive brand was to reach the public's 'subconscious mind,' as he wrote in O'Dwyer's, the public relations trade journal. The most effective 'pathway' to the subconscious, he argued, was 'storytelling,' in part because it tapped into emotions. He expanded on this in a Koch Industries newsletter. 'Building a brand is telling a story,' he explained. 'It is about giving people a sense of who you are, what you believe in, and what you are doing to improve their lives.'"

Mayer called up senior editor John O'Dwyer who referred her to senior editor Jon Gingerich who is also quoted in the article. Mayer also obtained quotes from O'Dwyer columnist Fraser Seitel and contributing editor Michael Paul.

A current pattern in PR is for institutions to refuse to deal with media that are deemed to be hostile.

Mayer wrote a *New Yorker* profile of the Koch brothers in 2010 that described their efforts to raise more than \$100 million to critique the policies of the Obama Administration.

She has just published "Dark Money: The Hidden History of the Billionaires Behind the Rise of the Radical Right." The book asks, "Why are we living in an age of profound economic inequality?"

A current pattern in PR is for institutions to refuse to deal with media that are deemed to be hostile.

Introduced as the "grand strategist" of the Kochs at a June 2014 summit meeting of donors at a resort near Laguna Beach, Calif., was Richard Fink, executive VP and a director of Koch Industries.

He is also a director of Americans for Prosperity, which has 1,200 people involved full time, according to Politico. The Kochs have raised nearly \$900 million for 2016 elections campaigns, more than twice as much as the sum spent by the Republican National Committee in the 2012 Presidential election.

PR & SOCIAL MEDIA NEWS & VIEWS

ON THE ACADEMY'S RACIAL PR CRISIS

By Ronn Torossian

CNN and a host of reputable and disreputable media sources alike recently weighed in on an impending boycott of the Oscars. The planned boycott occurred after key players in Hollywood — both in front of and behind the scenes — spoke out against a lack of diversity in this year's nominee lineup.

In spite of hiring African-American comedian Chris Rock to host the show, celebrities like George Clooney and Spike Lee noticed that, for the second year, nominees were all Caucasian. On Martin Luther King Jr. Day, Jada Pinkett Smith released a video on her Facebook page, acknowledging the Academy's freedom of choice, as well as her own, to neither attend nor watch. This video added further controversy regarding nominees presented by the Academy, and how minorities should handle the situation.

Because many big hits this year featured strong African-American and Hispanic casts, there's a feeling that the nominees do not reflect the true make-up of blockbuster hits this year. And given that it's happened for the second year in a row, it's left a bad taste for many.

It begs the question of whether or not the Academy chose all-white nominees on purpose. Many are asking if it was an accidental oversight? Was it deliberate? Or did no one care when the nominees were decided? In truth, any and all of these situations could prove true in one form or another.

The Academy's reaction

Fitting as it is ironic, the Academy now features its first African-American president, Cheryl Boone Isaacs. Isaacs, who has worked with The Academy since 1988, released a statement shortly after Smith's video, where she acknowledged a "lack of inclusion," and noted that it was "time for big changes."

She also stressed that the Academy of Motion Picture Arts and Sciences had worked hard to create a more diverse membership, and agreed the organization needed "to do more, and better, and more quickly."

This humble and apologetic response not only helped defuse the situation but also regained some of Smith's good favor.

The artist posted the following day on her Twitter page, "I would like to express my gratitude to the Academy, specifically Cheryl Boone Isaacs ... for such a quick response in regard to the issue at hand. I look forward to the future."

Moving forward

As Smith represented the main voice behind the boycott, her respectful response to Isaacs' statement shows that the Academy handled the situation well.

In the meantime, the Academy should continue to remind the public of its progress towards further diversity, as it makes changes towards this goal.

This helps to solve the problem while allowing the public to follow and become vested in the process of creating change. Isaacs made this very same promise last year, and this year's results showed no change.

Why should next year be any different?

Ronn Torossian is CEO of 5W PR in New York.

RESPONSE VS. REPUTATION ENHANCEMENT

By Alex Stanton

When communications pros speak about managing a crisis, the discussion now often centers on speed: react quickly, get ahead of the story, quell rumors and disseminate your message without delay. While speed is always important, a thoughtful and successful crisis communications approach also requires keeping the longer-term implications of an organization's reputation in proper focus.

The communications team must walk the fine line between showing the proper degree of attention without dwelling on the negative. Communicate too little and the organization might be viewed as arrogant. Communicate too much and the organization may be seen as paralyzed, wounded and backward-looking. Following are some things to consider for a balanced PR response.

Acknowledging the problem. In this age of transparency, it's important to acknowledge the problem and make a definitive statement that you are committed to do better. This shouldn't be confused with accepting all of the blame. Rather, it underscores that the organization has not willfully ignored the underlying issues, and is addressing their issues thoughtfully and for the long-term.

Progress updates. Thoughtful people understand that the issues underlying a crisis are not solved with the wave of a magic wand. Once an organization has committed to making improvements, it is critical to make this a priority and share progress. Many organizations fall short in one or both areas, perhaps hoping their constituents will forget, or feeling that their word is good enough. You don't have to provide every last detail, but a brief rundown on meaningful changes goes a long way toward instilling faith that your organization has taken the lessons to heart and will act responsibly.

Engagement with the affected. While a reputation management program must work broadly, special attention must be paid to those who were directly affected by a crisis situation. The organization must do what it can to make the communication personal. For suppliers, business partners and wholesale customers, this is usually fairly straightforward because there is a structure already in place where each relationship has an "owner." Employees are your most important ambassadors and front line of defense in a crisis, but may also be the most cynical. Direct communication with employees is a good gesture, but executives should strongly consider going the extra mile by meeting select employees one-on-one.

Consider a formal initiative. Some situations may call for a more formal commitment - and communication of an initiative - to demonstrate that attention is *being paid*. For example, a branded employee education initiative after a plant accident, or a philanthropic effort that broadly relates to the reputational challenges.

Many organizations proclaim they are "taking this very seriously" after a crisis. Those who take a longer view and focus on the right communications issues over time will be the most successful in repairing the damage done, preventing future occurrences, making progress with internal culture, and building a strong reputation.

Alex Stanton is CEO of Stanton PR & Marketing in New York.

NEWS OF PR FIRMS**RESTAURANT PR FIRM REBRANDS**

Irvine, CA-based Morgan Marketing & Public Relations, which was sold in December by founder and president Melinda Morgan Kartsonis, has rebranded and reopened its doors in neighboring Santa Ana as creative agency Powerhouse Public Relations.

Powerhouse specializes in franchised restaurant brands. The agency, which will provide media relations, communications strategies and social media services, maintains a current roster of clients that includes Del Taco, Wienerschnitzel, Pieology Pizzeria, Juice It Up! and Philly's Best Cheesesteaks.

Powerhouse Public Relations president and founder Kristin Daher, who was previously Morgan Marketing VP, purchased the 25-year-old agency from Kartsonis in December for an undisclosed amount. That deal became effective Jan. 1. All Morgan Marketing employees remained after the transition.

LOVELL OPENS IN BATON ROUGE

Nashville-based Lovell Communications has opened an outpost in Baton Rouge, La., under the direction of seasoned healthcare PR pro Nicole Kleinpeter.

Kleinpeter was VP of marketing and comms. for Baton Rouge General/General Health System, a community health system with multiple campuses where she spent 13 years.

Lovell president and CEO Rosemary Plorin said an increased client base from Texas, Louisiana and Mississippi precipitated the move into Baton Rouge.

Plorin noted the firm also recently added three account staffers to its home office in Nashville, as well. They include senior A/S Melissa Wylie, senior A/E Sam Prichard and A/E Kristy Lucero.

Said Plorin: "Attracting an industry leader like Nicole, as well as the top-notch talent joining our Nashville office, supports our firm's ability to deliver the high-level strategy and exceptional client service for which we've been known for almost three decades."

BOOKER AIDE TO MERCURY

Modia "Mo" Butler, chief of staff to Sen. Cory Booker (D-N.J.), has joined Mercury in Westfield, N.J., as a managing director for the public affairs firm of Omnicom.

Butler oversaw Booker's Garden State operations after a stint as senior and strategic advisor to his 2013 and 2014 Senate campaigns. He was chairwoman of the Board of Commissioners for the Newark Housing Authority when Booker was mayor of Newark and served as president and CEO of civic leadership for Newark Now.

Former Gov. Chris Christie aide Mike DuHaime leads Mercury's Garden State office.

Mercury managing director Mike Soliman, lead strategist for Booker's 2014 campaign, said he worked with Butler for several years. "His knowledge of policy and politics is second to none. Mo has deep ties within New Jersey, as well as on Capitol Hill, and I have no doubt that his ability to bring organizations together to solve problems will prove invaluable to our work here at Mercury."

NEW ACCOUNTS**New York Area**

Mfa Ltd, New York/Back on My Feet, which combats homelessness through the power of running, community support, and essential employment and housing resources, as AOR; Filorga, as AOR to introduce the French skincare brand to the US market; Chatham Bars Inn, luxury beachfront resort on Cape Cod, for PR surrounding seasonal and evergreen experiences, culinary, spa, bridal, etc.; SIA (SnowSports Industries America), for support of their trade shows and leadership position within the industry; G-Form, impact protective athletic gear and apparel, to launch the product and technology to media, influencers and consumers; and Pasquale Jones, a new NYC restaurant from the team behind Charlie Bird, as PR AOR.

Nancy J. Friedman PR, New York/Proper Hotels, for launch of its inaugural property, Hollywood Proper Residences, in Los Angeles, and The Plymouth Hotel in Miami Beach, a boutique hotel by Think Hotel Group, both for PR. The firm also picked up two destination brand projects: London & Partners, to promote a series of artistic, literary and theatrical events in the UK capital, and Destination D.C., for media outreach and events support.

Magrino, New York/Barton & Gray Mariners Club, yacht membership club with vessels in ports throughout the Eastern seaboard, for PR. The club is expanding to Nassau and Harbour Island in the Bahamas in February and Watch Hill, R.I., in May.

D&D PR, New York/Fuoritinerario, Discover Your Italy, Italian tour operator based in Perugia, and The Sherry-Netherland, residential New York City hotel located on Central Park, for PR.

East

Hemsworth Communications, Fort Lauderdale, Fla./Best Western Hotels & Resorts, as AOR agency of record to handle trade initiatives, including strategic trade and development PR programs for the hotel chain, which celebrates its 70th anniversary this year. Hemsworth will also execute brand thought leadership efforts for the company's executive team, including support for new hotel launches and a presence at industry conferences. The account does not cover consumer PR.

Mountain/Southwest

SOAR Communications, Salt Lake City/Rocky-Mounts, car racks for bikes, skis, snowboards and gear, for PR and brand communications.

Phoenix Marketing Associates, Phoenix/Ahipoli Bowl of California, fast casual South East Asian restaurant, for marketing, advertising, PR and social media.

West

Driven PR, Costa Mesa, Calif./StockPKG, business supply products, packaging solutions and consulting services, for a strategic PR and media plan.

Canada

Jesson + Company Communications, Toronto/Clayoquot Wilderness Resort, Vancouver Island eco-safari resort, as AOR. The resort is open May through September and is in a remote temperate rain forest in Clayoquot Sound.

NEWS OF SERVICES

IPREX EXECs ON CUBA

Top executives at firms from the global PR network IPREX have weighed in the warming of US ties with Cuba.

In South Florida, where Cuban issues are at the forefront, Jane Grant, president of Pierson Grant PR, said entrepreneurs from both countries are talking. "Cuba's potential for airlines, cruise lines, hotels and other travel-related companies is obvious, but will not be realized until the embargo is lifted," she said. "Meanwhile, companies of all sizes should focus on cultural exchange and philanthropic work to build the relationships and brand recognition they will need when trade barriers are removed."

Jody Venturoni, partner of Dallas-based LDWW-group, said the U.S. government's easing of restrictions for certain industries is only the first step on a "much longer road" to normalized relations.

"It is important that businesses beginning to serve the Cuban marketplace choose a partner that understands the complexities of a market that has been off-limits to Americans for 50 years," she warned.

Michael T. Schröder, managing director of Berlin-based ORCA Affairs, said two executives of his firm traveled to Cuba in October and December and picked up on "a number of small but profound changes [that] are transforming everyday life." He added: "Small business is gaining ground, Cubans are becoming private employers, and tourism is booming; new resorts are popping up on wonderful beaches. The run on the Cuban market has already begun."

Mayte González-Gil, CEO of Spain's poweraxle and IPREX EMEA president, warned against starting the party too soon. "Cuba is a country where market prices are imposed, free competition does not exist and tariffs are not the same for everything, even if the imported product is the same," he said. "Additionally, the only source of news is the government. Cuba will be a good country in which to invest, but not yet."

Juan F. Lezama, director, Mosaico, the Latino division of San Francisco-based Fineman PR, said Cuba is a long way from becoming a priority consumer market for U.S. companies. Pointing out that most Cubans make an average of \$20 per month, he sees other emerging markets with an established middle class offering opportunities to U.S. companies without as much uncertainty. He does see opportunity in the near-term, however, in the travel sector. "U.S. companies entering the Cuban market will have a need in Cuba for public affairs, employee recruitment and employee communications," he said. "These U.S. companies will also have a need for issues management here in the U.S., as some opposition remains (among Cuban-Americans) toward U.S. companies doing business in Cuba."

Maggie Chan of China's Newell PR said closer economic ties between Cuba and the U.S. are to be welcomed, especially as global trading patterns are evolving and becoming much more multilateral. She noted Chinese trade with Latin America has grown rapidly, surpassing \$258B in 2014, and China is the second-largest trading partner of countries like Argentina and Cuba.

PEOPLE

Joined

Kathy Jeavons, former partner and director of Ketchum's D.C. corporate and public affairs practice, to Story Partners in Washington as senior VP of public affairs. Jeavons spent nearly 15 years at Ketchum and around two years at Public Strategies. She worked in the White House Office of Public Liaison and Dept. of Energy during President George H. W. Bush's term and started out in the agency realm with Dix & Eaton. Her client experience spans Delta Air Lines, Russian Federation, which she led in 2014, Wyeth, IBM, Dow and the Biotechnology Industry Association, among others. Story Partners chair Gloria Dittus praised her track record and client service experience.



Jeavons

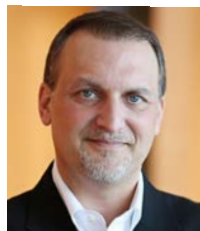
James Olson, VP of global corporate communications at Starbucks, to United Airlines, where he'll take the SVP of corporate comms. slot in Chicago. Olson takes the reins on Feb. 1 following the exit of Irene Foxhall, who left the carrier with scandal-plagued CEO Jeff Smisek in September. Olson earned his airline PR stripes as VP-corporate comms. at US Airways.



Olson

Michael Kingsley, VP and head of media relations at brokerage and trading services firm Convergenx, to Intermarket Communications, New York, as a senior A/S. He was previously a VP at Emanate PR after a journalism career as a TV producer at Bloomberg Television and the Fox News Channel.

Philippe Bartholin, business development manager, Patton Boggs, to Global Communicators, Washington, D.C., as a senior A/E. He was previously at The Louis Berger Group, Inc. At GC, he handles Stonehouse Water Technologies, the Caribbean Export Development Agency, and American University in Bosnia and Herzegovina, in Sarajevo.



O'Brien

Michael O'Brien, global head of corporate comms., MedImmune Communications, to JPA Health Communications, Washington, D.C., as an executive VP and leader of its D.C. outpost. MC is an R&D arm of biopharmaceutical company AstraZeneca. Earlier, he was a senior VP and healthcare practice leader at IMRE, EVP and partner at MGH Inc., and VP of FleishmanHillard.

Promoted

Daniel Gregory to VP, Susan Davis International, Washington, D.C. He joined the firm in 2010 to lead accounts for its military and veteran affairs clients. He was a strategic comms. specialist for the U.S. Army.



Gregory

Travis Taylor to executive VP, Fineman PR, San Francisco. He joined in 2012 from Communications Pacific in Hawaii.

KUPCU HEADS BRUNSWICK NY

Brunswick Group has named partner Maria Figueroa Kupcu head of its New York office.

The former Penn, Schoen & Berland director is a nine-year veteran of Brunswick's New York outpost. Her global pedigree includes stints as an assistant director for the Council on Foreign Relations and policy analyst for the United Nations Development Programme.

US managing partner Nick Lovegrove said Kupcu emerged as a "natural leader" for the office.

Her client work has included PepsiCo's Performance with a Purpose push and Anheuser-Busch InBev's Better World campaign.

Susan Gilchrist is CEO of the global financial communications and corporate affairs firm.



Kupcu

SERRANO BECOMES PUBLICIS NY CEO

The New York office of Publicis Worldwide has named Carla Serrano CEO. Serrano, who formerly served as chief strategy officer and oversaw brand, digital, social strategy initiatives for the multinational PR powerhouse's New York hub, assumes the new role immediately.

Serrano, who joined Publicis in 2014, was previously CEO of creative agency Naked Communications.

Prior to that she was chief strategy officer of advertising agency TBWA Chiat/Day NY, and also served as president of WPP unit Berlin Cameron and Partners.

Throughout her career, she has represented client brands such as Coca-Cola, Apple, Kraft, Samsung, Cadillac and Citibank. She's a member of Publicis Worldwide's executive committee, ComEx.

Serrano succeeds Publicis Worldwide's North America CEO Andrew Bruce, who has held the New York CEO position in tandem with his current title since 2013.

Serrano will partner with chief creative officer Andy Bird, as well as Publicis Worldwide North America chief digital officer Dawn Winchester and COO Nathalie Fagnan.

She will report to NA CEO Bruce.

In a statement, Publicis Worldwide referred to Serrano's appointment as "significant," part of a larger management evolution occurring at the agency.

Bruce said, "Elevating Carla's role will ensure greater access and influence, which will serve to accelerate our ambitions and fuel our ongoing transformation."

The news comes after parent company Publicis Groupe in December announced a massive leadership restructuring to address changes in the global communications landscape.

Publicis North America was formed in 2013, when the Publicis Groupe unit combined its U.S. and Canada regions.

Publicis Worldwide's New York location is the agency's largest.



Serrano

PR PRO RESIGNS AMID HARASSMENT CLAIMS

Heathcliff Berru, CEO of Los Angeles-based Life Or Death PR, has stepped down from his agency amid numerous claims of sexual misconduct made by clients and associates.

Berru founded Life Or Death PR in 2008. The agency boasts a wide roster of popular musical talent, including Cloud Nothings, D'Angelo, Earl Sweatshirt, GZA, DIIV, Kelela, Killer Mike, Of Montreal, Health and Odd Future.

The firestorm of accusations began Monday evening, when Amber Coffman, singer and guitarist for Brooklyn-based band Dirty Projectors, posted a series of tweets detailing an inappropriate encounter she'd experienced with Berru. Coffman also revealed that "many women have had scary stories about him for years but are scared to speak up."

Coffman's accusations inspired other women to share similar accounts regarding unwanted advances made by the publicist. Singer-songwriter Chelsea Wolfe, singer Roxy Lange, Best Coast member Bethany Cosentino, Tearist member Yasmine Kittles, Bonnaroo coordinator Martika Finch, former MTV host Shirley Braha and PR agency Danger Village owner Beth Martinez have since reported harassment by Berru.

After news of Coffman's experiences began circulating, Life Or Death PR clients Wavves, Speedy Ortiz, DIIV, singer-songwriters Kelela and D'Angelo all severed ties with the agency. The band Wavves posted a tweet featuring Donald Trump with a caption that read, "you're fired!"

Life or Death PR on Tuesday issued a statement, reporting that Berru has step down as CEO of the agency.

"Life or Death has a zero tolerance policy for the type of conduct alleged in today's online postings. We take these allegations very seriously," the statement read. "We are taking measures to ensure that the alleged behavior did not, and will not, make its way into company operations or impact our commitment to promoting art and assisting our clients."

Berru later released his own statement, which was posted in full yesterday by entertainment publisher *Billboard*.

"I am deeply sorry for those who I have offended by my actions and how I have made certain women feel. If I crossed the line of decency or respectfulness in situations when I was drunk and under the influence, there is no excuse of course," Berru stated.

Berru also said that he has struggled with alcohol and drug addiction for some time, and will be checking into a rehabilitation facility.

When asked to clarify whether Berru still maintains company ownership, blogging site Jezebel reported yesterday that the agency said he is "no longer associated with the company in any way."

Life Or Death PR president Nick Dierl announced on Twitter yesterday, "There will be a new venture imminently that bears no ties to Heathcliff Berru or the Life or Death name."

Queries to Life Or Death PR's website now result in a bare page featuring the words "This website is under maintenance."

PR OPINION

Parents in Fullerton, Calif., Ashland, Mass., and other cities are demanding relief from Wi-Fi in schools. Fox 5 did a segment on cellphone dangers Jan. 21. Topic is key one for PR people who are heavy cellphone and computer users.

The 3:14 Fox 5 segment on the 6 p.m. newscast, hosted by Ernie Anastos, told users to keep cellphones at least ten inches away from the head, don't carry them in a front pocket, and restrict children's use of the phones.

The segment is a mild warning compared to all-out campaigns being conducted by parents in some schools and libraries.

Parents of students at Troy high school, Fullerton, Calif., on Dec. 18, 2015, sent a "formal demand" to the Parent Teacher Student Assn. of the 2,800-student school calling for removal of wireless equipment from classrooms. The letter to PTSA president Kim Cusick said classrooms have "industrial size routers, enough for each student, all emitting microwave radiation within the physical confines of a single classroom."

Further radiation exposure comes from cellphone and other wireless devices used by students, the letter says.

The letter said the PTSA "actively and deliberately worked to bring RF-radiation into our children's school environment." It notes that the PTSA donated \$19,241 for the purchase of wireless Chromebooks for use by students. The public library of Ashland, Mass., is conducting a six-part series of lectures running from Oct. 8, 2015 to Feb. 11, 2016, on the health hazards of computers, cellphones, wireless routers, tablets, baby monitors, "smart" utility meters, and cellphone towers.

The initial program provided a documentary video on how "hundreds of local governments are standing against the multi-billion rollout of 'smart' utility meters." It provided evidence of "in-home privacy invasions, systemic over-billing, extortion, health and environmental harm, fires and unprecedented hacking vulnerability."

The Jan. 26 program is "Mobilize: A Film About Cellphone Radiation." It explores the "potential long-term health effects, including cancer and infertility, from cellphone radiation...examines the most recent scientific research, follows national legislative efforts, and illuminates the influence that technology companies have on public health."

Discussions that follow the presentations "are often lively and thought-provoking," says the library.

Diane Hickey, co-founder of the National Assn. for Children and Safe Technology, sent an email on Jan. 22 to Mayor Maria Moore of Westhampton Beach, trustee Ralph Urban and former trustees Patricia DeBenedetto and Hank Tucker, asking them to consider the demand letter of parents to the Troy High School PTSA.

The email was addressed to the "Westhampton Library Board Trustees," which is a different board. Hickey can be forgiven for mixing up the library and WHB boards. Sometimes library and WHB trustees are the same people. Joan Levan and Hank Tucker were on the

library and WHB boards in 2010. Mayor Moore was on the library board for several years until last August when citizens pointed out this compromised the independence of the library board. Thomas Moore, husband of Maria, was named president of the library board last year after four of its five members resigned.

The O'Dwyer Co. has forwarded the Hickey letter to the board of the WH library and library director Danielle Waskiewicz. There is no publicized program by the WH library on the hazards of Wi-Fi radiation.

NACST Says No Doubt About Danger

NACST, conducting a campaign about the health hazards of electromagnetic radiation under the theme, "Turn It Off 4 Kids," says latest scientific evidence removes any doubt that the radiation is dangerous. NACST wants all new school technology to be hardwired and existing systems replaced.

The Environmental Health Trust (<http://ehtrust.org>) has rapped the *New York Times* for allegedly leaving out key information in its article Saturday, Jan. 1, 2016, on Centers for Disease Control's deletion of a passage on cellphones that had said, "We recommend caution in cellphone use." The article ran in the business section rather than on page one of the general news section. Saturday is also a day when minimal exposure is wanted for a story. EHT says that NYT's article left out the fact that information about the health risk of radiation to children had been removed.

EHT obtained CDC documents via the Freedom of Information Act that "detail how the information on the risk to children's health was deleted, information on cell towers never saw the light of day, and a scientist well known for affiliations with the wireless industry came on as a consultant to CDC."

Wi-Fi on TW Modem Must Be Disabled

Time Warner is replacing modems used by its New York and other customers with a new and more powerful Arris TG1672 modem that automatically radiates a home or apartment 24-7 with Wi-Fi signals.

Not only must an Ethernet cable be used with it plus a wired keyboard and wired mouse, but TW must be called and asked to turn off the Wi-Fi. We did that last week since we had made the conversion several weeks ago. It took about ten minutes but it is a call well worth made. Two of the seven lights on the modem went out including the "5G" light meaning Fifth Generation.

Jeromy Johnson, Silicon Valley executive, tells how Wi-Fi and other sources of electromagnetic radiation turned his life upside down.

He came back from vacation and suddenly found he was afflicted with intense headaches, heart palpitations, tinnitus and insomnia. While he was away, the local utility installed a bank of wireless "smart" meters below his bedroom to measure electrical use.

Johnson learned from doctors that he had become "electro-hypersensitive." He must avoid wireless technology and "electrical pollution" or suffer severe physical symptoms.
— Jack O'Dwyer