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Editor-in-Chief

O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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July 11, 2016 Vol. 49 No. 28

UOFL SEEKS PR HELP AMID CONTROVERSY

The University of Louisville Foundation, which oversees a \$700M endowment to support the educational institution, is on the hunt for an outside PR firm.

The search comes as Kentucky Governor Matt Bevin ousted the university's president, James Ramsey, and fired the school's board of trustees after years of negative headlines that "shed less than the best light on the university and the commonwealth as a whole."

The university wants a small to mid-size firm to guide public and media relations, brand strategy, social media and similar tasks.

Said Bevin of his board shakeup: "Today marks the dawning of a new day for the University of Louisville," said Gov. Bevin. "With gratitude for those who have served in the past, we now look eagerly to the future."

Proposals are due by July 20.

RFP: <http://odwpr.us/29f22VE>.



CAMPHER EXITS ALLISON FOR FENTON

Henk Campher, a sustainability and CSR pro, has left an executive VP slot at Allison+Partners for a managing director role at Fenton in San Francisco.

Campher was previously MD of sustainability for Edelman and handled large social campaigns for Starbucks and Levi's.

Earlier, he was a VP at Cone Communications.

At Allison, he worked accounts like Samsung, Theo Chocolate and Kashi.

Michael Huttner took over as CEO of the progressive PR firm last month from Bill Werde, the former *Billboard* editor who served as CEO for a year and a half.

Founder David Fenton, a former PR director for *Rolling Stone*, remains chairman.

Huttner said: "We plan to invest heavily in our sectors and issue area experts, and Henk's knowledge in the corporate + sustainability world is unparalleled."

Campher said the agency realm is at a "crossroads" as social impact and purpose are now part of what consumers expect and essential to brand value.

He called Fenton the "perfect agency to help navigate the crossroads we face as a society."



Campher

A-B INBEV POURS CORPORATE PR TO FH

FleishmanHillard has landed corporate PR duties for global brewing titan A-B InBev. FH is the longtime agency of InBev brand Budweiser.

Based in Belgium and Sao Paulo, AB InBev posted 2015 revenue of \$43.6B across brands like Beck's, Victoria, Michelob and Corona, among others.

Weber Shandwick previously handled the corporate PR work.

The company is in the process of wooing regulators in order to secure clearance of its \$104B acquisition of rival SABMiller.

Marianne Amssoms is VP of global communications for A-B InBev in New York.



RIPP REPS CARLSON IN AILES LAWSUIT

New York-based professional services PR firm Ripp Media has been hired to represent former Fox News anchor Gretchen Carlson, who has filed a high-profile sexual harassment and retaliation lawsuit against Fox News Chairman and CEO Roger Ailes.

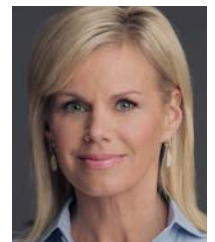
The complaint, which was filed July 6 in Bergen County, New Jersey, alleges that Carlson, a longtime Fox News commentator and former "Fox & Friends" co-host, was the victim of ongoing discriminatory treatment before ultimately being fired from the network on June 23.

Carlson had spoken with management as far back as 2009 regarding a "hostile" environment characterized by "severe and pervasive sexual harassment," according to the complaint, particularly involving encounters with "Fox & Friends" co-host Steve Doocy.

After hearing the complaints, the suit alleges that Ailes referred to Carlson as a "man hater" who needed to learn how to "get along with the boys."

The complaint also alleges that Ailes, 76, sought a sexual relationship with Carlson, and frequently made inappropriate comments, often commenting on Carlson's figure and attire.

The complaint alleges that Ailes exhibited "harassing, discriminatory and retaliatory treatment" toward Carlson, assigning her fewer political interviews and reducing her appearances during prime-time slots.



Carlson

(Continued on page 2)

SLOANE, RUBENSTEIN IN \$2.2B DIAMOND DEAL

Sloane & Company and Rubenstein Associates are guiding PR through Apollo Global Management's \$2.2B acquisition of vacation destination network Diamond Resorts International.

Publicly traded DRI, based in Las Vegas, owns around 420 resorts in 35 countries and markets many of them through timeshare sales. The company in February hired Centerview Partners to pursue strategic alternatives.

Apollo will take DRI private in the deal at \$30.25-per-share, a 26% premium on Diamond shares as of June 28.

The parties said the transaction is expected to close over the next few months.

Sloane managing director Joshua Hochberg and senior VP Erica Bartsch advise Diamond Resorts. Rubenstein senior VP Charles Zehren, a former Bloomberg and *Newsday* editor, counsels Apollo.



SUNY ALBANY WANTS MEDIA RELS. HELP

She also accused Fox of removing her from regular weekly appearances on "The O'Reilly Factor" and later reassigning her show's time slot.

During a September 2015 meeting, the complaint alleges that Ailes told Carlson that "I think you and I should have had a sexual relationship a long time ago and then you'd be good and better and I'd be good and better." After rebuffing his advances, the complaint alleges that Ailes ultimately retaliated against Carlson by terminating her without prior notice on June 23, the day her contract was set to expire.

Carlson is now seeking compensatory and punitive damages. She is being represented by litigator Nancy Erika Smith, a lawyer at Montclair, NJ-based law firm Smith Mullin, which specializes in labor and employment litigation. Martin Hyman of Manhattan firm Golenbock Eiseman is serving as co-counsel.

Carlson, who was crowned Miss America in 1988, joined Fox in 2005. She co-hosted "Fox & Friends" until 2013, when she became host of "The Real Story with Gretchen Carlson." According to ratings by Nielsen, "The Real Story with Gretchen Carlson" boasted the highest ratings in its time slot in the months leading up to Carlson's termination.

Fox News has launched an internal review into the matter. Ailes, in what has so far been Fox's only coverage of the suit, called the complaint's charges "false" and "offensive," and said Carlson "conveniently began to pursue a lawsuit" as retaliation because "Fox News did not commence any negotiations to renew her contract."

Coverage of the suit has been massive, earning headlines in the *New York Times*, *The Wall Street Journal*, *Time*, *Fortune*, *Daily Beast*, *Associated Press*, *ABC*, *NBC*, *CBS*, *Variety*, *Hollywood Reporter*, *Vanity Fair*,

The University at Albany, part of the Empire State's public university system, is on the hunt for outside media relations help.

The three-campus university, which has a \$1B impact on the state's Capital Region, wants a firm or solo practitioner to help increase earned media coverage and train its in-house media relations unit.

The university is comprised of nine colleges and schools and counts 17,900 students.

Proposals are due July 28. Copies of the RFP are available from Shawn Lynch at slynch2@albany.edu.

MCIVER RETURNS AS 5W COO

Don McIver, 5W Public Relations' former chief operating officer, has reunited with that New York independent agency to once again fill the COO position

McIver, who was with 5W until 2014, originally joined the agency in 2012. He was previously with Bedminster, NJ-based firm Beckerman, where he held the COO slot since 2007. Prior to that he was COO at MWWPR (then MWW Group), a role he held for seven years.

He was previously human resources group manager at insurance data company ISO Inc.

RIPP REPS CARLSON IN AILES SUIT (Continued from page 1)

USA Today and others.

While not mentioning Ripp Media by name in its reporting, *The New York Times* yesterday referred to the lawsuit's announcement as "carefully coordinated," and noted how the PR salvo behind the suit "distributed copies of the complaint to reporters across a variety of disciplines."

In what may be an expression of solidarity, News Corp. daily paper *The New York Post* ran nothing about the lawsuit in today's edition. Fox News is owned by Fox Entertainment Group, a subsidiary of multinational media corporation 21st Century Fox, which was formed after the 2013 split of News Corporation's media and publishing assets.

Ripp Media principal Allan Ripp told O'Dwyer's that conveying the facts of the suit was the firm's first priority. According to Ripp, Carlson's suit had been in the works "for a long time," though no one in the media had yet reported that Carlson had been terminated, so the firm didn't want to be behind the curve in reporting on the termination, which was "the kind of news that could have leaked out and gone the way of a tabloid, page six story."

"We wanted to make sure the facts of the lawsuit, Gretchen's statements and the allegations, which were extremely serious, were widely reported," Ripp told O'Dwyer's. "And we wanted to make sure we had the first hand in announcing her termination to the national, mainstream news media so that we weren't merely reacting to the termination."

Ripp Media, which was founded in 1989, specializes in legal and government affairs, litigation press and professional and financial services. Clients include law and real estate firms, as well as financial services and wealth management companies.

CNN'S BOHRMAN TO BITTORRENT

Software company BitTorrent, Inc. has hired former CNN News producer Harrison Bohrman to serve as news director.

It's a new position at the peer-to-peer file-sharing network, created for the forthcoming launch of a new initiative titled BitTorrent News.

BitTorrent News is billed as an in-house, streaming news network that would focus on breaking news events.

The San Francisco-based company, which currently offers a live streaming platform called BitTorrent Live, hasn't officially detailed a timeframe for the new channel's launch, though *Variety* in June reported that the service could debut before the U.S. presidential election.

Bohrman joins BitTorrent from Vice, where he was a senior development producer of the brand's television network, Viceland.

Prior to that, he was a producer at CNN, where he spent more than five years writing and producing for Emmy and Peabody award-winning teams.

As BitTorrent's news director, Bohrman will build the company's news team from the ground up, leading the development, planning and production for the forthcoming news network.

**Bohrman****CONCHA MOVES TO THE HILL MEDIA BEAT**

Joe Concha, longtime media columnist for media news and opinion blog Mediaite, has moved to beltway political outlet *The Hill*, where he has been appointed media reporter.

Concha took up the new position ilast week.

Concha, who joined Mediaite in the summer of 2012, made frequent appearances as a media analyst on Fox News, Fox Business, CNN, HLN, MSNBC and CNBC. Prior to his tenure at Mediaite, Concha was a producer and news writer at Fox News.

In a statement yesterday that doubled as his farewell column, Concha officially announced he was leaving Mediaite for "a non-partisan, DC-based publication."

The news comes as the Capitol Hill political mainstay announced several big changes, including a soon-to-be unveiled opinion section. Jim Roberts, former executive editor and chief content officer of digital media website Mashable, has been hired to serve as consulting editor for that new section.

**Concha****CHIPOTLE CMO INDICTED ON COCAINE CHARGE**

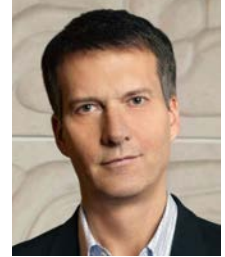
Mark Crumpacker, chief marketing officer of Chipotle, is among 18 people indicted in a cocaine buying scheme.

Crumpacker was named in a 97-count indictment for the misdemeanor crime of criminal possession of a controlled substance in the seventh degree.

The arrest is the latest blow to an eatery franchise

struggling to regain its footing.

In a statement, Chipotle said Crumpacker was placed on administrative leave as the company looks into the charges. "We made this decision in order to remain focused on the operation of our business and to allow Mark to focus on these personal matters," Chipotle said. "Mark's responsibilities have been assigned to other senior managers in his absence."

**Crumpacker**

Reports indicated Fox Business Network producer Katherine Weinhofer was among those indicted. Several of the accused appeared in court before an unsympathetic judge June 30.

The *Wall Street Journal* noted Chipotle could suffer a setback to its efforts to regain customer trust with the indictment of a high-ranking executive.

The 53-year-old Crumpacker was arraigned July 5 in Manhattan on seven counts of criminal possession in the seventh degree.

The *New York Daily News* reported an assistant district attorney claimed Crumpacker was caught 13 times on wiretaps ordering drugs worth about \$3,000 to his Union Square apartment. He was released on bail and did not enter a plea.

U.S. TOURISM SOLD WORLDWIDE AT IPW 2016

Inbound international travel is a staple of the economy. Last year, foreign visitors numbered 75 million and spent \$133 billion coming to the U.S, according to figures released at IPW 2016, and these international visitors accounted for more than one million jobs.

Not only is the IPW the U.S. travel industry's foremost event, it's also the single largest generator of travel for the country. According to independent research firm Rockport Analytics, travel initiated by IPW is projected to bring \$4.7 billion in direct bookings to U.S. destinations over the next three years.

A massive, record-breaking attendance of 6,000 travel delegates convened at the June 20 luncheon, a 20 percent increase in delegate-count since the last time the conference was held in New Orleans, in 2002. Delegates, including international and domestic media, represented more than 73 countries. In addition to the usual number of members from the United Kingdom, Canada, Mexico, Germany and France, this year's IPW saw tremendous growth in delegates from China, Taiwan, South Korea, Chile and Columbia, according to the U.S. Travel Association. China now represents the third-largest overseas travel market to the U.S.

This, according to U.S. Travel, is thanks in part to a bilateral agreement extending travel visa validity for visitors from China to 10 years.

The underlying theme at IPW 2016 was that travel connects us in both work and play. Roger Dow, CEO and President of the U.S. Travel Association, stressed the importance of this connection at the five-day event, which was held at the Ernest N. Morial Convention Center.

A full report on the confab is at odwyerpr.com.

AVOIDING A JOHNNY FOOTBALL FUMBLE

By Aaron Gordon

It's been a rough year for Johnny Manziel. After a criminal investigation into allegations of domestic violence involving an ex-girlfriend, the free agent NFL quarterback has now been slammed with a barrage of criticism following a catastrophic misfire by his attorney, who accidentally sent errant texts to an Associated Press reporter.

Just how bad were these texts, which were meant for another lawyer on the case?

The subject matter was about as damaging as you can imagine: Implications that Manziel is grappling with drug use? Check. Disclosing the quarterback's confidential legal strategy. Check. The revelation that the 22-year-old may have spent more than \$1,000 at a smoke shop? Check. An NFL contract may not hang in the balance, but we all have something to lose by texting and emailing recklessly.

The good news is that protecting yourself from a catastrophic communications faux pas is easy:

Think analog, not digital

Technology has made communicating at the speed of light second-nature, but there's something to be said for hiring couriers, using certified mail and hand-delivering highly sensitive information.

Take your time

This sounds simple, but living in a fast-paced world where information travels between continents in seconds means taking nothing for granted. Double check email addresses and attachments, think twice before composing important notes from your phone while on the go, and don't be afraid to save your email or Tweet as a "draft" if it's not ready for prime time.

Assume nothing is private

Manziel's attorney had the unfortunate luck of accidentally sending his text to a reporter, but we're all just a Re-Tweet, screenshot or forwarded email away from humiliation if our correspondence gets in the wrong hands. Assume anything you put in writing is ripe for public consumption.

Don't rely on disclaimers

We've all seen noticed the fine print at the bottom of corporate emails. These confidentiality statements may protect you in a court of law, but you don't stand a chance in the court of public opinion once damaging information gets out.

Pick up the phone and own it

You're bound to make a mistake; it's human nature. Rather than doubling down on impersonal correspondence by apologizing via text or email, do yourself a favor and pick up the phone. A simple explanation and "I'm sorry" takes courage, and the person on the other end of the line will appreciate the gesture.

It's only a matter of time until you find yourself on the wrong side of a wayward Tweet, text or email. Always remember that smart — not speedy — communication can go a long way toward protecting yourself, your brand and your business.

Aaron Gordon is a partner at Schwartz Media Strategies.

HOW TRAVEL BRANDS REACH MILLENNIALS

By Nadia Duwaik

No matter what age, traveling anywhere is no easy or cheap endeavor. Yet, a recent study by Resonance Report suggests that America's 80 million Millennials are spending more money on traveling than any other generation. It's estimated that by 2017, Millennials will spend more than \$200 billion a year on travel, leaving the baby boomer generation in the dust.

This leaves many traditional brands wondering how to tap into this new generation of spenders and how to market to them.

It's no secret that social media is taking the world by storm. It seems like everyone is on one platform or another, and according to Nielsen, social media platforms account for around 50 percent of all time spent online. It's more than apparent that old and new generations alike are partaking in their fair share of social media time.

Social media isn't just used for the occasional life update or selfie; it's now being used as a buying and influence tool for brands and consumers alike. With Nielsen reporting that 75 percent of consumers rely on social media to inform purchase decisions, it's no surprise that marketers are taking full advantage of this new trend, especially when it comes to traveling. According to a report put together by Facebook and Deloitte after family and friends, social media is the most popular way travelers find trip ideas.

Travel brands are now using social media to engage their current audience and reach new consumer bases. One way brands use their own social media platforms for outreach is by hosting their own giveaway or contest. The rules of the promotion may be as simple as commenting on a particular post, which helps boost their engagement. Another way is to have followers tag friends and colleagues, increasing brand awareness and new followers.

Through these promotions, consumers are often-times requested to use a specific hashtag and by doing so, the photo or video content they are required to submit to enter creates a positive ripple effect for the brand. For example, the EVA Airlines #EVAWorldTour promotion was able to not only raise awareness for the Star Alliance airline but also generated direct ticket sales via a click to book mobile promotion and retargeting through social media advertising, executed simultaneously.

Social media has now made it easier than ever to turn everyday consumers to brand ambassadors and changing how they are rewarding consumers for their loyalty. Jet Blue, for example, has their Go Places app, which rewards customers for checking-in at Jet Blue Terminals on Facebook. Customers are able to unlock reward points for real rewards. Not only is this a great brand awareness tactic, but is also an incentive to keep consumers coming back, which helps builds a loyal fan base as well.

Not all social media users are created equal. Influencer marketing is one of the most rewarding tactics brands can use to leverage and really hone into a variety of social media platforms.

Nadia Duwaik leads Marketing Maven's influencer marketing practice.

NEWS OF PR FIRMS

B-M BRINGS IN DIGITAL STRATEGY LEADS

Burson-Marsteller has hired two senior digital strategists, Chris Gee and Helen Nowicka, to dually serve as managing directors of digital strategy and content.

Gee will serve as head of digital strategy and content in B-M's U.S. Corporate/Financial Practice. Nowicka will hold the same role within the agency's Consumer Brand practice. Both will be based in New York.



Gee, Nowicka

Gee, who was previously stationed at Burson-Marsteller from 2006 to 2010 as digital creative director, rejoins the agency from RF|Binder, where he served as chief digital officer. Prior to that he was managing director of social media and digital strategy at New York communications firm Teneo Strategy and U.S. managing director at Splendid Communications.

Nowicka was previously managing director of business development at content marketing agency Meredith Xcelerated Marketing, was a digital executive VP at Porter Novelli and also formerly served as UK head of digital for that Omnicom Group unit. Before that, she was with London agency The Red Consultancy. Nowicka was a journalist prior to her career in PR.

AMO ADDS GERMAN PARTNER

AMO, the corporate and financial communications firm network that includes Abernathy MacGregor Group, has added Germany's Deekeling Arndt Advisors.

The group now counts 12 partner agencies and four associates in 47 offices globally.

Angus Maitland, co-chair of AMO who heads UK-based Maitland, called DAA a "highly esteemed partner who has earned an outstanding reputation supporting clients for more than 20 years in a wide range of sectors."

DAA was formed in 1995 and counts 70 staffers.

AMO partners also include Havas Worldwide Paris (France, Belgium and Dubai); Llorente & Cuenca (Spain, Portugal and Latin America); Hirzel.Neef.Schmid.Counselors (Switzerland); SPJ (the Netherlands); Porda Havas (China); AD HOC Communication Advisors (Italy); NATIONAL PR (Canada); Hallvarsson & Halvarsson (Sweden), and EM (Russia).

CHILD'S PLAY SLATES PR EXPO

Child's Play Communications, New York, will hold the inaugural Kids' & Family Tech Expo for media in New York on Tues., Sept. 13.

The firm says the event is the only one of its kind exclusively for tech products designed for children and parents, including smart toys, family-friendly apps, kids' wearables, connected infant products and others.

The event is open to exhibitors and media only and will run from 11 a.m. to 2 p.m. at Contra Studios, 122 W. 26th St. in New York.

Contact: Stephanie Azzarone at (212) 488-2060 x 11 or sa@childsplaypr.com

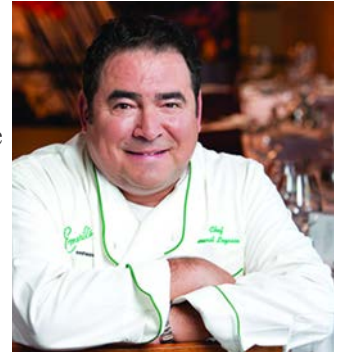
NEW ACCOUNTS

DEVENEY DISHES FOR EMERIL'S HOMEBASE

New Orleans-based food/beverage, lifestyle and travel agency Deveney has been named PR agency of record for Emeril's Homebase, the corporate office that manages the line of restaurants belonging to celebrity chef Emeril Lagasse.

Deveney was chosen after competing in a formal RFP process with other local and national agencies.

Lagasse is the executive chef and proprietor behind a dozen restaurants in New Orleans, Las Vegas, Orlando and Bethlehem, Pennsylvania. The regional James Beard Award winner, who makes regular appearances as a judge on the Bravo program "Top Chef" and is a food correspondent for ABC's "Good Morning America," opened his New Orleans flagship Emeril's in 1990. A forthcoming New Orleans establishment, Meril, debuts this year.



Emeril

Corporate office Emeril's Homebase manages operations of Lagasse's line of restaurants, as well as accounting, human resources, PR/marketing and merchandising efforts, as well as children's educational non-profit Emeril Lagasse Foundation, which Lagasse established in 2002.

Deveney's Lifestyle practice will lead PR efforts for Emeril's Homebase and will promote its line of New Orleans restaurants as well as its forthcoming Meril concept.

Deveney, which was founded in 1996, maintains an additional office in West Palm Beach, Florida. Clients include the Louisiana Travel Promotion Association, the New Orleans Conventional & Visitors Bureau, Bayou Rum and Ruth's Chris Steak House.

New York Area

Brandstyle Communications, New York/Flag & Anthem, menswear brand, and Oscar Blandi, hair care brand, for PR.

South

The Brandon Agency, Myrtle Beach, S.C./Dunkin' Donuts, for social media and PR duties for six franchise markets in the Carolinas region, following an RFP process. PR efforts are focused on openings, on and off-site activations, community and media relations, and promotions. Markets include Charleston and Myrtle Beach, S.C., and Greenville/New Bern, Wilmington, Raleigh and Winston-Salem, N.C.

West

MWWPR, Los Angeles/Loot Crate, fan commerce company, as AOR for PR. LC claims 600,000 subscribers known as Looters. The work includes creation of an integrated communications strategy, as well as thought leadership in the licensing, toy, e-commerce and entertainment merchandise sectors. LC locked up \$18.5M in funding in a series A round in May.

NEWS OF SERVICES**MARKETING MAVEN LICENSES SPEECH TECH**

Marketing Maven, Los Angeles, has licensed global rights to Ignite-TEK's technology that identifies threats to brand reputation offline via speech recognition technology.

MM is offering the service to monitor offline inbound voice, email, chat and social inbound interactions, combining them with digital sentiment, key influencers and related content.



Ignite-TEK said it chose MM based on its experience in the direct to consumer marketing space, an international and domestic client base and reach into the government space.

"Marketing Maven's focus on online reputation management and organic SEO for their clients indicated to us that they would see the vision for taking their brand management service offerings a step further - offline," said Ignite-TEK CEO Michael Ferzacca. He said the technology will allow major brands to become more efficient at minimizing compliance risks, reducing expenses by making analysts more efficient, and by gathering brand intelligence from active customers more rapidly.

Ignite-TEK's platform analyzes offline reputation conversations with the ability to combine them with online brand conversations, so that a brand is ostensibly better able to make decisions about its reputation holistically and subsequently improve it.

MM chief Lindsey Carnett said the technology could help government agencies, the financial community, highly visible brands and product manufacturers, to name a few.

GOOGLE'S GEORGIADIS CHAIRS AD COUNCIL

Margo Georgiadis, president of Americas at Google, has been named chair of the Ad Council's board of directors, succeeding David Christopher, CMO of AT&T Mobility.

Ad Council president Lisa Sherman called Georgiadis "a well-respected thought leader in the technology and communications space" with "an unyielding commitment to social good throughout her career."

Georgiadis has led numerous pro-bono projects with Google, YouTube and many of the Ad Council's campaigns, including serving as a launch partner for the Ad Council's "I Am A Witness" anti-bullying campaign last year.

Georgiadis said she is deeply committed to the Ad Council's mission of creating campaigns that improve everyday lives. "I look forward to working with the Ad Council team and Board to continue to shine a light on the most important social issues of our day," she said.

**Georgiadis****PEOPLE****Joined**

Chris Shigas, senior VP for French/West/Vaughan, has moved to ABB as director of media relations for the global automation and power technology giant. Shigas is based in ABB's North American headquarters in Cary, N.C., serving as lead spokesman for the region. Mary Flieller, VP of corporate comms. for ABB, said the company is experiencing "profound growth" in the region, adding Shigas will help in "telling the ABB story to North America." After a decade in TV news, Shigas did PR stints at Capstrat and Webb Patterson Communications. ABB is based in Zurich.

**Shigas**

Steve Mann, director of strategic business initiatives for the pro hockey team Minnesota Wild, to Beehive Strategic Communication, St. Paul, Mn., as a VP for the consumer, healthcare and financial services agency. He was an integrated communications assistant manager at consumer food giant General Mills and a senior A/D at Chicago-headquartered PR and social media agency Alpaytac Marketing Communications/Public Relations. He also held A/S roles at Cramer Krasselt, MS&L Group and FleishmanHillard. He started out at Weber Shandwick.

**Mann**

Anita Mellon, director of Citizen Relations' consumer tech business, to Idea Hall, Costa Mesa, Calif., as group director, PR, a new post heading the firm's PR division responsible for growing its consumer PR practice and elevating its core B2B business. Mellon spent 16 years at Citizen. She was previously at H+K Strategies on its California government accounts, and Miller Brewing on its sports marketing PR team.

**Mellon**

Joseph Devaney, who spent 20 years with Sanofi and its predecessor companies, most recently as VP of federal and state relations, to Astellas, Northbrook, Ill., as VP, government affairs and policy, effective July 11, reporting to Jeffrey Winton, SVP of corporate affairs. Devaney is based in Washington.

Stephen Ceasar, a journalist with the Los Angeles Times, to Dick Jones Communications, Los Angeles, to oversee accounts within the firm's education practice. Ceasar worked on the L.A. Times' national and metro staffs and was part of the team that won the 2016 Pulitzer Prize for coverage of the San Bernardino terrorist attack.

Promoted

Nicholas LaPlaca to senior A/E, R&J Strategic Communications, Bridgewater, N.J. He joined the agency in 2012 as an A/C before being named assistant A/E the following year. As senior A/E, he'll continue to lead account team activities for his clients while developing and executing strategies to aid the agency's real estate, banking and financial services clients.

INTERENTAIN ROLLS DICE WITH FINSBURY

Canadian online gaming company Intertain is working with Finsbury for PR support as it revamps management and undergoes a strategic review.

The Toronto-based company is considering a London Stock Exchange listing and talking to potential suitors, reports the *Financial Times*.

Intertain, which went public on the Toronto Stock Exchange in 2014, acquired UK online bingo operator Jackpotjoy in 2015. The company also tapped UK-based Neil Goulden and Andrew McIver as its new board chair and CEO, respectively.



Revenue for 2015 was \$384.5M Canadian.

A special committee is looking at its options. "[T]he Strategic Review and the feedback received from shareholders, the market and other stakeholders have highlighted the potential of a greater exposure to European capital markets to help achieve a fuller and more appropriate valuation of Intertain's businesses if Intertain continues to operate on a standalone basis," said committee member David Danziger.

A shareholders meeting and likely vote on any recommendations is slated for September.

James Leviton, a Teneo alum turned Finsbury partner, is advising Intertain from the UK.

MERRITT HEADS COMMS FOR AHIP

David Merritt, managing director for Luntz Global Partners, is moving to America's Health Insurance Plans in Washington to lead communications and advocacy planning.

Merritt led political, policy, healthcare and energy assignments at Luntz, advising executives, candidates and campaigns.

Earlier, he was an advisor to Newt Gingrich's 2012 presidential bid and served as CEO of Gingrich's health-care policy and lobbying shop. He later was partner and managing director at Leavitt Partners, the firm of former Health and Human Services Secretary and Utah Gov. Mike Leavitt.

Merritt, who returns to AHIP after serving as a director in the early 2000s, is slated to take the executive VP for public affairs and strategic initiatives title at the trade association.

FUEL GROUP LOBBIES ON CLIMATE DISCLOSURE

Oil and energy trade association the American Fuel & Petrochemical Manufacturers has hired Washington, D.C.-based government relations consulting firm Daly Consulting Group for lobbying help on issues related to climate change disclosure.

The Securities and Exchange Commission's interpretive guidance on climate change disclosure, which was issued in 2010, was an effort to provide trans-



parency to companies' investors on the possible risks and financial impacts associated with climate change.

AFPM was founded in 1902. The trade group was previously known as the National Petrochemical & Refiners Association.

The account will be managed by DCG founder Justin Daly, who was previously senior counsel to the Financial Services Committee in the House, senior counsel and chief securities counsel to the Banking Committee in the Senate, and counsel to the SEC; and Erik Johnson, who was an assistant policy director for Governor John Kasich (R-OH).



Merritt

TEN BRIDGE, STERN IR WORK SYROS IPO

Syros Pharmaceuticals, a Cambridge, Mass.-based cancer drug developer, relied on Ten Bridge Communications and Stern IR for support through its July 6 IPO.

Syros raised \$57.5M with the Nasdaq listing, short of projections. The funds will be used to fund its drug trials focused on controlling genes that cause cancer.

Ten Bridge partner Naoi Aoki leads the PR account at her firm, which was founded by Feinstein Kean Healthcare alums Dan Quinn and Ann Stanesa.



Stern senior associate Jesse Baumgartner reps Syros at the IR firm.

PR CONSULTANT SENTENCED IN VATILEAKS II

Italian PR consultant Francesca Chauqui was handed a 10-month suspended sentence by a Vatican court in the leaked document scandal known as Vatileaks II.

A Spanish monsignor was sentenced to 18 months in prison, as well, following a trial that captivated European media as the court explored the source of confidential Vatican documents used by two reporters in bombshell books about the Catholic city.

Two Italian journalists were acquitted in the trial as the court found it did not have jurisdiction over the scribes.

Chauqui was found guilty of conspiring with the monsignor, Lucio Vallejo Balda, but acquitted on a charge of passing the documents to the reporters. *US News & World Report* noted Chauqui brought her newborn baby to court during the trial and "said she would have gone to prison, babe in arms, rather than appeal a conviction or ask for a papal pardon."

The *Guardian* reported that the PR consultant's lawyer told the Vatican court this week that Chauqui should not be convicted just because she was "unlikeable, unpleasant, insufferable, arrogant and presumptuous."

The first Vatileaks scandal saw Pope Benedict XVI's butler convicted of turning over the pope's private correspondence.



Chauqui

A nationwide campaign led by Parents for Safe Technology is targeting members of Congress in a drive for public hearings before the Federal Communications Commission okays new and more powerful Wi-Fi technology.

FCC, headed by Chair Tom Wheeler, is set to approve the new “5G” technology on Thursday, July 14.

Wheeler has made 5G a “national priority” and is pushing for its adoption. Opponents say he is doing this with no time allotted for public discussion.

They note that for most of his career he was a venture capitalist and lobbyist for the cable and wireless industries. He is in the Hall of Fames of both the cable and wireless industries. He has headed the FCC since 2013.

Parents for Safe Technology is leading the drive to get health advocates to call their U.S. senators and representatives and ask them to meet with reps of Parents for Safe Technology, Americans for Safe Technology and We Are the Evidence.

Urges PST: “Be sure to express the importance of having oversight hearings related to the negligence of the FCC in promoting wireless technology and even rolling out an additional radiation intensive technology (5G) after the National Toxicology Program released findings that radiation from wireless technology causes cancer and breaks DNA.”

“The FCC limits on radiation from wireless technology are outdated and inadequate,” says PST.

It quotes the U.S. Dept. of Interior as saying: “The electromagnetic radiation standards used by the FCC continue to be based on thermal heating, a criterion now nearly 30 years out of date and inapplicable today.”

Kate Kheel, director, Maryland Smart Meter Awareness, is helping citizens in their efforts to win attention from their representatives in Congress.

The safety and health of citizens should be the paramount concern of government officials.

Wi-Fi/pulsed radiation healthcare advocates are not finding that to be the case. Governments are often allied with commercial interests whose activities and products work against the health and safety of citizens.

This reporter is finding that to be true where we spend more than half the year—Westhampton Beach.

Efforts to get the five WHB trustees or seven library trustees to take up the topic go nowhere. They are unmoved even though we display high radiation readings to them on our Acoustimeter in the very rooms where they are meeting.

In the most danger are staffers who spend all day in these rooms although it may take years for symptoms to appear. Staffers at the huge Library of Paris realized this back in 2008 and banned Wi-Fi from its two tall buildings.

High-powered, industrial-level Wi-Fi routers are in the ceilings throughout both the WHB and library offices but officials in both places refuse to show us the routers or provide their specifications.

WHB clerk/treasurer Elizabeth Lindtvit turned down

our Freedom of Information request saying there is “no public access to our network or infrastructure” and telling us to try supplier Cablevision.

We called Cablevision which is usually very helpful but in this case technicians said they could only give the specs for routers used in homes and not those used in businesses or organizations.

They shifted us to Lisa Anselmo, VP-corporate communications,

Altice, French telecom company that recently purchased Cablevision, *Newsday* and News12.com in a \$15.7 billion transaction. Cablevision, in a surprise move, last week said it was buying back a 75% stake in *Newsday*. Losses of the paper in the past eight years that Cablevision has owned it have topped \$150 million, said the *New York Post*.

Cablevision execs have been living high on the hog, 300 of them getting \$300K in pay while driving debt to \$7.43 billion. Altice wants to shave \$900M in costs and introduce the “quadruple play.” Cable companies in Europe have been offering a package of four services--TV, phone, web and wireless. U.S. companies thus far only offer the first three—the “triple play.”

Anselmo was not immediately available and no other staffers would handle the question.

The Westhampton Beach board had its inaugural meeting July 5, inflicting nearly two hours of bureaucratic motions and legalese on 30 residents before letting any of them speak. The agenda passed out at the beginning of the meeting listed 47 resolutions that had to be read out in full and passed before discussion of a radio antenna at the new firehouse could begin.

William Glass, lawyer for the WHB fire district, with the help of Dennis Kenter of Relay Communications Corp., held the floor for nearly an hour, covering every possible angle related to firehouse sirens, radio and telephone communications with firefighters.

Only when residents were allowed to speak at nearly the two-hour mark was it brought out by one resident that sirens are not really necessary any more since firefighters can be contacted by pagers, cellphones and regular phones. A new 100-ft. high radio tower next to the new \$15.7 million firehouse was approved. It allows the fire chief to contact key personnel who then use pagers to contact the all-volunteer force headed by Chief Ross Donneson.

There has been some grumbling among residents about the cost of the new firehouse, labeled a “Taj Mahal” by one resident in an email to the firehouse website, but fighting fires and preventing conditions that lead to them is so important that skimping on this function is usually unheard of.

We wish that some of the concern for residents shown July 4 at the WHB meeting could be shifted to another danger that threatens the health of residents—pulsed, electro-magnetic radiation showering them from the ceilings of the WHB village hall and the library. WHB classrooms have similar routers.

– Jack O’Dwyer