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O'Dwyer's Newsletter

The Inside News of
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LEWIS TAPS CORSI TO LEAD US

Global tech agency Lewis has elevated Stephen Corsi to lead its US operations with the exit of 20-year alum Morgan McLintic.

Corsi joined the firm in 2012 from digital shop iCrossing and has been focused on developing the firm's digital marketing unit, Lewis Pulse. He was previously in marketing and communications in the financial sector.

McLintic, who is opening his own firm, started with Lewis in London in the mid-1990s before moving to the US as the firm built from the ground up in San Francisco to a 300-staffer US team.

Founder and CEO Chris Lewis said McLintic felt he was ready for a new challenge and thanked the exec for his service. Lewis called Corsi a "great team leader" who understands clients needs for the future.

Lewis landed at No. 7 among the top 10 independent firms in the O'Dwyer's rankings with nearly \$69M in revenue in 2015.



Corsi

KEVELIGHAN TO TOUT US INSURERS

Sean Kevelighan, a Bush White House alum who is global head of public affairs for Zurich Insurance Group, is returning stateside next month to lead the Insurance Information Institute in New York.

The 43-year-old Kevelighan will take the president and CEO title Aug. 8 atop the trade group, which aims "to improve public understanding of insurance -- what it does and how it works."

The III's current president for 18 years, Robert Hartwig, is slated to become a faculty member at the Univ. of South Carolina's Darla Moore School of Business. He will maintain a relationship with the trade group writing papers and offering testimony on III's behalf, the group said.

Kevelighan was previously group head of global consumer banking public affairs at Citigroup, led North American media relations for Zurich, and served the Treasury Dept. and White House Office of Management and Budget during President George W. Bush's administration. Earlier in his career, he did agency stints at Edelman and Hill+Knowlton in between Capitol Hill assignments.

III board chair Bruce Kelley said a search committee screened dozens of candidates but unanimously decided on Kevelighan for the job.



Kevelighan

OMNICOM PR REVENUES INCH ALONG IN Q2

Second quarter PR revenue at Omnicom rose 1.1% to \$349.6M over a year earlier, the holding company reported today. Organic growth in the segment was essentially flat at 0.1%.

Overall revenue for the quarter hit nearly \$3.9B, up 2.1% over the same period of 2015 as organic growth and acquisition revenue overcame negative currency effects. Net income rose 3.9% to \$326.1M, from \$313.9M a year earlier.

Advertising revenues climbed 6.1% to top \$2B for the quarter, offsetting a 4.3% decline in its CRM segment to \$1.2B. Specialty units contributed 3.1% growth at \$290.6M in revenue.

Through the first two quarters of 2016, Omnicom's PR units, including Porter Novelli, FleishmanHillard and Ketchum, among others, posted a 0.1% decline (-0.4% organically) on \$668.4M in revenues.



Wren

In a conference call, CEO John Wren said it's too early to know the impact on Brexit on the conglomerate's business. "What is clear is that the UK decision to leave the EU creates uncertainty and may slow down decision-making in many markets," he said. "Our agencies continue to operate without disruption in the UK and Europe. Over time we expect the volatility and the uncertainty surrounding the Brexit vote to subside and for our agencies to adapt to the post-Brexit marketplace."

FINN PARTNERS PICKS UP GREENFIELD BELSER

Global independent agency Finn Partners today announced that it has acquired Washington, D.C.-based branding, design and marketing services firm Greenfield Belser.

Financial terms of the deal were not publicly disclosed.

One of the largest graphic design firms in Washington, Greenfield Belser was co-founded in 1984 by Burkey Belser and Donna Greenfield. The company's national client list includes professional services firms, law firms and wealth management firms, as well as universities and trade and professional associations.

Greenfield Belser now becomes a division within Finn Partners, to be known as Greenfield Belser, a Finn Partners company. Belser has been appointed to the role of managing partner of this division. The firm will be integrated into Finn Partners' existing digital and creative division, Finn Partners Digital/Creative.

(Continued on page 2)

PITTHAM TAKES REINS AT AXICOM

Cathy Pittham, a tech PR veteran of Racepoint, Text 100 and Weber Shandwick, has been named CEO of Cohn & Wolfe's AxiCom tech PR operation.

London-based Pittham succeeds AxiCom co-founder and 22-year head Helen Ridgway, who is taking a "career break." Co-founder Julie Tanner continues as global tech leader for Cohn & Wolfe.

C&W CEO Donna Imperato praised Pittham's "entrepreneurial mind-set and strong leadership capabilities."



Pittham

Pittham, who reports to Imperato, was managing director for Europe at Racepoint over the past six years through 2015. She held top posts at Fatcaninc, Text 100, Weber Shandwick and Spreckley Pittham dating back to the late 1980s. Her corporate and consumer PR client work spans the blue chips of tech, including HO, Hitachi, eBay and Oracle, among others.

Ridgway called the move to step down a "tough decision," but added "the agency is in safe hands."

C&W acquired AxiCom in 2008.

GEORGIA TECH SEEKS MARCOMMS SUPPORT

Georgia Tech is searching for a marketing communications agency to develop a plan to pitch its Scheller College of Business.

The multimedia campaign and communications plan must align with the university's "Creating the Next" brand campaign.

The school, known formally as the Georgia Institute of Technology, prefers an agency with higher education experience, as well as a track record in marketing research, and media buying in social and digital media.

Proposals are due July 22.

RFP info: <http://bit.ly/29XYiMH>.

RUBENSTEIN, SITRICK ADVISE HOSTESS IPO

Sitrick & Company and Rubenstein Associates are advising the private equity-backed deal to take Twinkie maker Hostess Brands public on the Nasdaq exchange.

The deal would value Hostess at around \$2.3B and leave a 42% combined ownership stake with Apollo Global Management and current Hostess owner C. Dean Metropoulos.



The transaction will see a publicly traded unit of investment firm The Gores Group take a majority stake for around \$725M.

Rubenstein reps Apollo in the deal, while Sitrick advises Gores Group. Sitrick repped the previous incarnation of Hostess Brands, Inc. through its 2012 bankruptcy filing. The new Apollo/Metropoulos owned Hostess Brands, LLC was launched in June, 2013. Metropoulos and Company is represented by New York-based LAK PR. LAK is also public relations agency of record for Hostess.

ICF LOCKS UP EUROPEAN COMMISSION PACT

Virginia-based ICF International has locked up an estimated \$28M, four-year pact with the executive body of the European Union.

The firm is charged with developing and implementing communications strategies for the European Commission's Executive Agency for Small and Medium-Sized Enterprises and for several directorates general covering climate, energy, agriculture and industry, to name a few.

ICF's Brussels-based unit, ICF Mostra, will lead the work. It also recently picked up an event management services pact with the EU.

"Winning this contract means that not only will we continue to help our long-term EC clients communicate with stakeholders on large and important policy matters, but also leverage for maximum impact the capabilities available through both contracts," said SVP Gene Costa.

FINN ACQUIRES GB (Cont'd from page 1)

That practice, which had staffed 50, will now bolster a team of 75 nationwide, with all Digital/Creative staff reporting to Noah Finn. Finn Partners founding partner Peter Finn told O'Dwyer's that one of the agency's goals "is to increase that group to 100 by the end of next year."

The agencies' D.C. offices will also merge, bringing Finn Partners' total staffers in Washington to about 85.

Finn told O'Dwyer's that his team had been introduced to Belser and Greenfield last fall through a mutual friend, during a time when his agency had been looking



Finn Partners founding partner Peter Finn (left), with Burkey Belser, Managing Partner of Greenfield Belser, a Finn Partners Company.

to strengthen and expand its digital and creative capabilities. As it turns out, the two firms shared a number of clients, and Finn said he was impressed with the agency and heard terrific things about the work it did.

"We talked about our priorities and vision for the future, and they were excited about the path we were on," Finn told O'Dwyer's. "(Greenfield Belser) offer us even deeper resources in branding and digital than we already have, which is important to us. Their clients are very excited about it and we're hearing a great deal of enthusiasm internally as well as a lot of positive feedback from the outside world."

BROWN BECOMES POLITICO EDITOR

Carrie Budoff Brown, current managing editor of Politico Europe, has been named the political news mainstay's next editor.

Brown's appointment to top editor becomes effective after the November presidential election. She succeeds Susan Glasser, who was named Politico editor in 2014 and served as founding editor of bimonthly *Politico Magazine*. Glasser, who joined the political news organization from *The Washington Post*, is moving to Jerusalem, where she will become Politico's chief foreign affairs columnist. She retains her role as editor until November.

**Brown**

Before helping to launch Politico Europe in 2014, Brown was Politico's senior White House correspondent. She previously held staff writer positions at the *Hartford Courant* and the *Philadelphia Inquirer* before joining Politico in 2007 as a reporter, shortly before its launch. Currently stationed in Brussels, she'll return stateside for the new appointment.

In a statement, Politico editor-in-chief John Harris called Brown "a star reporter turned accomplished editor" who "understands as well as anyone the fluidity of the media business, and the imperative of never standing still."

The news follows a leadership shake-up that occurred at the political news organization earlier this year, when co-founder and CEO Jim VandeHei announced that he would step down from the company after the election. Chief operating officer Kim Kingsley, chief White House correspondent Mike Allen, chief revenue officer Roy Schwartz and executive vice president Danielle Jones soon followed suit and also announced their resignations.

The press in January cited editorial disagreements with owner and publisher Robert Allbritton over budget and management strategies as reasons for the leadership exodus.

**VandeHei****WALMART SHOPS AT PUBLICIS**

Publicis and Walmart have forged a deal for the French marketing conglomerate to serve as agency of record for the retailer's advertising work.

Publicis is creating a new entity to serve the account, giving the Bentonville, Ark.-based titan access to all of Publicis' agencies, initially focused on US advertising and in-store creative, but could expand to those firms that support "corporate reputation and technology that builds relationships with customers."

Walmart president and CEO Doug McMillon said the deal "will help us think and act differently, which will ultimately enable us to serve our customers even better."

The relationship, which began July 1, is not exclusive.

On the PR front, Walmart works with GolinHarris and Edelman, among others.

NIelsen: SVOD USAGE NOW RIVALS DVRs

Subscription-based video on demand programming, or streaming services like Netflix, Hulu Plus, Amazon Prime and HBO Go, is now available in half of all U.S. households, according to findings presented in Nielsen's "Total Audience Report," which examines American media usage habits and platform penetration trends.

SVOD usage has been rising steadily for the last several years, according to the report, and has now caught up with DVR media penetration in American markets for the first time. According to Nielsen, SVOD programming during 2014's fourth quarter was available in 41 percent of all U.S. households and 46 percent in 2015's third quarter.

Today, that figure has reached 50 percent. DVR usage during this time, by contrast, has remained relatively flat, now averaging about 33 minutes a day in the U.S., the same amount of time as last year, according to Nielsen.

Taken together, 72 percent of Americans now have access to either DVR or SVOD programming, which reveals an increase of five percent from last year. Live television, combined with DVR-enabled TV, now accounts for about 226 million monthly users.

Despite an influx of newer technologies, TV still leads when it comes to overall media consumption. Nielsen said adults aged 18 or over currently spend about 42 percent of their time with live TV, more than any other medium. However, the average daily time U.S. adults now spend with TV — about four-and-a-half hours — actually reveals a decrease of about one-percent from last year.

Nielsen found the greatest media growth in the last year came from newer technologies: specifically, tablets, to which Americans now dedicate an average of 31 minutes each day (a 63 percent increase from the same time last year) and smartphones, which has seen an average of about an hour and forty minutes of daily use time (a 60 percent year-over-year increase).

Nielsen reported that Americans now spend about 30 percent of their time with digital devices, including PCs, smartphone and tablets.

And despite massive growth in newer media sectors, Nielsen also reported that AM/FM radio still reaches the most adult users per month in U.S. (240 million), with the average American spending 17 percent of their time with that medium, according to the report.

SOCIAL MARKETERS FACE ROI CHALLENGES

Adequately measuring return on investment was cited as the number-one challenge for social marketers in the U.S., according to a survey conducted by Seattle-based social analytics firm Simply Measured.

According to Simply Measured's "The 2016 State of Social Marketing" report, more than half — 61 percent — of social marketers surveyed said measuring ROI for their social efforts was currently their number-one challenge in the field, topping every other obstacle, from publishing content to integrating social tools to developing social strategy.

(Continued on page 4)

PR & SOCIAL MEDIA NEWS & VIEWS

FIVE THINGS FOR CMO SUCCESS IN PR

By Sara Black

Public relations can be a powerful component of a company's overall business strategy. Today's chief marketing officers have an unprecedented ability to build and drive smart, nimble and effective PR programs, thanks to the overlapping of marketing and PR, the synchronization of brand reputation and brand image and a new transparency between businesses and their audiences.

While this may sound good on paper, many CMOs struggle with the changing approach and have difficulty executing an effective PR and communications strategy, uncertain of how to manage the power shift to social media, influential bloggers and brand evangelists from traditional media outlets.

For all of these reasons, it's more important than ever for CMOs to put a priority on their PR program. Here are five things today's CMOs should keep in mind when building out PR:

Find an external partner that is the right fit for your team. While some enterprises have internal resources to manage PR, many do not. And even those with internal PR people can use support with campaigns requiring a concentrated effort, agility, expert content creation and the right media and influencer connections. Finding the right partner is key to reaping the full benefits of a communications program and can lead to increased brand awareness and sales. Allocate a healthy budget and commit to utilizing PR for the duration of a campaign — no stopping and starting — to maintain momentum and maximum effectiveness.

Align your PR program with your marketing program. The blending of brand reputation and image means that businesses today must have an integrated communications program. Ensure that everyone is working from the same messaging and themes and is aware of the underlying business objectives to keep all teams on the same page. Be flexible, collaborative and willing to create a PR component for all appropriate marketing campaigns.

Give your PR team access to the best resources the marketing department has to offer. Introduce them to the most creative minds, the most dynamic product and company spokespeople, and an arsenal of assets so they can create smart, impactful campaigns. Also consider supporting the team with an investment in third-party research data — consumer or verticalized — that can be leveraged in a variety of PR and marketing collateral, including press releases, blog posts, bylines, case studies and white papers.

If your PR team recommends media training, do it. Even if you have many media interviews already under your belt, it's never a waste of time to participate in mock interviews — print and broadcast — to hone your corporate spokesperson interview skills for all media platforms. A good PR agency will lead a deep-dive training and practice session on "how the media works," including a review and practice of the company and product messaging, mock camera interviews to reinforce strong message points and pinpoint areas for improvement and, when it's all finished, recordings of the session for addi-

tional review.

Spread the word internally — and externally — on your PR wins. When you see the big hits begin to roll in as a result of your PR campaign, package them up and share the highlights and summary of total stories and media impressions with your internal team—including executives—so they can see what PR can generate and how these metrics can grow brand awareness, increase sales and impact overall business objectives. Your internal team and your PR team should also be pushing out all big media coverage through their social media channels; journalists love it when their work has been promoted, tweeted and retweeted, and that could mean that they will come back to you more regularly as a resource.

Sara Black is vice president at Bospar.

SOCIAL ROI CHALLENGES (Cont'd from pg. 3)

Securing budgets and resources ranked at a distant second (38.2 percent), followed by tying social to business goals (33.6 percent). Tracking results, understanding performance across social channels and developing social strategy were also listed as popular concerns.

According to the survey, less than a tenth — 9.4 percent — of social marketers said they were able to adequately quantify revenue resulting from social. A majority — 45.5 percent — admitted that they weren't able to do this at all, and virtually the same number — 45.2 percent — claimed they were able to do so only to a limited degree.

The report also found that the metrics most commonly employed to measure social media's impact don't necessarily serve as a solution to these challenges. Engagement metrics (such as likes, comments mentions, shares and retweets) were cited by 56 percent. Conversion and revenue metrics (such as web traffic, goal conversion and revenue) were reported by 20.7 percent, and amplification and brand awareness metrics were cited by 15 percent.

When it comes to the social platforms that produce the best ROI results for practitioners, Facebook won by large margins, being cited by 95.8 percent of respondents as the top channel. Twitter pulled in a distant second — at 63.5 percent — and Instagram and LinkedIn were almost tied, at 40.1 percent and 37.7 percent, respectively.

Simply Measured's annual "State of Social Marketing" report surveyed more than 350 U.S. marketers in April that specialize primarily in social media.

PERRIOR LEADS COMMS FOR NEW UK PM

Katie Perrior, co-founder and director of London's iNHouse Communications, has been named director of communications for new UK Prime Minister Theresa May.

Perrior led the PR push for Boris Johnson's successful 2008 mayoral bid in London and helped May with PR in the leadership race that landed her the PM job in recent days.

Earlier, Perrior spent a decade as an advisor to the country's Conservative party. She started out in PR in the TV news sector. iNHouse clients include Santander, Diageo and the Jamie Oliver Foundation.

NEWS OF PR FIRMS

DLPR PARTNERS WITH MHP

New York-based financial PR shop Dukas Linden Public Relations has formed a partnership with London-headquartered global communications agency MHP Communications.

The partnership, which effectively produces a combined staff of 195, expands DLPR's presence into Europe and Asia, and MHP's financial and professional services foothold the U.S. The agencies will now act as exclusive partners, providing a range of support and counseling services to financial and professional services clients in the U.S., U.K., Continental Europe and Asia.

DLPR chairman and CEO Richard Dukas said "Our partnership with MHP will enable clients to work with us globally, and receive the same professional quality service in Asia and Europe as they do in the US. The partnership also will enable DLPR to continue to grow, diversify our client base and expand the depth and breadth of our service offerings."

Founded in 2010, MHP is now one of the U.K.'s largest PR agencies. The communications consultancy, which staffs about 180, maintains additional offices in Brussels, Hong Kong, Singapore and Sydney, as well as a new office in Frankfurt. The agency was formed in 2010 as a result of the merger of Hogarth PR, Mandate Communications and Penrose. It is owned by advertising and media company the Engine Group.

DLPR, formerly known as Dukas Public Relations, in 2015 accounted for nearly \$5.3 million in finance-related net fees, ranking as one of the top ten PR firms in the financial category, according to O'Dwyer's rankings of PR firms.

KEKST IN \$4B UFC SALE

Kekst and Company is advising WME|IMG's acquisition of mixed martial arts league UFC, a private equity-backed transaction worth around \$4B.

ESPN dubbed the deal "the most expensive transaction for an organization in sports history."

Kekst senior VP Todd Fogarty reps MSD Capital, which joins Silver Lake Partners and KKR as "strategic investors" alongside the talent management giant WME|IMG.

UFC was set up in 1993 but has enjoyed exponential growth in recent years, especially among the so-called Millennial generation. "We're now committed to pursuing new opportunities for UFC and its talented athletes to ensure the sport's continued growth and success on a global scale," said WME|IMG co-CEOs Ari Emanuel and Patrick Whitesell.

Silver Lake first invested in WME (William Morris Endeavor) in 2012 and backed its acquisition of IMG in 2014.

Christian Muirhead is chief communications officer of WME. Gordon Goldstein is managing director and external affairs chief of Silver Lake.



NEW ACCOUNTS

JAMESTOWN SEEKS PR FOR 400TH ANNIV.

The Williamsburg, Va.-foundation set up to commemorate the 400th anniversary of key events of the Virginia Colony, wants a PR firm to handle the three-year campaign.

The Jamestown-Yorktown Foundation wants a firm to plan, coordinate, implement and administer a PR campaign to build awareness of Virginia's role in the creation of the United States, from the 1607 Virginia Company of London's investment in the Jamestown settlement.

"From a tiny settlement evolved a new nation," reads the RFP, which notes major events as the creation of the first representative assembly in the New World, the arrival of the first recorded Africans to British America, the impact of women on the Colony, the first Thanksgiving, and the commerce and entrepreneurship of the Virginia Colony.

Part of the effort is the Yorktown Victory Center, an American Revolution Museum slated to open in 2017 and offering gallery exhibits interpreting the American Revolution. A two-year base contract will carry two option years. Proposals are due Aug. 11.

RFP: <http://bit.ly/2anFKmQ>.

COYNE INSURES PR FOR HEALTHY PAWS

Aon Affinity's Healthy Paws Pet Insurance operation has engaged Coyne PR as AOR for PR to promote the brand and overall importance of pet insurance.

Coyne will focus on consumer PR, content development, and media relations to broaden the client's audience and customer base.



Coyne VP Jennifer DeNick said the firm will utilize the emotional bond between pet and pet parent to support the brand.

Bellevue, Wash.-based Healthy Paws insures more than 170,000 dogs and cats. Competitors include Petplan, Nationwide, Pets Best and ASPCA Pet Insurance.

GAMEHEDGE GETS M&C SAATCHI PR

M&C Saatchi PR has been named U.S. communications agency of record for online ticket marketplace GameHedge.

GameHedge is a secondary market where fans can buy tickets to sporting events. A feature differentiating this site from similar services is the addition of GameHedge's "Good Game Guarantee," where customers receive a refund of 50 percent of the site's price if a home team loses by a certain number of points. The service was launched in the U.S. in June.

New York-based M&C Saatchi PR will serve in an ongoing partner role to help drive GameHedge's awareness and sales. The agency supported the brand's launch last month.

M&C Saatchi PR is part of London-based international advertising network M&C Saatchi Group.

NEWS OF SERVICES**MEDIAMISER COMPLETES AGILITY DEAL**

Canadian media monitoring company MediaMiser has finalized its acquisition of former PR Newswire property Agility. News of the initial asset purchase agreement, the financial terms of which were not publicly disclosed, was first reported in May.

MediaMiser is a unit of digital and media services parent company, Innodata.

PR Newswire's divestment of Agility was reportedly an antitrust clearance provision for that company's \$841 million sale to Chicago-based software giant Cision. Cision finalized its acquisition of PR Newswire in June.

Agility, a global media contact database platform, employs about 50 in the US and UK. MediaMiser's acquisition includes all assets and rights, including Agility's staff, applications, platform and 1,500-plus customers. Agility in 2015 accounted for approximately \$5 million in revenues.

MediaMiser's new Agility offering will become known as Agility PR Solutions. MediaMiser will expand the Agility database using Innodata's database augmentation technology and research teams. The new Agility platform will offer monitoring capabilities, data insight tools and analytic services for PR agency customers.

In light of the acquisition, MediaMiser now becomes one of only three global media contact dataset companies left. The new Agility PR debuted yesterday.

MediaMiser in 2014 acquired the major assets of bankrupt PR trade publication *Bulldog Reporter* for a reported \$135,000.

GSG UNVEILS ANALYTICS PRACTICE

Global Strategy Group has formed an analytics practice with the addition of Emily Norman, an analytics consultant for President Obama's campaign and McKinsey & Company.

GSG said Norman leads an existing team of data scientists and digital pros that complement its respected Democratic polling unit under Nick Gourevitch and Jeffrey Pollock.

Gourevitch said helping clients reach audiences today means targeting customers or voters on an individual level. He sees the combination of analytics and traditional polling as the best approach.

"Our approach is unique because we bring analytics and traditional polling together under one roof—this gives our clients the most comprehensive understanding of their audiences," said Gourevitch, a veteran Democratic pollster who leads the New York-based firm with Jeffrey Pollock.

Norman has consulted for Democratic National Committee and Deloitte, and served as director of data for charter school network KIPP.



Norman

PEOPLE**LAND TRANSFERS TO CLEMSON**

Mark Land, who leads public affairs at Indiana University, is transferring to Clemson University as its first VP of university relations.

Land takes up the post Aug. 22 overseeing external and internal communications, creative and marketing. He'll also serve as spokesman for the public South Carolina institution of 22,000 students.

Cathy Sams has been chief public affairs officer.

Clemson president James Clements, who took the reins in late 2013, said Land will help the university tell "the powerful story of its academic quality, research and outreach, and its efforts to fulfill its land-grant mission by helping the citizens of South Carolina prosper."

He spent five years at IU, his alma mater, handling a reorganization of its communications and marketing.

Land, who has an MBA from Columbia Univ., was previously a top corporate communications exec at diesel engine maker Cummins Inc. and started out in journalism with Gannett papers in Indiana, New York, Michigan and Pennsylvania.



Land

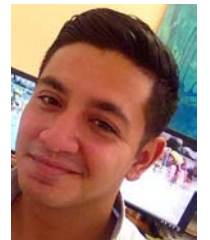
Joined

Jaclyn Messina, A/S, Max Borges Agency, to rbb Communications, Miami, as an account director focused on business communications and expert positioning. She was a writer and segment producer for CNN's "American Morning" and Fox 5.

Manuel Cedeño, A/E, Cheryl Andrews Marketing Communications, joins as a senior A/E to manage media relations, campaigns and influencer marketing. He handled the Costa Rican Tourism Board at CAMC. Also, **Natalie Alatryste**, media relations specialist for Thr33fold, joins as A/E on media relations, social media content and reporting.

Alana Tabacco, manager of marketing and special events for digital ad agency Vibrant Media, to Alison Mazzola Communications, New York, as VP of events, a return to the firm.

French/West/Vaughan, Raleigh added eight new staffers: **Angela DeRusha**, as VP of advertising services; **Brad Grantham**, as associate VP, PR; **Corey Adams**, as creative producer; **Clay Hanback**, as senior A/E; **Maggie McDonald**, as A/S; **Megan Byers**, as senior A/E; **Erin McGuire** as A/E, and **Meagan Byrne**, as an A/C.



Cedeno



Grantham

Promoted

Ashley Moore to VP, Uproar PR, Orlando. Moore joined the firm in 2013 and was recently an A/D.

John Reynolds to assist. A/E, Buchanan PR, Philadelphia. He joined in late 2015 after interning at the firm.

BALDERSTON HEADS FH GLOBAL PA

Kris Balderston, former D.C. staffer and general manager of FleishmanHillard's Washington, D.C. outpost, has been named president of global public affairs and strategic engagement, a new position at the Omnicon PR unit.

Balderston, who's held the reins at FH's Washington, D.C. office since 2013, previously filled numerous leadership positions in the government sector, including serving as special representative for the Global Partnership Initiative in Secretary of State Hillary Rodham Clinton's office. He was also with Clinton during her term as Senator, serving as her first legislative director before later becoming her deputy chief of staff. Prior to that, Balderston worked in the White House as special assistant to the President for cabinet affairs under Bill Clinton, and later as both deputy secretary and deputy assistant of the cabinet. Balderston was previously senior policy advisor to Senate Majority Leader George Mitchell (D-ME) and deputy chief of staff under Secretary of Labor Robert Reich. He also led the Massachusetts state office for Governor Michael Dukakis.

As president of global public affairs and strategic engagement, Balderston will now lead FH's worldwide public affairs operations as he identifies and develops opportunities with partners and within the agency's client portfolio.

In filling the GM vacancy left by Balderston's appointment, Fleishman-Hillard has also announced that Robert Hoopes, president of FH's public affairs shop, VOX Global, has now been named general manager of the Washington, D.C. office.

Hoopes, who was previously special assistant to then-Senator Joseph Biden and also served as VP Biden's chief of staff at the 2012 Democratic National Convention, held a senior manager role at telecom giant MCI WorldCom as well as an EVP position at Weber Shandwick's Powell Tate operation. He was named president of VOX Global after FleishmanHillard acquired his agency, Hoopes Strategies, in 2007.

Hoopes will now oversee management and business operations of FH's Capitol Hill office. He retains his duties as VOX Global president.

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Balderston



Hoopes

Millennial generation. "We're now committed to pursuing new opportunities for UFC and its talented athletes to ensure the sport's continued growth and success on a global scale," said WME|IMG co-CEOs Ari Emanuel and Patrick Whitesell.

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ALIBABA BRINGS IN BAKER & HOSTETLER

Chinese e-commerce giant Alibaba Group Holding Limited has hired global law firm Baker & Hostetler LLP for help in Washington on trade, telecommunications and computer industry issues.

According to lobbying registration documents filed in July, Baker & Hostetler will specifically represent the e-commerce and data security combine on policy issues relating to intellectual property, international trade, e-commerce and technology.

Alibaba, which owns online small businesses trading platform alibaba.com, is now the world's largest retailer. Tokyo-based mobile communications services company SoftBank Group Corp. owns the largest shareholder stake in Alibaba.

A four-person team at Baker & Hostetler will lead the account, including Christian Jones, former chief of staff to Rep. Mike Ferguson (R-NJ), deputy chief of staff to Rep. David McIntosh (R-IN) and press secretary to Rep. John Myers (R-IN); Adam Higgins, former legislative assistant and legislative correspondent to Rep. Mike Ferguson (R-NJ); Peggy Peterson, former communications director and deputy chief of staff to the House Financial Services Committee and press secretary to Rep. Michael G. Oxley (R-OH); and Tyler Thompson, legislative assistant to Senator Johnny Isakson (R-GA), legislative correspondent to Senator Saxby Chambliss (R-GA) and legislative correspondent to Sen. Zell Miller (R-GA).

ASPCA PUSH PUBLIC HOUSING PET POLICY

The American Society for the Prevention of Cruelty to Animals has hired global law firm Gibson, Dunn & Crutcher LLP for Capitol Hill assistance on legislative issues involving animals and housing.

According to lobbying registration documents filed in July, the New York-based animal welfare organization has retained Gibson, Dunn & Crutcher for help in "advocating for public housing policies regarding pet-keeping and pet ownership that are fair, lawful, and serve the interests of current and prospective pet owners, the animals, and the community."

The Department of Housing and Urban Development, the federal authority that manages the Housing Choice Voucher Program — commonly referred to as Section 8 — currently allows local public housing authorities to establish their own policies regarding pets. Because Section 8 units are privately owned and operated, landlords can currently set their own rules for pet occupancy, as long as their rules are in accordance with applicable state and local laws.

PR OPINION

President Obama, one day after the FCC voted to adopt new 5G wireless technology that is called unsafe by health advocates, committed \$400 million to 5G “research.”

Obama said July 15 that the National Science Foundation, funded by \$7 billion in government funds, will pledge \$50M over the next five years as part of an \$85M investment by NSF and private sector companies “to build the testing platforms starting with the 2017 fiscal year.” NSF is also committing \$350M over the next seven years that will “take research from the concept phase to real-world testing at scale,” he said.

Health advocates noted that health and environmental considerations were absent from Obama’s statement.

They also wonder if politics is involved since Obama has come out in support of Hillary Clinton as President and she has expressed strong support of 5G technology in a position paper.

Her support of 5G has drawn the ire of Wi-Fi health advocates who say she ignores radiation’s health effects.

Her position paper says: “Hillary will accelerate this progress and help foster the evolution to 5G, small cell solutions, and other next-generation systems that can deliver faster wireless connections. Widely deployed 5G networks, and new unlicensed and shared spectrum technologies, are essential platforms that will support the Internet of Things, smart factories, driverless cars, and much more—developments with enormous potential to create jobs and improve people’s lives.”

“Devastating to Health”

“The proposed 5G Spectrum Frontiers is a boon to industry and a devastation to our health,” says Parents for Safe Technology under the headline, “Take action against 5G now!!!”

Joe Esposito of emfsafetynetwork.org says there is a palpable danger from “untested 28GHz radiation blasting from millions of new hidden antennas and tuned-up ‘smart’ meters.” He describes it as “a corporate free-for-all, with oversight eliminated, total, for-profit surveillance, an ‘internet of everything’ with ‘hundreds of billions of microchippable products,’ everywhere and everything... and eventually, everyone.”

“Our Government and industry,” said Esposito, “have come together for control and profits at huge expense to the public’s health and their physiological existence. Wireless ‘smart’ utility meters represent the same kind of threat. 5G is smart meters on steroids or full warp speed ahead.”

“Electricity was supposed to be inside wires,” he said. “Wireless is simply raw electricity outside of wires being blasted at everyone. The reality of wireless is that everyone is being ‘subtly electrocuted.’”

He asks if the FCC will place 5G small cells without public consent wherever it wants as it has done with cell towers; whether the public will be allowed to sue the owners due to health effects, and whether 5G small cells will be forcibly installed in homes?

Mary Adkins, Rhode Island Regional Director for

Citizens for Safe Technology, said in a filing to the FCC that “5G is a death sentence for the millions being crippled by wireless radiation.”

Friedman: “Fox” Guards “FCC Chicken House”

Ed Friedman, spokesperson for the Maine Coalition to Stop Smart Meters, said the FCC’s action, lacking any stipulations regarding health and safety or environmental impacts, “is in clear violation of the National Environmental Policy Act. NEPA review is required for any major federal action affecting the human environment. President Obama must be blamed for appointing Tom Wheeler, director of the former Cellular Telephone Industries Assn., now known as CTIA, as chairman of the FCC and chief fox guarding the hen house.”

Joel Moskowitz, director of the Center for Family and Community Health at the University of California at Berkeley, said in an open letter to the FCC that its electro-magnetic radiation standards “were adopted 20 years ago. Many scientists believe they are obsolete because they do not protect the population from established, non-thermal risks from RF radiation exposure. Thus, to ensure public health and safety, the FCC should commission an independent review of the biologic and health research to determine whether the RF standards should be modified before allowing additional spectrum to be used for new commercial applications.”

He also noted that the FCC has yet to act in a proceeding it launched in 2013 to explore whether it should modify its RF exposure standards for the first time since they were adopted in 1996.

“I’m writing to demand that our elected officials and those working on their behalf put a stop to Tom Wheeler’s insane plan to roll out 5G across the country,” said the Moskowitz letter. “Mr. Wheeler is apparently unaware or unconcerned that there are literally millions of people in this country whose health has already been devastated by wireless technology,”

Moskowitz was quoted by Paul Kirby of Wolters Kluwers who did an extensive analysis of the FCC’s July 14 action for TR Daily, a unit of WK. www.trdailyonline.com Kate Kheel, director, Maryland Smart Meter Awareness, said implementation of 5G “will increase the amount of RF radiation in the environment and result in additional adverse health impacts to the public.”

“Most disturbing,” she said, “was that in light of all the science, and the recent National Toxicology Study results that were just released, not once was health brought up. Money, technical hurdles, etc., but no mention of health. These frequencies require an extremely dense infrastructure, necessitating a small cell tower on nearly every home or lamppost,” she told TRDaily in an e-mail. “Shame of the FCC!!!”

Firefighters including the 300,000-member International Assn. of Firefighters have expressed strong opposition to cellphone towers placed on or near firehouses. IAFF says “Many firefighters who are living with cell towers on or adjacent to their stations are paying a substantial price ...”

– Jack O’Dwyer