



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

The Inside News of  
PR and Marketing  
Communications

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## MOUNT VERNON BOARD OF ED SEEDS PR ED

The Mount Vernon school district is looking for a PR firm to "engage and inform" that Westchester County (NY) community about continuing efforts to change the culture and atmosphere of the 16-unit network.

The district, according to its June 10 RFP, is culturally diverse with many students coming from non-English speaking and disadvantaged families from the Caribbean, Middle East and Europe.

New York State has cited the district for "under-performing schools, violence and low graduation rates."

A new management team took over in 2014 with a commitment "to transform the district with academic and school pride at its core."

Mount Vernon's Board of Education needs communications help in reaching "all corners of the community" via education about new programs and outreach to parents and local forums.

The selected PR firm will have "an acute understanding of the challenges facing a small city school district in the current academic and fiscal climate."

The contract is for one-year with the district having the right to renew the pact for two one-year periods.

Proposals are due July 29. RFP:  
<http://odwpr.us/1IegUlo>.



## TENEO SCORES PR GOAL WITH FIFA

FIFA, global soccer's embattled governing body, has hired politically connected Teneo Holdings to handle potential fallout over the Justice Dept. probe into alleged corruption, according to the BBC.

Teneo president Doug Band, who served as special advisor to President Bill Clinton and helped establish the Clinton Global Initiative, handled America's pitch for the 2022 World Cup, which went to Arab Gulf State Qatar.

The Senate on July 15 held hearings on potential FIFA financial mischief and into the abhorrent conditions that exist in the foreign worker camps in Qatar. Kansas Republican Jerry Moran said FIFA's "culture of corruption is turning a blind eye to significant human rights violations and the tragic loss of lives."

Qatar uses Levick and Britain's Portland Communications for PR duties. Levick renewed its \$88K monthly pact July 1.

Teneo's Band served as director of the US 2022 Cup effort, which had Clinton as honorary chairman.

The former president was also a senior advisor to the strategic PR firm. Band handled negotiations related to Hillary Clinton becoming Secretary of State.

Declan Kelly, former executive VP at FTI Consulting and CEO of Financial Dynamics, is co-founder and CEO of Teneo. In 2009, Secretary of State Clinton appointed Kelly to the US Economic Envoy to Northern Ireland post.

BBC reports that FIFA hired Teneo at the advice of Quinn Emmanuel, its US law firm. On July 9, Teneo announced the acquisition of British PR firm Blue Rubicon, which has worked with Qatar.

FIFA PR chief Walter DeGregorio quit last month.

## ROSS DECAMPS FROM OGILVY TO APCO

Lisa Osborne Ross, EVP and corporate and PA practice head for Ogilvy PR in Washington, has decamped to head APCO Worldwide's DC office.

Ross takes the post vacated by Mike Tuffin, who left the MD slot in April to become senior VP of external affairs and PA at UnitedHealth Group.

Ross spent 20 years at Ogilvy after a stint at FleishmanHillard. She was communications director for the US Dept. of Labor and chief of staff for the Clinton White House's Office for Women's Initiatives and Outreach.

APCO CEO Brand Staples noted Washington is the firm's "corporate headquarters and our first office," as well as "a very special market for APCO." He praised Ross' "appreciation of the fusion of public affairs and corporate communications to address today's communications challenges."

## CALIF. AIR POLLUTION ORG SEEKS PR HELP

The air pollution control agency for smoggy Southern California is looking to enlist a firm to develop and guide an "environmental justice" program to foster stronger ties with businesses and the community.

The South Coast Air Quality Management District released an RFP last week to develop the Environmental Justice Community Partners.

That program was created in February "to strengthen relationships and build alliances with community members and organizations across the region with the goal of achieving clean air and healthy, sustainable communities for everyone."

The agency wants a PA/PR-savvy firm experienced with government entities for the account, which includes work from drafting the EJCP's charter to government and community outreach, workshop development, and marketing materials, among other tasks.

Proposals are due Aug. 12. RFP:  
<http://odwpr.us/1SxmEs1>.

## **PLANNED PARENTHOOD MOUNTS DEFENSE**

Planned Parenthood is mounting a PR defense as it reels from a controversial undercover video that its critics say shows the healthcare organization sells the organs and tissues of aborted fetuses.

The video, which shows PP's senior director of medical services discussing over lunch a tissue donation pro-



gram with activists posing as employees of a human biologics company, was released, along with an edited version, by the Center for Medical Progress and has garnered hundreds of thousands of views online. Conservative media are heavily promoting the story.

CMP is a unit of the conservative think tank Manhattan Institute for Policy Research.

Eric Ferrero, VP of communications for Planned Parenthood Federation of America, said the organization accommodates patients who "want" to donate tissue for scientific research.

"There is no financial benefit for tissue donation for either the patient or for Planned Parenthood," he said, adding that costs like transportation are sometimes reimbursed.

Camino PR, the firm of former PP Federation of America VP of communications Elizabeth Toledo, is helping the women's healthcare group manage the crisis.

Ferrero blasted the video publishers, the Center for Medical Progress, as a "well-funded group established for the purpose of damaging [PP's] mission and services." He said the video was heavily edited and falsely portrays the group's participation in tissue donation programs.

The CMP said PP's response shows the organization harvests fetal parts and exchanges them for money.

## **CALIF. EARLY CHILDHOOD PUSH SEEKS PR**

The commission administering California's early childhood education programs in Fresno County wants to hear from firms to develop a communications plan.

First 5 Fresno, which has adopted a strategic plan running through 2020, wants a blueprint to drive its community relations as it fosters programs funded by a \$0.50 per-pack cigarette tax focused on children five and under.

Proposals are due July 28. RFP:  
<http://odwpr.us/1JswAxX>.

## **BEAVER LODGES AT RFW**

Scott Beaver, who has more than 10 years of PR experience, has moved Ruder Finn West in San Francisco to help expand its technology and innovation practice.

He joins from Liberty Communications, where he launched its US business and handled client development.

Beaver also worked at Bateman Group and Sard Verbinen.

Dushka Zapata, MD at RFW, said Beaver is "a

strong business leader and his breadth of experience will further amplify our expertise in the technology space."

Recently, RFW added Mindjet Spigit, crowdsourcing software; Hytera, communications; Monohm, heirloom electronics; and TriNet, human resources management, to its client lineup.

## **GPG WORKS TO BOOST US-INDONESIA TIES**

Glover Park Group is working to improve political, economic and social ties between the US and Indonesia, the world's fourth most-populated nation.

The US views Indonesia, the world's biggest Muslim majority state, as a key ally in the war against terror.

President Obama, who attended school in Indonesia when he was ages six through 10, received a diplomatic setback last month when that country refused the US request for troops to fight ISIS terrorists in Iraq.

Indonesia rebuffed his plea, saying it did not want to inflame radical Muslim groups at home.

The Yayasan Diaspora Indonesia Global, an organization that represents the interests of the more than 8M Indonesians living, working or attending school abroad, hired the WPP unit.

Edward Wanandi, chairman of YDIG and CEO of International Merchants, an import/export broker located in Illinois, is footing the bill for GPG.

The PA firm, which does not have a written contract for its representation, is expected to receive a monthly fee between \$15K and \$25K depending on the level of activities.

Joel Johnson, Harbour Group founder and senior policy advisor to President Clinton, headlines Glover's Team Indonesia.

Joshua Gross, ex-media relations director for Afghanistan's DC embassy; Jill Pike, former communications director for the politically moderate Third Way think tank, and Brett O'Brien, national security advisor for Dick Gephardt's presidential run, join Johnson on the business.

## **UNIV. OF ARIZONA EYES COMMS AUDIT**

The University of Arizona's Arizona Health Sciences Center, the large healthcare institution and state's only medical school, wants an outside agency to assess its marketing and communications efforts.

The university's Board of Regents released an RFP for a full report to identify appropriate staffing and models to ensure the AHSC's profile and brand are supported by a comprehensive communications organization.

That includes an overall assessment of its PR and marketing, recommendations for the best organizational structure, and a strategy for how to leverage its brand across all communications endeavors.

The Center includes the UA Colleges of Medicine, Nursing, Pharmacy and Public Health based in Tucson with a growing Phoenix presence, as well. It staffs 5,000 people and takes in \$126M in research grants and contracts each year.

Proposals are due Aug. 4. RFP:  
<http://odwpr.us/1MDfctA>.

## TWITTER'S STRICKER WALKS AWAY

Gabriel Stricker, a Google alum who joined Twitter as communications and marketing chief in 2012, is now an alum at the micro-blogging site.

He tweeted July 16 to thank Twitter "for an extraordinary ride" and adding, "it continues to be much more than a company." Twitter stripped marketing duties from Stricker last year. At Google, he served as global communications and PA director.

The company says it's looking to shift its communications strategy and direction. It promises new leadership there.

CEO Dick Costolo exited last month.



Stricker

## FAKE BUYOUT 'NEWS' ROILS TWITTER STOCK

Twitter's stock July 14 spiked more than eight percent on bogus news of a \$31B buyout that ran on a website that mimicked the style and layout of Bloomberg.

CNBC picked up the phony story, which misspelled the name of Twitter's former CEO Dick Costolo.

The story claimed, "Twitter is working closely with bankers after receiving to be bought out for \$31B, people with knowledge of the situation said." It also said, "Google has been named most likely to buy the micro-blogging site, but the people said there was strong interest among foreign buyers." Bloomberg confirmed the story did not run on its site.

After receiving a tweet from Bloomberg spokesperson Ty Trippet, CNBC aired a statement to report the Twitter takeover as bonus.

Twitter's stock is currently up 3.3 percent to \$36.93. The stock is near its \$33.51 low, rather than the \$55.99 high of the year.

## NATIONAL JOURNAL FOLDS

*National Journal*, the prestigious Washington political news magazine, will suspend print publication by the end of the year after a 46-year run.

Atlantic Media chairman David Bradley said news in DC "moves too quickly for a weekly publication."

NJ will now shift to the "higher velocity work" of its online edition for "hour-by-hour coverage."

Bradley held a staff meeting yesterday to inform staffers of the shut-down and the need for cutbacks. He promised to either keep/reassign staffers or help them "transition to a new employer."

In a memo, Bradley noted, "The whole of the NJ is growing in revenues, employees and capital investment from 10 percent to 20 percent this year."



## 60 JOURNALISTS KILLED IN FIRST HALF

Sixty journalists were killed while covering stories during the first-half of 2015, according to the International News Safety Institute of the UK.

Richard Sambrook, INSI president, said 2015 is shaping up to be one of the worst years for journalists' death.

He noted that local journalists reporting on crime and corruption face the biggest threats.

Terrorist threats—jihadists decapitated seven journalists this year-- have made countries such as Syria no-go zones for reporters.

"The consequence of all that is that the public knows less about the world than they should, and the killing of journalists is increasingly seen as a political act or means of censorship," said Sambrook.

France, which lost eight journalists early this year during the terror attack on satirical magazine *Charlie Hebdo*, topped the first-half journalist murder list.

South Sudan and Yemen followed with six each; Iran and Libya had five deaths, while Brazil followed with four.

INSI's report called "Killing the Messenger" found that the murderers of reporters enjoyed total impunity.

## MEREDITH GOBBLES UP DIGITAL SHOPPER

Meredith has acquired Grocery Server, a leading digital shopping marketing outfit.

The firm's hyper-local targeting savvy and its network of consumer brands/retailers provides users time-sensitive product offers as they walk supermarket aisles.

Research shows that 90 percent of value-minded consumers use mobile devices to scout for the best deals.

Meredith in 2014 began using Grocery Server technology in its offerings to create campaigns for Target, Unilever and DelMonte.

Jon Werther, president of Meredith Digital, said his efforts are focused on services to engage audiences "at home, on the go and in the store." He said it extends "our leadership position in the food and CPG space by offering our brand and retail partners, and the media agencies that represent them, a scaled digital shopper marketing platform that quantifiably lifts key purchase funnel metrics and drives a demonstrable ROI lift on their media investments."

Grocery Servers co-founders Corbin DeRubertis and Kevin Thomas will helm Meredith's shopper marketing activities.

Meredith publishes *Better Homes and Gardens*, *Parents*, *Shape* and *Allrecipes*.

Its national media group attracts a multi-channel audience of 220M consumers monthly and more than 60 percent of female millennials.



**PR & SOCIAL MEDIA VIEWS****PR INDUSTRY NEEDS CREATIVE LEADERS**

By Courtney Lukitsch

A timely topic in the realm of both marketing and media relations is the increasingly dominant role of creative leadership in PR. At a moment where the public relations industry as a whole continues to expand, and our collective purview increases to include active brand reputation building on an hourly basis, we now manage visual print, digital, social and broadcast media within a 24/7 media culture, hungry for new creative content.

The possibilities are limitless, how best to harness creative assets and talent to achieve optimal results within this new climate as a PR leader? Much has been written and promoted as late on the topic of leadership.

The *New York Times* recent piece about cultivating leaders of consequence titled *Can You Learn to Lead?* illustrates that this is now being taught at top universities and business schools.

Are leaders made or born? The answer to that question may only be answered through successful examples of brands that uniquely embrace the tools that new media has to offer their PR practitioner. But do PR firms fully assume this creative leadership opportunity? It's a matter of debate. The question most clients will ask at an initial meeting is how creativity can be leveraged to drive their business. The next question that follows is invariably how to measure and harness business success.

The '4Ps' of leadership -- purpose, principles, people and process -- have been assigned to PR practitioners to take this uniquely complex creative set of skills and run with it past the goal line.

These include but are not limited to hourly client-side services such as visual and written brand building, reputation management, media relations across thousands of platforms, event planning and production, internal communications and meeting coordination, troubleshooting and problem solving, plus community relations.

Is that all you might ask? Why no, it is not. Business development, creative partnership building and strategic industry relations all come under the PR leadership umbrella of duties as well.

The *Harvard Business Review* studied this polemic within multiple companies to determine the leadership skills needed at every level within an organization required to reach this creative nadir in tandem with an agency, rather than outsourcing it all together, as can often be the case. Consistent with this idea, PR practitioners are no exception to the professional positions in need of creative leadership. The PR industry as a whole arguably requires this leadership style considering the immensely varied needs of the clients and constantly shifting media landscape.

With analytics, behavioral insights, experiential and social media all moving in on traditionally earned media in the realms of print and broadcast, the PR leader becomes a galvanizing resource. Bringing this discussion to the forefront also means that PR firms must necessarily evolve in the near term.

For more insight into visual media and the evolving media landscape from a creative PR standpoint, Gotham PR published this piece in *PR Insider* last summer, which

has proven to be quite prescient: *Visually Promoting the Client's Global Brand Story*.

As strong media relations and brand outreach become increasingly relevant in the business world, PR professionals will continue to pursue the highest standards in creative leadership, while adapting to the pressing new needs and related skillsets in global business.

*Courtney Lukitsch is Principal & Founder of Gotham Public Relations with offices in New York & London.*

**CAITLYN JENNER IS DISNEY'S NEW PITCHWOMAN**

By Kevin McCauley

Move over, Mickey. Beat it, Minnie.

After July 15's boffo performance on ESPN's ESPY Award program, Caitlyn Jenner is the new face of Walt Disney Co. What would Uncle Walter think?

The Disney empire rolled out the red carpet for the former Bruce Jenner, who received the Arthur Ashe Courage Award, during her prime of prime-time appearance on the three-hour show on ABC and ESPN.

Media reports say Jenner's reps arranged the total synergy package for the Magic Kingdom with a "take it or leave it" proposition.

Team Jenner reportedly asked for the Ashe award as tricky details were being ironed out for her "coming out" interview with ABC's 20/20's Diane Sawyer, who sat last night in one of the front rows of the Microsoft Theater in Los Angeles beaming at Caitlyn, who--on cue--called her a dear friend.

Putting a nice bow on the PR package, Jenner's team promised to plug the ESPY Award during her upcoming reality show, "I Am Cait," penciled in for July 26 on cable TV's E!, which is owned by Comcast's NBCUniversal. The eight-part one-hour program will beam into 120 countries.

How did Disney, owner of ABC and ESPN, CEO Bob Iger miss out on I Am Cait?

There was pushback to Caitlyn being handed the Ashe Award. Some thought the late woman's college basketball player Lauren Hill was more deserving.

The Mount St. Joseph University player suffered from terminal brain cancer. After raising \$1.5M for cancer research, she died April 10.

Hill was runner-up in the Associated Press 2014 Female Athlete of the Year award and received the ultimate American sports tribute, a picture on the Wheaties box.

Jenner's sports career peaked and effectively ended with his 1976 Olympic decathlon gold medal. Capitalizing on that achievement, he became product pitchman, motivational speaker and Kardashian family reality TV guest.

My understanding is the ESPYs honor individual and team achievement or other sports-related performance during the previous calendar year.

Yet Jenner aced Hill, who was honored with a "Best Moment" award, for the top award. That's a testament to Hollywood and the power of Big Media.

What's next? Will Caitlyn become Disney pitchwoman for its \$5.5B Shanghai Disney Resort slated to open next spring? Will Disney open the Transgender Express thrill ride to honor Jenner?

Stay tuned.

*Kevin McCauley is editor of O'Dwyer's.*

**NEWS OF PR FIRMS****PARALYZED VETS GROUP PICKS F/W/V**

The Paralyzed Veterans of America organization has selected French/West/Vaughan to provide marketing services for its new "Racing to Empower Veterans" charity endurance racing program.

The REvolution contests will give able-bodied athletes an opportunity to raise funds for veterans with spinal cord injuries/disease and their families.

Julia Walker, PVA program manager, expects REvolution "will inspire athletes across America" to raise funds for her group established 68 years ago.

She cited F/W/V's extensive background of working with "top performance and sporting goods brands" in announcing the selection of the Raleigh-headquartered shop.

F/W/V will use PR, creative and digital marketing capabilities to recruit participants for REvolution.

CEO Rick French is honored to work for PVA and help "give back to the brave men and women who risked their lives fighting for our country."

**JOELE FRANK SETS M&A PR PACE IN 1H**

Joele Frank, advising 58 transactions in the first six months of the year, was the top M&A PR adviser for the period, according to *The Deal*.

JF, which also led in Q1, counseled the acquiring or bidding entity in 32 deals and the target/seller in 26. That included the \$2B Hill-Rom/Welch Allyn merger and the \$574M sale of Coach's luxury shoe brand Stuart Weitzman.

Sard Verbinnen & Co. was involved in 33 transactions in the first half, followed by Kekst and Company (19), Abernathy MacGregor Group (11) and Brunswick and Owen Blicksilver PR (9 apiece).

Sard's current roster includes Aetna's blockbuster \$37B move to acquire Humana.

The Deal reports that first half M&A activity set records thanks to "confident executives, favorable credit markets and eager buyers, particularly in the healthcare market."

**FORMER VA PR STAFFERS HANG SHINGLE**

Former US Veterans Affairs public affairs staffers Brandon Friedman and Lauren Bailey have opened The McPherson Square Group in Fairfax, Va., to handle PR and communications counsel in areas like defense, global business and PA.

Friedman, CEO, and Bailey, COO, also worked together at FleishmanHillard in Washington.

Friedman was recently deputy assistant secretary for PA the Dept. of Housing and Urban Development. Bailey recently handled projects for CDR Fundraising Group after leaving FH in 2014.

Info: mcphersonsquaregroup.com.

*BRIEF:* Ireland + Hall Communications, Toronto, has partnered with BUZZ Communications India. I+H managing director Lowell Hall said the deal "moves both agencies more firmly into the international landscape of communications."

**NEW ACCOUNTS****New York Area**

**Spring O'Brien**, New York/Wales Tourism, for PR and media services to promote travel to the UK nation, working with UK partner Four Cymru. Work includes media relations and promotions, with an emphasis on Wales' 2016 Year of Adventure theme.

**Magrino**, New York/Obica, Italian restaurant brand with 20 locations, for national PR; Riviera Maya, Mayakoba Residences, luxury homes in Mexican resort development, and Obrascon Huarte Lain, global concession and construction group, as AOR for PR.

**Rubenstein PR**, New York/New York City's 42nd annual Village Halloween Parade, for PR for third straight year.

**Nancy J. Friedman PR**, New York/Visit St.

Pete/Clearwater, FL, a renewal following a competitive pitch among four agencies; Visit Savannah, for its New York media mission, and London & Partners and Great Britain's "Autumn Season of Culture" campaign, for pre-event phase and ongoing, integrated marketing comms.

**Butler Associates**, New York/Hostelworld Group, hostel reservation service, for comms. messaging related to its expansion into the New York market.

**East**

**March Communications**, Boston/3Q Digital; Arc-Touch; Deep Information Sciences; Fasetto; FitNatic; OriginGPS, and Scredible, for PR, influencer campaigns, content marketing and email marketing, among other tasks.

**Shift Communications**, Boston/Metromile, pay-per-mile car insurance; Mountainside, substance abuse treatment center; SOLS, 3D printing technology; Splash, event planning platform, and Suburban Propane, national distributor of propane, fuel oil and similar products, for PR and integrated communications.

**Buffalo Brand Invigoration Group**, Vienna, Va./Sports Turf Managers Association, not-for-profit, professional association for 2,600 men and women who manage sports fields worldwide, for trade and consumer PR, a renewal.

**Southeast**

**Brandware**, Atlanta/Sonic Tools, North American subsidiary of commercial and consumer hand tools and tool box systems maker Sonic Equipment, as AOR.

**Arketi Group**, Atlanta/Mitech, fire and property protection services, for a new brand identity, website and marketing collateral.

**JoTo PR**, Clearwater, Fla./Handymen for All, home upgrading and re-modeling, for PR.

**Mountain West**

**WordenGroup PR**, Jackson Hole, Wyo./Wildlife Expeditions of Teton Science Schools, upscale wildlife tours, and WRJ Design, interior design, for PR.

**West**

**JMPR Public Relations**, Woodland Hills, Calif./AMA Pro Flat Track, professional flat track motorcycle racing championship, for media outreach targeting non-endemic audiences at the local, regional and national levels for the 2015 and 2016 championships.

**NEWS OF SERVICES****FOOD TECH DEVICE MAKER SEEKS PITCHES**

Anova Culinary, the San Francisco-based maker of sous vide cooking devices, wants to hear from PR firms.

The company, which raised \$1.8M on Kickstarter, seeks a tech firm with a San Francisco outpost and start-up experience, while food and culinary experience are optional.

A track record with product launches and connected hardware devices is also on the list.

Anova's flagship product is the Precision Cooker, a Bluetooth-enabled digital appliance that allows chefs to cook sous vide style.

While there is no formal RFP, firms can contact Jordan Houston (Jordan@anovaculinary.com).

**SOCIAL'S GROWING INFLUENCE ON BUYING**

Social media's impact on buying decisions is growing rapidly but its influence varies across product categories, according to the *McKinsey Quarterly*.

The management consultant surveyed purchase decisions of 20,000 European consumers and more than 100 brands. It found social media recommendations influenced 26 percent of purchases across the 30 surveyed product categories. Direct recommendations played a role in two-thirds of the purchases.

Recommendations were most sought out by consumers in the travel, over-the-counter drugs and investments categories. Utilities ranked lowest.

The consultant found that a small group of "power influencers" accounted for nearly a quarter of total recommendations.

For companies looking to maximize return on social media, McKinsey says they should "both encourage would-be customers to engage in more social interactions and inspire more influencers to express enthusiasm for their products."

The research is bullish on the role of PR and third-party endorsements. It found that online articles posted by journalists encourage people to gather more social input to guide purchase decisions.

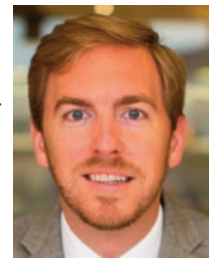
According to McKinsey: "Public relations spending to generate such articles may be a worthwhile investment." Spending effectively on search-engine optimization to move products up the search results can expect to benefit from a greater social-media impact.

McKinsey also found some companies demonstrated that they could turn negative vibes to their advantage by responding quickly.

**BRIEF:** **Business Wire** has added Twitter feeds in 19 new languages, including Chinese, Chinese (Hong Kong), Czech, Danish, Dutch, Estonian, Finnish, French, German, Hungarian, Italian, Japanese, Latvian, Lithuanian, Norwegian, Polish, Portuguese, Spanish and Swedish.

**PEOPLE****Joined**

**Stephen Aaron**, an eight-year veteran of the National Rifle Assn., has joined the Levick PR shop. At the gun advocate, Aaron mobilized coalitions, cultivated third-party support, framed issues and organized get-out-the-vote drives. He also served as regional crisis manager. Prior to the NRA, Aaron worked three years as policy analyst for the Senate's Environment and Public Works Committee.

**Aaron**

**Gadi Dechter**, a former journalist and senior advisor for the National Security Council and National Economic Council of the Obama administration, to APCO Worldwide to head its public affairs operation in Washington. Dechter was director for international economics at the NSC and deputy director for the US Dept. of Commerce under Secretary Penny Pritzker over the past two years in the Obama administration. A former reporter for the *Baltimore Sun* and Bloomberg News, he also did a three-year stint at the Center for American Progress as managing director for economic policy.

**Lisa Osborne Ross**, EVP and corporate and PA practice head for Ogilvy PR in Washington, has decamped to head APCO DC office. Ross takes the post vacated by Mike Tuffin, who left the MD slot in April to become senior VP of external affairs and PA at UnitedHealth Group. Ross spent 20 years at Ogilvy after a stint at FleishmanHillard. She was communications director for the US Dept. of Labor.

**Ross**

**Vincent Perrone**, adviser to law firm Sidley Austin, to EVG Group, New York, as an A/S. He is a former member of the New York Stock Exchange's global listings team.

**Rachel Gary**, director of communications for the 2014 Special Olympics USA Games, to One World Sports, the sports TV network based in Stamford, Conn., as director of media strategy & communications for the independent sports network. She previously led media relations for Clear Channel Entertainment, Women's Sports Foundation, 16W Marketing, United Football League, TEST Football Academy and Parisi Speed Schools.

**Kendall Heumader**, sr. graphic designer, Black River Imaging, to Agenda, Albuquerque, as sr. graphic designer.

**David Buckley**, creative director for POP, to Edelman, Seattle, as group creative director for the Pacific Northwest, a newly created role. He was also creative director for Possible.

**Buckley****Named**

**John Kouten**, CEO of Skillman, N.J.-based JFK Communications was named to the board of CancerCare New Jersey, the Garden State unit of the national non-profit providing support for those affected by cancer.

## **VIOLENCE-TORN SO. SUDAN COUNTS ON WATTS**

South Sudan, the violence-torn nation that celebrated its fourth "Independence Day" on July 9, is using Watts Partners for advocacy work in the US.

Watts Partners, which is a unit of former Oklahoma Republican Congressman JC Watts' firm, is to communicate with Congress, members of the executive branch, corporations and third-party organizations on behalf of the African nation.

The firm is working under a three-month contract inked with Arise Consult Ltd. of London.

South Sudan suffers violence from militias connected to president Salva Kiir Mayardit and former VP Rick Machar.

Susan Rice, US National Security Advisor said July 9, both men "and their cronies are personally responsible for this new war and self-inflicted disaster."

The United Nations reports that there are 1.6M displaced people in South Sudan, 600,000 refugees in neighboring countries and 4.6M people suffering from "severe food insecurity."

## **LOTT, BREAUX WORK TO KILL 'NET GAMBLING**

Former Senate Majority Leader Trent Lott and Senator John Breaux are working to thwart Internet gambling on behalf of two Reno casinos, religious and civic groups.

The Coalition to Stop Internet Gambling is backing the "Restoration of America's Wire Act" introduced June 24 by presidential hopeful Lindsey Graham (R-SC) and Dianne Feinstein (D-CA).

The bill, according to the Coalition, would stop "predatory online gaming," which has victimized thousands of Americans from all walks of life.

Lott and Breaux lead the six-member lobbying team at Squire Patton Boggs.

Coalition members include the Bonanza Casino, Monarch Casino and Resort, Christian Family Coalition, Faith & Freedom Coalition, televangelist Pastor John Hagee, Revive America president Bob Adams, World Conference of Mayors, Latino Coalition and New York State Assn. of Chief of Police.

## **JF GUIDES CHPT. 11 PR FOR SABINE OIL**

Sabine Oil Gas, a Houston-based oil and gas exploration company, is relying on Joele Frank for PR counsel as it navigates Chapter 11 protection amid the ongoing oil price slump.

The company, feeling the squeeze from falling oil prices and substantial debt, filed for bankruptcy in New York federal court, listing assets of nearly \$2.5B and liabilities of \$2.9B. That follows cost-cutting measures and asset sales amid the oil slump.

Joele Frank partner Michael Freitag and managing director Leigh Parrish in New York advise Sabine on the PR front. Michael Magilton is senior VP and CFO at Sabine.

Sabine president and CEO David Sambrooks said in a statement the company expects to continue operating as usual. "Undertaking this process provides an orderly path forward to better align the Company's balance sheet with changing market dynamics," he said.

## **ICR, WEBER WORK WADDINGTON SALE**

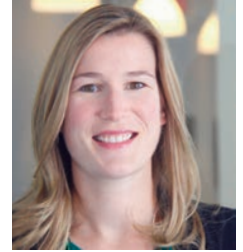
ICR and Weber Shandwick are advising the \$1.35B sale of disposable tableware maker Waddington Group to consumer products giant Jarden Corp.

Jarden, which works with ICR on the financial communications front, owns dozens of well-known brands covering disparate consumer products like fishing reels (Shakespeare, Abu Garcia), baseball gloves (Rawlings) and cooking (Crock-Pot, Sunbeam).

Waddington, based in Covington, Ky., and controlled by a fund led by private equity firm Olympus Partners, makes disposable products for the foodservice industry under the WNA label in the US and Polar Pak in Canada. It also owns the Eco-Products green packaging line, based in Boulder, Colo.

Weber Shandwick EVP Liz Cohen is handling financial comms. for Jarden in the deal.

Rachel Wilson is VP of investor and financial relations for Jarden. Allison Malkin, senior managing director at ICR, reps Jarden on the IR front.



**Dalton**

## **DALTON SPEAKS FOR HRC**

Olivia Alair Dalton, who was senior VP for SKD-Knickerbocker and spokesperson for First Lady Michelle Obama, has joined the Human Rights Campaign as senior VP-communications & marketing. She assumes duties once held by Fred Sainz.

Dalton will lead HRC's outreach to federal, state and local government levels for civil rights protection for lesbian, gay, bisexual and transgender people.

At SKDKnick, she worked with HRC to help manage a communications "war room" in support of the Respect for Marriage Coalition.

Though the Supreme Court ruled in favor on marriage equality, Dalton said, "Millions of LGBT Americans continue to face persistent discrimination in the workplace, at school, in housing and in public places across the country."

The new HRC staffer also served as spokesperson for former Transportation Secretary Ray LaHood and Vice President Joe Biden.

## **BIDEN AIDE TO ALBRIGHT STONEBRIDGE**

Julie Mason, a seasoned corporate and political PR hand, has moved to Albright Stonebridge Group in Washington as a VP.

Mason was recently director of special projects in the Office of Vice President Joe Biden and served as communications director for Jill Biden during the 2012 campaign.

Albright Stonebridge is the firm of former Sec. of State Madeleine Albright, ex-National Security Advisor Sandy Berger, and ex-Commerce Secretary and Kellogg CEO Carlos Gutierrez.

Mason worked corporate communications for America Online and AOL Time Warner after serving as a press deputy to First Lady Hillary Clinton. She started out on the Hill.

## PR OPINION

**Web users are being deluged with video segments** but a third of the audience bolts after 30 seconds unless hooked, says Mary Pedersen of JPL, Harrisburg, Pa., writing in *Advertising Age*.

Attention spans are getting shorter and expectations of viewers “becoming greater,” she wrote in the July 14 AA. After one minute, 45% of viewers have departed.

She has a point. But viewers do not have to stay for an entire video to get the “message” or “story.”

There is a profusion of “stories” being told today in “branded” content. New technology such as video and internet links should be combined with old technology such as transcripts to provide a powerful communications package.

Video, internet links and transcripts are a “triple play,” a marketing phrase of companies offering telephone, internet and TV services. A willing audience is also required.

Transcripts are inexpensive compared to the cost of producing a videotape or hosting a website. Viewers whose attention is caught by a video but who don’t want to spend the next five, ten or more minutes looking at it should be able to download a transcript of the video and quickly peruse its contents. Careful study is possible later on. A transcript eliminates the need to recall what may or may not have been in the video. Exact quotes can be taken from the transcript in case that is needed. A printed record can be filed away for future study without doing a web search.

### Westhampton Transcript Obtained

A Transcript was obtained by this website of the 37-minute July 6 inaugural meeting of the Westhampton Beach board of trustees. It was provided for \$100 after the videotape of the meeting was emailed to a New York transcription service. WHB has yet to post the minutes of the meeting.

Readers who click the link to the videotape on the WHB website will find that the January 2015 meeting comes up first. Some viewers give up at this point. But six clicks on the right hand side of the screen will bring up the July meeting. WHB officials have ignored our suggestion to put the video of the latest board meeting first.

Residents who don’t want to sit through the 36 procedural matters lasting about 25 minutes that are on the July 6 videotape such as “appoint marriage officer,” can use the transcript to jump right to No. 37 which was ditching medical/dental benefits for current and future trustees, a major bylaws change that will save WHB hundreds of thousands of dollars in future years.

New trustees Ron Rubio and Brian Tymann ran on a platform of halting such benefits even though they would have been among the recipients of that generous package.

Local blogger Dean Speir, speaking in the “Public Comment” part of the meeting, the last item on the agenda, asked what trustees and ex-mayors continue to get medical/dental insurance. They were identified as

Robert Strebel, Arma Andon and Stuart Tobin. Also getting benefits are two former trustees, Ora Belle Barnett and Harold Williams.

Speir also noted there is now only one “official newspaper” for WHB when there used to be two. That was confirmed by the trustees who offered no further information on this.

Adam McDaid, 15 Beach rd., who lives just behind Sydney’s Taylor Made Cuisine, 32 Mill rd., asked whether the business had a permit for an “outdoor party” conducted the previous Friday which involved “outdoor seating.” He was told it did not have such a permit and that the code enforcement officer has “taken action, in accordance with our code.” McDaid was told to inquire at the Building Dept. when he asked what the action was.

“It’s just terrible she does what ever she pleases,” McDaid said of owner Erin Finley. Kyle Campbell, 27east.com reporter who covered the incident July 8 after it was brought up by McDaid, quoted Finley as saying the party was to celebrate the graduation of one of her daughters and was not connected in any way to the restaurant.

### Technology, Old and New, Ignored

This reporter, also speaking in the “Public Comment” section, gave a ten-minute statement describing the financial threat to WHB, Southampton and Quogue by the East End Eruv Assn.

We decried the fact that the last entry on the dispute on the WHB website is dated Dec. 24, 2014 when there have been numerous more recent developments and documents related to the battle including a publicly available, 6,000-word discussion of the issues involved before Judge Kathleen Tomlinson Feb. 26, 2015. Eighteen of the first 23 items are from 2011.

We urged the trustees to post this and other documents on the WHB website. Failure of WHB to keep its “Eruv Litigation” section up to date is beyond mere stonewalling and into the area of censorship—the withholding of information deemed “objectionable” by governments and others. The Wikipedia definition of censorship is as follows:

“Censorship is the suppression of speech, public communication or other information which may be considered objectionable, harmful, sensitive, politically incorrect or inconvenient as determined by governments, media outlets, authorities or other groups or institutions. Governments, private organizations and individuals may engage in censorship.”

The WHB administration headed by Mayor Marie Moore has said it is dedicated to “transparency” but we don’t find that is happening. New and old communications technology tools are being ignored.

What would a resident say if he or she called the police and found that they arrived rather tardily using a horse and buggy rather than a police car?

The WHB board is ignoring technology that would allow its meetings to be webcast live with questions posted during the meeting by citizens.

— Jack O’Dwyer