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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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TEXAS REVIEWS TOURISM PR

The Lone Star State has kicked off a review of its tourism PR account for the Americas as it tries to broaden perceptions beyond its cowboy image.

The Office of Gov. Rick Perry oversees the Texas Economic Development and Tourism Division, which released an RFP on July 16 covering strategic travel and tourism PR for the state. Texas, which uses its "It's Like a Whole Other Country" tagline, wants a "responsible, accurate and positive image" cultivated as it is pitched as a premier destination.

Edelman is the incumbent firm for the US, picking up the account in its 2010 acquisition of Vollmer PR. VoX International works PR in Canada.

The RFP notes "many domestic and international travelers have a stereotypical and one-dimensional image of Texas, recognizing the state for its rich cowboy image and western heritage, but also perceiving the state to be a hot, flat, dry and dusty place with limited appeal..."

Travel spending supports nearly 600K jobs and has a \$67B impact on Texas per year, one of the largest industries in the second largest state.

A two-year contract is expected to result from the review with a two-year renewal option.

Proposals are due Aug. 1. RFP: <http://bit.ly/1ra09P9>.



PUBLIC STRAT ALUM TO DRIVE GM POLICY

General Motors has brought back Robert Ferguson for its top public policy role as the carmaker continues to navigate its recall crisis, rebuild its reputation and work to placate Washington.

The senior VP of public policy role was previously held by Selim Bingol, who also led communications and was pushed out in April as the company's woes grew.

Ferguson, a former senior strategist for Public Strategies Inc. (now Hill+Knowlton Strategies), led government relations for GM before moving to a global senior VP role with its Cadillac unit in 2012 under then-CEO Dan Akeron. But he has led the automaker's recall response among lawmakers and regulators while in the Cadillac role and will report directly to CEO Mary Barra with the new title.

"We need Bob's leadership and full focus on rebuilding relationships and instilling confidence in GM's efforts to create a new industry standard for safety," Barra said.



Ferguson

PR POWERS INTERPUBLIC'S SOLID Q2 GAINS

Interpublic's Constituency Management Group, which includes PR operations, jumped 10.9% in the second quarter to \$355.4M. Organic growth advanced 7.9 percent.

The McCann-led ad agency unit trailed with a 4.2 percent gain in revenues to \$1.5B, and a four percent hike on the organic front.

CEO Michael Roth singled out IPG's "very strong" PR performance in a conference call July 17, noting Weber Shandwick, Golin and DeVries, as well as sports marketing unit Octagon, were key to CMG's robust Q2 growth.

Weber CEO Andy Polansky told O'Dwyer's IPG's PR flagship continues on its torrid double-digit gain performance and he's bullish for the remainder of the year due to a bulging pipeline. Technology, healthcare, corporate and social media are set for robust gains.

Roth said IPG's "operating results underscore the competitiveness of our agencies, and quality of our offerings in key growth markets and disciplines." The combine is "winning share in digital and marketing services, successfully innovating with our media offerings, and our global ad networks continue to trend positively."

Overall, the No. 4 marketing conglomerate saw revenue climb 5.4% to \$1.85B, or 4.7% on an organic basis, during the quarter. IPG showed a 3.4 percent rise in US revenues to \$997M, while international surged eight percent to \$760M, powered by the rebounding UK sector, which 33 percent to \$120M.

Continental Europe ticked up 3.8 percent to \$196M, Asia Pacific rose 1.4 percent to \$221M and Latin America dipped 2.9 percent to \$120M. Net income climbed to \$103.7M, from \$86.1M for Q2 of 2013. Overall, the No. 4 marketing conglomerate saw revenue climb 5.4% to \$1.85B, or 4.7% on an organic basis, during the quarter.

Total debt sits at \$1.8B vs. \$901M in cash/marketable securities.

KETCHUM REPS RUSSIA, ADVISED MALAYSIAN

A Malaysian Airlines 777 crashed July 17 in eastern Ukraine killing all 295 passengers and crew.

A Russian-made missile may have brought down the carrier, according to Ukrainian officials.

President Obama and Russian strongman Vladimir have discussed the incident.

Ketchum, which was called in by Malaysia Air after the loss of Flight 370 in March, also represents Russia.

London-based Perowne Charles Communications has been Malaysian Airlines' outside PR firm for the past several years and is handling the current crisis.

SEC FINES E&Y \$4M FOR IMPROPER LOBBYING

Ernst & Young has agreed to pay more than \$4M to settle charges levied by the Securities and Exchange Commission that it violated auditor independence rules by lobbying for two audit clients.

Such lobbying activities are impermissible because they put a firm in the position of being an advocate for those audit clients.

“Despite providing the prohibited legislative advisory services on behalf of the clients, E&Y repeatedly represented that it was ‘independent’ in audit reports issued on the clients’ financial statements,” according to the SEC.

“Auditor independence is critical to the integrity of the financial reporting process. When an auditor acts as an advocate for its audit client, that independence is compromised,” said Scott Friestad, associate director in the SEC’s Division of Enforcement, said in a statement. “Ernst & Young engaged in lobbying activities that constituted improper advocacy and clearly violated the rules.” The SEC charged that E&Y’s Washington Council EY impaired the firm’s independence by,

1) Sending letters signed by a senior executive of an Ernst & Young audit client to congressional staff, urging passage of certain legislation; 2) asking congressional staff to insert language into a bill that was favorable to the business interests of the firm’s client; 3) meeting with congressional staff in order to defeat legislation detrimental to the business interests of the audit client. 4) asking third parties to approach a U.S. senator in order to seek support for a legislative amendment sought by an audit client, and 5) marking up a draft of a bill by inserting an audit client’s language and sending it to congressional staff.

A spokesperson for E&Y said “auditor independence is of paramount importance to the company” and that E&Y voluntarily ended lobbying work for SEC registrant audit clients in 2012.

GUN GROUP TARGETS PEARSALL

The National Shooting Sports Foundation, the Newton, Conn.-based trade group for firearms manufacturers, has brought in Jennifer Pearsall as director of PR.

Pearsall is a former editor for the National Rifle Association and recently served as senior book editor for Gun Digest/F&W Media.

NSSF counts 10,000 gun makers, distributors, retailers, shooting ranges and similar entities as members. It lobbies nationally against gun control measures and promotes development of shooting ranges and competitions, in addition to running its popular SHOT trade show.

The group also added Justin Morrissey as digital content specialist. Mike Bazinet, as director of PA, handles media relations.

Steve Sanetti, former president of Sturm, Ruger & Co., is CEO of NSSF. He addressed the thorny PR issue of his group sharing a hometown with the site of the 2012 school shooting in an interview with the Associated Press in November in which he said NSSF considered leaving Newtown but ultimately decided to stay put. The group, which has ramped up its Project ChildSafe campaign, posted a long statement about the shooting on its website.

JF, BRUNSWICK SUPPORT \$27B SMOKES DEAL

Joele Frank, Wilkinson Brimmer Katcher and Brunswick Group are providing PR support in the \$27.4B Reynolds American-Lorillard deal.

The two tobacco companies, which acknowledged merger talks last week, announced the \$68.88-per-share combination to create an \$11B-per-year seller of brands like Newport, Camel and Natural American Spirit.

As part of the deal, UK-based Imperial is stepping in to buy for \$7.1B the Kool, Salem, Winston, Maverick and blue Cigs brands, tripling that company’s US market share. It will also buy a North Carolina Lorillard factory.

In a fourth piece of the transaction, Reynolds’ top shareholder British American Tobacco will spend \$4.7B to maintain a 42% ownership stake.

Joele Frank partners Meagan Repko and Andrea Rose are handling communications regarding the deal for Lorillard. David Howard, senior dir. of comms. for Reynolds, said Brunswick Group worked with the company on the project. The companies will form the No. 2 US tobacco company behind Altria and are pitching a cost-savings of \$800M. They expect the deals to close in the first half of 2015.

ECUADOR TARGETS CHEVRON

The Embassy of Ecuador has hired the firm of former liberal Congressman Bill Delahunt of Massachusetts to improve bilateral ties with it and the US and to keep on top of Chevron’s “communications strategies and lobbying efforts” in both federal Washington and think tanks.

The South American nation and San Ramon, Calif.-based energy giant have been at loggerheads over pollution in the Amazon created by Texaco, which is now part of Chevron.

Delahunt Group’s six-month contract calls for it to recommend and then respond to Chevron’s initiatives, which may result in coordination with other stakeholders.

The outfit reports to Ecuador Ambassador Nathalie Cely. Democrat Delahunt had close ties with late Venezuelan president Hugo Chavez and helped arrange the 2005 export of low-cost fuel from Citgo, which is controlled by Venezuela, to more than 500K poor people in the Bay State and New York City.

Ecuador president Rafael Correa views himself as an heir to Chavez’s leftist mantle.

Ketchum also works with Ecuador under a \$35K monthly economic development/tourism agreement.

H+K DEFENDS MIAMI BEACH

Miami Beach will stick with Hill+Knowlton Strategies after a spring review of its tourism PR account, as the city heads into its centennial in 2015,

H+K’s Miami office has worked the account since 2011.

The Miami Beach Visitor and Convention Authority released an RFQ in April for the PR business, including development of a strategic PR plan, media outreach, press trips and other endeavors. A key focus was drumming up travel in the so-called “shoulder season” from May through November, as well as planning for the city’s 100th anniversary.

PR EXEC TO HEAD CONSUMER REPORTS

Marta Tellado, the advocacy-focused VP for global communications of the Ford Foundation, has been named president and CEO of Consumer Reports.

She takes the reins of the \$260M consumer advocacy and product-testing institution from James Guest, who is retiring after 13 years and oversaw its digital revamp from its consumer magazine roots.

The digital-savvy Tellado, 55, has led communications, partnerships, government relations and PA for the past nine years for the Ford Foundation, the \$10B New York-based entity founded in 1936 by Edsel and Henry Ford.

Diane Archer, incoming board chair of CR, said Tellado is the 'perfect choice to build and lead a consumer movement in this country.'

Added Tellado: 'The organization is well positioned to articulate a compelling vision of a more just society in which consumers play a central role.'

The Cuba native is a former VP of comms. at the Partnership for Public Service and director of domestic policy programs at the Center for National Policy after. She worked on the Hill as an aide to ex-Sen. Bill Bradley (D-N.J.) at started out at Public Citizen.

Guest was a 21-year CR board member with a policy and advocacy background before taking the president/CEO role in 2001 of the then-named Consumer Union.

The non-profit, Yonkers-based CR does not accept advertising.

GUARDIAN SHOPS FOR STORE

Britain's Guardian News & Media has hired Eamonn Store, a media agency executive, as CEO of its US digital offering.

The 25-year veteran will join from New York's MEC, where Store held the president/agency development post.

He will be in charge of Guardian's business/commercial thrust and report to David Pemsel, deputy CEO of GM&M.

Store has been at MEC since 2005 when he signed on as managing director/global solutions.

Earlier, he worked at Starcom, Profero and Carat International media shops.

Trained as a pilot officer in the British Royal Navy, Store launched a media planning career with Carat in the UK.

Pemsel said Store 'brings a wealth of experience of the US and UK media markets and a strong understanding of our brand positioning and opportunities for growth in the US.'

Katharine Viner, editor-in-chief, is the other new face at Guardian US. She's served as deputy editor in UK and handled Guardian's launch in Australia.

Store and Viner take up their duties on Sept. 2. Shift Communications does PR for Guardian US.



Tellado



Store

TW REJECTS MURDOCH'S OVERTURE

Time Warner rejected an \$80B merger proposal from Rupert Murdoch's Twenty-First Century Fox, saying the transaction posed 'significant risk and uncertainty' about the valuation of its non-voting stock and ability to manage the size and scale of the combined entity.

The company claims its strategic plan and 'industry-leading businesses' would provide a superior long-term value to shareholders than a potential merger with 21st Century Fox.

Management cited its ability to 'unlock value in related businesses' including the spin-offs of AOL, Time Warner Cable and Time Inc.

News Corp's 21st Century Fox confirmed it made a formal offer last month that was declined by TW's board. It is not currently engaged in discussions with TW.

NBCU UPS SKOWRONSKI TO VP, COMMS

NBCUniversal has plugged in MSNBC media relations head Lauren Skowronski to the VP, corporate communications, slot for the parent company.

Skowronski takes the new post Aug. 11 under SVP Cameron Blanchard, overseeing media and communications for NBCU's broadcast, technology and other operations, legislative and regulatory affairs, as well as affiliate PR.

She led media relations as VP for MNSBC for the past two years and started out in NBC's page program.

Blanchard got NBCU's top communication slot in 2012.

NPR NEWS CHIEF DIVES INTO ATLANTIC

Margaret Low Smith, news chief at NPR responsible for its 400 journalists since 2011, is moving to *The Atlantic* in September to take over its events unit.

Bob Cohn, COO of The Atlantic, said NPR's senior VP news is a 'newsroom leader who understands the high editorial and product standards we strive to meet every day.'

Atlantic Live produces dozens of events in Washington and other cities geared to pressing issues and ideas of the day.

The Atlantic says the operation, which includes one-on-one interviews with entrepreneurs, forums on innovation and events tied cover stories, chalked up record results during the first-half of 2014.

Smith will succeed Elizabeth Baker Keffer, founding president of the unit, and work closely with Steve Clemons, editor-at-large at The Atlantic, and Emily Akhtarzandi, head of AtlanticLive's sales team.

She's a 32-year veteran of NPR, joining as overnight production assistant for 'Morning Edition.'

Smith rose to become VP/programming in charge of production deals and managing relations with acquired programs.

Smith oversaw the development of 'Wait, Wait... Don't Tell Me,' the popular news quiz and forged its events strategy.

(Continued on page 4)

MEDIA NEWS**NPR NEWS CHIEF TO ATLANTIC (Cont'd from 3)**

AtlanticLive has a partnership with the Aspen Institute. It will unveil CityLab in Los Angeles, a September session with global mayors and urban leaders to grapple with ideas to create more livable and sustainable cities.

That event is a partnership with Aspen and Bloomberg Philanthropies.

WOMAN GETS 20 YEARS FOR FB POST IN IRAN

Roya Nobakht, 47, has been sentenced to 20 years in prison in Iran for comments on Facebook that allegedly insulted the country's leadership. 'Social media' can be a dangerous place.

Nobakht, who holds both U.K. and Iranian citizenship, posted comments on Facebook while visiting friends in Iran that allegedly helped crowds to gather, put national security at risk, and insulted Islam after criticizing former supreme leader the Ayatollah Khomeini, the *Mirror* reported May 30.

The Guardian also reported on the jailing.

She has been held at Evin Prison, described by Fox News as 'Hell on earth.'

Nobakht's husband, Daryoush Taghipoor, 47, spent two months in Iran searching mortuaries, hospitals and police stations when she did not return to her home in Manchester earlier this year.

Metro News of the U.K. carried a picture of the couple, describing her as a part-time student at Stockport College and 'housewife.'

Sources said Nobakht 'confessed' after being tortured and is enduring insufferable conditions in the prison. She has told friends she would rather die than spend 20 years there.

The Foreign Office of the U.K. government says it is investigating the imprisonment. Seven other people were jailed in Iran at about the same time on charges of blasphemy and insulting the country's supreme leader on Facebook. The terms ran from seven to 19 years.

NEWSPAPER ASSOCIATION DROPS STATS

The Newspaper Association of America, after 62 years of running a chart of ad revenues, dropped it for 2013.

NAA, which ended quarterly ad revenue reports last year, has stopped publishing the extensive full year's Excel report. CEO Caroline Little had previously said it was 'time to stop beating ourselves up four times a year with negative numbers.'

American Enterprise Institute scholar Mark Perry, complaining about the lack of quarterly reports and eyeballing the 2013 stats that were in a news release, said the 'dramatic decline in newspaper ad revenues since 2000 has to be one of the most significant and profound gales of creative destruction in the last decade, maybe in a generation. And it's not even close to being over.'

Newspaper print ad revenues declined another 8.6% in 2013 to \$17.3 billion (vs. \$47.4B in 2005). Perry called the sharp decline in recent years 'stunning' and said that revenues from online ads, direct marketing and non-daily publication advertising are making up only a small part of the loss.

Total of all ad revenue streams was \$23.56B in 2013 which Perry says is the lowest ad revenue since 1954 when \$23.3B was spent on print ads alone (adjusted for inflation).

NYT NOT COPING WITH WEB-USHER

Nikki Usher, a Harvard grad with a Ph.D. from USC's Annenberg School of Communications, authored in April *Making News* at the New York Times (The New Media World) which was written after she spent five months at the paper in 2010 observing the editorial process.

She was given 'free reign' as long as she didn't reveal sources or competitive advantages from business decisions on story tips.'

Usher, who is now an assistant professor at George Washington University's School of Media and Public Affairs, wrote in the online version of the *Columbia Journalism Review* May 22 that an NYT 'innovation report' on how it is coping with the web 'reveals how little, really, the Times has changed in the four long years since I was there in 2010.'

'The report's discussion of social media and how to promote the paper sounds in 2014 an awful lot like it did in 2010—basically a mix of bravado from the top and confusion among the rank-and-file,' said Usher in a posting on CJR's 'Business: The Audit.'

She also says the report 'misses some of the good innovations and practices that actually are already happening at the Times and which the report suggests should get started on right away.'

One incident she remembers is reporter Hiroko Tabuchi getting a 'tongue-lashing from the public editor' for tweeting she was 'fed up' with Toyota's 'harsh media restrictions.'

'Reporters still don't have a sense of what is ethically appropriate,' Usher commented on CJR. There continues to be too much emphasis on the print vs. the web version of NYT, says Usher.

BOOK REVIEW: S STREET RISING

In the late 1980s and early 1990s, the nation's capital was in the grip of a crack epidemic. The annual murder rate exceeded four hundred bodies. Even the brother of then-police chief Isaac Fulwood was lost to drug violence. Many of these murders were the result of turf wars between drug dealers.

During this time, Ruben Castaneda, a reporter with *The Los Angeles Herald Examiner*, joined *The Washington Post* as an overnight police reporter. He thrived on the adrenaline rush of racing to crime scenes he learned about from his police scanner.

Unbeknownst to his editors and colleagues, Castaneda was battling alcoholism and crack addiction. The challenges of this double life are chronicled in his new memoir *S Street Rising: Crack, Murder and Redemption* in D.C. [Bloomsbury Publishing, 2014]. In this tense, gripping, honest memoir Castaneda provides a look at the daily life of a functioning crack addict. At the time, Castaneda was, as he said, 'old enough to know better, but young enough to feel invincible.'

Full review at odwyerpr.com.

NEWS OF PR FIRMS**KEKST AIDS SLIM-FAST SALE**

Kekst and Company is guiding communications for Kainos Capital in its acquisition of weight-loss brand Slim-Fast from Unilever.

Kainos, a Dallas-based private equity firm focused on food and consumer goods, said Slim-Fast will slide into its health and wellness group that includes NutraLife (vitamins), Healthy Delights (supplements), Milk Specialties Global (whey protein) and InterHealth Nutraceuticals (ingredients for nutraceuticals).

The purchase price was not disclosed. Unilever bought Slim-Fast in 2000 for \$2.3B.

Kekst managing directors Mark Semer and Daniel Yunger rep Kainos.

Unilever said the sale is the “last step” in a retooling of its offerings in North America. The company in May unloaded its Ragu and Bertolli sauce lines to Japan’s Mizkan Group for \$2.15B.

Healthy Delights CEO Chris Tisi adds CEO duties for Slim-Fast in the deal.

Unilever noted that Slim-Fast’s shakes, powders, bars and other supplements are sold in North America, the UK and Ireland. Anita Larsen handles Unilever’s North American communications.

Kekst is part of Publicis.

DIGITAL SPURS COMMUNS/MARKETING MERGER

The rate of chief communications officers who also lead marketing is up 35% in the past two years, a Weber Shandwick study shows, hastened by the digital era.

The integration is being sparked by radical business changes like spinoffs, cost-savings and streamlining, or a desire for senior leadership to reach stakeholders with a cohesive approach.

“This is how corporate identities get built today,” said one chief communications and marketing officer. “The thinking is that all stakeholders want to understand product brands and the company that stands behind them ... the way to engage them is not pure marketing or pure communications or pure citizenship, but a hybrid of all those things.”

While the changes have come from the executive suit, digital media has hastened the convergence. “You don’t see the same ad spends – you see digital spend,” said one CCMO. “There are so many ways to communicate now.”

The firm interviewed 10 CCMOs to produce the “Convergence Ahead” report (PDF).

The benefits of integrating communications and marketing are a consistent message, better leverage for resources and budgets, more nimble organizations and more efficient planning upfront for various channels like traditional media, social and video, WS found.

Global corporate practice chair Micho Spring said companies where marketing focuses mainly on customers and corporate communications targets stakeholders have an unnecessary layer of complexity.

WS outlines six steps to integrate communications and marketing in the report. Full report is at <http://bit.ly/1qwzw9g>.

NEW ACCOUNTS**New York Area**

Momentum Communications Group, New York/Law School Admission Council, non-profit that administers the LSAT law school entrance exam, to promote its annual series of forums. Work includes email marketing, social media, digital advertising, search engine optimization, and video.

Southard Communications, New York/School Zone Publishing, to launch its Little Scholar tablet; eCarrot, kids technology and software company based in Reno, and Maverix USA, for launch of a line of electric skateboards.

Child's Play Communications, New York/ SoCozy Professional haircare for kids, for social media and blogger programs for launch.

Lola Red PR, Minneapolis/Home Franchise Concepts, parent of Budget Blinds and Tailored Living, as AOR for PR in the US. Account includes national and regional PR and comms., charitable partnerships, industry influencer relationships and social media strategy.

East

Ogilvy PR, Washington/Wilson Center's Women in Public Service Project, for pro bono PR and PA support of its strategic communications efforts touting a new generation of women leaders in public service. Kate Cronin, global managing dir. of Ogilvy Commonwealth and Lisa Ross, EVP and head of PA, lead the account, which includes developing a message framework to influence various stakeholders as well as providing strategic guidance to WPSP outreach initiatives.

Southeast

Fetching Communications, Tampa, Fla./Pet Sitters Int'l, education association for professional pet sitters, to promote pet sitting as a viable career option; Farewells Products, maker of pet funeral kits; Waggers, soft and moist pet treats; Washington Lighthouse Business Solutions, business counsel for vets; K9 Fit Club, pet fitness facility, and NutralifePet, dietary supplements for pets.

Midwest

KemperLesnik, Chicago/Jackman Reinvention, Toronto-based retail reinvention and consulting company, for PR in the US, including media tours, speaking opportunities, - research programs on consumer behavior, general media relations and social media.

Southwest

Edelman, Dallas/Quest Resource Holding Corp., sustainability, recycling and resource management, for public and investor relations for its subsidiaries Quest Resource Management Group and Earth911 lifestyle and publishing company.

West

Blaze, Los Angeles/Nutrawise, as AOR for its youth theory brand to promote it among health and vitamin retailers, handle product launches, campaigns and events.

Europe

Atomic PR, London/SGI, high performance computers, for a brand awareness campaign in Germany and the UK.

Asia

Edelman, Hong Kong/Okay.com, real estate brokerage, as AOR after a six-way pitch process. The firm will support Okay.com as it expands into China.

NEWS OF SERVICES**KEF ADDS HUFF FOR DIGITAL**

Digital agency vet Patricia Huff has joined KEF Media as senior VP to lead the broadcast and digital PR services provider's online and social media operation.

Huff spent nearly a decade at Interpublic's experiential marketing unit Momentum Worldwide handling clients like The Coca-Cola Company, Office Depot and ExxonMobil.

She has been a strategic marketing consultant for Coca-Cola for the past year.

KEF founder and CEO Kevin Foley praised Huff for being "ahead of the trends" with a "keen sense of shopper psychology."

Thirty-year-old KEF, based outside of Atlanta in Smyrna, Ga., handles broadcast and digital PR, video and webcasts, among other services.

WWI EXHIBIT TO EXPLORE ROOTS OF PR

The New York Public Library is slating "Over Here: WWI and the Fight for the American Mind" an exhibit of interest to the PR and advertising community set to open July 28.

Woodrow Wilson's Administration planted the seeds of modern PR during that time as it conjured up propaganda strategies and suppressed media and war opponents in order to persuade reluctant Americans to support intervention into "The Great War."

Most people viewed the war as just the latest round in the never-ending cycle of conflicts and hatred among ancient European powers. The large German-American population of the time vehemently opposed fighting their ancestral home, while others found it hard to justify the potential loss of American lives and treasure in retaliation of the assassination of an obscure archduke of Austria-Hungary.

To neutralize opposition, Team Wilson went all out, creating the infamous Committee on Public Information (Creel Committee) and notorious Espionage Act of 1917.

Eddie Bernays, the "father of PR," cut his professional teeth at Creel, which unveiled then sophisticated propaganda tools (e.g., "Four Minute Men" volunteers who talked up the merits of intervention at public events), planted phony stories about well-prepared US troops, produced full-length films ("Answering the Hun"), designed gung-ho posters and staged events to win the hearts and minds of Americans.

George Creel, who called his memoirs, "How We Advertised America," truly was the "father of spin."

In lobbying for the Act, Wilson noted that people "born under other flags but welcomed under our generous naturalization laws" have "poured the poisons of disloyalty into the arteries of our national life."

Under the Act, anti-war activists were arrested -- 1912 Socialist candidate for President Eugene Debs was arrested and sentenced to 10 years for giving a speech that "obstructed recruiting -- movies seized and citizens deported. The much amended Act thrives today and is used against Bradley (now Chelsea) Manning and Edward Snowden.

Michael Inman, curator of the NYPL WWI exhibit, noted that many of the issues of the WWI era, such as free speech/press, role of immigrants in US society, and domestic espionage resonate loudly today.

PEOPLE**Joined**

Zach Perles, VP of marketing for Authentic Brands Group (Juicy Couture, Prince Tennis, among others), and RF|Binder senior managing director **Laura Giannatempo** to Cohn &

**Giannatempo & Perles**

Wolfe, New York, as senior VPs in its consumer practice. Perles led global marketing and communications for tennis label Prince Sports for five years through its 2012 acquisition by ABG, where he took the VP/marketing title. He earlier worked on the agency side at Ruder Finn, Citizen Relations and Weber Shandwick. Giannatempo brings a food and beverage focus to C&W and has managed accounts like The Hershey Company and Talenti Gelato & Sorbetto. She is a former associate editor for Fine Cooking Magazine and PR director for sustainable food non-profit GRACE Communications Foundation.

Sasha Boghosian, VP, Davies Public Affairs, to Revive-Health, Nashville, Tenn., as senior VP on its issues and crisis management team. Also, **Cherie Black** (American College of Cardiology) joins as A/D, **Kate Caverno** (Porter Novelli) and **Skye McIntyre** (360PR) as senior A/Es, **Lauren Lewow** (Cerrell Assocs.) and **Alejandra Paz** (ComfortTrac) as A/Es, **Brittany McInerney** (International Journal of the Psychology of Religion) as AA/E, and **Travis Greene** as operations assist.

Jennifer Banovetz, senior VP, consumer brand practice, Edelman, to Ogilvy PR, Los Angeles on Aug. 4 in the senior VP/brand marketing group slot for its western region. She led leader Mattel's CSR initiatives at Edelman and before LA was posted in Chicago for the firm. She was a senior A/S at Cohn & Wolfe (Chevron, Hilton Hotels) and PR staffer at Mazda North America.

Rachel Borowski, PR assist., K&L Gates, to WordWrite Communications, Pittsburgh, as an A/E. She interned at Golin and WordWrite.

Lauren Kinelski, PR manager, Rémy Cointreau USA, to French/West/Vaughan, Raleigh, N.C., as assoc. VP. She was previously with Danone Waters of America and Weber Shandwick. **Alexandra Ellis** of McKinney joins as senior A/E; **Angelique Bailey**, digital media producer, CU Solutions Group, as a digital A/E; former FWV intern **Carly Wisse** as media coordinator, and recent grad **Alexander Aigen** in New York as an A/C. Also, eight-year vet **Chris Shigas** was promoted to senior VP, **Lauren Bristol** to senior A/E, **Lauren Towns** to A/E, and **Anne Clayton McCaul**, **Shina Jackson** and **Morgan Gaines** to AA/Es.

Promoted

Leigh Woisard to senior VP of corporate communications and public affairs, Cox Communications, Atlanta. She is an 11-year veteran with earlier posts at Cox's New England and Virginia operations. Woisard has led the cable giant's national communications organization for three years.

MICROSOFT TO CUT 18K JOBS

Microsoft will cut up to 18,000 jobs across the company in a “restructuring plan to simplify its operations” and integrate its \$7B acquisition of Nokia.

The announcement followed days of speculation about cuts at the tech giant, which has 125,000 employees.

Microsoft, which released emails from Microsoft CEO Satya Nadella and EVP Stephen Elop with its morning announcement, said it will take charges up to \$1.6B over the next year for severance and asset-related costs.

“My promise to you is that we will go through this process in the most thoughtful and transparent way possible,” Nardella said in his 5:00 a.m. PT dispatch to staffers, noting the company wants to have few layers of management to become more “agile and move faster.” He will hold a Q&A with employees on July 18 and address that changes on the company’s July 22 earnings call.

Frank Shaw heads corporate communications at Microsoft as corporate VP. Former Burson-Marsteller CEO Mark Penn is EVP and chief strategy officer.

Microsoft’s longtime agency Waggener Edstrom is bolstering its communications through the layoff news.

ONLINE CUSTOM JEWELER SEEKS PITCHES

Gemvara.com, the online purveyor of custom fine jewelry, is calling for agency proposals in an open, competitive review to develop and execute a strategic PR program.

The Boston-founded company, which has major operations in New York, lets customers design their jewelry online before artisans in a Big Apple workshop build the pieces. It was founded as Paragon Lake in 2006 by Babson College students and grew into Gemvara by 2010 with seed funding from Highland Capital Partners.



Gemvara wants a firm steeped in media relations, traditional and social media channels, consumer engagement, content creation, thought leadership and brand management, among other disciplines.

Proposals are due by July 29 to PR manager Carrie Callahan.

RFP: <http://bit.ly/1nFIglz>.

Ex-PFIZER PRO CHECKS IN AT PN

Amy Nayar, has joined Porter Novelli as senior VP/global health & wellness. Nayar worked 14 years at Pfizer in various corporate affairs, marketing and medical positions. She exited there as head of strategy and capability development for international PR.

Establishment of the \$9B emerging business unit, spanning advocacy relationships and management across 70 countries, was among her highlights as the drugmaker.

Most recently, Nayar ran Forefront Leadership, an organizational change and leadership skills firm.

At PN, she reports to Henry Engleka, who heads the global health and wellness practice.

AIDS.GOV WANTS PR AID

The federal Dept. of Health and Human Services is soliciting proposals for healthcare-savvy communications counsel to support AIDS.gov, the key portal for HIV/AIDS policy across the government.

HHS wants “senior-level” counsel with deep familiarity of federal AIDS policy, the Affordable Care Act, to write content, develop presentations, social media posts and various other PR-related tasks. Responses are due by July 24. RFP: <http://bit.ly/11d2Vxf>.

DOW’S SCHNEPF ROLLS TO GOODYEAR

Dow Chemical’s Kristina Schnepf has rolled to The Goodyear Tire & Rubber Company as VP of communication for its North American business.

Schnepf, 45, makes the move to Akron, Ohio, after 22 years at Michigan-based Dow, where she worked a swath of PR duties like crisis communications, media relations and internal comms. She reports directly to Goodyear NA president Steve McClellan and works under chief communications officer Paul Fitzhenry, a two-year Goodyear alum who is also SVP of global comms.

Goodyear, founded in Akron in 1898, posted 2013 global revenues of \$19.5B.

UBER EYES POLITICOS TO FILL PR POST

Car service app Uber is looking for a tough-minded communications operative likely with political experience for its top PR post, according to Recode’s Kara Swisher.

Andrew Noyes left the head of comms. slot at Uber in April and earlier this summer landed at tech luminary Sean Parker’s civic engagement start-up Brigade Media.

Uber CEO Travis Kalanick has talked with high-profile operatives like Howard Wolfson and Jay Carney and is considering “big corporate names” as it works to topple the taxi industry with its technology-driven business model, Swisher reported.

Political experience would be in-line with Uber’s previous PR hires. Political consultant Lane Kasselmann joined Uber in March to head Americas communications, while Glover Park veteran and former Democratic Senatorial Campaign Committee policy director Nairi Hourdajjian has led global communications since June 2013.

Kalanick told Swisher in May that the company is in a political campaign “changing the way cities work, and that’s fundamentally a third rail.

CISCO’S PLATON GOES TO GUTENBERG

Jeff Platón, who was a top marketing executive at Cisco Systems, has joined Gutenberg Communications to drive its growth in Silicon Valley.

He takes the chief marketing officer and executive VP-marketing services practice.

In his dozen-year stint at the information technology giant, Platón helped craft its “Cisco Self Defending Network” push, which sparked revenues of its security business from \$240M to a market leading \$2.3B. He also worked a combined 13 years at McAfee, Exabyte and Burroughs, the former Unisys.

What Gaza & Ukraine Share: Breakdown of Law

Deaths of non-combatants including children in the downing of Malaysian Flight 17 and the fighting in Gaza show international law is ineffective, says Yale Prof. Paul Kahn. (<http://tinyurl.com/l5wlb5b>)

The aim of international law is to insulate civilians from military violence, writes Kahn in an essay on Al Jazeera July 19. (<http://tinyurl.com/kf7c9sf>)

However, he notes, those with sufficient arms and financing can flout the law and get away with it.

“When conflict turns violent, as it has in the Ukraine, we must hope that we can trust the judgment of politicians, for the law has nothing to say,” he writes.

“The Israelis and the Palestinians have been living this reality of politics beyond law for several generations,” he writes. “They have become adept at managing the violence, for neither side has any reasonable plan for settling the dispute politically.”

The death toll as of the morning of July 21 had reached more than 500 Palestinians and 20 Israelis as combat entered a house-to-house stage over the weekend.

President Obama, the United Nations and other nations and international bodies were calling for a cease-fire.

Neither Can Control Rockets

Both the Palestinians and rebels in Eastern Ukraine have one thing in common, he notes—lack of control of their rockets.

The Palestinian rockets are “too primitive to discriminate in their targets” and a similar “lack of sophistication” in the equipment of the Ukraine secessionists resulted in the downing of Flight 17, he adds.

Hamas combatants violate international law by not openly identifying themselves from civilians. But Kahn notes that only by hiding can they survive.

He says Israel, which is also using weapons that impact civilians, can claim it is complying with the laws of combat “but few outside of Israel accept that as an excuse when the death and injury rates are so out of proportion on the two sides.”

The *New York Times* reported July 19 (<http://tinyurl.com/owf6hgs>) that four Israeli rockets hit the same floor of a building in Rafah housing a dozen foreign and Palestinian journalists who “narrowly escaped.” Israel issued a statement that it was not responsible for the safety of journalists,.

Coverage Abroad Differs

Coverage of Israel/Palestine in Europe is “vastly different in scope and content” than such coverage in the U.S., wrote *Christian Science Monitor* Africa editor Robert Marquand July 18. (<http://tinyurl.com/lhlqkjc>)

His essay was headlined, “British MPs decry rockets from Hamas but say that’s little excuse for Israeli behavior.” The report supplies quotes from a discussion by Conservative and Labor Members of Parliament.

Former foreign secretary Jack Straw said none of the MPs have “any truck” with the terrorism of Hamas but that the Israelis have shown “they have no regard themselves for international law.”

“There can be no peace until there is an end to the blockade of Gaza for even the most basic economic materials,” said Labor MP Richard Burden.

Marquand writes that “There is less willingness by the Brits to take at face value the specter of Hamas as a rationale for any and all behavior by Tel Aviv.”

Coverage of Israel/Palestine and the downing of Flight 17 have touched off many hundreds of web comments by laypeople that reflect many different viewpoints.

One posting is that what Hamas is doing is “classic PR”—trying to get the world’s attention to conditions that it feels are unbearable. The rockets it possesses are primitive and of little military threat to Israel, as Kahn points out.

Social Media Plays Role

Postings on social media are having key effects in the Ukraine and Gaza narratives.

Ukrainian rebels were initially so joyous about downing another aircraft that they posted on Russian Social media that they had just shot down a Ukrainian cargo plane. “We did warn you—do not fly in our sky,” wrote Igor Girkin, a leader of the Donetsk People’s Army. They did not know they had shot down a plane with 298 civilians in it.

Girkin might as well have posted it on CNN or sent it to the *New York Times*. Media as well as institutions and companies monitor SM as much as traditional media.

CNN correspondent Diana Magnay tweeted that Israelis who cheered as bombs landed on Gaza were “scum” and got pulled from the conflict. (<http://tinyurl.com/nauqezh>)

CNN said Magnay “deeply regrets the language used” and said her words were directed only at a group that had been targeting the CNN crew.

Her tweet was later removed but there is no such thing on the web. Comments by the Ukrainians on the downed jet had also been “removed” to no avail.

U.K. Woman Languishes in Iran Prison

Another victim of what she said on social media (Facebook) is U.K. and Iranian citizen Roya Nobakht, who has been in Evin prison in Iran for seven months. (<http://tinyurl.com/m5cmbyy>)

Her posting had criticized former supreme leader the Ayatollah Khomeini and said the government was “too Islamic.” It resulted in a 20-year prison term.

The *New York Daily News*, covering the story April 4 (<http://tinyurl.com/q7b65f4>), reported that friends of her have said she has lost 40 pounds and is “scared the government will kill her.” She has also said she would rather die than spend 20 years in prison.

Andrew Stunell, Member of Parliament for Nobakht’s home district in Manchester, has been pressuring U.K.’s foreign affairs office to bring her home.

CNN and Fox News saw big jumps in their audiences in covering Flight 17 and Israel/Palestine. CNN, which had early on-the-spot coverage of the Flight 17 crash scene, saw its rating jump 82% in total viewers on July 17 compared with the previous four Thursdays.

— Jack O’Dwyer