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O'Dwyer's Newsletter

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SPICER QUILTS; HUCKABEE SANDERS UPPED

Sean Spicer, White House press secretary, resigned last Friday after meeting with President Trump in protest of the appointment of Wall Street financier Anthony Scaramucci as communications director.

The former spokesperson for the Republican National Committee reportedly refused Trump's offer to remain on staff because he believes the hiring of the ex-hedge fund executive is a huge mistake.

Spicer's departure's cast a cloud over the future of Trump chief of staff, Reince Priebus, who chaired the RNC and opposed the outreach to Scaramucci, who is known as "Mooch."

A major Republican donor, Scaramucci is a frequent guest on Fox News and is a friend of Sean Hannity.

"Anthony Scaramucci is somebody who has been an
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Sean Spicer



Sarah Huckabee Sanders

UBER ALUM BOOKS RIDE TO FACEBOOK

Rachel Whetstone, who stepped down as VP-communications and public policy at Uber in April, is joining Facebook in September in charge of PR for its WhatsApp, Instagram and Messenger products. She will report to Caryn Marooney, VP-global communications.

Whetstone joined the car-sharing company in 2015, replacing former Obama advisor David Plouffe.

Facebook CEO Mark Zuckerberg recruited Plouffe in January to run the Chan Zuckerberg Initiative, social advocacy organization. CZI was formed by Zuckerberg and his wife, Chan, to give away most of their FB stock to groups that "advance human potential."

Before Uber, Whetstone did a ten-year stint at Google, where she handled PR and the search engine's relations with the European Union and Federal Trade Commission.

The UK native began her career in Conservative Party politics, advising then-Home Secretary Michael Howard.

She left for jobs at One2One and Portland PR before returning to counsel Howard when he became leader of his party.



Rachel Whetstone

BIRTHPLACE OF ELVIS LOOKS FOR PR FIRM

Tupelo, the Mississippi birthplace of Elvis Presley, is looking for a PR firm to get national media to attract visitors, according to a report in the city's Daily Journal.

Neal McCoy, executive director of the Tupelo Convention and Visitors Bureau, said he needs somebody to "reach out to the *New York Times* and *Washington Post*."

He said TC&VB's PR chief Jennie Bradford Curlee has built "great relationships with media reps, bloggers and different folks," but she doesn't have the national contacts that a PR firm would have.

McCoy said he'd be issuing an RFP to spell out Tupelo's PR needs.

Tupelo has stepped up its ties to The King. Last year, it completed the Elvis Presley Birthplace Trail, which connects downtown to Elvis' house and features stops such as the Tupelo Hardware Co., where Elvis got his first guitar.

But there's more to Tupelo than just its famous native son. Other attractions are Tupelo Automobile Museum, Natchez Trace Parkway and Buffalo Park & Zoo.



OPAL APPLES SEEK PR SHINE

Golden Sun Marketing is looking for a PR firm to promote Opal apples, naturally non-browning apples with bright yellow exteriors grown by Broetie Orchards of Washington.

The RFP describes an Opal apple as crispy and sweet, offering "a flavorful eating experience that starts out sugary and fragrant then finishes with a subtle hint of tart."

The PR challenge is to make "Opal apples to stand out from other apple varieties on a crowded shelf and differentiate themselves through creative application of our key messaging," according to the RFP.

Goals are to find and convert new users to Opal fans; make Opal the No. 1 choice of apple eaters, and create awareness of Opal as the non-browning apple that gives back" (e.g., a percent of sales of every case is donated to groups that address issues such as hunger, food safety, sustainability and the environment.

Opal's current marketing program is based on the "SuperCrispiOpalicious" theme, using in-store elements, social media and events throughout the country.

The typical Opal customer is a 35 to 45-year old

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SPICER QUILTS: HUCKABEE SANDERS UPPED

(Continued from pg. 1)

incredible asset to President Trump all during the campaign, the transition, and now he is one of the killers on TV who goes out there, thinks the president is being treated very unfairly, and we don't get any of the economic news out there, even though our press and communications shop tries," Kellyanne Conway told Fox today.

After backing Scott Walker and Jeb Bush during the GOP primary season, Scaramucci changed his allegiance to Trump. He recently sold his stake in SkyBridge Capital and was working at the Export-Import Bank.

Scaramucci takes over for the recently resigned Michael Dubke. He named Sarah Huckabee Sanders, who was filling in for Spicer, new White House press secretary.

OPAL APPLES SEEKS PR SHINE

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married woman with two children, household income of \$150K-plus and home valued at \$300K and up.

Golden Sun is conducting the search for FirstFruits Marketing, which distributes apples under the Opal brand name. The PR campaign will run from Aug. 15 to June 1. Budget is from \$50K to \$60K. Proposals are due Aug. 7.

[Download RFP \(PDF\)](#)

OMC'S Q2 NET INCHES AHEAD ON REV. DROP

Omnicom Group posted a one percent rise in Q2 net income to \$328.6M on a 2.4 percent drop in revenues to \$3.8B. The PR group led by Ketchum, FleishmanHillard and Porter Novelli registered a two percent drop in revenues to \$342.6M.

CEO John Wren reports that overall organic growth charted a 3.5 percent rise led by advertising (+4.2 percent), CRM (+3.7 percent) and special communications (+2.2 percent). PR failed to keep pace, declining 0.3 percent.

Omnicom's North American revenues dropped 6.6 percent to \$2.2B. Continental Europe rose 5.1 percent to \$662M; the UK plummeted 3.7 percent to \$350M.

PUBLICIS POSTS 2.2% RISE IN Q2 REVENUE

Publicis Groupe CEO Arthur Sadoun last week reported a 2.2 percent rise in Q2 revenues to \$2.9B at the France-based ad/PR conglomerate.

First-half revenues jumped 1.9 percent, a period that Sadoun described as "particularly dense" due to moves to revamp corporate governance and roll "The Power of One" strategy designed by predecessor CEO (now chairman) Maurice Levy,

Improving organic growth is Sadoun's No. 1 priority. Organic growth clocked in at +0.8 percent during Q2 with North America returning to positive territory. It slipped 1.2 percent during Q1. Organic growth during Q2 benefited from gains from accounts won during 2016, including Walmart, Motorola, USAA, Asda and Lowe's.

Publicis expects "sequential improvement" in organic growth during the current quarter. Sadoun said Publicis is at the beginning of implementing an action plan. He promises a "concrete and articulate update" during the coming months.

THE FAILURE OF DONALD TRUMP'S PR

By Fraser Seitel, comms. consultant, author and teacher for 40 years



What took him so long? After months of working as White House Press Secretary for a boss who offers zero guidance, zero trust and maximal public abuse, Sean Spicer finally resigned. Good for him.

Every day, Spicer went to work knowing that his function was unappreciated, his counsel ignored and his contribution to any public understanding of the Administration's actions, virtually impossible.

Here are the five reasons why any press secretary, no matter how competent – be it Anthony Scaramucci, Sarah Huckabee Sanders, Laura Ingraham or Mother Theresa – is doomed to failure with Donald Trump as their boss.

1. No Understanding Of/Respect For Public Relations.

Most CEOs haven't the slightest idea what public relations is all about, but since they pay for it, they accept the function, work to understand it and, in some cases, grow enormously to respect it.

Not so Donald Trump.

He doesn't understand that public relations is all about building positive relationships, by communicating clearly and honestly, actions in the public interest. Positive public relations is built on truth and transparency.

In Trump's view, public relations is there to do his bidding, to communicate what he wants when he wants it, regardless of appropriateness or veracity. Public relations, Trump feels, requires no particular skill or experience. That's why he appointed a hedge fund manager to run his communications office.

Trump considers himself a master of public relations (He's not.). And he considers his public relations spokesmen as necessary evils.

An impossible workplace for a professional public relations person.

2. Public Relations Instincts are All Wrong.

At his White House media introduction, incoming Communications Director Scaramucci credited his new boss for having the best public relations instincts.

Sorry, Mooch.

Left to his own instincts, Trump is a walking public relations disaster; the original "Ready Fire Aim."

Trump's recent New York Times interview with three rabid Timesmen eager to roast him, is the latest example of bad instincts getting worse. The Times' interview, in which Trump, inexplicably, berated his own Attorney General and once most ardent supporter Jeff Sessions, was apparently concocted by the President himself. Accompanying him to the crucifixion was Hope Hicks, a longtime Trump public relations defender not especially known for pushing back.

The interview had no strategic purpose, no talking point game plan, no reason to be conducted. In other words, pure Trump.

Real estate mogul Trump's wrongheaded public relations instincts could be hidden by selective media exposure. Candidate Trump, the anti-Washington outlier, could also get away with misguided public relations decisions.

But President Trump, in the spotlight 24/7, has no place to hide.

3. No Advice Wanted.

A professional public relations person aspires to become a counselor, advising his employer as to the most optimal communications strategy and messaging to realize organizational goals.

A smart employer will consider public relations counsel equally with legal counsel; arriving at a decision that is balanced between what is legal and what is right. A savvy boss will include his public relations person in all high-level discussions.

In the White House, Spicer groused about being limited in his access to the President. The former Press Secretary learned early and often, Trump doesn't want public relations advice. He knows what to do, and you don't. So shut up and do what he says.

Cheque please.

4. Second Guessing/Public Shaming.

One reason Sean Spicer chose to cut back on the daily televised White House Press Conference was that his boss would famously sit in front of a TV in a nearby office and rate his Press Secretary's performance.

Usually, Spicer failed; whereupon Trump would let it be known publicly how displeased he was.

A good boss, of course, first informs his trusted subordinates about what's going on, discusses with them how issues should be handled and then gives them latitude in handling difficult questions from the media. If occasionally, said subordinates mess up, a competent executive will bring them aside, in private, point out deficiencies and suggestions to improve.

Trump, on the other hand, who can hardly be classified a "competent executive," seems to delight in public shaming, especially of those who work for him.

5. The Emperor Has No Clothes.

And that, in the final analysis, is the real reason that any public relations professional is probably doomed working for Donald Trump. (Are you listening Sarah Sanders?)

Donald Trump is the original man born on third base who thought he hit a triple. His father owned miles of debt-free real estate in Brooklyn and Queens, which ultimately bailed out his overreaching son when he verged on bankruptcy. Critics accuse Trump of being a blatant self-promoter, who lacks humility and tends to, ahem, stretch the truth.

And, of course, they are right.

So for any professional public relations person to accept a position with this White House, they must first get a promise, in advance, that their advice will be listened to, their position will be respected, and they will never be bad-mouthed publicly.

That requires a public relations person who is self-assured, confident in his or her expertise and independently wise, not to mention wealthy; in other words, an individual willing to walk away the moment the Commander-in-Chief violates the promise.

Sean Spicer clearly wasn't that individual. But I bet he feels a lot better today than he did last week.

PEOPLE ON THE MOVE

Rasky Partners recruited former U.S. Ambassador to Portugal **Robert Sherman** and ex-Massachusetts Secretary of Labor & Workforce Development **Ron Walker** as senior advisors. Sherman, who will focus on strategic growth opportunities for the firm, was a founding member of international law firm Greenberg Traurig's Boston office. Walker, who will be primarily assisting in growing Rasky Partners' client portfolio in financial services and workforce development, previously served as a consultant to the company during his tenure as founder and president of Next Street Financial LLC, which provides capital and strategic advice to growing businesses.



Bob Sherman



Ron Walker

APCO Worldwide added two new members to its board of directors: **Marcia Page**, executive chair of investment firm Värde Partners, and **Peter Milton Sommerhauser**, founding partner at Wing Capital Group. Prior to founding Värde, Page served as VP of EBF & Assocs., an alternative investment firm.



Marcia Page

Hotwire promoted **Emma Hazan** to a newly created role as global head of consumer. She has been with Hotwire for 12 years, spearheading campaigns for such brands as Hotels.com, Vodafone, Google and GoPro. Her remit is to grow Hotwire's consumer business globally and drive greater awareness of its global consumer footprint and expertise. Reporting to group COO **Alex MacLaverly**, she will be working with the consumer teams across the Hotwire offices in EMEA and the U.S.



Emma Hazan

Finn Partners appointed **Anastasia Lopez** as partner, head of integration, and **Kevin Jenkins** as partner, integrated marketing. Prior to joining FP, Lopez served as VP director of social media at



Anastasia Lopez & Kevin Jenkins

Padilla. Jenkins joins FP from Capital One, where he spent over 17 years working in marketing, sales and product management roles.

PR OPINION

The possible nomination of CenturyLink's Debra Peterson as chair-elect of PRSA Saturday will focus attention of its 21,000 members and others on abuses of her employer and the other telecoms.

Negative comments about CenturyLink abound on the web. **Consumer Affairs shows 713 comments**, 689 giving the company one star out of a possible five.

Facebook displays many of the same complaints about alleged poor customer service, over-charging, complicated bills and technical failures.

Charges that CenturyLink engaged in false billing practices have been compared to charges against Wells Fargo that resulted in \$185 million in fines and 5,000+ staffers being fired. CenturyLink fines could total \$12 billion, complainants say.

WF CEO John Stumpf retired in October 2016, **taking a \$133 million package.**

Minnesota on July 12 joined seven other states in filing a class-action consumer suit against the company, saying CenturyLink customers had to contend with "an incredibly complicated pricing scheme" that involved more than 1,500 different scenarios of what would be charged.

Peterson is VP-external and community relations and presumably would have some influence on its **communications and customer service.**

CenturyLink CEO Glen Post will be succeeded at the end of 2018 by Jeff Storey, CEO of Level 3 Communications, which CenturyLink is acquiring. Post will be executive chairman of the board. The merger is to close by Sept. 30, 2017.

Consumers: Buy Cable Boxes

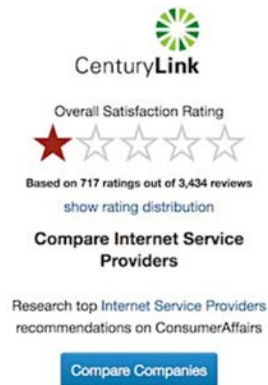
An entry into this complicated subject is the cable box that sits by TV sets. Consumers are not generally aware of it but they can buy such boxes **for \$59.99 from Best Buy** instead of paying \$10 a month per box.

Renting costs the average home \$231 yearly, noted a *New York Times* editorial Aug. 31, 2015. It urged consumers to buy their own "**better, cheaper cable boxes.**"

Mergers, **says Nick Pino of Techradar**, have resulted in five "powerful" telecom companies--Comcast, Time Warner, Verizon, Cox and AT&T. AT&T's proposed \$85.4 billion acquisition of TW appears to be moving forward, helped by the FCC.

Pino leaves out low-profile CenturyLink which, with \$17.9 billion in sales, is the third largest telecom after AT&T and Verizon. **Its 43,000 employees serve customers in 37 states.**

The telecoms, he says, have "concocted dozens of dirty plans over the years, from establishing a non-compete clause in markets like San Francisco, New York and Los Angeles to fighting the FCC tooth-and-nail against Net Neutrality," he wrote 7/27/2015.



Consumers Fight Threat to 'Net Neutrality'

Net neutrality requires internet service providers and governments to treat all data the same, not discriminating or charging differentially by user, content, website, platform, application, type of attached equipment, or mode of communication.

Freepress Action Fund and others say FCC Chairman Ajit Pai has made "a dangerous proposal to destroy Net Neutrality" and are organizing protests against it.

Another issue facing the telecoms is consumer opposition to installation of new Fifth Generation or 5G wireless technology. The opposition says the dangers to health of a vast expansion in wireless transmitters have not been fully explored and that local communities would be giving up too much control of such installations.

The League of California Cities says proposed state law SB 649 would require local governments "to lease out the public's property, cap how much cities can lease this space for, and eliminate the ability for cities to **negotiate public benefits.**"

Lost would be the public's input and review except for areas in coastal zones and historic districts.

The bill would allow for antennas as large as six cubic feet and equipment boxes totaling 35 cubic feet. There would be no size or quantity limitations for electric meters, pedestals, concealment elements, demarcation boxes, grounding equipment, power transfer switches, and cutoff switches.

Health advocates say excessive pulsed electro-magnetic radiation in the environment is responsible for a host of ill health effects and deaths.

The California Assembly will vote on the bill in early September.

Brain Tumors in Ballplayers, Umps

Another issue involving invisible radiation is research by **fullertoninformer.com** indicating that pitchers are getting cancers in the front of their brains and catchers and ump's in the back of theirs because of the laser beams that measure the speed of every pitch which are beamed at them from behind home plate.

Major League Baseball Commissioner Robert Manfred and the MLB Players Assn., both based in New York, have been emailed requests for comment on the cancer charges.

Michael Weiner, who was executive director of the Players Assn., died of a brain cancer Nov. 21, 2013 at age 51. Joe Imbriano, who conducts fullertoninformer.com, said cellphone use may have been the cause.

Gary Carter, who caught for the Montreal Expos for 11 years to 1984 when he was traded to the New York Mets, handling 300,000+ pitches that were measured by radar guns, developed brain cancer that led to **his death at 57 on Feb. 16, 2012.**

Time mag wrote about cancers in baseball players after Phillies catcher Darren Daulton contracted two brain cancers that were successfully removed in 2013.

Dan Quisenberry, (1953-98), a right handed pitcher for the Kansas City Royals, developed brain cancer on his left temporal lobe.

— **Jack O'Dwyer**