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# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## CROP TRUST SEEKS PR AGENCY

Global Crop Diversity Trust, the international non-profit crop conservation and diversity organization established by the United Nations Food and Agriculture Organization and the Consultative Group on International Agricultural Research, is seeking a PR firm to help raise its global media relations and social media outreach strategy.



The Bonn, Germany-based crop advocacy organization wants an agency to design and direct a media relations and social media outreach strategy that would raise awareness of the importance of safeguarding crop diversity through writing, research, pitching and placing press releases and op-eds in the media, as well as conceptualizing and developing ongoing social media messaging.

The hired agency would also highlight the role the global group has played in achieving this goal and would support the Crop Trust's fundraising efforts.

The contract is effective for 16 months. Proposals will be evaluated on the basis of cost, implementation methodology, agency qualifications/experience and applicable former successes.

Proposals are due August 7 and should be emailed to [procurement@croptrust.org](mailto:procurement@croptrust.org).

RFP: <http://bit.ly/2a8EfaY>.

## REVLON TAPS ALABASTER FOR PR MAKEOVER

Pamela Gill Alabaster, VP of global corporate responsibility for Estee Lauder Companies, has moved to Revlon under its new CEO to head global corporate communications and CSR.

Alabaster reports directly to newly minted Revlon president and CEO Fabian Garcia in New York, overseeing internal and external comms., public affairs, and CSR.

Garcia took the reins of Revlon in March after leading Colgate-Palmolive.

She earlier spent 20 years at L'Oréal, including as senior VP of corporate comms., PA and sustainable development.



Alabaster

Revlon, controlled by the investor Ron Perelman, last month moved to acquire rival Elizabeth Arden for \$870M.

## PUBLICIS: SLUGGISH NORTH AMERICA IN Q2

Publicis posted second quarter revenue of €2.4B euro, up 0.9% over a year earlier, as exchange rates took a 3.5% bite and European and emerging market growth offset slower business in North America.

The marketing conglomerate said organic growth climbed 2.7% for the period on the strength of digital (+5.1%), although North American business fell 0.1% organically and declined 0.3% overall to €1.3B.

Levy said he expects the third quarter to be more difficult as 2015 media account losses are felt. He doesn't see a heavy impact from Brexit as Publicis operates in the UK in its local currency.

Net income for the first half of the year rose 5% to €381M.

Levy plans to give up the CEO reins next year with a successor to be named in late 2016 or early 2017.

Publicis owns MSLGroup.



Levy

## RISING REVENUES CONTINUE AT IPG

Interpublic reported revenues of \$1.92 billion for the second quarter of the year, a 9.4 percent increase from the first quarter's \$1.74 billion and year-over-year growth of 2.2 percent from the \$1.88 billion posted during 2015's second quarter.

IPG showed strong organic revenue gains within the ad/PR combine up 3.7 percent overall from the year prior. Organic growth was especially strong in the U.S., where organic gains were gauged at 4.6 percent, compared to 2.3 percent internationally. The figures reveal a continuing trend for the holding company, as they follow a similarly strong revenue performance during the first quarter of the year, where IPG posted organic revenue gains of 6.7 percent overall compared to the year prior and also followed a 5.2 percent organic revenue uptick during 2015's fourth quarter.

Operating income was \$224.8 million in the second quarter, up from \$20.9 million in Q1 and \$215 million during the same period last year. Net income was \$156.9 million compared to \$121.2 million during 2015's second quarter, a difference of 22.8 percent.

For the first half of 2016, Interpublic revenues were \$3.66 billion, accounting for a three-percent increase and 5.1 percent organic surge from 2015's first-half figures of \$3.55 billion. Again, much of the gains can be attributed to activity in the U.S., where organic revenues rose 6.4 percent, compared to 3.2 percent globally.

(Continued on page 2)

## **SARD REPS BIZ GOVERNANCE PUSH**

A coalition of top corporate leaders and financiers is working with Sard Verbinnen & Co. to tout a list of core governance principles and foster a dialog on the subject.

The group includes Mary Barra (General Motors), Warren Buffett (Berkshire Hathaway), Jeff Immelt (General Electric), Jamie Dimon (JPMorgan Chase) and Lowell McAdam (Verizon), among others.

"The health of America's public corporations and financial markets -- and public trust in both -- is critical to economic growth and a better financial future for American workers, retirees and investors," they wrote in an open letter released today. "Corporate governance in recent years has often been an area of intense debate among investors, corporate leaders and other stakeholders. Yet, too often, that debate has generated more heat than light."

The principles include support for "truly" independent corporate boards that include members with diverse skills, backgrounds and experiences, less emphasis on quarterly earnings guidance, and constructive engagement with shareholders.

View the full list at [governanceprinciples.org](http://governanceprinciples.org).

## **STEINREICH ACQUIRES NY FASHION PR SHOP**

Steinreich Communications has acquired fashion PR and creative marketing shop Kenwerks.

New York-headquartered Kenwerks, which was founded in 2009 by CEO Kenneth Loo, maintains an additional office in Los Angeles.

The agency, which staffs creative services, digital marketing and entertainment marketing practices, specializes in PR, brand management and event production.

Clients have included Australia Luxe Collective, Boohoo.com, Cult Denim, K-Swiss, Mavi Jeans, Koolaburra and Southern Tide.

Kenwerks' staff will become Steinreich employees in light of the acquisition, and will move into the agency's east and west coast offices. Loo joins the agency as senior vice president of Steinreich's fashion group.

The acquisition is Steinreich's third in the last year. The New York-based agency, which maintains additional offices in Fort Lee, NJ, Washington, London, Los Angeles, Frankfurt and Tel Aviv, in April acquired High Point, NC-based home furnishings shop McNeill Communications, and now represents more than 50 home furnishings brands.

"We saw this acquisition as a great opportunity to acquire a leading brand in the category," Steinreich Communications President and CEO Stan Steinreich told O'Dwyer's. "The intersection between home furnishings, where we are the largest agency in the country, and fashion is only growing. The addition of the Kenwerks team to our company enables us to offer clients in both sectors greater strategy and services to help them grow their businesses."

PR industry mergers and acquisitions shop The Stevens Group assisted in the negotiations.



**Loo**

## **TENEO ACQUIRES IRELAND'S PSG**

Teneo, the global advisory firm, has acquired Dublin-based PSG Communications, a 55-staffer Ireland PR heavyweight.

Teneo chairman and CEO Declan Kelly called Ireland a "critical market" for multinational companies and "a great place to invest in the current volatile post-Brexit environment."

PSG's management team of CEO Mick O'Keeffe and executive chairman Padraig Slattery remain at the helm under Teneo chairman Charles Watson and Ireland head Brendan Murphy.

PSG (Pembroke Slattery Group) was created in the 2014 merger of Pembroke Communications and Slattery Communications.

Its four units focus on corporate reputation and PA, brand/consumer, sports and sponsorship, and digital/content.

Said O'Keeffe: "We believe the enlarged consulting platform this will bring us will be of enormous benefit both to our clients and our team and gives us a massive competitive advantage."

## **IPG Q2 GROWTH** (Continued from page 1)

Operating income was \$245.7 million for the first half of 2016, compared to \$223.6 million during the same period in 2015.

In an earnings statement, IPG Chairman and CEO Michael Roth said IPG was "pleased to report another quarter of solid revenue and profit increases that position us to achieve our financial objectives," and said the holding company remains on target to deliver "at the high end" of its previous organic growth target of three to four percent for the year.

Interpublic's Constituency Management Group, the marketing and communications unit that includes PR agencies such as Weber Shandwick, Golin, DeVries, Current, Axis and Creation, continued to perform well in the market, posting \$369.4 million in revenues in Q2, which accounted for 4.4 percent growth and 2.8 percent organic growth from the second quarter of 2015's \$354 million, even though it was a slight dip from the boisterous 3.2 percent organic gains reported in Q1. CMG revenues for the first half of the year were \$709.8 million, a 3.6 percent uptick that accounted for 3.0 percent organic growth from the first half of 2015's \$684.9 million.

Weber Shandwick CEO Andy Polansky said his agency registered high-single digit organic growth in both the second quarter and first half of 2016, on top of double-digit organic growth that occurred in both 2015's second quarter and first half.

"The health of our business is strong across geographies and practices areas, led by our Healthcare and Consumer practices. Digital, content and social continue to fuel growth, with digital accounting for 30 percent of our revenue," Polansky said.

Polansky also noted that Weber Shandwick in the second quarter achieved double-digit growth in 17 markets around the world.

**AILES STEPS DOWN AT FOX**

Amid growing allegations of sexual harassment and a pending lawsuit filed by former Fox News anchor Gretchen Carlson, TV executive Roger Ailes resigned from his position as Fox News chairman and CEO on July 21.

Temporarily succeeding him is 85-year-old News Corporation CEO and 21st Century Fox executive chairman Rupert Murdoch, who now becomes acting chairman and chief executive of Fox News and Fox Business Network until a permanent replacement is secured.

In a statement, Murdoch said Ailes "has made a remarkable contribution to our company and our country," and that Ailes shared Murdoch's "vision of a great and independent television organization and executed it brilliantly."

The *New York Daily News* today reported that Ailes would receive \$60 million as part of a separation agreement and would also remain on board in a consultant role. *New York* magazine's Gabriel Sherman on July 19 reported, however, that 21st Century Fox had allegedly given Ailes until August 1 to voluntarily step down or face termination.

Ailes, 76, in July was the subject of a widely-reported sexual harassment and retaliation lawsuit filed by Carlson. The longtime Fox News commentator and former "Fox & Friends" and "The Real Story with Gretchen Carlson" host claimed she had experienced "severe and pervasive sexual harassment" during her decade-long tenure at Fox, and that Ailes had exhibited "harassing, discriminatory and retaliatory treatment" toward her. The complaint also alleged that Ailes made inappropriate comments and unwanted sexual advances toward Carlson before ultimately terminating the host without notice on June 23.

Carlson is seeking compensatory and punitive damages. She's being represented by Montclair, NJ-based litigator Nancy Erika Smith and New York co-counsel Martin Hyman. New York-based professional services agency Ripp Media handles public relations duties for the Carlson suit. Ripp Media principal Allan Ripp on July 7 detailed his agency's media strategy surrounding the suit with O'Dwyer's.

Ailes has denied the allegations, referring to them in a statement as "false" and "offensive." However, a report published several days later by *New York* magazine's Sherman detailed statements from six other women who said they were also sexually harassed by Ailes. During a Fox News internal review of the matter, media outlets reported that Fox host Megyn Kelly also allegedly told personnel that she too had been the subject of sexual advances made by Ailes a decade earlier.

Ailes, a Republican political operative who was the driving force behind the launch of Fox News Channel, had served as CEO since that network's founding twenty



Ailes

years ago. He was formerly a media consultant for Rudy Giuliani's mayoral campaign, and also worked with Presidents Richard Nixon, Ronald Reagan and George H. W. Bush. Fox News Channel, which Ailes founded with Murdoch in 1996, is now the highest-rated cable network in the U.S.

The Drudge Report July 21 circulated Ailes' resignation letter to Murdoch, which read, in part, "Having spent 20 years building this historic business, I will not allow my presence to become a distraction from the work that must be done every day to ensure that Fox News and Fox Business continue to lead our industry. I am confident that everyone at Fox News and Fox Business will continue as the standard setters that they are, and that the businesses are well positioned for even greater success in the future." No mention of the allegations was made in the correspondence.

The Drudge Report had also previously published photos of Ailes' financial separation agreement, but the conservative site later deleted those documents.

Reactions to Ailes' departure has reverberated far and wide. Progressive media watchdog Media Matters released a statement from founder David Brock that read, "Media Matters has successfully branded Fox News as a network not to be trusted. We combat their on-air falsehoods, sexism, and misogyny daily. While Roger Ailes ultimately went down as a result of his heinous behavior, twelve years of Media Matters calling out his network for outrageous right-wing propaganda and ensuring that millions of people were aware of it in real-time certainly didn't hurt."

Online women's advocacy organization UltraViolet issued a media statement that read, "While we are glad to see Roger Ailes step down from his position at Fox News, sending him off with zero accountability and a big check is a slap in the face to the dozens of women he harassed during his tenure as CEO and does nothing to fundamentally change the culture of Fox News that he created."

Carlson reacted to the news on Twitter by thanking those who have supported her during the ordeal.

**CURLEY TO HELM SPOKESMAN-REVIEW**

Rob Curley, who exited the *Orange County Register* as editor in March, has been named editor of the *Spokesman-Review*.

S-R editor Gary Graham is slated to retire in the fall.

The 45-year-old Curley was previously chief content officer for the *Las Vegas Sun* and VP of product development at the *Washington Post*.

The S-R is family owned. Publisher Stacey Cowles told the paper that Curley has a range of newsroom experience. "He's not only a traditionalist in regard to his views on journalism and its importance, but he's got one step in the future and he's been creating that future digitally," she said.

Curley, whom the S-R noted has been at the "forefront of digital journalism," takes up the post in September. He said the paper does a good job of serving as an "instruction guide to life," but he wants "to make sure it does a really good job at it."



Carlson

**ELON MUSK: YOU'RE DOING IT WRONG**

By Ronn Torossian

Communication after a crisis can be like navigating through a minefield. When a death is involved the pressure is even more intense, like navigating through that same minefield in the dark without a map. It's easy to say the wrong thing, offend others, not show enough sympathy, or show so much that the media brands it a "fake." People watch your every move, and every mistake becomes magnified.

Elon Musk illustrated that recently in his Twitter rant following the death of a driver who was using the autopilot feature on his Tesla when he died. Media experts have since lost faith in Musk's skills at handling both pressure, and the press.

So here are some tips on what not to do in the face of crisis, based on Musk's behavior and that of Tesla on a whole.

Though Tesla's blog post regarding the incident was titled "A Tragic Loss," the company started the blog post by first pointing out that the victim's death was the first in 130 million miles, which is far less frequent than 1 in 94 million miles for other vehicles in the United States.

In doing so, Tesla belittles the significance of Joshua Brown's death and gets defensive while trying to save face for the brand. What this effectively does is to make Tesla seem unsympathetic and more concerned about its appearance in the media, than the fate of its customers. This is not a good look.

CEO Elon Musk re-tweeted a user who pointed out that 1.3 billion people die in car accidents every year, but the death of one driver in a Tesla, and somehow all driverless cars become unsafe. In another blog post, the company then referred to Brown's fatality as a "statistical inevitability."

Tesla's entire focus since Brown's death has been on the company, the brand, and its image. Tesla shed very little light on the victim, his family, and how they plan to make amends. To make matters worse, Musk told a *Fortune* magazine journalist that 500,000 lives would have been saved in 2015 if everyone had been using the autopilot technology — the same technology that failed to detect the truck which resulted in Joshua Brown's death. Though statistically this could be true, the timing couldn't prove worse. There's a time to share that information, but not so quickly after such a tragedy that the body has barely been laid to rest.

The CEO was also wrong to take to social media with these opinions and then to *Fortune* magazine.

This almost immortalizes the bad behavior; social media platforms can amplify bad decisions and maybe even crafting it into pop culture for a time. The longer this issue remains in the media, the less likely the public is to believe Elon Musk, when he finally realizes the importance of showing some compassion, respect, and sympathy for his deceased customer.

Elon Musk's behavior was not helpful, and while there maybe some truth to his statements, the inappropriateness comes from the wording and the timing, and a refusal to admit any wrongs or responsibility for the death of Joshua Brown. People begin to wonder if they experi-

ence fatalities using the autopilot system, will he treat their death as just another statistical expectation in the media as well?

Musk should plot his next moves — and words — carefully, while the world is watching.

*SWPR CEO Ronn Torossian is a Range Rover driver who wouldn't use cruise control, let alone Auto-Pilot.*

**LOVE, WORK AND STORYTELLING**

By Hal Bienstock

The *Wall Street Journal* recently ran a story about research from the journal *Personal Relationships* showing that women find men who are good storytellers more attractive and desirable as long-term partners.

According to the Journal, psychologists say this is because a good storyteller signals that he knows how to connect, share emotions and is interesting and articulate.

Surprisingly, the study found that men didn't care one way or the other about whether women were good storytellers. I'll leave it to the experts to theorize why.

But even if stories don't help men pick a mate, psychologists and marriage therapists strongly believe that stories can help keep a relationship strong.

That's because stories build bonds. And this is true not only in the bedroom, but also in the boardroom.

According to research from Stanford University, stories are 22 times more effective than data alone. If you're in the business of changing perceptions and bonding your company with its customers, that's a number you should keep in mind with every word you write.

After all, would you rather hear about the features and benefits of a new widget, or about an individual whose life was improved by something your company created? It seems obvious, but how often do we fall back on product specs and terms like "efficiency" and "innovation," instead of focusing on what really matters: making customers' lives better? This doesn't mean you need to act like everything you put out is changing the world. But even incremental improvements should come with a story.

You're probably not curing cancer, but maybe you're giving people more free time, helping them connect with friends and loved ones, improving their career prospects, saving them money, or helping them get a little closer to their retirement goals.

All of these things naturally lend themselves to stories. And like any good story, yours should have a narrative arc, with a protagonist overcoming odds to achieve a goal. If you've just launched a new loan product, consider talking about it through the lens of a small business owner that used it to open a new location, live their entrepreneurial dream and hire 20 people in the process. If it's a new piece of enterprise software, you might want to explain why you felt the need to create it. Did you once blow a big meeting, then decide to create a product that would ensure no one else met the same fate?

Stories like this bond a brand to its audience and help people understand not just a company's products, but its purpose. That's the power of stories — a tool that can strengthen both brands and marriages.

*Hal Bienstock is a senior vice president at Prosek Partners.*

## NEWS OF PR FIRMS

### NEW NAME FOR HAMMOND

New York-based Lou Hammond & Associates has changed its name to Lou Hammond Group and installed a new corporate identity.

Founder and chair Lou Hammond said the change reflects the evolution of the agency, noting "recent staff

additions and expanded services in branding, advertising and digital were the catalyst for the name change."

The 32-year-old firm specializes in travel and luxury goods with additional outposts in Charleston, S.C., Los Angeles and Miami.

CEO Stephen Hammond said a new name and services will open new doors for the firm. "We're excited about this new chapter—for ourselves and for our clients," he said.



### TUPELO GETS PR AFTER POLICE SHOOTING

The City of Tupelo, Miss., has engaged crisis PR counsel after the June 18 police shooting of an African-American man following a traffic stop drew national attention.

The shooting of the man, Antwun Shumpert, has drawn wide scrutiny among media and activists, fueled in part by Shumpert's lawyer's comparison of the event -- Shumpert was unarmed and also attacked by a police dog -- to a "lynching" evocative of Mississippi's history of racial discord.

The city brought in Danny Blanton, former PR head of the Univ. of Mississippi and an ex-communications manager for Entergy's Jackson nuclear operations, to advise the city on the PR front.

WTVA reported Blanton is on a \$5,000-per-month retainer through June 2017 on a month-to-month basis.



**Blanton**

### LONDON'S DYNAMO EYES SILICON VALLEY

London-based Dynamo, which has made a PR splash supporting crowdfunding campaigns, has opened a Silicon Valley operation with the launch of Dynamo Communications.

The Redwood City, Calif.-based firm is led by Heather Delaney, a Bay Area native and head of crowdfunding for the firm who has helped clients raise over \$25 million in pledges.

North American clients of the firm include 3Doodler, maker of a 3D printing pen, NComputing, desktop virtualization software, and WowWee, developers of hi-tech robotic and consumer entertainment products.

Delaney said the firm is responding to our US clients who've been asking for a West Coast office for a while. The firm said it is looking for new staff for the Redwood City outpost and is accepting applications on <http://www.dynamopr.com/jobs>.



**Delaney**

## NEW ACCOUNTS

### POCKY PICKS S+L PR

Los Angeles-based PR and marketing agency S+L PR has been named U.S. agency of record for Japanese confectionery company Ezaki Glico USA, makers of iconic snack brand Pocky.

The popular chocolate covered cookie stick, which made its Japanese debut in 1966, is currently expanding its distribution into U.S. retailers such as Target and Costco.

S+L will work to promote awareness of the snack and expand the brand's fan base in the U.S. consumer market through media campaigns as well as experiential communications channels.

Pocky was previously represented by Scottsdale, AZ-based digital branding agency Santy. That agency acquired S+L in March.

S+L, which specializes in fashion and sports brands, was founded in 1988. Other clients include Blundstone, Cienta, K. Bell Socks and Pavpara.

### **New York Area**

**Rubenstein PR**, New York/Calamos Investments, 40-year-old global investment firm, and Nardello & Co., global investigations firm that handles issues like corruption-related probes, civil and white collar criminal litigation support, asset tracing, strategic intelligence and political risk assessment, computer forensics and reputational due diligence, both for corporate communications.

### **East**

**Diamond PR**, Miami/French Leave Eleuthera, Bahamian resort under construction, as AOR. The forthcoming resort, located on a 270-acre site in Governor's Harbour on the Bahamian island of Eleuthera, initially opened in December 2014 as a four-cottage boutique hotel. Representing the first construction of seafront cottages in that capital city since the 1940s, the French Leave resort is now slated to expand to a dozen villas by the end of the year, and will grow to 20 by 2017. The property is managed by hospitality owner/operator company Shaner Hotels and will be launched as a part of the Marriott Autograph Collection. Diamond will manage North American PR efforts for French Leave in a bid to increase national and regional awareness of the resort.

### **Midwest**

**MWWPR**, Chicago/Arctic Zero, "fit" frozen desserts that are lactose-free, low-calorie and low in sugar, as AOR, including a full range of marketing communications targeting consumers, influencers and media.

### **West**

**KCD PR**, San Diego/Brain Corporation, high-tech startup born from Qualcomm specializing in building brains for robots, transforming a manually operated machine into an autonomous solution, to position the firm's transformative technologies and build exposure around the startup's 'autonomy as a service' solution. The firm also picked up 1st Global Research & Consulting, an independently owned research and consulting partner for Certified Public Accountants and tax and estate planning firms, for a comprehensive communications and PR strategy.

## NEWS OF SERVICES

### AURITT, ROSS TOUT NOAH'S ARK

Auritt Communications Group and A. Larry Ross Communications are promoting the newly opened Noah's Ark replica theme park, drawing national media attention from its Williamstown, Ky., locale.

The \$102M tourist attraction charges visitors about \$40 each to enter.

New York-based Auritt set up more than 30 live interviews at the "Ark Encounter," which was built according to

"biblical dimensions" and measures nearly 200 yards long and five stories high.

Ken Ham, president of the attraction, handled interviews set up by the firms. "It's meant to make a statement that

Christians can make a major attraction like this," he told CBS News. He hopes to draw two million visitors each year, including critics and believers.

The project was controversial from the start and millions of dollars in tax incentives only fueled the fire, although a federal court settled the issue this year.

Larry Ross is a prominent Christian PR pro in Texas.



### LEWIS DEBUTS ANALYTICS OFFERING

LEWIS has unveiled a global analytics platform Observa, a modular suite of analytical capabilities aimed to give clients better understanding and management of their campaigns.

Insights include audience intelligence, brand reputation, media and influencer relations, digital footprint, pipeline analytics and market opportunities. The service is based in four areas: market analysis, community health, business impact and market trends.

### NUVI ALLOWS VARIED ACCESS

Social media marketing tool provider NUVI has released Agency Controls, a platform management update that lets agencies grant their internal teams and clients individual access to the NUVI social media monitoring and visualization platform.

The update allows agencies to grant or limit access for both the teams assigned to different accounts and the individual companies within their agency umbrella. Control variations range from complete administrative and editing capabilities to view-only access.

NUVI CEO Cameron Jensen said the feature allows agency teams the ability to create, edit and build social listening monitors and research portfolios on their own. It also lets clients dig into data on their own, if desired

## PEOPLE

### PR CHIEF KEEN PULLS OUT OF BROAD GREEN

Adam Keen, executive VP of worldwide publicity and corporate communications for Broad Green Pictures, has departed the troubled independent film production house, according to reports.

Keen was VP of PR for Warner Bros. Pictures before moving to Broad Green last year. Variety reports that Broad Green has "struggled to find its identity" and is re-positioning away from an "arthouse" shop to more commercially-oriented films.

The Hollywood Reporter called Keen a "widely respected film executive" who steps down amid layoffs at the company.

He was previously EVP of worldwide publicity and corporate comms. at Relativity Media and senior VP of worldwide publicity at Overture Films. Earlier stints included I/D PR, MGM and DreamWorks.



Keen

### Joined

**Michael Marinello**, global head of communications, technology, brand and sustainability, Bloomberg LP, to broadcaster Turner as senior VP of corporate communications based in New York. He previously led communications for the company's core financial products and directed comms. for Michael Bloomberg's C40 Cities push on climate change. Prior to Bloomberg, he held director-level PR posts at Microsoft and BD, and did a stint as a VP at GCI Group. He started out in politics as a press secretary to Sen. Bob Kerrey (D-Neb.) and special assistant to Sen. Daniel Patrick Moynihan (D-N.Y.). At Turner, he reports to executive VP and global chief communications and corporate marketing officer Lauren Hurvitz, who praised Marinello's understanding of "the intersection of messaging, storytelling, technology and media relations." His scope at Turner includes brand reputation, messaging, thought leadership, and media relations, among other corporate comms. outlets.



Marinello

**Melissa Rubin**, A/S, Rosica Communications, to BizCom Associates, Plano, Tex., as an A/S. She was an A/S at Redpoint Marketing PR, where she worked for eight years and served PR clients within the travel, hospitality and home and interior design sectors. She was also an assistant A/E at advertising, design and digital agency Deutsch, Inc.



Rubin

**Christina Faller**, PR director for Reading, Pa., agency Reese, to The Anderson Group, Sinking Spring, Pa., as director of PR and social media. She was previously assist. dir. of PR at The Anderson Group and PR manager at Sovereign Bank. **Derek Hollister**, digital dir., The Infantree, joins as dir. of digital strategies. Previously, he was at Charter Homes & Neighborhoods, and Benchmark Group Media.

## **PIONEERING OSCAR PR PRO HOROWITZ DIES**

David Horowitz, a pioneering Hollywood PR pro in the Oscar realm who played a key role in booking Bill Clinton's iconic appearance playing the saxophone on late-night TV, died July 17 in Los Angeles. He was 86.

Horowitz' PR credits include Oscar Best Picture-winners like "Dances with Wolves," "The Silence of the Lambs" and "The Lord of the Rings: The Return of the King." He is also credited with arranging then-candidate Bill Clinton's appearance on "The Arsenio Hall Show" during the 1992 campaign, resulting in the iconic image of the future president playing the saxophone in wayfarer sunglasses.



Horowitz

The *Los Angeles Times*, which called him one of the Hollywood PR sector's top veterans, said Horowitz excelled at "low-key, naturalistic campaigns" to promote films. Deadline said he was "one of the first and most important practitioners of a job that has now become widespread in the industry" -- Oscar film publicist.

Horowitz' friend and colleague Carl Samrock told the Times he often spread interest in films through chatter and word-of-mouth, "as simple as 'I've seen this movie. It's great.'"

His career started out on the ad side with the Goodman Organization and moved to the PR side under director Robert Aldrich in the early 1960s with "Whatever Happened to Baby Jane?" He was a president for Rogers & Cowan, VP at Kirk Douglas' Bryna Productions, VP at TriStar, and publicity chief at Warner Bros.

## **WAGSTAFF WINS BEVERLY HILLS CVB**

Los Angeles hospitality PR firm Wagstaff Worldwide has been named agency of record for the Beverly Hills Conference & Visitors Bureau.

As AOR for the central Los Angeles municipality's destination marketing organization, Wagstaff will now lead all domestic PR initiatives and partnerships for the storied 102-year-old city, and will initiate a U.S.-based awareness campaign that highlights Beverly Hills as a premier tourism destination and authority in luxury lifestyle.

Wagstaff, which was founded in 1999, maintains additional offices in New York, Chicago, San Francisco and Aspen, CO.

## **JOELE FRANK WORKS INTEROIL BIDDING WAR**

InterOil Corp., a publicly traded oil and gas company, has engaged US PR support as it faces competing acquisition bids from ExxonMobil and France's Total SA.

InterOil's operations focus on Papua New Guinea and claims one of Asia's largest undeveloped gas fields. Its shares are publicly traded on the New York Stock Exchange.

The company, which previously received a takeover offer from Oil Search and the French energy provider Total SA, said July 17 that ExxonMobil stepped in with a competing, unsolicited \$2.5B proposal that InterOil's

board has deemed superior.

P&L Corporate Communications of Australia and Hill+Knowlton Strategies (New York) are backing the Oil Search/Total bid.

Oil Search has until July 21 to counter.

Interoil's headquarters are in Singapore.

Joele Frank partner James Golden is handling US media for the company regarding the takeover offers.

## **KETCHUM UPS RAFFERTY TO PRESIDENT**

Ketchum has elevated North American head Barri Rafferty to president of the firm, as CEO Rob Flaherty trades the president title for a chairman role.

Flaherty said Rafferty, a 22-year veteran and senior partner of the Omnicom firm, will help manage global growth of the firm and pursue new opportunities. Flaherty said she "embodies the future of our agency, and our industry."

Rafferty continues to oversee North American operations, as well as its digital and sports & entertainment units. She also oversees its Access Emanate, Capstrat, and Harrison & Shifman operations.

Ketchum earlier this year formed a 20-member leadership council and advisory board and moved chairman Ray Kotcher to a non-executive chairman role.



Rafferty

## **MCBEE WORKS SLOVAKIA STRATEGY**

Public affairs shop McBee Strategic Consulting has been hired to provide media and communications strategy for the Embassy of the Slovak Republic in Washington, D.C.

The former Soviet bloc state, which was part of Czechoslovakia until that country's dissolution in 1993, joined the European Union in 2004.

McBee will assist the Embassy with media relations and the development of a digital outreach strategy in a bid to strengthen U.S.-Slovakia relations, facilitating interviews and meetings with U.S. reporters, organizing educational events with U.S. think tanks and providing strategic counsel to key embassy officials.

The pact began in June and runs until August. The Embassy will pay McBee \$16,500 a month for the work.

## **DCI DOUBLES DOWN IN PR DEBT DEBACLE**

Conservative Washington, D.C. lobbying and PR firm DCI Group, which represents general obligation bondholders affected by Puerto Rico's ongoing debt crisis, has retained West Front Strategies regarding recently passed legislation that oversees the cash-strapped U.S. territory's debts.

Puerto Rico, which on July 1 defaulted on a \$2 billion debt payment to creditors, had for years borrowed money by issuing tax-exempt municipal bonds, and later found itself more than \$71 billion in debt after it took out high-interest loans from financial institutions to repay the interest on those bonds. Congress on June 29 passed a rescue bill that would enact a financial control board to manage Puerto Rico's debts and oversee its budgets.

**Autism Speaks, largest autism advocacy organization with \$57.4M** in revenues in 2014, down from \$69M in 2008, is under attack from critics who say it promotes fear of autistic people and spends little on them and their families.

“Autism Speaks’ fundraising strategies promote fear, stigma, and prejudice against autistic people,” says Autistic Advocacy

The organization “uses damaging and offensive fundraising tactics which rely on fear, stereotypes and devaluing the lives of people on the autism spectrum,” it says. “Autism Speaks’ advertisements and ‘awareness’ campaigns portray autistic adults and children as not full human beings, but as burdens on society that must be eliminated as soon as possible.”

AS, based in New York with about 20 branches nationally, is supported by numerous major companies and institutions. Leading the list of 30+ supporters by donating more than \$1M yearly are Alpha Xi Delta, women’s fraternal organization, Dollar General, and GameStop.

The AS financial report lists \$115.1M in income for 2014 but this includes \$51.2M in “in-kind” contributions mainly from ads, marketing and donated media. The ads are placed through the Advertising Council.

#### **AS Uses “Harmful” Language**

The Autistic Self Advocacy Network, whose slogan is, “Nothing About us Without Us,” says AS ads, fundraising and “awareness” campaigns use “profoundly harmful language and rhetoric.”

It notes that it was not until Dec. 7, 2015, that AS appointed two autistic people to its board.

Companies on the board of 31 include current and former CEOs of Viacom, CBS, NBC, PayPal, Volvo, Virgin Mobile, priceline.com, and Sirius Satellite Radio, ASAN notes.

AS is also under attack by Wi-Fi health advocates who say it fails to mention pulsed electro-magnetic radiation as a cause of the “explosion” of autism from one in many hundreds to one in 68, according to statistics compiled by the Centers for Disease Control and Prevention.

Rep. Dan Burton (R-Ind.) has told Congress that the increase in autism is “worse than an epidemic, an absolute disaster.” Rep. Carolyn Maloney (D-New York), told the same hearing she believes the numerous vaccinations given to children may be the cause. The AS website says, “Vaccines do not cause autism,” citing research “over the past two decades.”

Diane Hickey, Co-founder, National Association For Children and Safe Technology, said, “The growing rate of Autism diagnosis demands that organizations dedicated to the health and wellbeing of children immediately consider information that identifies wireless radiation as the cause.

“The EMF/Autism mechanism has been documented and I am dismayed by the lack of response and interest to knowledge that may turn the increasing rate of Autism around.”

boycottautismspeaks.blogspot.com is urging Home

Depot and 31 other companies and organizations to “terminate your financial support of Autism Speaks.”

Hickey also supports organizations including Autistic Self Advocacy Network and Autism Women’s Network. “Autism and wireless phone subscribers share virtually identical growth curves since the early 1980’s,” said Ed Friedman, Maine Coalition to Stop Smart Meters. “If autism organizations are not investigating this strong correlation for possible causation, it begs the question why not?” he asked.

“It is a tragedy that radiation is invisible!” said healthcare advocate Jerry Flynn of Canada. “If people could see it, they would immediately side with scientists who say that, ‘If you could see it; you could not see your hand in front of your face!’ Then AS could no longer deny/ignore EMF as being the likely cause of autism. In the meantime, AS, like the Cancer Society, creates a lot of high paying jobs for people who obviously know nothing about EMF.”

Centers for Disease Control and Prevention, in a reply to this NL, said there are “many causes” of the autism explosion and it is “not specifically looking at different sources of radiation” as a possible cause.

Radiation healthcare advocate Cindy Sage has co-authored a 40,000-word essay on the physiology involved in pulsed radiation and the human body. “Levels of EMF/RFR exposures have increased several thousand-fold or more in the past two decades from wireless technology alone; with unplanned side effects from pulsed RFR that is a newly classified Group 2B possible human carcinogen,” she writes. “Nearly six billion own wireless phones. Many are exposed to wireless devices and antennas. Autistic groups should address EMF/RFR as one of the exposures of relevance to the overall stress load, since it is now a chronic and unremitting exposure in daily life.”

AS was founded in 2005 by Suzanne and Bob Wright, grandparents of a child with autism. He was vice chairman, General Electric, and also chairman and CEO, NBC Universal Co.

The AS website says it has committed more than \$570 million to its mission, the majority in science and medical research. It has partnerships in 70+ countries on five continents. AS revenues were \$69M+ in 2008, \$669,751 going to chief science officer Geri Dawson, reports disabilitiescoop.com. Her compensation included \$269,721 in relocation expenses to move her family from Washington to North Carolina.

Angela Geiger, formerly chief strategy officer for the Alzheimer’s Assn., joined Autism Speaks in February 2016 as president and CEO.

C.J. Volpe is chief of media strategy and Aurelia Grayson is senior director of media strategy. Michael Rosen, who was executive VP, strategic communications, has left it. His package totaled \$276,871 in 2014. Attempts to reach any staffers at Autism Speaks by phone or email since last week have been unsuccessful as of press time.

– Jack O’Dwyer