



**Kevin McCauley**  
Editor-in-Chief

# O'Dwyer's Newsletter



**The Inside News of  
PR and Marketing  
Communications**

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## IPG ENJOYS 6.2% Q2 GROWTH

Interpublic reported second-quarter revenues rose 6.2 percent to \$1.9B and operating profit jumped 10.4 percent to \$249.2M as client spending remained strong in the US and accelerated overseas.

CEO Michael Roth said an “exceptional performance in media and at our creativity-led integrated agencies, as well as contributions from our digital services, PR, events and sports marketing” units drove IPG’s robust results.



**Michael Roth**

Net organic growth rose 5.6 percent during the quarter. The US was up 4.6 percent, while international increased 7.2 percent.

The constituency management group rose 6.2 percent for the quarter, and 3.7 percent on an organic basis.

Weber Shandwick CEO Andy Polansky told O’Dwyer’s the PR component of the CMG operation registered “mid-single-digit growth on a reported basis” during the quarter and “low-single-digit growth organically.”

WS posted double-digit organic growth in 11 international markets. Polansky emphasized that China returned to double-digit growth during the period.

Roth bolstered IPG’s full-year organic growth target to the 4.0 percent to 4.5 percent range.

For the first-half, IPG’s revenues jumped 6.0 percent to \$3.7B and operating profit moved ahead 10.6 percent to \$288M.

## BINDER JOINS FAMILY BUSINESS

Rebecca Binder, who was at C-suite consulting firm Innosight, has joined RF|Binder as senior managing director.

She’s the daughter of RF|Binder CEO Amy Binder and granddaughter of PR legend David Finn.

At Innosight Binder advised corporate executives on developing long-term transformational growth strategies.

Earlier, she did a stint in the federal practice of Booz Allen Hamilton, dealing with strategic planning, risk management, data quality and performance monitoring.

At the New York PR firm, Binder’s responsibilities will include strategic planning, business/talent/culture development, operational efficiency and strategic communications consulting.



**Rebecca Binder**

## CONGRESS TARGETS LOBBYING RULES

Sen. Michael Bennet (D-CO) and Rep. John Sarbanes (D-MD) have introduced the Curtailing Lobbyists and Empowering Americans for a New (CLEAN) Politics Act to ban lobbyists from soliciting, bundling or arranging large campaign contributions for Congressional candidates and to close lobbying regulation gaps and loopholes.



**Michael Bennet**

The bill would tighten the Lobbying Disclosure Act provision requiring registration if a person makes two lobbying contacts over a two-year period and spends more than 20 percent of his or time in a quarter serving a particular client.

The Bennett/Sarbanes measure would require LDA registration if a person makes a single contact for a client over two years, regardless of the time spent repping the client. It would mandate registration if a person provides “strategic advice” on how to influence the government, even if he or she did not make a direct lobbying contact.

The Act would ban soliciting, bundling or arranging campaign cash of more than the \$2,700 per-election individual cap on contributions. It would also close the loophole that allows firms representing foreign clients to register under the LDA rather than the more stringent Foreign Agent Registration Act (FARA).

## CRC BACKS KAVANAUGH SUPREME COURT BID

CRC Public Relations, a right-leaning firm, is promoting the effort to win Judge Brett Kavanaugh’s confirmation to the Supreme Court, according to the HuffPost.

Greg Mueller, who was communications director for Pat Buchanan’s 1992 and 1996 White House runs, is president of the Alexandria firm.

The former Creative Response Concepts burst onto the national scene for work on behalf of the Swift Boat Veterans for Truth campaign, which torpedoed John Kerry’s White House run.

For Kavanaugh, CRC has contacted political reporters to ask if they want a link to quotes from his former clerks expressing support of the nominee. The firm is working in tandem with The Judicial Crisis Network.

The group has spent \$4.5M in ads since president Trump nominated Kavanaugh on July 9. CRC’s Katie Hughes, Grace Galvin and Mari Buttarazzi are its media contacts.



**Brett Kavanaugh**

## **GRAYLING SLOWS HUNTWORTH'S H1 GROWTH**

Huntsworth's Grayling-led PR group reported a 5.4 percent drop to \$47.2M in first-half revenues as CEO Paul Taaffe dumped unprofitable client contracts.



**Paul Taaffe**

The communications sector, which also includes Citigate Dewe Rogerson and Red, suffered an 18.1 percent operating profit fall to \$3.5M.

Grayling revenues fell 7.0 percent to \$24.8M. It swung to a \$399K loss from a \$520K year ago profit.

The unit's lackluster performance was due largely to a profitability decline in Europe, one-off Middle

East contract profits last year and restructuring costs. Grayling's profitability strengthened in the US and UK.

Taaffe expects Grayling's results will improve during the second half.

Huntsworth's PR woes overshadowed a robust performance in its dominant healthcare operation.

The firm posted an 8.0 percent hike in revenues to \$132M and a 9.0 percent rise in pre-tax headline profit to \$14.3M.

## **PSG PROMOTES POLAND AS KEY US ALLY**

The Potomac Square Group has scooped up a \$47,500 per-month contract with the Polish Chamber of Commerce in the US to provide strategic counseling and federal affairs services.

The Chamber, which is partly funded by the Polish Agency for International Trade, wants to underscore and promote Poland's contributions to peace and prosperity around the world and its alignment with US economic, geopolitical and national security interests. It also seeks recognition of Poland as a key part of the NATO alliance.

PSG, which was launched by former *Wall Street Journal* reporter Christopher Cooper, may conduct outreach to the media and general public in its effort to strengthen the bilateral relationship between Poland and the US.

PSG's contract runs for a year. The Chamber retains the right to terminate its relationship with PSG after six months with 30-days notice.

## **CPG PRO GARVEY GRAVES TO FINN PARTNERS**

Finn Partners has brought on Kris Garvey Graves as senior partner, based in Chicago.

Garvey Graves comes to Finn from Agency H5, where she was chief operating officer and senior integrated strategist, specializing in CPG clients as well as heading up client strategy and agency operations across the firm.

Before that, she served as deputy managing director and consumer practice leader, Chicago, at MSLGROUP, and spent 10 years at Weber Shandwick, holding the positions of executive vice president and deputy general manager in its Chicago office.



**Kris Garvey Graves**

## **ACCOUNTS IN TRANSIT**

Allison+Partners has been named PR firm for the **Greater Phoenix Economic Council**. GPEC's mission is to attract and grow businesses and advocate for the



**Greater Phoenix  
ECONOMIC COUNCIL**

competitiveness of the Greater Phoenix area. Working with GPEC, Allison+Partners will be responsible for media relations, thought leadership, conferences and awards to help the organization promote Greater Phoenix as "The Connected

Place." The agency will execute a fully integrated PR campaign targeting c-suite decision makers, government affairs staffs, vice presidents of economic development and site selection committees.

**Diffusion** has been selected as PR agency of record for **SevenRooms**, a reservation, seating and guest management platform that let operators create direct, personalized relationships with their guests. With a thought leadership program as a central component, Diffusion's campaign aims to highlight the value of SevenRooms' services, reinforced through strategically developed research and creative activations targeting decision makers in the restaurant and hospitality industry. The agency will also support product launches and partnership announcements with a media relations program.

**Carolyn Izzo Integrated Communications** has grown its roster of hospitality clients with the addition of **The Atlantic Hotel & Spa**, an all-suite beach boutique hotel in Fort Lauderdale. CIIC will lead positioning and strategic communications efforts for the hotel during the renovation of its 104 guest suites. The project is scheduled to be completed this fall. Among the new elements the hotel has recently introduced are an Italian-inspired beachfront restaurant, a rooftop bar and a partnership with Italian coffee brand Lavazza.

**Zapwater Communications** has been named PR firm for **Uptown United**, one of several Special Service Areas, community economic development organizations that serve Chicago neighborhoods. It will handle media relations, influencer relations, events and strategic partnerships.

Uptown, an entertainment, retail and dining destination, also hosts a variety of seasonal events and festivals.

**The Pollack PR Marketing Group** was hired by beauty and makeup brand **GoodJanes**. PPMG will support GoodJanes' fall 2018 launch, which will focus on the company's lead product, a patented three angled mirror system for at-home false eyelash application. The firm will manage the brand's media, social, blogger and influencer relations, as well as supporting its plans for the launch of an all-natural skincare line under the same brand name. "Pollack stood out for its record working with leading established and emerging lifestyle brands and consumer products looking to establish brand awareness," said GoodJanes founder Janelle Freedman.





## **CEOS EXPECTED TO STEP UP ACTIVISM**

Americans increasingly expect CEOs to be activists as well as managers, according to research just released by Weber Shandwick.

The results of “CEO Activism in 2018: The Purposeful CEO,” the agency’s third annual nationwide poll on CEO activism, show that the public is both becoming more aware of CEO activism and more supportive of the idea—especially when that activism takes the form of a CEO defending a company’s values.



Out of the 1,006 U.S. adults age 18 or over who were surveyed, 42 percent said that they have either heard or read about CEOs taking positions on controversial issues. That’s a five percent hike from 2017, and eight per-

centage points up from 2016’s figure of 34 percent. Respondents also said that they expect the number of CEO activists to grow, with 46 percent predicting an increase over the next few years.

When it comes whether or not they think CEO activism is a good thing, 38 percent of survey respondents said that they have a favorable view of CEOs voicing their opinion on hotly debated topics, with 25 percent saying that they took a negative view of the trend. In 2017 and 2016, just 31 percent of those surveyed were in favor of CEO activism.

Perceptions of the political influence of CEO activism are also on the rise. Nearly half (48 percent) of those surveyed said they felt the opinions voiced by CEOs did have an influence on the government, up 10 percent from 2017.

Party affiliation did not seem to be a major indicator of how effective CEO activism was deemed to be: 54 percent of respondents who said they were Democrats saw it as influential, as opposed to 51 percent for Republicans. Independents were a bit more skeptical, with just 43 percent finding CEO activism influential.

The proper scope of CEO activism was the source of some conflict, however. When respondents were asked if CEOs should take positions on social issues—even if those issues were not directly related to their business—64 percent of Democrats agreed, while only 44 percent of independents and 32 percent of Republicans approved.

The workplace-related topics that respondents took a positive view of CEOs weighing in on were: jobs skills/training (80 percent), equal pay in the workplace (79 percent), sexual harassment (77 percent), privacy and personal data protection (71 percent), healthcare coverage (70 percent) and maternity/paternity leave (69 percent)

For respondents who were aware of CEO activism, 35 percent said they decided not to buy from a company, or to boycott that company, based on a CEO’s stance regarding a particular issue. In 2017, that number was 28 percent. Those who made a positive purchasing decision in response to CEO activism was 18 percent, even with 2017’s number.

To see the full study, go to [Weber Shandwick’s website](#).

## **HEALTH UNLIMITED BOLSTERS DIGITAL SAVVY**

Health Unlimited has hired Per Hedman in London as director of digital engagement.

Hedman, who was appointed to HU’s global operating board, said his role is to work with HU’s international team to use data to “build lasting and valuable relationships with consumers and their networks.”

Prior to HU, Hedman was European digital director for Nitrogen Group, senior management consultant at Across and global marketing director at Kadrigre.

The firm also added Jamie Keenan, who is an alum of MSLGroup, Nuffield Health and Ogilvy CommonHealth Worldwide, as associate director of PR in the UK



**Per Hedman**

Tim Bird, CEO of HU, said the recruitment of Hedman and Keenan represents his firm’s commitment to hiring talent “that understands how to segment and personalize messaging to improve conversations and drive value-based conversions.”

## **R&J RAISES MARIONI TO PRESIDENT**

NJ-based agency R&J Strategic Communications has promoted Scott Marioni to the role of president.

Marioni succeeds former R&J president John Lonsdorf, who founded the agency and will stay on full-time as chief executive officer. He most recently held the executive vice president title at the agency, joined R&J in 1999 and filled a series of roles, including senior account manager, until he was named VP and partner in 2005.

Marioni will now take over the agency’s daily operations and work to set its strategic vision while developing new services to meet clients’ changing needs.

Bridgewater-based R&J Strategic Communications, which was founded in 1986, rebranded in 2015 from R&J Public Relations, after it acquired Denville, NJ-based marketing communications firm Fifth Room Creative.

## **PEOPLE ON THE MOVE**

**French | West | Vaughan** CEO **Rick French** has joined the board of directors of Teen Cancer America, a nonprofit launched in 2012 by Roger Daltrey and Pete



**Rick French**

Townshend of The Who. FWV also serves as the pro bono public relations agency for the organization. TCA brings together physicians and health-care specialists to develop age-specific programs for teens and young adults with cancer, and help finance new facilities to support them.

**Allied Integrated Marketing** has named **Amy Prenner** senior vice president, national publicity. Prenner has run her own company, The Prenner Group, since 2007. She has also worked as a unit publicist for cable and satellite television network EPIX. In her new post, she will manage publicity efforts for Allied’s film, television, streaming and brand clients, and she will oversee the agency’s national publicity teams.

## **HOLDING PR AND JOURNALISM ACCOUNTABLE**

In a 2011 article about Edelman, Jack O'Dwyer wrote that ours was "the only big firm that stayed true to its craft and didn't sell out."

The same can be said about Jack. Over 50 years he has demonstrated an unwavering commitment to the profession of journalism and to holding everyone connected to the PR industry accountable for their actions.



**Richard Edelman**

I started in the industry and at Edelman 40 years ago, so it's not overstating it to say that much of what I learned in the first half of my career came from my father, Dan Edelman, and Jack.

And for most of you reading this, Jack more than likely served as your mentor and guide through the industry via Jack O'Dwyer's Newsletter and *O'Dwyer's* magazine.

For five decades Jack has served as Chronicler-in-Chief of our industry. He's reported on our evolution from media relations gurus to crisis communicators to strategic counselors, and on the progression of agencies

from product marketing to digital marketing to communications marketing.

He's covered the acquisitions by the conglomerates and has remained a fierce advocate and voice for the independents. Jack is committed to ensuring transparency. His list of agency rankings was the first of its kind, and it made us all accountable for our financials.

He's a gadfly in the best possible way, in pursuit of the truth. He's an old-school reporter who digs for the facts and calls it like he sees it.

Jack's a bon vivant who loves a laugh and a glass of whiskey. And he's a true family man who, like my father and me, has led a family-owned business working alongside his wife Lucille, his strongest supporter; his son John, who serves as publisher; and his daughter Christine, director of marketing.

Jack's never lost his zeal for PR or reporting on it. Here's to you, Jack, on a remarkable half-century. Thank you for being a voice for us independents and the best source of real news about the industry we love.

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*Richard Edelman is president and CEO of Edelman, the No. 1 independent PR firm.*



**The articles on this page, page 6 and the bottom of page 7 are featured in O'Dwyer's Jul. '18 50th Anniversary Magazine**

## **JACK O'DWYER'S PASSION FOR PR REPORTING**

Congratulations to Jack O'Dwyer on his 50th anniversary covering the PR world.

I've known Jack personally for some 25 years. As we all know, the PR world has gone through an incredible transformation during this time.

Throughout these changes — in news delivery, speed of decisions and shift from relationships to often transactional models — Jack has stood for values that transcend our industry. He remained the ambassador for our industry and a prophetic journalist who would recognize that integrity and reputation were the coin of our work.



**Peter Finn**

More than two decades ago, desktop computers — initially word processors that enables on-the-fly editing — were new and they were just used to replace typewriters. Facsimile

machines, smartphones, e-mail, websites and social media were far from our world then. Brands were products and not necessarily people. PR and advertising firms had distinctive and separate swim lanes.

But it's all dramatically changed and one way I've kept ahead of these shifts is by reading Jack's highly regarded, distinct yellow printed pages in the pioneering Jack O'Dwyer's Newsletter.

Jack's illuminating perspectives and insights on how technological advances, economic fluctuations and societal/cultural shifts are impacting the PR industry have been a must-read for me since my father David created

an iconic agency that today has blossomed into three successful offshoots, Finn being one that shares his name.

Jack was one of the first to note that marketing, branding, PR and digital/social media would converge into an integrated and dynamic communications force. He was right.

Jack also recognized that PR practitioners would help to drive the breaking stories on our news and social platforms, shaping today's most meaningful and important conversations and building our most influential brands. Again, he nailed it!

Jack's passion for PR set a standard of excellence in reporting on the PR industry that has been emulated by others, a benefit to us all. It's a level of quality and integrity in journalism that today, is being upheld by everyone at O'Dwyer's, and I have no doubt that it will carry forward for many years to come.

Though I miss that printed weekly newsletter format, I always value how it evolved, respect his legacy and anticipate its vibrancy.

Thank you, Jack.

\*\*\*

*Peter Finn is founding managing partner at Finn Partners.*



## **PRUITT EPA PRESS SHOP HIT FOR 'FAKE NEWS'**

The Environmental Protection Agency's press office was nothing more than a "fake news factory" under former administrator Scott Pruitt, according to the Public Employees for Environmental Responsibility, a nonprofit alliance of federal, state and local environment professionals.



**Scott Pruitt**

PEER, which obtained press office emails via a lawsuit lodged by a retired EPA official, said the documents show that the press shop regularly discredited staffers who criticized the EPA as they either retired from the agency or quit.

The EPA's public affairs team would then pitch the emails, which trashed the exiting officials, to conservative media outlets, the "war room" of the Republican National Committee and the White House press office.

Paula Dinerstein, PEER general counsel who represented Betsy Southerland, an EPA critic who retired from the agency in July after a thirty-year career, said the EPA emails "detail distasteful disinformation campaigns directed against distinguished public servants."

## **WALKER BOARDS THE INTREPID**

The Intrepid Sea, Air & Space Museum has appointed Brian Walker VP corporate communications and external affairs.

Walker joins the New York-based museum from United Entertainment Group, a division of Edelman, where he served as a senior VP and the firm's lead communications strategist.

At UEG, he oversaw programs for clients such as the Empire State Building, the 2016 PGA Championship and the public/private partnership between The North Face and the U.S. Department of the Interior.

Walker will lead the museum's communications strategy and external media relations, reporting to president Susan Marenoff-Zausner.

## **USTELECOM PLACES CALL TO WEISS**

USTelecom, the "voice" of the broadband business, has tapped Brian Weiss as VP-media affairs.

The veteran DC communicator joins from the US Senate Committee on Small Business & Entrepreneurship, where he handled messaging and planning for ranking member Ben Cardin (D-MD). He also served as communications director for Democratic Senators Dianne Feinstein (CA) and Even Bayh (IN).

He did a VP-PA & communications stint at TechNet, networking group for executives representing the "innovative economy," and served as corporate communications director at IMG.

USTelecom tackles issues surrounding net neutrality, broadband access, privacy, consumer protection, taxes and cybersecurity.



**Brian Weiss**

## **FTI'S PR GROUP POSTS 24% 2Q GAIN**

FTI Consulting reported that revenue growth in its strategic communications group soared 24.3 percent to \$57.5M during the second-quarter due to a hike in project and retainer-based business from financial and PA clients.

The unit's adjusted EBITDA jumped to \$11M from \$4.9M from last year's quarter.

During the half, the stratcomm business posted revenues of \$110.3m (+22.7 percent) and EBITDA of \$20.9M (+128.6 percent).

CEO Steven Gunby noted that FTI enjoyed a record first-half performance.

Revenues for 2Q jumped 15.1 percent to \$512.1M. The firm's \$43.6M net income compared to a \$5.2M 2017 loss.

Inspired by FTI's solid results, Gunby upped the full-year revenues guidance to the \$1.910B to \$1.960B range from the earlier \$1.825B to \$1.875B forecast.



**Steven Gunby**

## **MEDIA MANEUVERS**

**Viacom** has acquired youth-oriented digital media company **AwesomenessTV**, currently a joint venture of NBCUniversal's DreamWorks Animation, Hearst and Verizon. CNBC reports that Viacom will be paying around \$300 million for the company—a steep discount from its 2016 valuation of \$650 million. Viacom says that Awesomeness CEO Jordan Levin will depart after a transition period, and that the company will integrate with Viacom Digital Studios. Viacom CEO Bob Bakish has been building out its digital footprint, picking up VidCon, an online video conference popular with teens, earlier this year.

**A+E Networks Group** has named **Paul Buccieri** president. Buccieri, who was previously president of A+E Studios and A+E Networks, succeeds Nancy Dubuc, who left the company to become CEO of Vice Media in March. Before coming to A+E Networks, Buccieri was chairman of ITV Studios U.S. Group and ITV Studios Global Entertainment. He also previously served as president of programming, production and development at Fox Twentieth Television. In his new position, Buccieri will oversee all of the A+E Networks' operations.



**Paul Buccieri**

The *New York Daily News*, which slashed its staff by 50 percent earlier this week, is hiking its newsstand price—also by 50 percent. Beginning Aug. 6, the cover price will rise from \$1 to \$1.50. According to the *New York Post*, the price of the Daily News Sunday edition will jump from \$1.50 to \$2. But the extra 50 cents might not be all that successful of a moneymaker: The Alliance for Audited Media reported that the paper's daily circulation for the first quarter of the year was just 164,472. The cuts at the publication once known as "New York's Picture Newspaper" included the elimination of all staff photographers.

## **JACK O'DWYER: HIS FIFTY-YEAR LEGACY**

Jack O'Dwyer. I always smile when I hear his name. Jack and I have been good friends for more than thirty years and have spoken on the phone countless times.

In some instances, our calls focused on news regarding my clients and staff. At other times it was about PRSA. It would be an understatement to say that Jack monitored the activities of PRSA closely and would call me to get my perspective. Jack always had a sense of the dramatic and his responses to PR issues were often Shakespearean.



**Art Stevens**

We may not have agreed on our visions of the PR profession all the time, but we certainly always had lively conversations. I'm pleased to say that I was never on Jack's drop dead list. I always took his calls and responded to his emails. I held the view that Jack chronicled the comings and goings of the PR profession and I had an obligation to be responsive, even to tough questions. I always gave him a straight answer and I believe Jack respected me for it.

Jack has left quite a legacy in our profession. He was the first to rate PR agencies. He was the first to publish hard news about PR and treat it as a vital profession

## **CHRONICLER OF THE PR INDUSTRY**

When Jack O'Dwyer founded his company, I would've been a senior at Washington University in St. Louis, on my way to law school. At the time, the concept of public relations as a career was not even a glimmer in my eye, much less the idea of starting my own communications agency. However, a few years later, after receiving my Juris Doctor degree, I decided to switch from law to PR, and I quickly observed that Jack O'Dwyer was a force unto his own.



**Ken Makovsky**

When Jack would visit the top 10 agencies where I started my PR career, the firm's leaders would virtually stand at attention because they knew that if Jack took a negative stance on a story, it could impact the firm's reputation. They prepared for Jack's arrival the same way they prepared for a client meeting because his words had so much power. Jack at the time was the only game in town for PR journalism. The U.S. edition of *PR Week* started publishing 30 years after O'Dwyer's and *The Holmes Report* 32 years later.

Jack was the pioneer and, in my view, became a centrifugal force in accurately reporting the story of the PR industry's growth. His journalism background showed. He has consistently been a stickler for reporting honest revenues by agencies, year after year, for decades, and has insisted on seeing confirming evidence from agencies' previous-year tax forms. I believe his being a stickler for accuracy on agency financial performance is one of the reasons for his remarkable longevity. He wasn't afraid of calling an agency out for not cooperating.

Of course, times have changed dramatically in PR

and not a cottage industry. Every person of substance gravitated toward Jack to make sure they were on his good side.

Jack had a lot of power and authority. For the most part, he was an arbiter for what we do and where we're going. I played both golf and tennis with Jack and enjoyed his company. You never knew what he was going to say. As a reporter he was dead on and accurate. As an observer he had that twinkle in his eye and airs on the part of some of our practitioners. He could be blunt but he was also very wise. His grasp of the role of modern-day public relations was second to none. I sometimes ran into PR professionals who would castigate Jack for some of the positions he advocated. But they never missed a single issue of his newsletter. You simply went to *Jack O'Dwyer's Newsletter* for news and his directories for accurate information.

Jack is leaving his publications in good hands. He built a great team which will carry on his legacy. But the O'Dwyer name will always be a constant in the public relations industry.

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*Art Stevens, APR, Fellow PRSA, is managing partner of The Stevens Group consultants to the PR agency profession, focusing on mergers, acquisitions and management consulting.*

and corporate communications. But Jack has endured as an institution, despite competition and change.

What have been the most dramatic changes I've seen in the profession from the late sixties till today? These three categories are the ones I see as representing the most significant. In one way or another, I believe Jack has weighed in on all of these.

Pace. Over the past five decades, technology has progressively hyper-charged the pace at which we work, making some things easier while making others more complex. No longer can you take a breath and work on other projects after sending a strategic document to clients like you could in the late 1960s and 1970s. Today, clients often respond almost instantly with feedback, and client and agency increasingly collaborate online.

New and more complex crises. Despite all the great things technology has wrought over the past 50 years, it has also brought us new and more complex kinds of crises, from cyberattacks, privacy breaches and identity theft to the proliferation of "fake news." These are crises that we are still struggling with as an industry to manage and help clients recover from.

Specialization. When I started Makovsky in 1979, the idea of building an agency under the umbrella of specialization was foreign. Hiring people with deep industry-focused backgrounds for the types of clients we serve was considered an anomaly and not an effective strategy. It is true that back then, many agencies focused on consumer products. Specialists are now the order of the day.

Jack has survived all of these changes and will most likely continue to impact our thinking as change inevitably continues to shape our future.

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*Ken Makovsky is CEO of Makovsky.*

## COMMENTARY

### TRUMP'S MINISTRY OF TRUTH

Boy that didn't take long.

Donald Trump took to Twitter July 25 to suggest that the "hush money" tape made by his fixer Michael Cohen may have been doctored.

"What kind of a lawyer would tape a client? So sad! Is this a first, never heard of it before? Why was the tape so abruptly terminated (cut) while I was presumably saying positive things? I hear there are other clients and many reporters that are taped - can this be so? Too bad!

Inquiring minds would like to know 1) What were the presumably "positive things" that the president said about paying \$150K to buy the silence of former Playboy model Karen McDougal, and 2) Who told him that Cohen taped "other clients and many reporters?"

But that's another can of worms to open.

Now that president Trump has put the doctored tape ball into play, he'll probably be denying that Cohen was his personal lawyer by tomorrow.

As George Orwell wrote in 1984: "Reality exists in the human mind, and nowhere else."

The reality in Trump's mind is that he can make lovey-dovey with Vladimir Putin, smear US intelligence services, trash allies, launch a global trade war, massively cut taxes, increase the deficit, separate families, cage young kids, destroy ObamaCare and continually lie without undermining the standing of the US before the world and its own people. That's hogwash. It will take years for our country to get over the damage



brought about by Trump.

As in George Orwell's classic, "1984," Trump operates his own version of the Ministry of Truth to spread lies and propaganda.

Consider these three news stories.

CNN reported July 24 that the White House had ended the long-time practice of releasing the transcript of presidential phone calls with foreign leaders. One can now only imagine what popped into Trump's mind when he recently chatted with Israeli prime minister Benjamin Netanyahu and Turkish president Recep Tayyip Erdogan.

The HuffPost reported July 25 that the White House edited from the transcript and video of Trump's horror in Helsinki with Vlad a question that Reuters reporter Jeff Mason posed to Putin about whether he wanted Trump to win the presidential election. Da, Da, smiled the Russian.

The New York Times also weighed in July 25 with how Trump was enraged that First Lady Melania tuned into CNN (FAKE NEWS CENTRAL) while on Air Force One. She violated Trump Rule No. 1 that all TVs should show only Fox, which tosses bouquets to its faithful watcher-in-chief.

The White House's Ministry of Truth works hard to keep Americans misinformed and confused about reality, so they don't stand up to Trump, or egad impeach him.

Ignorance is indeed its strength.

—Kevin Mc Cauley

### JACK O'DWYER, AN AMERICAN ORIGINAL

He was there when the public relations industry started. He tracked every important development. He called out the bad guys and exposed the charlatans for who they were, and he praised and supported the good guys.

He reflected a level of style, elegance and honesty at every turn.

In my early days in the business, I sat in rooms where Jack O'Dwyer was discussed with unhappiness, anger and, frequently, surprise. "How could he get that story?" was often the comment.

And Jack did get the story ... and story after story.

It was my privilege to be with Jack and his beautiful wife Lucille on several occasions. How did he conduct himself? First, he always bent over backwards to see that Lucille was taken care of. Second, he took every occa-

sion as an opportunity to look for news. He had a nose for it, which is why he found angles no one else got.

Jack O'Dwyer loved people. He helped the "little guy." He was never intimidated by "the big guys." And he always had a touch of that famous Irish wit in everything he did.

The world is a better place because of O'Dwyer's. Business is better, and people are more accountable.

Is there a downside to Jack? Yes indeed. There is only one of him.

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*Robert L. Dilenschneider is founder and chairman of The Dilenschneider Group, a global public relations and communications consulting firm headquartered in New York City.*



**Robert Dilenschneider**