



Jack O'Dwyer,
Editor-in-Chief

O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

271 Madison Ave., New York, NY 10016
212/679-2471. Fax: 212/683-2750
www.odwyerpr.com; jobs.odwyerpr.com

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NO. IRELAND REVIEWS US ECONDEV PR

Invest Northern Ireland, the economic development engine for that UK country, is reviewing its US PR account with plans to tap up to two firms.

Northern Ireland concentrates its US economic pitch on New York, Boston, San Francisco, Chicago, Los Angeles, Seattle and Houston, broken down in an East-West approach.

It's unclear how the UK's recent vote to leave the European Union will affect Northern Ireland's economy moving forward.

Invest NI released an open RFP on June 19 and is accepting bids through August 4. A contract, or contracts, are expected to carry options up to to three years.

The RFP can be downloaded via Northern Ireland's online procurement portal at <http://odwpr.us/295d2sv>.



MEXICO RETAINS RABEN IN \$2.3M PACT

Mexico's consulate general has retained Washington, D.C.-based lobbying and consulting firm The Raben Group to propose a communications plan for the purpose of sharing the experiences of Mexicans living in that country as well as in the U.S.

The agreement, which runs until December 31, will fetch The Raben Group a total of \$2.3 million to "design and scale campaigns in service of educating, enriching and fostering understanding and respect for the Mexican-American people, their heritage and their unique cross-cultural contributions."

Consulting work will be handled by Washington, D.C.-based Information Management Services, Inc. The Raben Group has hired IMS through president Jeff Klueter to serve as a consultant in the project. That company will provide research, communications and strategic support on behalf of the Consulate General of Mexico within the U.S. The Raben Group will pay IMS a total project fee of \$500,000 for the work, which also completes at the end of the year.

The pact was signed by Raben Group president Robert Raben, who will serve as primary representative, along with Larry Gonzalez and Estuardo Rodriguez. They report to Oscar Rodriguez Cabrera, who is the consul general at the Consulate General of Mexico in Houston.



BARTON NAMED RF US HEALTHCARE LEAD

Sally Barton, former Ogilvy Public Relations executive vice president, has moved to independent PR giant Ruder Finn, where she has been named EVP and head of that agency's U.S. healthcare practice.

Prior to joining Ogilvy, Barton was EVP and head of North American healthcare for WPP's Cohn & Wolfe unit, and previously served as healthcare practice director and senior vice president for sister agency Hill & Knowlton. She also held SVP roles at Omnicom's Ketchum subsidiary and number-one independent firm Edelman.



Barton

Barton is now charged with leading strategic and operational oversight of Ruder Finn's U.S. healthcare practice, as well as strengthening the agency's core competencies in emerging healthcare areas.

Ruder Finn's U.S. healthcare practice was previously led by a team of senior leaders.

Ruder Finn also announced that worldwide healthcare practice chair Susan Goldstein will assume the added title of growth initiatives president, a new agency-wide role that focuses on overall agency growth.

Goldstein, who joined Ruder Finn in 2007, will continue in her current role while focusing on adding new value for existing and prospective healthcare clients and will lead healthcare partnership and innovation opportunity development.

Barton and Goldstein are both based in New York. They report to CEO Kathy Bloomgarden.

TECH PR VET WEINKRANTZ DIES IN ISRAEL

Tech PR veteran Alan Weinkrantz died June 17 after a driver apparently lost control and ran down two people at a sidewalk cafe in Tel Aviv, Israel.

The 41-year-old Israeli driver is believed to have suffered a heart attack, according to reports.

Weinkrantz ran San Antonio-based Alan Weinkrantz and Company and frequently did PR business in Israel.

His son, Aaron, told the *San Antonio Express-News* that the US Embassy in Israel notified him of his father's death on the morning of June 18, after a driver crashed into the restaurant where the elder Weinkrantz was dining.



Weinkrantz

(Continued on page 2)

WEINKRANTZ DIES AT 63 (Cont'd from pg. 1)

The *Times of Israel* said the driver of the vehicle died, along with Weinkrantz and a 47-year-old man.

Mordecai Holtz of Israel's Blue Threat Marketing called Weinkrantz the country's "best ambassador in the world of tech and innovation."

Jon Medved penned a tribute to Weinkrantz in the *Jerusalem Post* June 19, crediting the PR pro with benefiting hundreds of Israeli start-ups.

Weinkrantz started out in the advertising realm in Dallas and formed his own PR shop in 1982 as the personal computer market sprouted.

He is survived by his son, Aaron, and daughter Lauren, both of New York, as well as his former wife Barbara Permillia Roth.

SAMSUNG'S PANTIN CONNECTS WITH ABMAC

Christina Pantin, VP of PR for Samsung Electronics America, has returned to the agency realm as a senior VP for the Abernathy MacGregor Group.

A former director for Brunswick Group in Hong Kong, she moved back to the US with Ridgefield Park, N.J.-based Samsung in 2014 and led the consumer and enterprise PR teams for the top mobile phone manufacturer.

She spent 25 years with Thomson Reuters, including as general manager for South Asia based in Bangalore and editor for Southeast Asia and Pacific.

Pantin is based in New York with Havas-owned Abernathy MacGregor.

Allison+Partners handles Samsung's mobile and enterprise PR.



Pantin

NISSAN REVAMPS COMMUNICATIONS

Nissan Motor Co. has created the new role of VP, global communications operations, elevating North American VP of corporate comms. David Reuter to the post amid a broader overhaul under communications chief Jonathan Adashek.

Reuter, based in Franklin, Tenn., will oversee regional communications teams to coordinate with the automaker's global headquarters, starting July 1.

Kristina Adamski was promoted to Reuter's VP post.

Nissan has also brought in Amanda Grotz, who led EMEA communications for Paypal, as GM of global corporate communications. Current GM Sadayuki Hamaguchi moves to lead Japan communications as the company intensifies its efforts there.

Adashek joined Nissan in the top communications post in September from Microsoft.

DROPBOX STORES COMMS WITH WU

Agency vet Lin-Hua Wu has left digital payments provider Square for the VP, communications, slot at cloud storage company Dropbox in San Francisco.

Wu is a former partner for Brunswick Group and San Francisco office chief at Kekst and Company.

She entered the PR realm after starting out as an attorney.

Dropbox picked up a \$10B valuation in 2014, although investors have tempered that figure since. Ana Andreescu heads corporate communications.

BROADRIDGE REPLACES IR CHIEF

Investor communications services provider Broadridge Financial Solutions has replaced its investor relations head with the addition of Edings Thibault from MSCI.

Thibault, who takes the title of VP and head of IR, led IR and "business intelligence" for MSCI, a financial data and tech company.

Brian Shipman, who led IR at Broadridge for the past year, has left the Lake Success, N.Y.-based company. He is a former VP of IR at Gartner.

Thibault was previously a VP and analyst for Indus Capital and Morgan Stanley.

Broadridge reported on May 5 third quarter revenue climbed nine percent to \$689N.

BRUNSWICK REPS INVESTMENT VEHICLE

Conyers Park Acquisition Corp., the Greenwich, Conn., blank check company of former Gillette CEO James Kilts eyeing \$350M in an IPO, is working with Brunswick Group on the PR front.

Kilts led Gillette to its \$57B sale to Procter & Gamble and has been a partner at the New York private equity firm Centerview Partners.

Conyers park has "not identified any business combination target" or engaged in substantive talks, the company said. It filed to list on the Nasdaq with an IPO sponsored by Centerview.

Kilts is joined by former Hershey CEO David West and private equity vet Brian Ratzan helming the acquisition vehicle.

SEAWORLD UPS KERMES ATOP CORP AFFAIRS

Jill Kermes, an agency vet who moved to SeaWorld Entertainment in 2013, has been named chief corporate affairs officer of the embattled theme park operator.

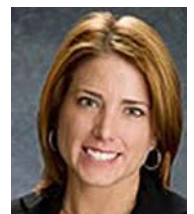
"Jill has been instrumental in building out the company's corporate affairs department and overseeing the evolution of our company's reputational efforts," said president and CEO Joel Manby.

On the agency side she was a senior VP at Ketchum and managing director of Public Strategies. She was also VP of corporate and brand communications for Volkswagen Group of America and communications director for Gov. Jeb Bush in the early 2000s.

Kermes' promotion is effective June 20.

SeaWorld VP of communications Fred Jacobs stepped down last December as the company tackled continued fallout from the documentary "Blackfish" and calls for reform of its treatment of captive animals.

Manby said he will lean on Kermes' counsel as the company works to "execute on our future plans and increase our advocacy efforts for animals in the wild – in our parks, with our guests" and through stakeholders.



Kermes

THE HILL UNVEILS OPINION SECTION

Capitol Hill political tabloid *The Hill* announced that it will soon feature an opinion section. That new section, which will offer an array of viewpoints from different voices in politics, will be developed over the next several months.

In creating the new section, The Hill has now hired Jim Roberts, former executive editor and chief content officer of digital media website Mashable, to serve as consulting editor.

Prior to his tenure at Mashable, where he worked for three years and was responsible for overseeing editorial strategy and managing that site's editorial team, Roberts was executive editor of Reuters Digital.

He was previously an assistant managing editor at the *New York Times* and was with that publication for more than 26 years.

Roberts will now report to The Hill's editor-in-chief, Bob Cusack.

The Hill, which began as a newspaper in 1994, boasts the largest circulation of any Washington, D.C. publication.

ALTICE CLOSES CABLEVISION ACQUISITION

Dutch telecommunications giant Altice today officially completed its acquisition of New York-based cable company Cablevision Systems Corporation.

The transaction, which includes Cablevision's 3.1 million customers throughout New York, New Jersey and Connecticut, as well as regional news channel News 12 Networks and newspapers *Newsday* and *amNewYork*, was approved by Cablevision shareholders and has now met federal, state and local regulatory approval. The Federal Communications Commission approved the sale in May. Altice in September entered into a definitive agreement to acquire Cablevision for \$17.7 billion, a buy that included taking on Cablevision's massive debts, which stood at \$7.43 billion as of December 31. Now-defunct Cablevision, which had been owned by the Dolan family since its founding in 1973, employed about 14,000.

A new entity, Altice USA, now comprises the fourth-largest cable operator in the country, with more than 4.6 million subscribers across 20 states. It includes St. Louis-based Suddenlink Communications, which has 1.5 million subscribers. Altice acquired a 70 percent majority stake in Suddenlink last year for \$9 billion.

The new cable operator has also now named its U.S. executive leadership team.

Dexter Goei, who was previously Altice chief executive officer, has now been named chairman and CEO of Altice USA, as well as Altice N.V. president. Charles Stewart has been appointed Altice USA co-president and CFO, and Hakim Boubazine has been named co-president and COO.

In light of the appointment, Goei has been succeeded by Altice chief operating officer Michel Combes, who now takes the Altice CEO spot.

The appointments are effective immediately.

Altice was founded in 2001 by French billionaire Patrick Drahi. The Woerden, Netherlands-based company employs more than 55,000 globally.

4MEDIA SECURES STATESIDE PRESENCE

4Media London-based market research and PR services collective The 4Media Group of Companies has launched a stateside presence with recent openings of offices in New York, Chicago and Bentonville, Arkansas.

The group's new U.S. outposts will specialize in broadcast services such as satellite media tours, audio news releases, content creation, video production and PSAs, as well as Internet media tours and online distribution services.

The New York office officially opened in May. The Chicago and Bentonville offices opened in April.

Brought in to manage two of the U.S. locations are Tom Hessemer and Liz LaBrasca, who have been named vice presidents of business development and client accounts.

Hessemer, who will be based in New York, joins 4media Group from digital, social and video communications firm D S Simon Media, where he was senior client services director.

He was previously director of client services at broadcast PR provider News Broadcast Network and a divisional VP at PR Newswire unit MultiVu. He began his career in television syndication as a program coordinator for Viacom.

Based in Chicago, LaBrasca joins 4media from Definition 6 unit Synaptic Digital (formerly Medialink), where she was director of client solutions for the company's Midwest region.

Prior to that she was director of client services, Midwest region for News Broadcast Network and a media specialist and satellite media tour producer for broadcast and digital media services company KEF Media.

She was also previously director of client services for printing and PR distribution services company PIMS.

CUMULUS CALLS ABBOT CFO

J.P. Hannan, senior vice president, treasurer and chief financial officer of cash-strapped radio giant Cumulus Media, has vacated his position at the Atlanta-based broadcaster after six years.

Industry trade publication *Radio Ink* reports that Hannan, who first joined Cumulus in 2008 as vice president and controller, has left Cumulus "to pursue other interests." He will now be succeeded by John Abbot, who fills the CFO slot on July 1.

Abbot joins Cumulus from data center industry tech provider Telx Holdings Inc., where he served as CFO. Prior to that he was CFO of cable television company Insight Communications. That company was sold to Time Warner Cable in 2012 for \$3 billion.

Cumulus Media is the second largest radio operator in the U.S. The radio giant in 2015 posted a net loss of \$546.5 million, with debt standing at \$2.4 billion. The Atlanta Business Chronicle in April reported that Cumulus had previously attempted to persuade Hannan to stay on board. *Radio Ink* reported that Hannan, who was previously CFO of Modern Luxury Media and held COO and CFO stints at Lambert Television, Inc., will assist with the company's leadership transition over the course of the next several months.

JOHNSON'S POST-BREXIT ADVANTAGE

By Ronn Torossian

At the moment, depending on who you ask, former London mayor Boris Johnson is both the most and least popular man in Europe.

For nationalists hoping their countries will follow Britain's lead out of the EU, Johnson has moved from firebrand to folk hero.

To Russian business interests salivating at a weakened EU, Johnson is added to their Christmas card list.

Yet for countries, politician, and business interests dependent on the EU for optimal success, Johnson is the meddling buffoon who messed up a sweet deal.

Johnson is riding high. He came out passionate about the Brexit because he's passionate about England. He wants his nation to thrive, so it's tough to fault him for his position.

He may not look like a cover model, but he plays the part of the statesman exceptionally well. Disheveled, sure, but he's every bit the dedicated political figure at the tip of the spear that cut through Britain's ties to the continent.

Johnson's so popular he can give a speech about the future of Britain and never once mention a desire to move into the Prime Minister's residence on Downing Street, even though everyone who heard the speech walked away assuming he's the next PM.

That's strong PR right there. He's writing his ticket with someone else's pen, in someone else's handwriting, while everyone else is reading and nodding their assent.

It was current PM David Cameron who announced the timeline for Johnson's ultimate coronation. Cameron said a new PM should be chosen before October, the month in which Cameron plans to step down. All Johnson needs to do through the rest of the summer is shore up his support and continue to push for the reforms he's already won for his party and his cause.

That alone should help him sail into the top spot on his part and his political machine.

Will there be challengers? Quite likely, but Johnson just won his biggest — and the biggest — political fight happening between now and then.

Voters, especially politicians, like a winner, and there just isn't sufficient time for any other name to create such a tall hill to stand upon. The position is Johnson's to lose.

And he could lose it if he implodes or goes somehow off the deep end.

There may not be much happening between now and October, but there's plenty of time to bungle this and that. Not that Johnson will.

Again, he doesn't have to do much. He just needs to maintain the public relations wave he has rolling now and manage to stay atop the board.

Ronn Torossian is CEO of 5WPR.



Johnson

THE FUTURE IS THE PLATFORM

By Bill Adams

When looking for the right platform to create content, the least utilized yet most powerful approach is to envision the future.

Tech companies dominate future-focused discussions, as they're perceived to be creating the next era of human experiences with new technologies. For example, GE and Oracle are masterfully touting a vision for the Internet of Things. But these companies and their peers won't be the only firms in the market in 2050.

Having worked in China for the past 20 years, I can say with confidence that few markets in the world are as obsessed with the future or offer brands so many opportunities to discuss their role in shaping tomorrow. It's for these reasons that we emphasize the power of future-based communications with our clients.

For example, I've worked with a Swedish home furnishings company to create a vision of China 2030 to accelerate internal communications and planning. I've also assisted a medical devices company in the development of a multi-stakeholder forum to discuss China's role in the future medical technology innovation network. Right now, we're working with a global leader in aviation to communicate a vision of China's "One Belt, One Road" initiative, in which regional airports and utility aircraft contribute equally to economic integration as will rail links and ports.

Unfortunately, most brands are hesitant to leverage the future and their vision of it. This is because the future is a complex and unknowable thing. Also, while reluctant to admit it, many CEOs and their management teams don't have a clear vision of their place in the market over the next few decades. This is understandable, as having an MBA doesn't automatically turn a business leader into the Oracle of Delphi. However, communicators should make the future a platform for content creation, engagement and influencer initiatives exactly because it's such a big, complex and critical topic.

Here are some reasons and recommendations to consider:

If your firm doesn't already have a vision of the future — and its place in it — get one. Your shareholders, employees and customers will thank you for it. The future-focused vision answers questions such as: Why should I invest in your firm? Why should I work for your firm? And, why should I partner with your firm? Building a vision involves getting smart people in a room to have a thoughtful conversation about your market, the trends impacting it, a thorough analysis of what this means for your business and how you will respond.

Building a vision of the future is a valuable exercise in stakeholder engagement, risk management and innovation. Once you have defined your vision, continually test it and don't be afraid to tinker. The megatrends affecting the global economy and shaping your market will shift and you should adjust your vision accordingly. Discussions about the future are fluid by nature and never become stale.

Bill Adams is an EVP in Allison+Partners' Global China Practice.

NEWS OF PR FIRMS

JPR OPENS LONDON, SANTA MONICA OFFICES

Travel, hospitality and luxury lifestyle agency J Public Relations has launched its international flagship with the opening of a new office in London.

The UK outpost, located in the WeWork Chancery Lane space on Gray's Inn Road, officially opened in April. The new office is led by UK director Emma Hartland-Mahon, who returns to her native UK after serving as account director in JPR's New York office since 2012.

Prior to joining the agency, Hartland-Mahon previously worked as an account director with London agency Mango PR.

JPR partner Sarah Evans told O'Dwyer's that opening a London office was a natural progression for the agency, as the UK is an important market for many of its global clients.

"We are proud of the strong presence we've built on both coasts, and that never gets lost in translation with our partners," Evans said. "Taking JPR to the world stage with the launch of our London office was a natural next step. With our global client list, visibility and global access is vital."

The agency in June also announced that it has moved into another new location on Santa Monica Blvd. in Santa Monica, CA. JPR in May hired Gillian Flynn, former editor-in-chief of Modern Luxury San Diego, to serve as editorial director. Flynn will curate editorial content from the agency's San Diego headquarters.

JPR, which was founded in 2005, last year accounted for more than \$6 million in net fees.

BUFFALO BIG REBRANDS

Reston, VA-based golf PR shop Buffalo Brand Invigoration Group has rebranded as a new agency, Buffalo.Agency. The new, full-service digital marketing firm will focus on the golf, sports and lifestyle sectors.

The new agency name and rebrand essentially reflects a merger of three entities: it follows Buffalo BIG's recent acquisition of advertising and branding shop Sparky's Garage, and comes on the heels of Buffalo's merger with the digital and direct marketing assets of agency client Billy Casper Golf.

Former Qorvis Communications unit Sparky's Garage maintains offices in New York, Washington D.C., and PA. Clients have included AAMCO, Harley-Davidson, Icelandair, National Geographic, Virginia Lottery and Whole Foods. Bill Replogle, who co-founded the agency in 2001, is now chief creative officer at B.A.

Billy Casper Golf is one of the largest golf course operators in the country, managing more than 150 courses in 29 states. Buffalo's merger with the golf operator's data and marketing assets follows a two-year, multimillion dollar investment by Billy Casper into building a digital and direct marketing platform for the game.

Buffalo's transition from a golf PR firm to a full-service agency effectively amounts to a doubling in size, from a staff of about two dozen to an employee roster of more than 50. Buffalo now holds more than 60 clients with operations in 40 countries.

Sparky's will now be based in Buffalo.Agency's Reston, VA headquarters.

NEW ACCOUNTS

FINEMAN GUIDES DUNKIN IN NOCAL

Fineman PR has picked up PR duties for Dunkin' Donuts in northern and central California as the ubiquitous East Coast chain opened its first Bay Area outpost this month.

Dunkin' will lean on Fineman for PR in its pursuit of opening 300 locations over the next several years and an ultimate goal of 1,000 outposts in the Golden State.

Dunkin's first Bay Area locale opened in Walnut Creek on June 22.

Amy Atkins, field marketing manager for DD, said Fineman emerged in a highly competitive field for the knowledge of the region's markets, as well as food and beverage PR savvy.

New York Area

Brandstyle Communications, New York/Schweid & Sons, family-owned and operated purveyors of high-quality fresh ground beef for grocery stores & restaurants, for PR.

Crenshaw Communications, New York/Fuigo, business platform and collaborative workspace for interior designers, for PR, media relations and content services, after a competitive review.

NKPR, New York/Lightspeed, POS and e-commerce solution for retailers and restaurants, as AOR for PR, including media relations in North America, strategic partnerships, and thought leadership.

Southeast

Clean Design, Raleigh/Carolina Ale House, for brand strategy, creative and PR for the regional sports bar chain.

The Buzz Agency, Delray Beach, Fla./Morikami Museum and Japanese Gardens, for PR and social media; Sun-Sentinel, to re-introduce and manage the Sun-Sentinel Publisher's Community Recognition Awards, which will take place in November; Chicago-based Mexican restaurant concept Banko Cantina, for social media and PR for the new Northern Mexican concept in downtown West Palm Beach; B&B Franchise Group, developer and franchiser of Burger & Beer Joint eateries currently with six locations, to manage national PR for its franchise expansion program, and Advisors' Academy and CEO David Scranton, who will be releasing his latest financial book in September.

Midwest

The Quell Group, Troy, Mich./Voith Industrial Services, as agency of record for the North American division of the technical services company. Owned by German mechanical engineering multinational Voith GmbH, Voith Industrial Services supplies technical services such as engineering, industrial assembly, technical cleaning, production system maintenance and on-site facility management for the automotive, energy, chemical and petrochemical industries. Heidenheim, Germany-headquartered Voith Industrial Services, which staffs 17,200 at more than 200 worldwide locations, recently signed an agreement to be acquired by global private equity fund Triton. The division in 2015 accounted for €1 billion in sales.

NEWS OF SERVICES**AURITT NABS PSA HONOR**

Auritt Communications Group, Inc. has received the 2016 National Communicator Award of Distinction for their work on a public service announcement for NeighborWorks.

Chosen from hundreds of submissions nationwide, the PSA, entitled Loan Modification Scam Alert, educates homeowners about mortgage and loan modification scams.

Produced in conjunction with Fleishman Hillard's Washington, DC office, the Loan Modification Scam Alert PSA raises awareness of the dangers that loan modification or foreclosure "rescue" companies pose that can result in loss of money and even homes.

The outreach encourages homeowners in dire need of financial help with their mortgages to seek out other options.

KETCHUM, MICHELIN WIN 'BEST OF THE 'BEST'

Ketchum and Michelin took home top honors from PRSA-New York's Big Apple Awards June 2 for the "Beyond the Driving Test" campaign.

The winning effort, which drew a large audience online, aimed to educate new drivers about tire safety.

Other top winners included Butler Associates and the Uniformed Firefighters

Assn. of Greater New York for a campaign marketing the restoration of disability benefits for city firefighters. Coyne PR and Just Born Quality Confections/PEEPS won for best use of research, measurement and evaluation for a campaign highlighting how PEEPS candy moved beyond Easter into other holidays.

The chapter honored Hunter PR CEO and partner Grace Leong with the John W. Hill award for lifetime achievement in PR, while KIND Healthy Snacks senior VP of comms. Joe Cohen took home the Philip Dorf for leadership and mentorship. The Stevens Group managing partner Art Stevens was given the president's award for ethical conduct and service to the chapter and PRSA national.

The event drew about 250 to the Mandarin Oriental New York. "WPIX 11 Morning News" reporter Kirstin Cole presented awards in 44 categories.

PRSA-NY also rolled two new awards. MasterCard was the first recipient of the Outstanding PR Leadership Award, which recognizes a corporate contribution to PR. And the "15 Under 35" award goes to "the most inspired and inspiring young talent" in PR in the New York metro area.

Full list of winners is at prsany.org.



Cohen, Leong, Stevens

PEOPLE**Joined**

Ellen Carey, VP of communications for the trade group Securing America's Future Energy, has moved to Audi of America to manage corporate communications and pitch the company's advanced technology like electric and self-driving cars. Carey takes the role of senior manager, innovation and corporate comms., and will promote Audi's work in automated driving, electric vehicles and connected cars, among other technology. Prior to SAFE, she handled media relations for the American Wind Energy Association. In addition to corporate comms., Carey also handles internal and dealer communications. She reports to VP and chief communications officer Jeri Ward.



Carey

Samantha Levine, director of communications for the Children's Defense Fund - NY, has moved to SKD-Knickerbocker as a senior VP in its public affairs unit. Levine, who also served as acting executive director for the non-profit CDF-NY for five months, was a deputy press secretary on health and human services issues during the Bloomberg administration, handling the mayor's bids to curb sugary beverages and smoking. She also directed marketing and communications for Brooklyn Hospital Center. Levine held PR and marketing posts for NARAL Pro-Choice New York and Planned Parenthood of New York.



Levine

Emily Law, project manager, MOS Creative, to Crosby Marketing Communications, Annapolis, Md., as associate integration manager to collaborate with Crosby's teams to manage programs for clients in the agency's healthcare practice.



Law

David Paragamian, president, Huntsworth Health agency ApotheCom, to Razorfish Health, Philadelphia, as managing director. Earlier, he was partner and CEO of Havas Healthcare's Latin America region, a partner and president of Euro RSCG Life (now Havas Life) and chief operating officer of inVentiv Communications healthcare ad agency GSW Advertising. He will now oversee Razorfish Health's North American offices, including its Philadelphia headquarters and its New York outpost. He reports to Publicis Health group president Matt McNally. Razorfish Health is a division of Publicis Health.

Karen Preston-Loeb, senior A/E, Kulpville, PA-based brand strategy and advertising agency Hanlon Creative, to Furia Rubel Communications, Doylestown, Pa., as project manager. She was a project and production manager for AMC Networks' WETV and director of creative services at Oxygen Media. She also held production manager roles at Kirshenbaum Bond & Partners and Young & Rubicam.

BRONCOS HAVE TOP NFL PR STAFF

The Denver Broncos' PR staff won the top PR honor from the Pro Football Writers of America for 2016.

It is the second win of the Pete Rozelle Award in three seasons for the unit, which includes VP of PR Patrick Smyth, senior manager of media relations Erich Schubert, media



Schubert, Medvin, Smyth

relations coordinator Seth Medvin and corporate communications manager Rebecca Villaneuva.

Smyth has been with the team for the past 10 years, rising through the ranks from media information coordinator.

Denver's PR team, which guided communications as the team won the Super Bowl, edged PR units of the Arizona Cardinals, Cincinnati Bengals, Miami Dolphins and New York Giants.

ESPN.com Broncos writer Jeff Legwold said, "Uncommon success on the field has not deterred the Broncos handling the day-to-day requests from both national and local media with a high level of professionalism as well as a common sense approach that allowed all involved, on both sides of the interviews, to do their jobs efficiently and effectively."

The award is named for the former NFL commissioner who started out in sports PR.

ULLYOT HANDLES GOP CONVENTION PR

John Ulylot, a corporate, agency and political PR advisor, has been named communications director for the Republican National Convention in Cleveland next month.

Ulylot was a senior VP for Hill+Knowlton Strategies in Washington before moving to High Lantern Group as a managing director.

He spent the last year running his own public affairs and PR shop, Brighton Strategy Group, with clients like DuPont.

He directed communications for the Senate Armed Services Committee under Sen. John Warner (R-Va.) and the Senate Committee on Veterans Affairs under Sen. Arlen Specter (R-Pa.).

On the corporate side, he was VP of corporate communications for AOL Europe and led Intel's Washington office.

Ulylot also served as a Marine Corp. intelligence officer in French Guiana.

The GOP confab hits Cleveland July 18-21 and is expected to draw a wide global audience with the expected nomination of Donald Trump for president.

Ulylot reportedly took the director slot over a deputy title for the convention on the resignation June 20 of Michael Caputo, a Trump advisor who stepped down after cheering on social media the ouster of campaign chief Corey Lewandowski.

JOHNSON HELMS WASHINGTON MEDIA GROUP

Washington Media Group, the D.C.-based crisis shop, has brought in Bush administration alum Robert Johnson as president to manage the firm.

Johnson handled public affairs for the Transportation Security Administration and served as chief of staff to Transportation Dept. Secretary Mary Peters.

After starting out in journalism, he handled PA and media relations for Arizona Govs. Fife Symington and Jane Hull, as well as Reps. Jim Kolbe and Jon Kyl (Rs-Ariz.).

Gregory Vistica, a former investigative journalist for outlets like *Newsweek* and the *Washington Post*, is chairman and CEO of WMG.



Johnson

OK CITY SLATES ECONDEV PR

The economic development engine for Oklahoma City is calling for proposals from PR firms.

The Alliance for Economic Development of Oklahoma City wants a firm to examine its existing communications and develop an integrated program.

Proposals are due July 15.

JonesPR currently works with the Alliance.

RFP: <http://odwpr.us/28Y7aC4>.

LOCKHEED MOUNTS NDAA LOBBYING SALVO

Global defense, aerospace and security giant Lockheed Martin Corporation has hired consulting and lobbying firm The McKeon Group, Inc. for help with the National Defense Authorization Act.

That annual federal spending bill determines the budget and expenditures of the United States Department of Defense. Lockheed Martin in May hired lobbying firm TheGroup for additional budgetary issues surrounding the NDAA for fiscal year 2017.

The NDAA passed in the House on May 18. A Senate bill, S.2943, introduced by Sen. John McCain (R-AZ), saw amendments that increased the defense budget by about \$18 billion to a total \$602 billion. It passed the Senate on June 14, though President Obama has said he would veto the bill because it does not authorize the closure of Guantanamo Bay's detention camp, a goal he'd hoped to accomplish before he leaves office.

Most controversially, S.2943 included a mandate that would require women turning 18 in 2018 or later to register for Selective Service.

McKeon Group chairman and CEO Howard "Buck" McKeon, the retired congressman who was formerly chairman of the House Armed Services Committee (R-CA), leads the account.

McKeon, who retired from congress last year, introduced the National Defense Authorization Act for fiscal year 2015.



The National Parent Teachers Assn., which will meet June 30-July 4 in Orlando, rejected a plea by Wi-Fi health advocates for exhibit space. New York State also whiffs.

David Morrison, candidate for the Portland City Council who wants to bar Wi-Fi from local schools, said PTA executive director Nathan Monell turned him down. Laura Bay is elected president for 2015-17. Ilham AIMahamid, Ph.D., Bureau of Environmental Radiation Protection, NYS Dept. of Health, said its radiation surveillance only addresses ionizing radiation which can heat bodily tissues.

“We do not have a program for electromagnetic radiation,” he said in an email. “The Federal Communications Commission is responsible for licensing and regulating wireless devices.”

Monell, returning an \$1,810 check from Wireless Education Action, said no members of WEA “shall be allowed to exhibit, attend, or in any other way participate in the convention.”

Monell said the WEA positions that “wireless classrooms are a danger to children, that the government is covering it up, that schools are microwave radiating children without real safety standards, and that wireless systems should be banned from schools and other locations where children are exposed to them, are not consistent with National PTA’s mission, position statements, resolutions or policies.” Morrison, who operates wireless-blogspot, said “Microwave radiation from wireless devices is a serious public health issue that should be investigated by the City Council who should then inform the public of their findings.”

“The health and genetic integrity of our children should not be compromised by industry pressure and financial kickbacks,” he added. “School officials may be personally liable in eventual lawsuits for physical damage caused by chronic Wi-Fi radiation exposure in schools. Telecommunications industries are no longer eligible for liability insurance.” Oregon House Bill 3350 introduced in 2015 would require that parents, teachers and school employees be advised that the World Health Organization has determined microwave radiation from Wi-Fi and cell towers in schools is a Class 2B carcinogen.

One Million Teachers vs. Wi-Fi

Morrison said more than one million members of teachers unions in the U.S., Canada, U.K. and Germany “who have done their research do not support Wi-Fi in schools.” Students are subject to microwave radiation up to seven hours a day in classrooms, he added.

Martin Weatherall, co-director of Wireless Electrical and Electromagnetic Pollution (WEEP), in an email to numerous PTA chapters, applauded Morrison’s efforts to win a place at the national conference which will attract 1,500 of “the most influential leaders in education.”

Weatherall said he is “disgusted” by PTA’s refusal to “educate conference participants about the dangers of powerful microwave radiation that is likely to cause the children long term health problems for the rest of their

lives and cause early death for many.”

“The huge increase in mental health problems, depression and suicide amongst children has only occurred since they have been exposed to strong wireless radiation in their schools and homes, etc.,” he added.

Weatherall provided a link to bioinitiative.org which has compiled a list of diseases and illnesses linked to radiation.

Conflict of Interest Charged

He noted that National PTA lists Amazon Kindle as a sponsor. “Kindle is a device that needs Wi-Fi or 3g wireless for connectivity,” he said, since it is fully wireless and doesn’t require a computer to download its content. “This is surely a serious conflict of interest for National PTA as over 60 years of scientific evidence clearly shows serious biological effects from exposure to microwave radiation.

This partnership with a company that has a commercial interest in wireless devices appears to put sales and profit over health and safety of children.”

“The health and safety of children should come first,” he added. The PTA should allow space at its national conference for this “important subject,” he said.

The Suffolk County Dept. of Health Services, in whose area Westhampton falls, does not regulate radio-frequency electromagnetic radiation from cell towers or other mobile device sources, said an email by Shannon Gavney of the Commissioner’s office to Paul Brady, aide to Legislator Bridget Fleming, Sag Harbor.

We had sought help from Grace Kelly McGovern, who is PR director of the county, who directed us to the office of Public Health Commissioner Dr. James L. Tomarken.

What has spurred us on this topic was the sight of tall cellphone towers as we travel the roads in the Hamptons. One of them is in Eastport-Manorville about 100 yards from the Montauk Highway, the main artery that passes through the towns on the South Shore. Many houses are about 100 yards away. Using our Acoustimeter, we found three volts per meter and 1,000 to 2,500 microwatts per square meter at the base of the tower, where there were signs warning about the dangers of radiation.

The booklet that accompanied the Acoustimeter says that three to six volts is what would be encountered “close to a mobile phone (cordless) base station” and also near Digital Enhanced Cordless Telecommunications (DECT) base units and Wi-Fi access points.

“Most people with electromagnetic sensitivity experience adverse health effects above the 0.30 level,” says the booklet. The radiation levels were about the same when we walked 100 yards from the tower.

The three-volt reading at the base of the celltower surprised us because we found readings of six volts and 1,000 to 2,500 microwatts per square meter in the room in the Westhampton library where 64 seniors play bridge each Tuesday for four hours. The library board meets once a month in that room and is in considerably less danger.

– Jack O’Dwyer