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# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## AILES IN, PALIN OUT AT FOX NEWS

Fox News CEO Roger Ailes signed a multi-year contract to remain at the helm of the 21st Century Fox unit, putting an end to speculation that he would walk.

The 75-year-old Republican political operative will continue to report to 84-year-old Rupert Murdoch. He was the driving force behind the launch of Fox. His contract was to expire this summer.

With the recent elevation of Murdoch's sons, 42-year-old James and 43-year-old Lachlan, Fox had announced that Ailes would report to that duo. 21st CF now says Ailes would report to the threesome. The elder Murdoch noted his "special relationship" with Ailes.

Ailes' titles are chairman/chief of Fox News and Fox Business Network and chairman of Fox TV Stations.

Meanwhile, Fox decided not to renew the contract of Sarah Palin, Alaska's former governor and GOP VP candidate. Her pact expired June 1.

She'll make occasional appearances on Fox and continue with her program on the Sportsman Channel.



Ailes

## OGILVY SPEAKS FOR SHALE

Ogilvy Government Relations represents the Energy Equipment and Infrastructure Alliance, a top advocate for the development of America's shale oil energy resources.

Bud Albright leads the charge for Ogilvy in its task to lobby in support of lifting the ban on the export of US oil. He's a former Energy Dept. undersecretary, Center-Point Energy senior VP-policy and government affairs and Reliant Energy DC lobbyist.

The Alliance testified before the House Small Business Committee and Senate Energy and Natural Resources Committee that removing restrictions on US crude exports would create 440K new jobs by 2018 at suppliers to the shale oil and gas sectors and result in an additional \$64B in GDP group.

Dropping the ban, it contends, would fuel downward pressures on domestic fuel prices and provide US trading partners an alternative and secure energy provider.

The Alliance criticizes the US energy export ban as an obsolete vestige of the oil-tight 1970s, when the country was at the mercy of OPEC suppliers.

The Alliance represents a mix of trade and labor groups that participate in the shale development sector.

The group includes the Assn. of Equipment Manufacturers, Industrial Minerals Assn., International Union of Operating Engineers, Portland Cement Assn., National Assn. of Chemical Distributors and Laborers International Union of North America.

Happy Fourth of July  
to our readers.  
The next issue of the  
newsletter will be July  
13. Follow PR news on  
odwyerpr.com.



## SARD VERB AIDS STRUGGLING A&P

The 156-year-old Great Atlantic & Pacific Tea Co. has engaged Sard Verbinnen & Co. as it struggles to stave off a potential second bankruptcy filing in five years.

Bloomberg reported June 18 that the company, which operates the A&P, Pathmark and Food Emporium chains of supermarkets, among others, could seek bankruptcy protection as soon as next month. *The Record* added that suppliers of A&P are tightening credit terms and one bag and container supplier has sued the supermarket operator over an alleged \$3.7M debt.

The *New York Post* said June 16 that the company is shopping nearly half of its 301 stores.

Privately held A&P said it is open for "business as usual" as it undergoes a strategic review of its operations. Sard Verbinnen managing director Hugh Burns in New York is handling A&P.

Montvale, N.J.-based A&P went through Chapter 11 from 2010-12 as it retrenched to cope with a new generation of competition in megastores and high-end grocers like Whole Foods.

Finsbury advised PR for that re-org.

A&P's heyday as the top food retailer in the US during the 1930s included 15,000 stores around the country.



## CA PLUGS IN GE HEALTH'S DEMARRIS AS CCO

Jeff DeMarrais, chief communications officer for GE Healthcare, has moved to software giant CA Technologies as senior VP and CCO. He replaces Ronald Alepian, who held the top comms. post for the past year and a half and has left the company.

DeMarrais started out in GE's NBC corporate communications unit before moving to GE corporate in 1999, handling internal and external comms. for various units of the conglomerate (transportation, plastics, infrastructure) over 18 years. His career began in PR with John Wiley & Sons.

CAT, the former Computer Associates, posted revenues of \$4.2B for fiscal 2015. DeMarrais reports to CMO Lauren Flaherty.

## **WPP RIDES IN STYLE**

WPP chief Martin announced June 26 that the ad/PR conglomerate is creating a dedicated marketing communications group to service Aston Martin Lagonda.

The venture will handle projects this year and blossom into a full-plate effort in 2016.

WPP will draw on talent and resources across its network of global shops.

Sorrell said WPP will support the company's plan to extend "its luxury marketing voice to new customers in fresh

markets." He promised the firm will "offer a tailor-made solution" because he "can think of nothing more bespoke than an Aston Martin."

Aston Martin CEO Andy Palmer, who appeared with Sorrell at the Cannes Festival, said new market development is "critical for the success of our "second century" plan. Headquartered at Aston Martin's Gaydon headquarters, the WPP team will focus on Europe, Middle East, China and the Americas.



**Sorrell, in shark-fish shirt, and Palmer**

## **BLUESHIRT EXERCISES IR FOR FITBIT IPO**

Fitness band market leader Fitbit has relied on The BlueShirt Group for financial communications support through its successful June 17 initial public offering.

The San Francisco-based company, which works with Olson Engage, Fleishman-Hillard and Burson-Marsteller on the PR front, surpassed expectations with its New York Stock Exchange debut, raising more than \$840M for a valuation of \$7.6B. *Forbes* noted the 52% first-day stock surge was among the 10 biggest "pops" of the year.

And the *Wall Street Journal* said the company managed an unusual feat for hot IPOs: staying above its debut price for a week.

The solid debut came after rival Jawbone sued Fitbit just weeks before the IPO, alleging Fitbit poached employees and trade secrets.

BlueShirt Group managing director Peter Salkowski, former head of IR for Dreamworks Animation, heads the Fitbit account for the firm.

Recode's Lauren Goode managed to knock Fitbit CEO James Park off message briefly in New York this week as he admitted to dining on Shake Shack and a street hot dog while in the Big Apple. A PR staffer interjected to note that the CEO of the fitness company "eats mostly healthy food."



## **GOP PR STRATEGIST HEADS FOR THINK TANK**

Robert Traynham, a Washington pundit and PR staffer, has moved to the Bipartisan Policy Center as VP of communications for the think tank.

The BPC was set up in 2007 by ex-Senate majority leaders Howard Baker, Tom Daschle, Bob Dole and George Mitchell.

Traynham, charged with developing a strategic comms. plan for the BPC through the 2016 election cycle, spent the last eight years at Comcast, appearing on its Washington-based political programming, including Roll Call TV. He was previously director of federal government media for Walmart and chief of staff and comms. director for the Senate Republican Conference.

BPC earlier this month brought in Tabassum Zakaria, a longtime Reuters White House and national security correspondent, to advise its communications team.

## **R&R PARTNERS PROMOTES INDONESIA**

R&R Partners is promoting Indonesia's profile in the US, using the DC visit of its recently elected president to Washington as its "hook."

Though a member of the so-called BRIC economic grouping, Indonesia's stature in the US lags behind its southeast Asia neighbors.

President Joko "Jokowi" Widodo, who was elected in October, aims to position Indonesia, which has a population of 250M, "as a large, moderate Muslim-majority democracy."

His government wants to emphasize economic diplomacy and attracting foreign investment, according to the Center for Strategic and International Studies.

Meanwhile, members of Congress' Human Rights Commission sent a June 18 letter to Secretary of State John Kerry, urging him to communicate to Widodo the "need for continued progress on the human rights situation in Indonesia."

R&R's job is highlighting Indonesia's importance to the US in the areas of security, commerce and the economy. The Las Vegas advertising/PR firm will receive \$80K in fees from June 8 through Sept. 15 for its services.

## **KEY REPLACES GAYNOR AT B-M/ASIA PACIFIC**

Margaret Key is the new Asia-Pacific CEO at Burson-Marsteller, replacing Terri-Helen Gaynor, who stepped down after a brief stint for personal reasons.

Gaynor, a 30-year PR veteran, joined B-M in January after a 12-year run as founding partner of Reputation Ply Ltd. in Australia. She has counseled blue-chips such as Deutsche Bank, KPMG, Marriott International, Qantas and various units of Australia's government.

Key, an Edelman alum, has been Asia-Pacific COO for the for the past year and acting Hong Kong market leader. She joined the WPP unit in 2010 as Korea market leader.

B-M also added the vice chair for Asia-Pacific title to Prema Sagar, founder of Genesis B-M. She assumes duties of Pat Ford, who is returning to the US as worldwide vice chair and global chief client officer.

Key is stationed in Hong Kong, while Sagar is based in New Delhi.

**NBC REVIEWS TRUMP TIES**

NBC is reviewing its business relations with Donald Trump in the wake of the real estate mogul's derogatory remarks about Mexicans.

The Peacock Network issued a statement that said the real estate baron's "opinions do not represent those of NBC, and we do not agree with his positions on a number of issues, including his recent comments on immigration."

NBC airs *Celebrity Apprentice*, which has been renewed for its 15th season. Trump stars and is executive producer.

NBC Universal, parent of the broadcaster, is part owner with Trump of the Miss Universal pageant. CNNMoney today reported that NBCU is examining its relationship and responsibilities to the Trump Organization.

Spanish broadcaster Univision on June 25 yanked the July 12 airing of the Miss USA pageant, which is partly owned by Trump, because of his "insulting remarks about Mexican immigrants."

In announcing his candidacy for the Republican presidential nomination, Trump said: "The U.S. has become a dumping ground for everybody else's problems. When Mexico sends its people, they're not sending their best. They're not sending you. They're sending people that have lots of problems, and they're bringing those problems with us. They're bringing drugs. They're bringing crime. They're rapists. And some, I assume, are good people."

Trump, who has vowed to sue Univision for "a tremendous amount of money," claims the Mexican government pressured the broadcaster into dropping the beauty pageant.

He told Telemundo he loves the Mexican people and has had "tremendous relationships" with their country.

Trump called Mexico's leaders "far smarter" than America's and that they're "taking advantage" the US on trade.

**NYT ESTABLISHES BILLIONAIRE BEAT**

The *New York Times* has shifted chief TV critic Alessandra Stanley to the just created billionaire beat to report on the doings of the top one percent of the one percent.

Dean Baquet, executive editor, announced via staff memo that Stanley's new beat is part of the paper's deepening focus on economic inequality in America.

She'll report on how the richest of the rich are "influencing, indeed rewiring, the nation's institutions, including universities, philanthropies, museums, sports franchises and, of course, political parties and government," according to the memo.

Baquet noted that Stanley is well-suited to handle billionaire coverage.

As a one-time foreign correspondent, Stanley re-



ported on the rise of the first generation of Russian oligarchs during the 1990s.

Stanley took the TV critic job in 2003. Earlier, she served as NYT's co-bureau chief in Moscow and bureau chief in Rome.

Before the NYT, she was a *Time* correspondent, who was posted overseas, in London and at the White House.

**IAC SLATES SPLIT OF DATING SITES**

Media mogul Barry Diller plans to spin off about 20 percent of the Match group dating site operation from New York's IAC/Interactive.

The segment, which generates two-thirds of IAC profit, is composed of 50 sites such as OurTime, Match, Meetic, Tinder, OkCupid plus The Princeton Review test prep service and DailyBurn exercise site.

The brands sign up more than 7M people per month and translate into nearly 40 languages.

Diller said the spin-off is in tune with his overall management philosophy. "I've long felt that as entities grow into size and maturity, it's healthy to give them separation from a mother church," he said in a statement.

Gregg Blatt will continue as chairman and Sam Yagan as CEO of The Match Group.

Diller upped Joey Levin, who was chief of the search and applications operation, to the IAC helm.

Levin, who worked in Credit Suisse First Boston's technology operation, joined Diller's team in 2003.

Diller is bidding adieu to CFO Jeff Kip, who is returned to Boston to spend time with his family.

He will remain at IAC until his replacement is found.

IAC owns About.com., The Daily Beast, Vimeo, Dictionary.com, CollegeHumor, Ask.com and eComerce.

**STEELERS PR STAFF WINS FOOTBALL PR PRIZE**

The Pittsburgh Steelers' PR staff won the coveted Pete Rozelle Award from the Professional Football Writers of America, the group's annual honor for the NFL's best PR unit.

Burt Lauten (pictured), who took over Steelers communications in 2011, heads a four-person PR operation as communications coordinator for the team.

He joined the Steelers in 2005 as PR manager.

"He understands the jobs we have and helps in the kinds of ways some of the best in his business know how to do -- by working with the reporters and columnists and TV men on their stories and offering guidance when asked or even when not," said *Pittsburgh Post-Gazette* sports reporter Ed Bouchette.

The PR award is named after former NFL Commissioner Pete Rozelle, who started out in NFL PR with the Los Angeles Rams. The Denver Broncos' communications unit won the award last year.



Lauten

## PR & SOCIAL MEDIA VIEWS

### INSPIRING THE MILLENNIAL TRAVEL EXPERIENCE

By Christine Turner

The new generation of Millennial travellers demand connections to their destination's unique culture, their people and their way of life in authentic, meaningful ways.

Too often, we get caught up in telling only our clients' stories. In our roles as storytellers, however, we have an obligation to help travellers tell their stories — ideally, of course, through the lenses of the brands we represent. Here are three principles to help you and your clients get organized when considering how best to reach Millennial travellers.

#### **Focus on the "can't get anywhere else"**

Every destination and property has its something that sets it apart from the rest — a flavor, a sound, or a distinct energy. Millennial travellers are attuned to these differences and actively seek them out. These emotional cues provide the foundation for travel storytelling and ultimately the desire for even richer, deeper experiences.

Resist the urge to be iterative in your storytelling — no one wants a travel brochure. Rather set the stage for something more along the lines of a "choose your own adventure" book that highlights the distinctive storylines from which a traveller can choose. One way to accomplish this is by tapping local experts as ambassadors. Viceroy Snowmass created an innovative "Ski with the Chef" experience that paired guests with the resort chef (a Snowmass local) for a skiing and snowboarding tour of the mountain and an après-ski culinary course.

#### **Embrace a culture of sharing**

Experience and sharing used to be separate stages of the travel lifecycle. Now they're intertwined. It's important to remember that real-time sharing by Millennial travelers will undoubtedly happen, with or without a brand's input or direction.

At Four Seasons Resort Whistler, we created a wilderness wellness experience that took "spa day" outside to a nearby remote hot springs for a day of massage, yoga and relaxation, providing guests with beautiful scenery and a uniquely shareable experience.

#### **Value the whole journey**

Millennial travellers are invested in their journeys from beginning to end and travel brands should be there every step of the way. This means dynamic storytelling along and utilitarian support.

It also means a new approach to online and social media engagement, one that allows you to appropriately scale your efforts to ensure you're meeting these travelers at all relevant touch-points. From itinerary planning and recommendations to post-travel engagement and updates, communicators are in a prime position to deliver on the promise of their travel brands, and create longstanding relationships with a consumer segment whose influence is growing by leaps and bounds. Here are some tips on how to do that:

As you map your Millennial strategy, make a concerted effort to mine and listen for stories they're already telling. Social listening is a gold mine for how you can carve out your own chapters and contribute to the stories that are sure to inspire a generation of travelers.

*Christine Turner is founder and president of Turner Public Relations, part of of Fahlgren Mortine.*

### CORPORATE LEADERS FINALLY SPEAK OUT

By Fraser Seitel

In the old days, before quarterly earnings meant everything and corporate CEOs didn't make 300 times the average worker's pay, companies were led by men (and they were all "men") who were real "leaders."

Bankers like David Rockefeller and Tom Clausen; car chiefs like Henry Ford and Lee Iacocca; and manufacturing heads like Irving Shapiro and Jack Welch were well-known, even outside of their own industries.

Today, of course, corporations and the people who lead them generally keep their heads down. Money, weaker business media and the idea that as long as shareholders are happy, no other constituent public seems to make much difference. That's why it was refreshing over the past month to see several big companies and the people who lead them stepping up to join the public dialogue.

#### **First, Walmart.**

The world's largest — and often most reviled retailer -- has made efforts of late to begin to change its image.

It settled longstanding discrimination suits and then decided to raise worker salaries, in the face of a national movement. And a week ago, in its boldest move yet, Walmart was the first to announce it would remove all Confederate flag merchandise from its 11,000 stores.

In so doing, Walmart was the first company to react to the outrage following the murders at a historic African-American church in Charleston, SC. Said the Walmart spokesman, "We never want to offend anyone with the products that we offer."

Other less gutsy retailers quickly followed.

#### **Second, JP Morgan Chase.**

Of all the world's bankers, Chase CEO Jamie Dimon, following in the Rockefeller public citizen role, is the most well known and the only leader. Does anyone have any idea who runs Citigroup or Bank of America or HSBC?

Even after suffering a huge and embarrassing loss in 2012 that cost the bank billions, Dimon has not backed down from his public responsibilities. While his CEO counterparts cower in fear at the take-no-prisoners senator, Elizabeth Warren, Dimon expressed the view that she may "not fully understand the global banking system."

While Dimon's lawyers may have cringed at the comment, the JP Morgan chief proved himself the one bank CEO willing to take on the self-righteous, carping bureaucrats.

#### **Third, Apple.**

In five years at the helm of the world's leading high tech company, Tim Cook has made believers out of all of his critics.

Not only has the Apple CEO presided over breakthrough product announcements, steadily-increasing earnings and a rising stock price, he has also accomplished the impossible feat of replacing the legendary Steve Jobs and shown a quiet willingness to lead on a personal level.

Last week, when the world's most powerful entertainer, Taylor Swift, rebuked Apple for not paying artists during the three-month free trial period for its new Apple Music streaming service, the company immediately changed its tune and reversed the decision.

*Fraser P. Seitel has been a communications consultant, author and teacher for 40 years.*

**NEWS OF PR FIRMS****DEVRIES VET OPENS CHIC INFLUENCE**

Lisette Rodriguez, a multicultural PR pro and former senior VP at DeVries Global, has opened her own New York PR shop, Chic Influence, aimed at the Hispanic market.

Social marketing company Being Latino and hairstylist and makeup artist Gabriel Samra are charter clients.

Rodriguez, who launched DeVries' multicultural unit, said she wants to bridge the gap between general market media and Hispanic media to have clients featured in both. She previously did stints at The Axis Agency and Republica.

Info: ChicInfluence.com.



**Rodriguez**

**BRUNSWICK AIDS REJECTED BID FOR WILLIAMS**

Brunswick Group is handling Energy Transfer Equity's rejected \$53B takeover bid for Williams Companies of Tulsa, which uses the Joele Frank IR shop.

The target company said the offer combining a mix of equity and debt assumption "significantly undervalues" the operations of the \$7.6B pipeline operator.

ETE noted the \$64 per-share cash bid represents a 32.4 percent premium over the closing price of June 19.

The Dallas-headquartered company made "multiple attempts" during the past six months to "engage in a meaningful, friendly dialogue" with Williams' management. Those efforts were unsuccessful.

Kelcy Warren, CEO of the pipeline/refined products company, said the proposed merger would be a "transformative combination."

Brunswick's Steve Lippin and Mark Palmer work the merger deal for ETE with support from local firm Granado Communications.

JF's Dan Katcher, Andrew Siegel and Dan Moore represent Williams.

**HAVAS ACQUIRES UK HEALTHCARE SHOP**

Havas has acquired London-based healthcare PR agency Just:Health Communications, founded in 2006 by two Chandler Chicco alums.

Havas CEO Yannick Bollere announced the deal, among four others, at the Cannes Lions awards festival in France today. The ad/PR conglomerate has also snapped up Grupo Tribu (Central America), Greonlandia and Islandia (Chile).

Jennie Talman, who led CC's London office, and Emma Crozier, another CC UK hand, are founders of JHC. The firm's roster has included Abbvie, Roche and GlaxoSmithKline. Its US partners included Makovsky and SmithSolve Communications.

Havas' Bollere, 35, said in Cannes that demand in the US and Latin America has him aiming for five percent organic growth this year.

**BRIEF:** Waggener Edstrom has partnered with Toronto-based Environics Communications to collaborate on client work and expand reach through North America. Both firms are independent. Environics has additional outposts in Montreal and Ottawa.

**NEW ACCOUNTS****New York Area**

**Sharp Communications**, New York/BASF, for PR focused on the commercial and residential construction industries, including promotion of products and chemicals for construction, as well as its Center for Building Excellence; Benjamin Moore, paints and coatings, for PR, social media and special events, and Simon Pearce, for PR and social media for the maker of handcrafted glass.

**Sard Verbinnen & Co.**, New York/Till Capital Ltd., Bermuda-domiciled insurer, for IR. Till owns Omega Insurance Holdings and Resource Re.

**Current**, New York/De'Longhi Group America, Italian domestic appliance maker, as AOR for PR, following a competitive review. DGA also owns the UK-based Kenwood brand.

**Magrino**, New York/Rottet Studio, international architecture and interior design firm led by Lauren Rottet, for PR.

**Pollack PR Marketing Group**, New York/Center for Client Retention, customer satisfaction and loyalty measurement systems for corporations and small businesses, for integrated marketing and PR to expand its national reach and visibility.

**East**

**LaVoieHealthScience**, Boston/Hydra Biosciences, privately held biopharma company, as AOR for PR.

**Sage Communications**, McLean, Va./The AT&T Nation's Football Classic; Army Ten-Miler; Navy Mile Road Race; 2016 US Figure Skating Regional Championships, and USA Hockey High School National Championship, for PR through Brotman|Winter|Fried.

**Southeast**

**Arketi Group**, Atlanta/Zotech Partners, medical billing and practice management services, for creation of a new website.

**O'Connell & Goldberg**, Hollywood, Fla./Village Tavern, casual dining chain; The National Hotel (Miami Beach), and Toll Brothers' North Florida division.

**Uproar PR**, Orlando, Fla./Picatic, online ticketing and event management to eliminate service charges, and Sampler, online and social product sampling service, for PR.

**Sullivan Media Group**, West Palm Beach/NutraFuels, oral spray nutritional dietary products, for marketing and media relations.

**West**

**JMPR Public Relations**, Woodland Hills, Calif./Beverly Hills Motoring Accessories, car covers, mats and licensed merchandise for new and classic high performance cars, for PR.

**Rachel Kay PR**, Solana Beach, Calif./Enjoy Life Foods, "free-from" food marketer, for PR for its food lines, including gluten-free cookies, baking chocolate, snack bars and baking mixes. ELF is being acquired by Mondelez International.

**China**

**RFI Studios**, Beijing/Audi R8 LMS Cup, for social media comms. in China, following a competitive pitch. Parent Ruder Finn has worked with Audi China since 1999 and handled the 2014 race.

**NEWS OF SERVICES****MSL, LEO BURNETT WIN CANNES PR AWARD**

MSLGroup, advancing a concept created by Leo Burnett Toronto for client Procter & Gamble, won the Grand Prix award for PR at the Cannes Lions festival in France June 24 for the #LikeAGirl campaign.

"This is a campaign that marries a brand promise with brand purpose and commercial pursuit," said Fleishman-Hillard senior partner and Asia Pacific president Lynne Anne Davis, who led the PR Lions jury.

The campaign for P&G's Always feminine products brand centered on an ad aimed to foster confidence in women, but the spot and its #LikeAGirl hashtag went viral. The top PR award was given to both MSLGroup and Leo Burnett. MSLGroup also took home a PRSA Silver Anvil earlier this month for the LikeAGirl campaign. Seventy-nine entries won Lions at the festival with about half coming from PR firms, the festival pointed out, possibly blunting criticism that many top PR awards went to ad agencies in past years.

Edelman and CAA won the top PR Lion last year for work on behalf of Chipotle. TBWA Chiat/Day won the PR award in 2010, when it partnered with Fleishman-Hillard, but that came before the festival changed its rules to allow for more than one agency to win. Both Edelman (Adobe) and FH (Dallas office for General Motors) were Gold winners this year, as well.

Other Gold winners included Ogilvy PR (Visit Britain), Waggener Edstrom and Grey New York (Volvo), Alison Brod PR and David (Burger King), and Porter Novelli (ALS Association), among others.

**WPP GOES NATIVE**

WPP is launching a native advertising shop called Truffle Pig in conjunction with venture partners Snapchat and the *Daily Mail*.

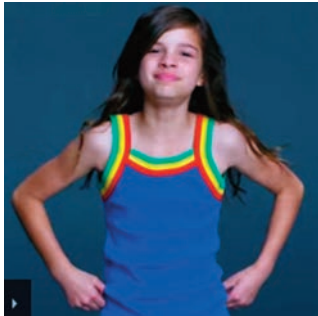
They pitch the platform as a way to combine the advertising, social media and newsroom savvy of the individual companies.

WPP boss Martin Sorrell said the next-generation venture will "satisfy people's appetite for great storytelling and inspire brand engagement, loyalty and sales."

Truffle Pig promises to offer brands "unprecedented reach" though content planning, development and creation as well as amplification across digital media sales site and platforms, according to its release.

The DailyMail.com, Elite Daily and Snapchat will be test beds for Truffle Pig's output.

Alexander Jufkowitz, managing partner of Group SJR (Hill+Knowlton Strategies' digital arm), is CEO of the native advertising unit that is headquartered in New York with use of Snapchat's visual studio in Los Angeles.

**PEOPLE****Joined**

**Sebastian Schwark**, senior VP, Hill+Knowlton Strategies, to UK's Portland as director & head of its New York outpost. The 15-year veteran has worked mergers & acquisitions, energy, labor disputes and climate change issues. He takes over for Charles McLean, who now leads the office in Doha.

**Schwark**

**Jennifer Rudolf**, former group director, VaynerMedia, to The Marino Organization, New York, as senior director of digital engagement. Earlier roles included Rogers & Cowan and Zenith Media.

**Ian Clements**, who led IR and corporate comms. for recently acquired Avanir Pharmaceuticals, to Tobira Therapeutics, South San Francisco, Calif., as VP of IR and corporate comms., starting in July. He was previously with Trout Group and Accelrys.

**Melanie Newman**, assoc. dir. for comms. and strategic planning, White House Office of Management and Budget, to the US Dept. of Justice, as director of PA. She takes over for **Brian Fallon**, who joined Hillary Clinton's presidential campaign.

**Kristin Ford-Glencross**, senior project manager, Direct Impact, to Stratacomm, Washington, D.C., as an A/D focused on transportation and energy clients.

**Kristin Hawkins**, a former PR and marketing staffer for Broyhill Furniture, Esseplast USSA and MicroD, to McNeill Communications Group, High Point, N.C., as a VP.

**Promoted**

**Bradford Williams** to global technology chair, Weber Shandwick, New York. He led North American tech for the firm since joining in 2012, and was GM for San Francisco and Silicon Valley. He held VP-level comms. roles with Groupon, Verisign and Yahoo. WS global tech chair Tim Fry left last year and helms 468 Communications in Seattle.

**Williams**

**Rachelle Savoia** to VP of communications, Turner Broadcasting System, Atlanta. She heads comms. strategy and media relations for Turner Content Distribution and Turner Classic Movies and joined Turner in 2011 from Bravo.

**Brian Brockman** to director, internal comms., Nissan North America, Nashville. He was senior manager of corporate comms. and joined the automaker in 2007 from MSLGroup.

**Elected**

**Susan Finco**, president of Leonard & Finco PR, to the seven-member executive committee of the NFL's Green Bay Packers, the first woman on the publicly owned team's governing body. A board member of the Packers since 2000 who has chaired its community relations committee, Finco also worked for the team through her Green Bay PR firm.

**Finco**

## **MILLENNIALS SKEW TOWARD 'STAYCATIONS'**

The 84M-strong Millennial Nation is hardly the widely assumed "adventure-driven generation" when it comes to making travel plans, according to the 25th annual "Portrait of American Travelers" report released today by MMGY Global.

Peter Yesawich, MMGY vice chairman, briefed a dozen travel writers/journalists on the survey of intended travel at the PR firm's office on New York's Fifth Ave. The survey only covered the half of American households that travel.

POAT found that Millennials (born 1980 to 1997), top GenXers (1965 to 1975), Baby Boomers (1946 to 1964) and Matures (1945 and before) when it comes to "staycations."

More than half of Millennials (55 percent) are interested in taking a vacation at a place close to home. That's up 14 percent from 2014 and 23 percent in 2013.

Top three reasons for travelling a short distance and staying there are to relax (37 percent), spend time with family/friends (34 percent) and save money for another trip (30 percent). Yesawich pointed out "relaxation" is the No. 1 reason people in all segments travel.

Young families are more apt to go on a vacation than millennial couples by a 43 percent to 27 percent margin. Millennial families will spend an average of \$6K on vacations over the next year.

MMGY's survey also found that Millennials have caught the cruising bug. They tie Matures at 51 percent when it comes to interest in taking a cruise during the next two years. Yesawich said Millennial interest in cruising fits well with their desire to explore new places by waking up at a different location each morning.

Social media, of course, plays a big part in vacation interest by digital native Millennials. Fifty percent of Millennials use social to share travel experiences with others. That tops scores generated by GenXers, 35 percent; Boomers (19 percent); and Matures (9 percent).

Millennials take top honors (36 percent) in the category of sharing vacation photos on social outlets like Facebook "to make my friends/family jealous."

GenXers (26 percent), Boomers (15 percent) and Matures (7 percent) follow Millennials' need to stir up the envy pot.

## **PRIVACY, 'GREEN' ISSUES STIFLE INNOVATION**

Growing consumer concern over privacy and environmental harm could stifle innovation, according to Edelman's first Earned Brand survey released during the Cannes Lions Festival.

Nearly nine-in-ten (87 percent) of people surveyed said they would stop purchasing new products if they were troubled over security or environmental threats.

Richard Edelman said the survey shows that innovation must be earned and can't be bought.

He said marketers must address consumers' fears before winning their "permission" to sell.

Edelman believes the current bad state of marketing only makes matters worse.

The Earned Brand survey found that 60 percent people say advertising manipulations make them less sure of what to believe.

## **GM TO NIX FAUX COLORS, FLAVORS**

Magically delicious cereal maker General Mills will take some of the mystery out of its ingredients as the Lucky Charms and Trix purveyor said June 22 that it will remove artificial flavors and colors from its cereals by 2017.

Ketchum is aiding GM on the PR front with the decision, which GM said was hastened by consumer demand and follows revenue declines in the segment.

The Minneapolis-based food purveyor, which owns brands from Cheerios to Betty Crocker, lowered the sugar content in its cereals in 2007 amid the growing childhood obesity epidemic. The latest change will see more than 90 percent of its cereals made without artificial colors and flavors by the end of 2016.

"We've continued to listen to consumers who want to see more recognizable and familiar ingredients on the labels and challenged ourselves to remove barriers that prevent adults and children from enjoying our cereals," said GM cereals division president Jim Murphy. He added in a blog post that "these [artificial] ingredients are not what people are looking for in their cereal today."

GM's Trix and Reese's Puffs brands will be the first to be colored and flavored with vegetable and fruit juices, as well as spice extracts. Cereals like Lucky Charms are expected to take longer and GM's suggestion that it does not yet have the details of the ingredients worked out shows the urgency in the move. Said GM cereal developer Kate Gallagher: "We have a lot of hard work ahead of us and we know some products will present challenges as we strive to uphold the taste, quality and fun in every spoonful of cereal."

Confectioner Nestle said in February it would nix artificial colorings in its candy bars by the end of the year, a decision followed by Hershey's vow to use "ingredients you recognize."

GM is already under the gun for trans fats, which have been banned by the FDA by 2018.

## **ETIHAD AIR HIRES EU VET TO KEEP SKIES OPEN**

Etihad Airways, one of the Big Three Persian Gulf airlines, has named Philippe Eydaleine head of PA in Europe as it seeks to fend off barriers erected there to block route expansion plans.

He joined Etihad's Brussels office on June 18 after exiting as policy adviser on EU PA for the French Civil Aviation Authority. Eydaleine also held posts at Air France and for the French State Secretariat for Transport.

For Abu Dhabi-based Etihad, Eydaleine is supposed to woo EU and European government officials and educate them about the benefits the carrier brings to the Continent in regard to jobs, investment and connectivity.

The airline claims its activities in Europe support more than 50K jobs and adds more than \$3.7B in additional GDP. Those numbers would grow with a build-up in Etihad routes.

Eydaleine reports to Vijay Poonosamy, VP-international & PA, in Berlin, site of the carrier's regional headquarters.

The Arab airlines Etihad, Emirates Air and Qatar Airways have been fighting efforts to squash their expansion in Europe and the US.

**The split 5-4 Supreme Court decision in favor of gay marriage**, with Chief Justice John Roberts on the dissenting side, guarantees many months of debate and political action on the issue.

Justice Anthony Kennedy and Justice Roberts put forth opposite views, the former saying gay marriage is a Constitutional right and the latter saying it has nothing to do with the Constitution.

“No longer may this liberty (gay marriage) be denied,” wrote Kennedy. Said Roberts: “Under the Constitution, judges have the power to say what the law is, not what it should be.”

Supporters of gay marriage noted that it is legal in 37 states and D.C. Opponents replied that only 11 of the states had votes in favor of gay marriage. The other 26 adopted gay marriage laws via the courts.

The *New York Times*, an ardent supporter of gay marriage in both its news columns and editorial pages, was exultant at the decision, headlining “EQUAL DIGNITY” above a six-banner second headline that said “5-4 Ruling Makes Same-Sex Marriage a Right Nationwide.”

Coverage by other media such as the *Washington Post* and *Wall Street Journal* noted the victory by GM adherents but also gave plenty of ink to the dissenting side.

“John Roberts’ Full-Throated Gay Marriage Dissent: Constitution Had Nothing to Do With It,” said a two-line banner headline in the *Washington Post*.

The decision “completely undermines America’s democratic process,” was the first Roberts’ quote used in the story.

“Who do we think we are?” was another quote picked up from the 29-page dissent of Roberts, which was linked in the WP story written by Amber Phillips. The website of the paper supplied a link to the dissenting opinion.

NYT’s main story on the decision, by Adam Liptak, did not contain a link to the full Roberts’ dissent.

New battlefronts will open as GM proponents push for antidiscrimination laws that impact on services provided by religious and other institutions.

Some Republicans called for a Constitutional Amendment that would override the Supreme Court. That would take a two-thirds vote in the House or Senate and ratification by three-quarters of the states.

### **GM Issue Is Headache for PR**

Blue chips and most smaller companies are supportive of the drive for GM but neither wants to alienate the considerable segment of the population that is not so inclined.

Highly motivated adherents on both sides brandish the sword of product and service boycotts to keep companies in line.

Company and institutional statements on the issue, if any are made at all, must take into account the high level of passion on each side.

This writer, having spent the past two weeks in the Westhampton Beach area, attending three duplicate bridge games with a dozen or more tables of four players

at each, and several dinners with New York businesspeople, Wall Streeters, local tradespeople, and local residents, was able to sample their opinions.

Gay marriage, as well as the eruv Jewish religious boundary proposed for WHB, are such “tinder box” issues that any mention of them brings the retort, “I don’t want to talk about it!” from some of the Hamptonites.

Others, meanwhile, attack both topics with gusto, eager to hear any wrinkle, old or new. They have an insatiable appetite not only for details but sweeping overviews of the issues. They track how media are covering the stories, sorting out who is on what side.

### **SH Press Ignores Eruv Issue**

*Southampton Press/27east.com* gave its top story June 25 to the election of Brian Tymann and Rob Rubio in Westhampton Beach, who made statements objecting to the erection of an eruv Jewish religious boundary in WHB. Their stand was not mentioned by reporter Kyle Campell.

Tymann/Rubio said in advance of the election that they “strongly oppose granting any waiver or exemption from any present or future WHB ordinance, regulation or requirement to Verizon or the East End Eruv Assn. “

They were referring to the demand by Verizon and EEEA that WHB “categorically” promise never to oppose an eruv in WHB. It is in the transcript of the conference Feb. 24 conducted by U.S. Magistrate Judge Kathleen Tomlinson.

Tymann also said: “I personally do not support the general concept of religious demarcations on public property.”

The published stand of Rubio/Tymann on the issue in *odwyerpr.com* and the *patch.com* local news service won the support of Jewish People Opposed to the Eruv, which urged its more than 300 members to vote for the pair.

Another major local issue is the cost of medical benefits for the five village trustees, two of whom are now receiving them—Hank Tucker and Patricia DiBenedetto. Both were defeated in the June 19 election.

The SH Press noted in an editorial June 25 that the defeat of Tucker, 55, meant that WHB would not have to give him lifetime medical benefits. He needed another two-year term to meet the 10-year requirement for such benefits. DiBenedetto, who was defeated after serving two terms, also receives dental insurance.

Tymann wants to eliminate health and dental insurance for trustees. He prefers a stipend whose cost could be known “exactly.” Trustees are paid \$5,710 yearly. Salary of the mayor is \$25,000.

Former mayors Robert Strelbel, Arma Andon and Stuart Tobin, and former trustees Ora Belle Barnet and Harold Williams are receiving such benefits at a total cost of more than \$50,000 yearly.

Moore told the SH Press that the current “extremely generous benefit package” will cost WHB \$1.22 million in the 2015-16 fiscal year, or about 13% of the \$9.8M budget. It is not sustainable, she said. — *Jack O’Dwyer*