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Editor-in-Chief

# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## **BURSON AIDS CHIPOTLE**

Burson-Marsteller has picked up AOR duties for Chipotle, the struggling fast feeder that split with Edelman over a conflict in January.

Denver-based Chipotle, which has worked with Rubenstein Associates for PR in a series of food-borne crises, is likely cheered by a William Blair & Co. research report this month that found the company's woes may have bottomed out in January.

After dismal revenue results in the fourth quarter, Chipotle will lean on Burson to shore up its consumer PR as it looks to move on from the crisis.

Looming however is a federal criminal probe related to a norovirus outbreak last year.



## **BATTERY PARK CITY SEEKS PR FIRM**

New York's Battery Park City Authority is on the hunt for an outside PR firm.

The public benefit corporation wants a firm to handle all of its PR, including media relations, crisis communications and social media, among other tasks.

Battery Park City is a planned community in lower Manhattan that was severely affected by the Sept. 11 attacks but has rebounded successfully, drawing Goldman Sachs' world headquarters and other developments. It contributes about \$200M in funds to the City of New York annually.

The contract is capped at \$12,000 per month.

Proposals are due March 30.

RFP: <http://odwpr.us/1TYm4bT>.

## **VANCOUVER DESTINATION SEEKS PITCHES**

Discover Comox Valley, the travel initiative behind a number of tourism-related activities on the east end of British Columbia's Vancouver Island, is seeking proposals for a series of destination marketing campaigns slated to occur throughout 2016-2017.

The economic development partnership wants agencies to outline proposals for five different Comox Valley events planned under its "Your Vacation Starts now" destination marketing banner. Total projected budget of the campaigns is approx. \$282,000. Firms may choose to submit proposals covering all aspects of the campaigns' development or individual components.

Proposals are due by 3 p.m. PST on Fri., March 18.

RFP: <http://odwpr.us/21TNpNT>.

## **WPP POSTS STRONG Q4 RESULTS**

WPP today reported that revenue grew 6.1 percent to £12.24 billion (\$17.39 billion) for 2015.

The ad/PR conglomerate also reported a 7.7 percent rise in earnings (before interest, taxes, and amortization) to £2 billion for the year, a new record for the holding company.

Q4 represented WPP's strongest quarter for the year. Like-for-like revenue was up 6.7 percent for the quarter (compared to third quarter growth of 4.6 percent), and like-for-like net sales grew 4.9 percent in Q4, putting organic sales growth for the year up 3.3 percent — ahead of forecasts — with organic revenue up 5.3 percent.

The world's largest advertising group cited strong growth in North America, particularly in advertising and media investment management, as well as some of WPP's PR and public affairs properties, for the strong performance.

Total revenue at WPP's PR and public affairs operations grew 8.2 percent in the fourth quarter, with like-for-like net sales up 5.8 percent during the period ending Dec. 31.

It was the strongest quarter of the year for WPP's PR and public affairs properties, whose revenues grew by a comparative 6.5 percent during 2015's third quarter.

WPP particularly cited PR growth in the U.K., Latin America and its Middle East and Africa regions, as well as strong performances by PR powerhouses Ogilvy Public Relations and Cohn & Wolfe. Burson-Marsteller and Hill+Knowlton Strategies, on the other hand, were "less buoyant" during the period, according to a press statement regarding the year's preliminary results.

(Continued on page 7)

## **FED GOV'T SLATES ANTI-TOBACCO PR REVIEW**

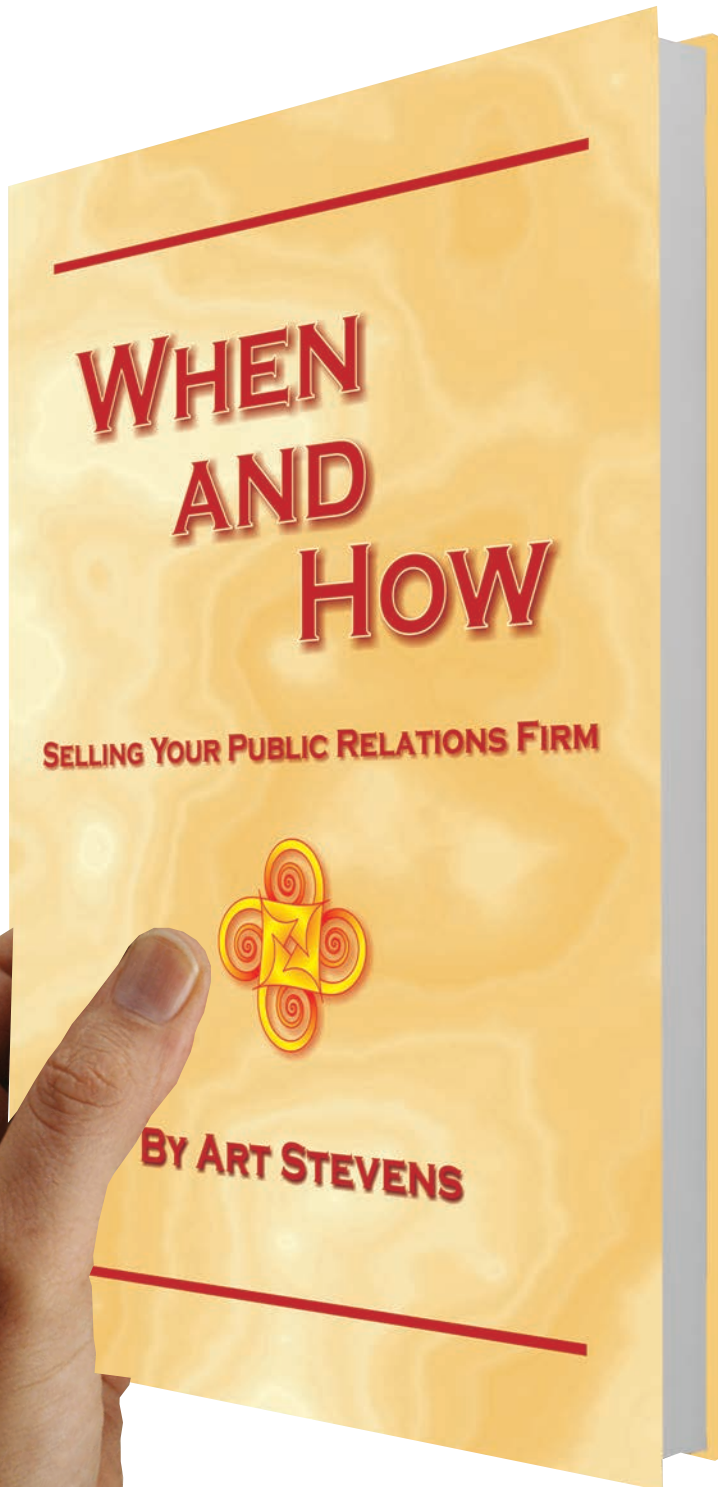
The US Food and Drug Administration is taking steps to review its massive anti-tobacco PR account.

The Center for Tobacco Products was set up in 2009 as the FDA took regulatory power over tobacco products. It last reviewed its outside communications agencies in 2011, tapping a trio of Sensis, Better World Advertising and Rescue Social Change Group for the five-year contracts capped at \$210M.

The FDA, ahead of an RFP process, slates an "Industry Day" in New York March 8 for agencies interested in pursuing work with CTP's public health education campaigns. The Center for Tobacco Products said it will look at full-service agencies to handle campaigns targeting audiences from 300,000 to 10 million.

Details of the March 8 event and a request for capabilities from agencies are at [fbo.gov](http://fbo.gov).

# NOW AVAILABLE



**“Essential reading for anyone contemplating selling an agency - or buying one.”**

- Andy Hardie-Brown  
Co-Founder/Global  
COO Allison+Partners

**“An excellent primer for all PR agency owners who are considering selling their firms”**

- Steve Cody  
Founding partner  
and CEO Peppercomm

**“Art Stevens provides an invaluable resource for entrepreneurial PR pros and students who want to start their own business and build it for acquisition.”**

- Lynn Appelbaum,  
Department of Media &  
Communications Arts,  
City College of New York

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Available free of charge to public relations agency CEOs.  
For a free copy E mail: [art@theartstevensgroup.com](mailto:art@theartstevensgroup.com)

## **UNIV OF MISSOURI SEEKS CRISIS COUNSEL**

The University of Missouri system, the 77,000-student public education juggernaut in the Show Me State, is calling for proposals for PR support to provide crisis management and other communications counsel to its in-house team.



The system faced national scrutiny last year when protests against racism and discrimination grew to a furor that led to the resignation of president Tim Wolfe.

University officials were criticized for a slow response to the crisis, which saw black members of the school's football team threaten to boycott a game and a faculty walkout.

The system, which marked its 175th anniversary in 2014, released an RFP this week for a firm to develop communications strategies, external and internal, for crisis scenarios and other situations that could affect its reputation.

Proposals are due March 23.

RFP: <http://odwpr.us/1M1NEwZ>.

## **CA WINE REGION SEEKS PR SUPPORT**

The Lodi Winegrape Commission, which represents 750 wine grape growers farming more than 100,000 acres in the Lodi wine region located between the San Francisco Bay and the Sierra Nevada Mountains, is requesting proposals from agencies for PR services.

The Commission seeks a firm to enhance visibility and identify PR opportunities for the Lodi wine region. The work includes arranging media coverage and inbound visits, training key spokespersons, promoting and coordinating events and identifying possible speaking engagements and appearances.

PR proposals should incorporate media relations, influencer relations and community relations activities. Proposals should be based on an annual budget of approximately \$100,000.

*Wine Enthusiast Magazine* in 2015 named Lodi the "Wine Region of the Year."

Proposals are due by Thurs., March 31.

RFP: <http://odwpr.us/1SsG59q>.



## **ROY ROGERS ORDERS UP PR**

Rebuilding fast food franchise Roy Rogers has ordered Maryland-based Maroon PR as AOR, following an RFP process.

The once-high-flying chain founded by Marriott Corp. in the late 1960s was sold to Hardee's in 1990 and faded. Frederick, Md.-based Plamondon Companies of Maryland, run by the sons of the Roy Rogers founder at Marriott, relaunched in 2002 and have built the brand back to 23



owned and operated locations, as well as 26 franchises in the Mid-Atlantic region. Six are slated to open in New Jersey, Maryland and Northern Virginia this year.

Maroon is charged with a variety of PR duties to garner awareness for the iconic brand nationally and within its local markets to reach consumers.

John Maroon, president of Maroon PR, said, "Many of us at Maroon PR grew up with Roy Rogers, so there is already a connection and passion for the brand. We look forward to generating a lot of success on their behalf."

Their work will include media relations, social media, content creation and developing integrated brand marketing campaigns.

## **PUBLIC AFFAIRS SHOPS MERGE**

Veteran Washington, D.C. PR and public affairs firm Smith & Harroff, Inc. has merged with Alexandria, VA-based public affairs consultancy C. May & Associates, LLC.

The merged company, which combines both firms' staff and clients, will retain the Smith & Harroff name. C. May staff will relocate to Smith & Harroff's headquarters.



"I am excited about C. May & Associates joining S&H because of the energy and youthful perspective they have," S&H president Rick Morris told O'Dwyer's. "While we have had numerous young employees over the years, none were as committed to the future of S&H as Carina is.

That combined with her experience and client base in health care, make this a great merger."

S&H was founded in 1973 by J. Brian Smith and Mark Harroff. Clients have included Westinghouse Electric Corporation and the Nuclear Energy Institute, as well as government leaders such as Sen. John McCain (R-AZ), Sen. Olympia Snowe (R-ME), and former NH Gov. John Sununu. Smith, a former Republican aide, died in March, 2014. Morris was named S&H owner the same year.

CMA was founded in 2013 by Carina May. Prior to founding the company, May was stationed at Bethesda, MD-based management consulting firm The Hill Group, where she served in numerous roles, including marketing coordinator, senior account executive and business development and marketing manager.

Her clients have included the National Institutes of Health, the United States Patent and Trademark Office, the National Commission on Digestive Diseases and the Presidential Commission for the Study of Bioethical Issues. May has now joined Morris as S&H co-owner.

Morris said that while S&H's roots are in political campaigns, the firm now provides a suite of marketing and communication services for associations, corporations and government clients.

"When you have been an independently owned communications firm for over four decades, change is a way of life, and this merger with C. May & Associates is another step towards future growth and expanded client services," Morris said.



**CONDÉ NAST BUYS LONDON-BASED STARTUP**

Publishing behemoth Condé Nast has acquired Poetica, a London-based tech content startup.

Poetica produces text-editing software that allows users to collaborate on web-based content via services such as Google Docs, Wordpress and Evernote in real time. The company was cofounded in 2012 by Twitter founding engineer Blaine Cook, who serves as chief technology officer, along with CEO Anna Maybank and chief product officer James Weiner.

Financial terms of the acquisition were not made public.

Condé Nast purchased the company as a means of improving its editorial workflow. The publisher will now integrate the company's proprietary technology into its current content platform, Copilot, as a means of providing its editing teams the ability to collaborate on content creation. The Poetica team will remain in London.

Talking New Media on Tuesday reported that platform's public service will be discontinued, and current customers will have access to Poetica until June 1.

Condé Nast — which owns *Vogue*, *Glamour*, *Wired*, *Bon Appetit*, *The New Yorker*, *Vanity Fair* and other household publications — has made impressive digital content forays in recent years, moving into territories that might formerly be considered foreign to its wheelhouse. The publisher last year opened its 23 Stories by Conde Nast shop, which creates content for the publisher's roster of advertising partners, and in October acquired Chicago-based digital music publication and concert promoter Pitchfork Media.

In a statement, Condé Nast executive vice president and chief digital officer Fred Santarpia said the company "is building the best possible editorial platform to manage and deliver content from our world-class team of writers, editors, designers and photographers."

**OAKLAND TRIB SHUTTERS AFTER 150 YEARS**

Oakland, CA daily mainstay the *Oakland Tribune* will cease publication as part of a massive effort by publisher Bay Area News Group to reorganize its media properties. The daily newspaper, which was first published in 1874, will run its final edition on April 4.

Bay Area News Group will fold the Oakland Tribune into a forthcoming daily publication titled the East Bay Times. Three other Bay-area BANG publications — the *Contra Costa Times*, the *Daily Review* and the *Argus* — will also be consolidated into this new publication. The East Bay Times and its accompanying website, eastbaytimes.com, is slated to appear April 5.

BANG on Tuesday announced that it would also combine its South Bay properties, flagship paper the *San Jose Mercury News* — which was founded in 1851 — with the *San Mateo County Times*. Those newspapers will be rebranded as new regional publication, Mercury News. That newspaper will also debut April 5.



Bay Area News Group, which remains the largest newspaper publisher in the San Francisco Bay Area, also publishes the Santa Cruz Sentinel, the Marin Independent Journal, and 27 community newspapers throughout the South and East Bay region. The publisher in a statement said the rebranded media properties would focus on regional and community news, and that the consolidation effort is part "of an ongoing transformation to make BANG more responsive to its print and digital audiences, streamlining production while improving news gathering and presentation to provide readers with news when they want it and where they want it."

Current subscribers to the Oakland Tribune, the Argus and the Daily Review will receive each Friday a weekly insert bearing the mastheads of those respective publications, whose content will focus solely on local news items.

Buyouts and layoffs are expected to accompany the rebrand. The SFGate reported Tuesday that the Bay Area News Group plans to slash approximately 20 percent of its newsroom staff, which currently numbers about 200. Buyouts will be offered to newsroom employees who have been with the publisher for at least 20 years, according to SFGate.

Bay Area News Group is owned by New York-based newspaper management company Digital First Media, which also owns the *Denver Post*, the *New Haven Register*, the *Los Angeles Daily News*, the *Monterey County Herald*, the *Salt Lake Tribune*, the (*San Bernardino*) *Sun* and the *St. Paul Pioneer Press*.

**GOULD+PARTNERS GETS SCHWARTZ**

New York-based merger and acquisition consultancy Gould+Partners has appointed Matthew Schwartz to the role of editorial director, a newly created position at that financial services firm.

Schwartz, who also serves as a contributing writer for publications CMO.com and *BtoB Marketer Magazine*, was formerly group editor of industry newsletter *PR News*. Prior to that he served as a staff reporter for *Crain's BtoB* and held producer and writer roles at the Fox News Channel and CNN. Schwartz was also formerly a senior editor at the O'Dwyer Co.

At Gould+Partners, Schwartz is charged with developing and distributing marketing and management related materials, and will pen editorial content covering industry news as it relates to the firm's ongoing business. Schwartz will also be responsible for developing and marketing Gould+Partners' line of branded live events and webinars.

Gould+Partners managing partner Rick Gould founded the agency in 2001.

**BRIEF:** **Craig Windham**, a veteran NPR reporter for the past 20 years, died Feb. 29 after suffering a pulmonary embolism. He was 66. NPR producer Todd Mundy called Windham "the platonic ideal of the network newscaster and an innovator." The *New York Times* noted Windham was known for delivering "bite-size reports for top-of-the-hour newscasts in a warm, familiar tone to millions of Americans."

**SOCIAL TOOLS PREDICT SUPER TUES. RESULTS**

Everyone knows that social media has made an indelible impact on the 2016 election cycle. But can it be used to predict elections?

Chicago-based PR software giant Cision recently utilized social monitoring tools as a means of predicting the Super Tuesday presidential nomination races. Conducting analytical polls that monitor online social conversations, the PR software company was able to produce voter forecast percentages in each of the 11 states participating in tomorrow's crucial Super Tuesday presidential primary race.

Cision's predictive analysis consisted of a collection of more than 10 million social conversations, replies and retweets from residents in a dozen states between February 20 and February 24.

Messages were filtered to exclude those originating from underage voters or mainstream media sources, and were further refined to focus on mentions of specific candidates, including campaign hashtags and candidate slogans, in order to spotlight the candidates receiving the highest levels of positive engagement.

The analysis includes data from Twitter, YouTube, online forums and Facebook fan pages.

"Social mention analysis allows parties or brands to use people's own words to help develop effective strategies to engage with them," Cision content marketing and social media manager James Rubec told O'Dwyer's.

He continued: "If people will tweet about a candidate, they are more likely to attend an event in support of them. If they'll attend an event, they are more likely to vote. Social media engagement is a strong indicator of intention to take action and smart candidates should be measuring that."

Cision had previously predicted the winners for both the Iowa Republican Caucus (Ted Cruz) and the New Hampshire Democratic and Republican Party primaries (Bernie Sanders and Donald Trump, respectively), based on an analysis of Twitter conversation percentages among IA and NH voters.

Cision also accurately predicted that Trump would win the February 20 South Carolina Republican primary, based on the fact that he accounted for 40 percent of the GOP voice percentage occurring in that state.

The methodology, however, incorrectly predicted that Sanders would win the Nevada Democratic Caucus, where he accounted for 53 percent of the Democratic share of the voice in that state.

Clinton on February 20 earned a decisive win in the Nevada caucuses, with 52.6 percent of the vote.

Rubec told O'Dwyer's that social analysis has shown online momentum recently shifting from Sanders to Clinton. "Just a month ago Sanders' share of voice on social across the country was between 10 percent and 20 percent higher than Clinton's. While more people are promoting Sander's popular hashtag #FeelTheBern than Clinton's #ImWithHer, fewer social media commentators engage in discussions about Sanders' policy proposals than Clinton's in all but four Super Tuesday States," Rubec said.

(Continued on page 6)

**4 LESSONS FROM TRUMP AND SANDERS**

By Dan Scandling

Donald Trump and Bernie Sanders have been defying conventional wisdom for months. Neither was expected to be anything more than a sideshow but their campaigns have turned the political establishment of both parties on their heads. What's their secret?

Here are four takeaways that every PR professional should remember:

**Messaging Matters**

Both Trump and Sanders have cogent messages that are easy to understand. While you may not like what they say, they appeal to their respective bases, which is critical in the nominating process – and to any effective PR campaign.

**Standing Up for your Convictions**

Even when they (allegedly) misstep – think Trump's spat with the Pope or Sanders' comments that America should model itself more after Scandinavia – their response is forceful and direct. There is no equivocation.

They defend their positions then quickly pivot back to their core messages.

**Earned Media is Just as Important as Paid Media**

Both Trump and Sanders know how to generate news as well as insert themselves into the news of the day, even if their statements are sometimes over the top.

While Sanders has benefited from advertising by outside groups, Trump's paid advertising lags far behind almost all the other GOP candidates.

The value of regularly being on the nightly news and cable talk shows is incalculable. You don't get there without making news.

**Authenticity is Critical**

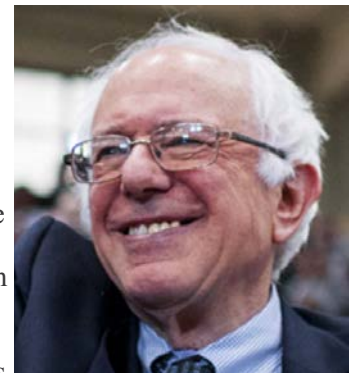
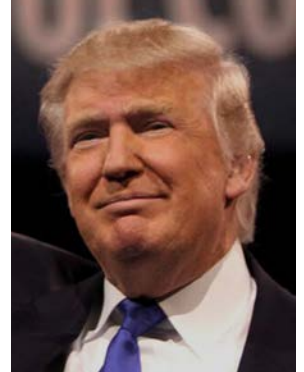
Both Trump and Sanders have successfully tapped into voters' anger and fear. Anger over Washington's constant gridlock; and fear that they are barely keeping their heads above water economically.

Trump is appealing to the American people because he says he is going to fix everything that is wrong with America.

Trust me, I will get things done, he says. Sanders is appealing because he says American life is corrupt and unfair.

Trust me, I will level the playing field, he says. The American people believe them and that is why both are still in the game.

*Dan Scandling is a SVP at Ogilvy Public Relations in Washington. He worked on Capitol Hill for nearly 25 years and ran elections in Virginia for more than 20 years.*





**NEWS OF PR FIRMS****IPREX MAKES MIDDLE EAST INROADS**

Global communications network IPREX has moved into the Middle East region with the addition of its first partner in that region, Dubai, UAE-based Iris Public Relations.

Iris, which specializes in digital media and corporate social responsibility, has supported B2B and B2C clients in the Middle East and North Africa region such as Epson, Ferrari, ThyssenKrupp, Panasonic, International Gemological Institute, ExecuJet, ICT Health and Meltwater.

The company was founded in 2009 by Lisa George.

Iris, which previously served as an IPREX affiliate, has already worked in tandem with other agencies in the network, according to IPREX EMEA President Mayte González-Gil. González-Gil, who is also CEO of Madrid-based agency poweraxle, referred to Iris as “a very modern agency in a market that continues to evolve rapidly.”

IPREX now maintains more than 75 agency partners in nearly 20 countries across the globe. The network in October signed its first Africa partner, Casablanca, Morocco-based agency Ozé.

**ALLISON+PARTNERS DIVISION OPENS IN ASIA**

Allison+Partners has launched All Told, its integrated content division, in Asia.

The MDC Partners unit debuted All Told in June 2015. The division works across Allison+Partners’ practices, incorporating the agency’s research, content, creative, digital and measurement capabilities. It is led by president and senior partner Cathy Planchard.

The division was launched in Asia to bring its integrated campaign offerings to global and local brands in that region.

Allison+Partners’ Asia operations have expanded markedly in recent years, opening offices in Beijing in 2013, Shanghai and Singapore in 2014, and a Hong Kong shop in 2016.

The region accounted for more than 300 percent growth in 2015, according to the agency, and now represents 10 percent of the agency’s overall revenue.

“Communications in Asia is reaching a tipping point, with client demand for more creative and accountable marketing communications growing fast,” Allison+Partners global COO Andy Hardie-Brown said in a statement. “The integrated future is here and, by establishing centers of excellence in both creative content delivery and integrated consulting, we are better able to provide high-impact, multi-channel solutions for clients.”

Leading All Told’s Asia operations will be Paul Mottram, who has been appointed managing director, Asia Pacific. Mottram joins Allison+Partners from Text100, where he was managing director of integrated strategy for that company’s Asia-Pacific region.

Prior to that he was a regional executive vice president at Next Fifteen unit Bite, and was also previously COO at regional independent Upstream Asia before it was acquired by Next Fifteen in 2009. As managing director, Mottram will lead the All Told outpost and will be responsible for overseeing its talent base.

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

**Finn Partners**, New York/Golden Krust Caribbean Bakery & Grill, as AOR for PR. The franchise has 120 stores in eight states. FP is its first PR firm in 27 years.



**Momentum Communications Group**, New

York/The Philharmonia Orchestra of New York,

newly formed orchestra comprised of former members of world-famous ensembles, for PR. The new orchestra in March makes its season premiere at Rose Theater at Jazz at Lincoln Center. The firm is working to introduce the new ensemble and promote its concerts via integrated publicity, direct marketing, advertising and social media.

**Manifest**, New York/Joe Wicks, online nutrition coach also known as the “The Body Coach,” for publicity for the release of his forthcoming book, “Lean In 15,” which is scheduled to be published in the U.S. in May by HarperCollins imprint William Morrow. Manifest in March is executing a three-month integrated campaign consisting of traditional, online and social media outreach. UK-based Wicks in March will travel to the US to host a series of “Lunch and Learn” sessions to introduce the diet concept to U.S. audiences.

**Steinreich Communications Group**, Fort Lee, N.J./Kore Tulum Resort, Yucatan Peninsula luxury resort in Mexico, for PR. SCG's New York office leads the account.

**HWH PR**, New York/CraneKahn, international children's entertainment and licensing company by Alfred Kahn, founder of 4Kids Entertainment, and Jillian Crane, a writer, actress and producer. Khan's licensing hits include Cabbage Patch Kids, Pokémon, Teenage Mutant Ninja Turtles and Yu-Gi-Oh!

**East**

**French|West|Vaughan**, Raleigh/High Gravity Adventures, as marketing AOR for the outdoor aerial adventure park located in Western North Carolina. The destination, which opened in April 2015, offers 75 different aerial challenges for guests — tight-rope walks, aerial bridges, swinging foot loops and floating platforms — ranging in height from 15 to 50 feet off the ground. The park on March 18 embarks on its 2016 season. FWV is promoting the park and working to form partnerships with area lodging entities, colleges and universities, and will coordinate special events intended to drive traffic. FWV had previously provided PR support for High Gravity Adventures' upcoming season opening.

**West**

**Murphy O'Brien PR**, Los Angeles/Bolthouse Farms, consumer food and beverage brands, for national PR. The company was acquired by Campbell Soup Co. in 2012. Murphy O'Brien also picked up Never Too Hungover, liquid hangover preventative, for PR, and Paul Ferrante, design firm specializing in antique lighting and furnishings, for PR.

## NEWS OF SERVICES

### FEDS LOOK AT PRN SALE. CLOSING MOVED

UBM, the parent company which agreed to sell PR Newswire to Cision last month for \$841M, said that federal regulators have asked for information about "certain PRN products."

UBM said the sale is now expected to close after the first quarter after initially planning for a close before the end of Q1.

The company said the US Department of Justice requested "additional information and documentary material ... relating to certain PRN products which account for a very small portion of PRN's global revenues."

UBM and Cision are both cooperating fully with the DOJ requests, said a statement.

UBM said the DOJ request is commonly known as a "second request" and is part of the regulatory process under the Hart-Scott-Rodino Antitrust law. It has the effect of extending the HSR waiting period for 30 days after UBM and Cision comply with the request.

"UBM and Cision will cooperate fully with the DOJ in responding to the 'second request' and will continue to work cooperatively with the DOJ in connection with its review of the transaction and in seeking to reach a prompt resolution," the companies said.

"UBM expects that completion will be after the end of Q1 2016. Both parties to the transaction remain confident that completion will be achieved," they said.

### SUPER TUESDAY RESULTS (CONT'D FROM PG. 4)

Cision's percentage predictions for Super Tuesday are as follows:

#### Democratic Party races:

- Alabama: Clinton 53%, Sanders 47%
- Arkansas: Clinton 52%, Sanders 48%
- Colorado: Sanders 51%, Clinton 49%
- Georgia: Clinton 52%, Sanders 48%
- Massachusetts: Sanders 53%, Clinton 47%
- Minnesota: Clinton 52%, Sanders 48%
- Oklahoma: Clinton 54%, Sanders 46%
- Tennessee: Clinton 51%, Sanders 49%
- Texas: Clinton 53%, Sanders 47%
- Vermont: Sanders 60%, Clinton 40%
- Virginia: Sanders 52%, Clinton 48%

#### Republican Party races:

- Alabama: Trump 42%, Cruz 29%, Rubio 17%
- Alaska: Trump 35%, Cruz 24%, Rubio 19%
- Arkansas: Trump 37%, Rubio 27%, Cruz 27%
- Georgia: Trump 36%, Cruz 23%, Rubio 22%
- Massachusetts: Trump 31%, Rubio 23%, Cruz 21%
- Minnesota: Trump 29%, Rubio 25%, Cruz 25%
- Oklahoma: Trump 31%, Cruz 24%, Rubio 23%
- Tennessee: Trump 34%, Rubio 26%, Cruz 24%
- Texas: Cruz 31%, Trump 29%, Rubio 21%
- Vermont: Trump 30%, Rubio 23%, Cruz 22%
- Virginia: Trump 54%, Rubio 18%, Cruz 17%



## PEOPLE

### Joined

**Megan Pohorylo Tucker**, senior VP, Edelman, to Reservoir Communications Group, Washington, D.C., as a managing director. She was an A/S for Golin and led its social marketing practice. Also, the firm hired **Melissa DePaulis** as managing associate from Ogilvy PR, which she joined in 2014 and served as an A/S. She was a clinical trials project manager at the National Institutes of Health.



Tucker

**Neil McAllister** to Blanc & Otus, San Francisco, as media and content director for the B2B tech firm. A former reporter at London-based IT industry publication *The Register*, he covered stories relating to IT, software development and mobile. He was also a senior editor for tech publication InfoWorld, and served as technical lead and a web development consultant at Red Sky Interactive. He was also previously a systems administrator at Primo Angeli and an IT manager at Big Top Productions. He heads B&O's content marketing team, and will work with the agency's roster of tech clients to develop content across media channels.

**Jennie Westbrook Courts**, communications director for Sen. Tom Carper (D-Del.) on the Senate Homeland Security and Governmental Affairs Committee, to Subject Matter, Washington, D.C., as a senior public affairs associate. Justine Morgan was promoted to PA associate.

**Brian Mast**, a consultant and former VP of communications for eHealth, to 104 West Partners, Denver, as a partner of the firm. He is based in San Francisco for the firm and is the first new partner in 12 years. The firm also promoted **Kelli Flores** to director and **Sarah Thorson** to senior A/M.



Mast

**Adam Welsh**, senior director of regulatory affairs and market development for cloud software company Opower, has returned to APCO Worldwide as managing director of the firm's Singapore office. He was a senior director from 2006-13 for the firm. Earlier, he was an enterprise reporter for the *Arkansas Democrat-Gazette* and reporter for the *Beaumont Enterprise*.

### Promoted

**Teresa Villarreal** to senior VP, Newlink Group, Miami, to the agency's tourism communications practice. She joined Newlink in 2010 and was previously with the Mexico Tourism Board in Miami, where she was Southeast region director and represented that country during North American trade events, and served as a liaison between cruise industry leaders and Mexican ports. Prior to that, she was cultural attaché to the Consulate General of Mexico and deputy director of international press in the communications department for Mexican President Ernesto Zedillo.

**Emily Adams** to VP, associate director, Hornercom, Philadelphia. She started as an intern in 2007. **Chelsea D'Amore** was upped to assistant A/E.

## **FTI STRATCOM UNIT POSTS SOLID Q4**

FTI Consulting's strategic communications segment rose 5.3% in the fourth quarter to \$48.8M.

The Washington-based corporate services company said higher demand for public affairs, crisis and M&A-related communications consulting in North American and the EMEA region accounted for the uptick, which was 10.4% excluding currency effects.

FTI's M&A PR operation worked 188 deals in 2015 worth \$160B, according to mergermarket.

Across FTI, fourth quarter revenues rose 4% to \$442.2M. For the full year, FTI saw a 1.3% gain to \$1.78B. Corporate finance & restructuring revenues rose 19.9% to \$111.6M, while economic consulting increased 11.4% to \$118.6M. Technology services fell 20% to \$46.6M, while forensic and litigation consulting dropped 3.7% to \$116.7M.

President and CEO Steven Gunby said 2016 will be "another year of major change, with all its attendant risks and uncertainties."

## **SARD TACKLES SPORTS AUTHORITY CH. 11**

TSA Stores, the Colorado-based parent of the Sports Authority retail chain, has engaged Sard Verbinnen & Co. for PR support as it navigates Chapter 11 bankruptcy.

The company filed for bankruptcy protection May 2 in federal court in Delaware, citing a plan to "continue to adapt our business to meet the changing dynamics of the retail industry."

The company plans to shutter 140 Sports Authority stores and two distribution centers as its remaining locations stay open through the reorganization and restructuring.

"Given our strong brand recognition with a large and growing customer base, valuable business assets and loyal Team Members, we have received strong interest from third parties interested in investing in or buying some or all of Sports Authority," said CEO Michael Foss.

Sard Los Angeles managing director Steven Goldberg is advising the company and handling media.

The *New York Times* reported the bankruptcy is part of a larger wave of struggling companies that were purchased in the leveraged buyout boom before the financial crisis.

Private equity firm Leonard Green & Partners bought the Sports Authority for \$1.3B in 2006.

## **BRUNSWICK AIDS ICE IN UK EXCHANGE BID**

Intercontinental Exchange, the publicly traded exchange and clearing house operator, is working with Brunswick Group for outside PR support as it mulls a bid for the London Stock Exchange.

Atlanta-based ICE, which owns the New York Stock Exchange, today confirmed "press speculation" about a bid for the London Stock Exchange Group and acknowledged that it "is considering making an offer," although it has not approached the Group's board nor made a decision to even pursue such a move.

The move could disrupt LSEG's planned merger with Germany's Deutsche Boerse. Reuters called it the "latest development in a long string of mergers, bidding wars and failed deals among global exchanges."

Kelly Loeffler is senior VP of corporate comms. for ICE in Atlanta. Brunswick partners Gill Ackers and Brian Buckley are supporting ICE's communications in the UK.

Under UK takeover rules, ICE has until March 29 to announce a firm intention to make an offer.

## **JOELE FRANK, JAFFONI IN \$1.1B THEATER DEAL**

Joele Frank and Jaffoni Communications/Investor Relations are advising AMC Entertainment's \$1.1B acquisition of Carmike Cinemas to create the largest theater chain in the US.

Dalian Wanda Group, the Chinese investment firm, bought AMC for \$2.6B in 2012.

AMC noted the price amounts to \$376,000 per screen. The \$30-per-share deal amounts to a 19.47% premium on Carmike shares' March 3 closing price.

Joele Frank and JCIR are handling media and IR for Leakwood, Kans.-based Carmike.

## **PHRMA ENLISTS FEDERAL HEALTH COUNSEL**

Potomac, MD-based healthcare lobbying and policy firm Federal Health Counsel is representing industry trade giant the Pharmaceutical Research and Manufacturers of America in Capitol Hill for health and insurance related policy issues.

Federal Health Counsel will specifically aid PhRMA on issues involving drug benefit coverage as they relate to exchange plans under the Affordable Care Act.

The firm will also represent the pharmaceutical trade group on coverage and reimbursement issues under Medicaid and Medicare's drug benefits, and issues involving the Food and Drug Administration regarding that federal agency's regulation of drugs and biologics, as well as industry user fees.

Handling the PhRMA account is Howard Cohen, who was formerly chief health counsel for the House Energy and Commerce Committee.

Health Net Inc., Amgen Inc. and the American Psychiatric Association are former Federal Health Counsel clients.

## **WPP POSTS SOLID Q4 (Continued from pg. 1)**

Despite the positive numbers, the marketing combine in a statement stressed cautious optimism for the year ahead.

"Despite this strong performance, the always on, Don Draperish general industry optimism seems misplaced," the statement read. "To survive in the advertising and marketing services sector, you have to remain positive, indeed optimistic, seeing the glass half-full and industry and company reports generally continue, understandably, to reflect that attitude. However, general client behaviour does not reflect that state of mind, as tepid GDP growth, low or no inflation and consequent lack of pricing power encourage a focus on cutting costs to reach profit targets, rather than revenue growth."

The company, which celebrates its 30th anniversary this year, reported that it expects performance in 2016 to be "very similar" to 2015, projecting net sales growth of over three percent and like-for-like revenue growth of "well over" three percent.



**The pending takeover of debt-ridden Cablevision by Altice** could lower prices to subscribers. Cablevision execs have been living high on the hog, 300 of them getting \$300K in pay while driving debt to \$7.43 billion. Altice wants to shave \$900M in costs and introduce the “quadruple play.”

Cable companies in Europe have been offering a package of four services--TV, phone, web and wireless. U.S. companies thus far only offer the first three—the “triple play.”

The Dolan family, headed by Charles Dolan, 89, spun off the money-losing cable operations in 2010 to separate them from cash cows Madison Square Garden, AMC Networks and the Knicks and Rangers sports teams.

Altice executives headed by founder Patrick Drahi blasted the “many layers” of Cablevision management at a Goldman Sachs conference call Sept. 17, 2015.

Altice CEO Dexter Goei referred to the 300 staffers earning more than \$300K. Drahi was quoted as saying, “I don’t like to pay salaries. I pay as little as I can.”

On the block would be a number of Cablevision’s 13,656 full-time employees and 800 part-timers. A 20% cut in staff, currently costing \$1.3B, could save \$260 million, said analyst Amy Yong of Macquaries Securities.

### **Newsday Could Be Off-Loaded**

Morgan Stanley analyst Ben Swinburne said money-losing *Newsday* and the News 12 local TV networks might have to be shut down to stem the losses. The deal is expected to close in the first half.

New York City has told the New York State Public Service Commission that the deal raises “key public interest questions.”

Fair Media Council, a group of 200 corporations and non-profits on Long Island, is waging an all-out battle against the sale to Altice, saying it poses a “grave concern for the public interest, public safety and the local economy.”

It estimates the debt load at \$15 billion and says “It is incomprehensible that such a high-risk sale shall be approved for one of the region’s biggest employers with nearly 14,000 employees and an economic engine for New York.”

Jaci Clement, CEO of FMC, said the deal is also opposed by the City of New York and the Communications Workers of America.

Numericable, the French cable company of Altice, spends only \$14 a month per customer while Cablevision spends \$49. Suddenlink, which Altice bought last year for \$9B, spends \$32 for each of its 1.7 million customers.

Some of the \$900M in cost savings would come by combining certain operations of Suddenlink and Cablevision, Altice said.

The company has obtained financing commitments from JP Morgan, BNP Paribas and Barclays. BC Partners and CPP Investment Board have an option to participate for up to 30% of the equity of Cablevision.

Altice would have to pay Cablevision \$560M if it

backs out and Cablevision would have to pay \$280M to Altice if it withdraws.

Philippe Dauman, president/CEO of Viacom, called the proposed sale “a real positive force.” Altice could “leverage technology across a broader scale” and bring together smaller companies that “couldn’t make that kind of investment,” he said.

Evercore ISI Research said Altice thinks it can improve the margins of the smaller cable companies.

The *New York Times*, in an editorial Feb. 8, supported passage of a rule that would let cable customers buy their cable boxes, saving an average of \$231 a year. Cable companies oppose the change. NYT notes that telephone companies in 1983 were forced to let customers buy the phones instead of having to pay monthly rent. Monthly cable box charges have risen 185% since 1994, says the Consumer Federation of America.

### **Drahi Tries to Avoid Limelight**

Drahi “appears to guard his privacy closely and avoids interaction with the media,” says a three-page essay on him and his family on [wealthx.com](http://wealthx.com).

However, this is going to be difficult as his company strives to become a major and even dominant player in U.S. telecommunications.

Major media including the *New York Times*, *Wall Street Journal*, *Forbes* and Bloomberg as well as many smaller media have already delved into practically every corner of his life.

Nicola Clark had an extensive interview with him Sept. 7, 2015. He was born in Morocco in 1953 to a Jewish family “but does not participate in the Jewish community in France or Europe,” says [wealthx.com](http://wealthx.com). He is “too busy” focusing on his business. “Nevertheless, most of Drahi’s philanthropy and donations are channeled toward Jewish causes in Israel,” it adds.

Drahi moved to southern France at age 15 with his parents, who were mathematics teachers, and “distinguished himself as a science student.” He obtained a B.A. degree in engineering from Ecole Polytechnique in Paris and an M.A. in Optics and Electronics in 1986 from Ecole Nationale Supérieure des Telecommunications.

While still a graduate student, Drahi met “Lina,” an Orthodox Christian from Syria who was a medical student, and before the evening was over, had proposed to her, says the NYT article. A student loan of the equivalent of \$9,000 helped him start his first cable company, Sud Cable Services, in 1994.

Arthur Dreyfuss is listed as “media contact” at Altice on the Altice website. A telephone number with the country code of “41” (Switzerland) is given as well as an email address. Nick Brown is listed as head of investor relations with a “41” telephone number and an email. An extensive contact form for press inquiries is provided. Reporters can ask to be put on the distribution list for releases and can pose questions to the PR and IR staff.

The form was filled out and questions posted last week but there has been no response.

– Jack O’Dwyer