



Jack O'Dwyer
Editor-in-Chief

O'Dwyer's Newsletter

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

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FLYNN CLARIFIES TURKEY LOBBYING WORK

Flynn Intel Group, the lobbying firm owned by short-lived national security adviser Michael T. Flynn, has disclosed new documents to the Justice Department in an attempt to set the record straight concerning its controversial work last year for an obscure company with ties to the Turkish government, work that was performed while Flynn was serving as a top adviser to the Trump campaign.

Inovo BV, a privately-owned Dutch business consultancy services company, hired FIG in September for lobbying work to advise the company on U.S. domestic and foreign policy.

Those lobbying activities continued after the U.S. election and terminated in late November, at which time Flynn was working as part of Trump's transition team.

Inovo, which was founded in 2005, is owned by Turkish businessman Kamil Ekim Alptekin, who has ties to Turkey President Recep Tayyip Erdogan and also currently serves as chairman of the Turkish-American Business Council, a non-profit unit of Turkey's Foreign Economic Relations Board whose members are picked by that country's general assembly and economic minister.

Flynn on election day penned an editorial in Washington political tabloid *The Hill*, where he expressed the need for the U.S. to support Erdogan's government, and called for the extradition of Fethullah Gulen, the Muslim cleric living in the U.S. who Turkish government officials believe was behind the attempted 2016 military coup to remove



Michael T. Flynn

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CNN HIRES EX-TRUMP ADVISER MILLER

Jason Miller is CNN's newest commentator, thought to be a nod to appease President Trump, who has attacked the network relentlessly.

In a January 11 press conference, President Trump famously yelled at CNN reporter Jim Acosta, calling CNN a "terrible" news outlet and continuing, "I'm not going to give you a question. You are fake news!"

Miller was tapped to be the White House communications director in late December last year, but he resigned only days after getting the position.

A.J. Delgado, a Trump adviser and member of the transition team, accused Miller of having an affair, tweeting on Dec. 22, "Congratulations to the baby-daddy



Jason Miller

(Continued on pg. 2)

SHARK TANK CONTESTANT SEEKS PR HELP

Experience in consumer product launches and pre-show publicity, as well as the ability to work under highly time-sensitive project constraints, is sought for a company set to appear in mid-April on reality TV show "Shark Tank," where entrepreneurs pitch their business ideas to a panel of investors.

Bidders are required to come up with a solution to drive unique target viewers to the show and the company's existing website as well as provide a detailed timeline, tasks to be undertaken, planned cost, and specific personnel that will be needed, including any sub-contractors.



The company has funding in place to support execution of the PR effort.

Proposals will be accepted through EOB (EDT) Mar. 16, 2017. Assignment will be awarded Mar. 17.

Contact ematthews@calvinpartners.com.

CA PARKS AND RECS DEPT. ISSUES RFP

Santa Maria, California's Department of Recreation and Parks has **issued a request for proposal** for qualifying marketing agencies that can implement a long-term marketing plan that promotes the city's character as well as elevates awareness of its parks and recreational public works within the community.



Proposals should be mailed to Sheila Hastings, Recreation and Parks Department secretary, at 615 S. McClelland Street, Santa Maria, CA 93454.

Deadline is 3:00 P.M. PST on March 31.

NATIONAL NON-PROFIT SEEKS PR SERVICES

National non-profit Communication Service for the Deaf has **issued a request for proposal** from agencies that can provide PR and media relations services to boost national, mainstream visibility of the agency.



CSD is the largest interpreting agency in the U.S. The Austin-based non-profit, which offers sign language interpreting and translation services for the deaf and hard of hearing, was founded in 1975.

Proposals must be submitted by April 1 and should be submitted via email to: Brandi Rarus, CSD VP, Public Relations & Community Engagement, brarus@csd.org.

FLYNN CLARIFIES TURKEY LOBBYING WORK

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Erdogan from power. Gulen, who has lived in the U.S. since 1999, has denied involvement in the failed coup. The editorial did not disclose that Flynn's consulting firm had been retained by Alptekin's company.

Erdogan, whose government has been accused of authoritarian tendencies, has faced repeated allegations of maintaining financial ties to terrorist groups such as ISIS.

Turkey, which opposes the Assad-led government in Syria and whose relations with Russia and Iran have soured amid its role in Syria's civil war, has lent support to Syrian rebel groups such as The Army of Conquest, which allegedly bears ties to al-Qaeda-linked group Al-Nusra Front, which also allegedly cooperates with ISIS.

Erdogan stirred more controversy in February when, speaking with Arabic news station Al Arabiya, said he doesn't consider the Muslim Brotherhood a terrorist group, but rather, an "ideological organization."

Turkey's ties to Inovo BV were first reported in November by the D.C.-based news site the Daily Caller. Flynn Intel Group had disclosed via lobbying registration documents in September that it was working for Inovo, but never registered with the Justice Department as a foreign agent.

Writing for the Huffington Post, David L. Phillips, a Director of the Program on Peace-building and Rights at Columbia University's Institute for the Study of Human Rights, noted that Flynn had "violated U.S. law" if he knew about Alptekin's ties to the Turkish government but failed to register FIG's work for Inovo under the FARA act.

Finally registering the work in March, Flynn Intel Group stated that Inovo last year had represented a private company in Israel that sought to export natural gas to Turkey.

Inovo tapped FIG in September for consulting and investigative research help so the company could better advise its client regarding Turkish business and investment opportunities, according to Foreign Agents Registration Act documents. FIG in FARA documents stated that it "does not know whether or the extent to which the Republic of Turkey was involved" with FIG's retention by Inovo for the project.

[Read the rest of this story on odwyerpr.com](http://odwyerpr.com)

CNN HIRES EX-TRUMP ADVISER MILLER

(Continued from pg. 2)

being named WH Comms Director!" Additional tweets by Delgado called for Miller to resign.

Miller issued a statement saying he couldn't take the post because of a second daughter on the way in January, paving the way for current press secretary Sean Spicer.

This is the second ex-Trump aide to come over to CNN. Former campaign manager Corey Lewandowski was hired by CNN president Jeff Zucker last fall, but the deal went bad quickly because of Lewandowski's non-disclosure agreement with Trump that limited his ability to criticize the presidential candidate. Lewandowski quit after the election.

In a speech at the Committee to Protect Journalists banquet Nov. 22 in New York City, **Zucker's demand for fair treatment by Trump was met with laughter** by those at the \$1,000-a-plate affair.

PN CELEBRATES INT'L WOMEN'S DAY

More than 120 attendees stressed the need for women as well as men to be mentors at a program for "International Women's Day" held by **Porter Novelli** in partnership with LMHQ March 8 at LMHQ's meeting space in lower Manhattan, an area that has become a hub for creative start-ups and established companies like Conde Nast and Fast Company.

The Women + Mentorship event was part of the firm's diversity and inclusion efforts.

Helpful advice to PR careerists was given by Soon Mee Kim, executive VP and PN's leader of global diversity and inclusion; Chandra Briggman, founder of Wide Angle Media; Nancy Reyes, New York managing director of TBWA, and Tania Salarvand, head of marketing, North America, for Thoughtworks.

Purpose of the program was to show how valuable women mentors can be both for women as well as men.

"Speed Mentoring" Provided

"Sometimes we are not our best advocates," Kim said. "We are not always the ones to be proactive and seek out those allies, leaders, mentors."

Salarvand said her primary role is being a mother of her three-and-a-half-year-old son, and six-months-old girl and her secondary job is leading the North American Marketing at Thoughtworks.

She recounted some of her experiences as a consultant for 15 years, saying she found the business world to be "a man's world" and it's not a world that is conducive to working mothers.

The speed mentoring mimicked speed dating where attendees had five minutes to sit and talk with each of the 12 prominent women across the industry at the event.

PRSA BOARD DOMINATED BY MEN

PR Society of America, which had a board with 12 women and five men in 2016, switched to a board with nine men and eight women in 2017 after a woman who was elected to the 2017 board was replaced by a man.

Joyce Lofstrom of HIMSS Chicago, major healthcare organization, announced as a member of the 2017 board, was replaced by Kevin Waetke of the National Pork Board, Clive, Iowa, giving men the majority of posts on the board.



Jane Dvorak

Upwards of 80% of Society members are women. There has been no explanation of the sudden replacement of Lofstrom with Waetke. Emails to chair Jane Dvorak, CEO Joe Truncala and PR staffers Laura Kane and Laurent Lawrence have not been returned.



(L to R) Moderator Soon Mee Kim, executive VP and PN's leader of global diversity and inclusion; Tania Salarvand, head of marketing, North America, for Thoughtworks; and Chandra Briggman, founder of Wide Angle Media.

LOU HAMMOND ADDS FIVE TO ROSTER

The travel, hospitality, food, and arts & culture shop has picked up five new accounts recently including LOCALIKE, which helps visitors to New York City enjoy the Big Apple like a local. The tours are custom-tailored and the vendor is 100% neutral and independent.



The other clients are: Hornblower Cruises & Events, offering private event charters and public dinner cruises around New York City; Lincoln Road, the social and civic spine of Miami Beach; Balsam Mountain Preserve, a 4,400-acre private family community in the western North Carolina mountains; and Coastal Expeditions, Charleston's premier outfitter

offering excursions by kayak, boat and paddleboard through the saltwater estuaries and blackwater rivers of the lowcountry as well as ferry rides to Bulls Island.

Lou Hammond Group, founded in 1984, has offices in New York, Charleston, SC, Los Angeles, and Miami. It is one of the **top-ranked travel PR firms** in the country, according to O'Dwyer's rankings.

WEBER NAMES SHEFFER SR. CORP. STRATEGIST

Gary Sheffer, former chief communications officer for General Electric, has been hired by **Weber Shandwick**, where he's been named senior corporate strategist.

Sheffer, who began working for GE in 1999, spent nearly 13 of those years leading its communications and PA operations, where he was responsible for the Fairfield, CT-based conglomerate's media relations, employee engagement and public affairs operations. **Upon his retirement in 2015**, he was succeeded by former senior director of external communications, Deirdre Latour.

Sheffer, who was previously a press aide to two New York state governors, was formerly chairman of the Arthur W. Page Society board. He currently serves as Arthur W. Page trustee.

As senior corporate strategist, Sheffer will work with Weber's leadership team to provide counsel to clients with a focus on corporate, executive reputation/engagement, cultural and governance issues. He'll be based in New York and will report to corporate practice chair Micho Spring.



Gary Sheffer

TURNER EXPANDS TO MIAMI

Boutique travel PR firm **Turner** announced that it is opening a new office in Miami.

The Fahlgren Mortine unit's Magic City outpost is slated to open early this summer. The agency said it plans to launch the office with a core team who will also service global accounts and work with counterparts across the agency's New York, Chicago and Denver network of offices.

Turner, which already boasts several Miami-based clients, is currently in the process of searching for an office space; the agency told O'Dwyer's that convenient access, as well as a space that allows the office to grow, is part of its consideration.

The Miami outpost will be led by newly-hired vice president, Naureen Kazi, who will head strategic planning at the Miami location while working on integrated campaigns for global clients as well as expanding the company's bilingual service capabilities.



Naureen Kazi

Kazi came to Turner from economic development and travel PR agency **Development Counsellors International**, which she joined in 2010 and served as vice president, and handled tourism accounts for clients such as Finger Lakes Wine Country, PROMPERU (Peru Tourism), Dubai Tourism and Visit California. She was previously a consultant to Zocalo Group in Chicago and a senior account executive at FleishmanHillard Tokyo.

FINN PARTNERS IS AMERICAN EVOLUTION AOR

Finn Partners has been named agency of record for the Commonwealth of Virginia's 2019 Commemoration.

2019 Commemoration is a Williamsburg, VA-based non-profit comprised of eight committees and more than a hundred individuals that have developed programs and events to highlight events that took place in 1619 that shaped America's beginnings.



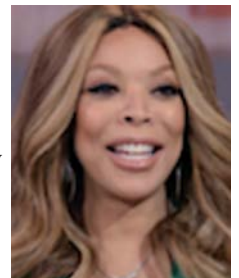
The organization is launching a three-year commemoration campaign, titled American Evolution, which will highlight many of the historic events that took place 400 years ago, including the first representative legislative assembly in the New World, the arrival of the first recorded Africans to English North America, the observance of the first official English Thanksgiving in North America, and the expanding impact of women on the Virginia Colony.

The campaign, which will consist of 20 events and nine legacy projects, is intended to encourage engagement in Virginia's history and promote the state's role in the founding of the United States.

5W REPS WENDY WILLIAMS

New York-based full-service agency **5W Public Relations** has been hired to represent TV host, actress, author, designer, and former radio personality Wendy Williams.

Williams, perhaps best known for her nationally syndicated television talk show, "The Wendy Williams Show," was formerly one of the most popular personalities in radio, whose program, which aired on WBLS in New York, was listened to by an audience of more than 12 million. Williams also owns her own production company, Wendy Williams Productions, which creates scripted and reality programming, and has designed multiple clothing lines for TV network HSN.



Wendy Williams

5W will handle all communications aspects of the Wendy Williams brand, including media relations, conferences and other forums in which to tell her story.

PR OPINION

Young people breaking into PR must be “better informed” than others and “memorable,” NOW co-founder Muriel Fox told a women’s PR event March 9.

Fox, addressing the inaugural “PR Women Who Changed History” program sponsored by the **Museum of PR**, New York, said PR recruits must “stand out in a very crowded field, be an important person, someone people in power will want to know.”



One route to that status is by “achieving success in some field that gives you stature...have information and ideas that others will want to know about,” she added.

Fox was on a program devoted to boosting the status and pay of women in PR that also had as panelists Anne Bernays, daughter of Doris Fleischman and Edward Bernays; Karla Gower, Ph.D, advertising and PR department, University of Alabama; Meg Lamme, Ph.D., professor of PR, University of Alabama, and Karen Miller Russell, Ph.D., professor of PR and media historian, University of Georgia.

Renee Wilson, president of the PR Council, was emcee. Shelley Spector, founder of the Museum of PR, gave the welcoming remarks.

Stats on Women/Jobs Provided Shocks

A set of statistics provided by Weber Shandwick shocked the 100 who attended the event at the New York Genome Center, Sixth ave. near Canal st.



(L to R) Anne Bernays & Muriel Fox
photos: Diana Li

--Women have 52% of all professional jobs, according to the Bureau of Labor Statistics, and earn almost 60% of all undergraduate and master’s degrees.

--While they account for 78% of those in healthcare, only 15% are in senior executive posts and none are CEOs.

--Women have 54% of financial services jobs but only 12% are executives, and none are CEOs, according to the Center for American Progress

--Especially shocking was the fact that while the ten largest PR firms, as ranked by several sources, employ 32,851 worldwide and 12,646 in the U.S., none is headed by a woman.

--Women are nearly 70% of PR firm employees but hold only 30% of top positions, according to *The Holmes Report*. Only 11% of ad agency creative directors are women.

--Women earn 79% of men’s average hourly wages, according to the Census Bureau.

“Communications Rules the World”—Fox

Fox, who co-founded the National Organization for Women in 1966 while working at Carl Byoir & Assocs., where as a VP she was the highest ranking women in PR at the time, said, “Today communications rules the world. It is the most important factor in deciding the fate of people everywhere. In fact, communications will decide the fate of the whole human race.”

Women are especially suited for PR “because they are usually better at communications, perhaps because of their hormones and their ability to understand the needs and desires of others,” she said.

The job of PR people, she said, is to help “govern for good, providing information and ideas the people need.” What they should not be doing, she said, is “distorting communications with alternative facts and harmful emotions and using communications to pollute the world.”

Byoir, the third largest firm with 350 employees at the time and noted for its focus on media relations, was sold in 1978 to Foote, Cone & Belding which sold it in 1986 to Hill and Knowlton, a unit of the J. Walter Thompson Co. After several years, only a few Byoir staffers were left.

Tribute Paid to Plank

Prof. Gower, director of the Plank Center for Leadership in PR at the University of Alabama, ticked off the highlights of the 63-year career of Betsy Plank, who worked at Edelman from 1960-1973, rising to executive VP and treasurer.



Image of Betsy Plank behind the panelists

Often referred to as “The First Lady of PR,” Plank joined AT&T as director of PR planning and later transferred to Illinois Bell, now SBC Communications, as head of a staff of 102.

She helped to create the PR Student Society of America in 1967 and in 1973 became the first woman president of PR Society of America. Her many accomplishments



Shelley Spector

and awards are in an [extensive entry in Wikipedia](#).

She endowed the Plank Center in 2005 to “help develop and recognize outstanding leaders and role models in PR.” The Center works with other groups and student organizations to develop future leaders in PR through the development of ethical and effective practices. It is the largest undergraduate program in the University’s College of Communication and Information Sciences.



While she believes that “communications technology is magic,” she said “It will never replace human encounter.” She also called for increased credibility, ethics and transparency in the practice of PR. Its primary mission, she said, is to “forge relationships of understanding, trust and respect among groups and individuals—even though they often disagree.”

PR Council Launches The SHEQUALITY

Wilson announced “The SHEQUALITY Project, a new initiative designed to help women executives rise in the ranks of PR firms.

Its aim is to “create a consistent pipeline of strong female leaders, mentors and allies, to engender more women leaders, and to achieve equality in the top positions at PR firms of all sizes.”

Maureen Lippe, CEO of Lippe Taylor, who heads the Project said: “This started out as a desire to bring top women leaders together to network and has turned into a powerful and relevant program for executive women in the PR industry.”

Mandate of the Project is to “build women’s skills, advocate for an environment of equality regarding gender pay, career opportunities and financial backing/funding, as well as to create more champions for women in the PR workforce.”

Upcoming activities include regional networking dinners, workshops and events and content creation to raise awareness and educate others on the topic including a video produced by the film team at Weber Shandwick.

“Acing Operations and Financial Management” is a workshop that will take place in May followed by



Renee Wilson

“Owning and Navigating the Room” in August and “Choosing Your C-Suite Seat” in November.

Members of the Project Committee are Lippe; Wilson; Karen van Bergen, CEO, Omnicom PR Group; Jennifer Cohan, president, Edelman New York; Virginia Devlin, president, Current Marketing; Sandra Fathi, president, Affect; Gail Heimann, president, Weber Shandwick; Barri Rafferty, partner and president, Ketchum, and Barby Siegel, CEO, Zeno Group.



Maureen Lippe

Patrice Tanaka Recognized

Special recognition was given at the event to **Patrice Tanaka**, who was CEO and creative director at Patrice Tanaka & Co., New York, from 1990-2005; co-chair and chief creative officer, CRT/Tanaka, from 2005-2013, and chief counselor and creative strategist, PadillaCRT, from 2013-2015.

“Her career has been an inspiration to thousands of women across the globe,” said Spector. PadillaCRT, The PR Council and the Plank Center were sponsors of the event.

The Museum of PR is at the Newman Library Archives and Special Collections at Baruch College. It is open to the public by appointment for tours, guest lectures and research.



Patrice Tanaka



Pat Ford (with mic) of Burson-Marsteller envisions *PR Women* — the movie — where Meryl Streep stars as Muriel Fox. Next to him is Dick Martin, ex-EVP-PR, AT&T.

Upcoming programs are:

--March 29, “Ivy Lee, Reconsidered,” with Fraser Seitel, Ray Hiebert, Ph.D., and Burton St. John, Ph.D., Ivy Lee Scholar.

--April 26, “The Life and Times of Dan Edelman, with Richard Edelman and friends and colleagues of Dan.

--May (date to be set): PR for the Public good: the role of PR in social activism.

--Sept. 15--”Hispanic PR History Month.”

The new PR Museum Press has published its first book, the 50th-anniversary edition of *Courtier to the Crowd* (1966). Next project is a recently discovered unpublished manuscript of Ivy Lee, written about 1930.

– Jack O’Dwyer