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# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## IOWA REVIEWS TOURISM, ECONDEV PR

Iowa has kicked off a review of its seven-figure tourism and economic development marketing account.

The Iowa Economic Development Authority released an RFP March 11 for a firm or multiple agencies to support its communications and marketing staff in pitching the state of tourism and business development.



Budget has been in the \$15MM-\$20M range over three years. Services covered include strategic comms. planning, content marketing, media relations, advertising, digital and social media.

ZLR Ignition is the incumbent. LS2 Group, working with Edelman out of Chicago, handles PR.

The state plans a one-year contract with two year-long options. Tina Hoffman, marketing and communications director for the IEDA, is overseeing the search.

Proposals are due April 15. RFP:  
<http://odwpr.us/1x89s8A>.

## GOLIN INSURES HUMANA PR

Humana, the \$39B health insurance giant with 13M customers, has moved its PR account to Golin.

Tom Noland, senior VP of corporate communications at Humana, said the company is transitioning its relationship with consumers from a transactional bond to more of a health-based partnership.

Edelman previously handled the insurer.

Golin's Chicago base will lead the account covering media relations, social media, sponsorships, executive positioning, philanthropy and line-of-business support.

## WEBER SHANDWICK REPORTS TO UN

Weber Shandwick has picked up a six-figure assignment from the United Nations to mount a campaign for the second State of the World's Volunteerism Report, a global follow-up to the world body's landmark 2011 report.

The UN unveiled the first such report in December 2011 in New York and across 80 countries to foster better understanding of civic volunteerism to stem a decline in trust in governing institutions.

Germany-based United Nations Volunteers, the UN agency focused on using volunteerism to tackle development issues, released an RFP in November for the global assignment to promote the new report, slated for release in April 2015. PR work in New York, Germany, as well as Asia, Africa and Central/South America is expected.

Weber Shandwick's London office will lead the \$146K PR contract to launch the report.

## KETCHUM WINDS DOWN RUSSIA

Ketchum has wound down work for Russia, promotion that generated millions of fees for the Omnicom unit since 2006.

The firm attracted much criticism for the representation, especially in the aftermath of Vladimir Putin's annexation of Crimea, invasion/occupation of eastern Ukraine and open scorn of the US and its NATO allies.

"Ketchum no longer represents the Russian Federation in the US or Europe with the exception of our office in Moscow," said the firm in a statement. "Our partner in the consortium, [Omnicom subsidiary] GPlus, continues to operate under the terms of the contract."

Russia spent \$773,670 for PR outlays at Ketchum during the six-month period ended 11/30/14, according to a federal filing in January.

During that period, the PR firm pitched stories about the BRICS summit and investment opportunities in Russia's tech sector.

Ketchum reported no activity during the period for Gazprom, Russia's state-owned energy giant.

The duo combined for \$5.4M in outlays for the comparable year ago period. They spent \$4.1M for the half-year May 31, 2014 ended period.

## EX-OBAMA AIDE TAKES CHARGE OF H+K DC

Ellen Moran, former executive director of Emily's List (fund-raising organization for female Democratic candidates) and communications director in the Obama White House, is moving to head Hill+Knowlton's Washington office.

Howard Opinsky held the post until late last year when he took on eastern region responsibilities in addition to his corporate/crisis practice lead role.

Moran also did a stint at chief of staff to former Commerce Secretary Gary Locke and ran issue advocacy campaigns for the DNC and DCCC.

She will join H+K from WPP sister firm, Dewey Square Group.

### *Specialty Rankings Issue*



- Agriculture
- Beauty & Fashion
- Entertainment
- Environmental & PA
- Financial & IR
- Food & Beverage
- Healthcare
- Home Furnishings
- Professional Svcs.
- Sports
- Technology
- Travel & Econ. Dev.

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Moran

## **GLOVER PARK DID EGYPT CONFERENCE**

Glover Park Group was hired by Mubadala Development Co., which is owned by Abu Dhabi's government, to promote public-private relationships at the Egypt Economic and Development Conference in Sharm El-Sheikh March 13-15.

Egyptian president Abdel-Fattah El-Sisi hosted the session designed to reposition his country on the global investment map and affirm its potential as a source of political and economic stability in the Middle East and trusted partner on the global stage.

Masdar's mission is to pursue, invest, incubate and establish a clean energy sector in Abu Dhabi and beyond.

GPG, which is part of WPP, has been promoting Egypt and its so-called "road map" to political and democratic reforms via free parliamentary and presidential elections.

Five GPG staffers worked the conference including Joel Johnson, President Clinton's senior advisory for policy and communication; Joshua Gross, former press/public engagement officer for Afghanistan's DC embassy, and Alex Mistri, President Bush's special assistant for legislative affairs and ex-managing director for government affairs at the American embassy in Baghdad.

## **GRAYLING LANDS CROATIA TOURISM**

Grayling has won the Croatian National Tourist Board's business in a competitive pitch.

The Huntsworth unit says the account will be based in Germany, which is the top market for Croatia tourism.

France, Austria, Italy, Netherlands, Poland, Sweden, Norway, UK and the US— with a focus on New York— are the other key markets.

Ratomir Ivicic, director of the tourism body, said in a statement that Grayling's appointment is "one important step on the road to building our brand power in the years to come." Croatia "must raise its game to compete against more established and understood brands," he added.

Jan Simunek, chief of the British firm's central/eastern Europe, Russia and ex-Soviet states, said Croatia is a diverse country with a rich cultural heritage and world-class beaches.

Grayling handled the "Welcome Croatia" push in 2013 to mark its entry into the EU.

## **BACON SPEAKS FOR EGGS**

The American Egg Board, the Illinois-based check-off program that promotes egg consumption, has enlisted actor Kevin Bacon for a multi-platform campaign launch today.

Bacon will tout eggs across online video, print, digital and social media over the next year under a push supported by Grey New York, Starcom and Edelman (PR and social media).

Edelman has worked with the Egg Board since 2008.



## **LUCID REPS MONTEL WILLIAMS**

Lucid PR represents television personality Montel Williams, who today entered a consent order with the New York Dept. of Financial Services.

The state regulator investigated whether Williams' advertising endorsement duties for Selling Source's affiliate, MoneyMutual, violated state law.

The payday loan lender agreed to pay a \$2.1M penalty and agreed to stop advertising in the Empire State.

"Using Mr.

Williams's reputation as a trusted celebrity endorser, MoneyMutual

marketed loans to struggling consumers with sky-high interest rates — sometimes in excess of 1,300 percent — that trapped New Yorkers in destructive cycles of debt," said a statement from Benjamin Lawsky, the state's banking regulator.

Jonathan Franks, Lucid PR CEO, said DFS found that Williams neither broke the law nor is required to pay a financial penalty.

His client has agreed to "prohibit his likeness and endorsement being used in any manner that does not comply with the terms of the agreement between DFS and the company."

Williams, who took out short-term loans while in the Naval Academy, had nothing to do with the business operations of Selling Source, according to Franks.



## **HABERMAN LIGHTS UP MEDICAL POT CO**

Leafline Labs, one of two companies charged with selling medical marijuana in Minnesota, has rolled its PR account to Minneapolis-based Haberman.

The Gopher State in December tapped Leafline and Minnesota Medical Solutions as its first registered growers and distributors of medical cannabis products under its new law, which opens the market on July 1. The companies, selected among 12 proposals, will use a network of eight sites to fill prescriptions for marijuana in pill or liquid form.

Haberman is providing web development, PR, provider and patient education and marketing services for LeafLine. CEO Fred Haberman sees his client as a model for medical marijuana in Minnesota and across the US. "We are proud to work with LeafLine Labs to help set the standard in this emerging market," he said.

Maplewood, Minn.-based PR consultant Joe Loveland, a former Weber Shandwick senior VP and social marketing director for the Minnesota Dept. of Health, is supporting Minnesota Medical Solutions on the PR front.



**GIGAOM GOES DARK**

Gigaom, the 10-year-old tech website, closed March 9 after wall-to-wall coverage of the Apple Watch introduction.

Management posted a message to say Gigaom was "unable to pay its creditors in full at this time." The company is working with creditors who now have rights to its assets as collateral.

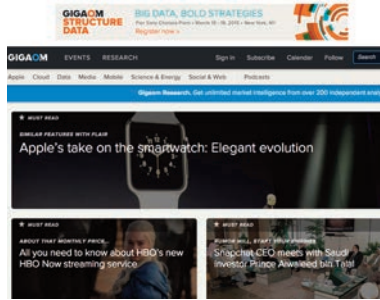
Gigaom, which said it has no current plans to declare Chapter XI, is not clear whether it will re-start operations.

Founder Om Malik posted the following:

"Every founder starts on a path—hopeful and optimistic, full of desire to build something that helps change the world for the better, reshape an industry and hopefully become independent, both metaphorically and financially. Business, much like life, is not a movie and not everyone gets to have a story book ending."

Malik thanked investors and readers for "coming along on this trip of a lifetime."

Tech PR veteran Lou Hoffman praise Gigaom's "quality product in the form of journalism with fresh takes." He added: "Anyone can provoke. Gigaom provoked with intelligence."

**FH GETS SOCIAL WITH NEWS CORP**

FleishmanHillard has established a venture with News Corp.'s Storyful unit, generator of video and user-generated content distributed to newsrooms, advertisers and brands.

The partnership enables clients of the Omnicom's social newsroom and ContentWorks offerings to integrate UGC into their marketing campaigns.

"Storyful provides an important opportunity to quickly and effectively combine the power of user generated content directly into a branded environment," Ephraim Cohen, SVP in FH's social & digital practice, said in statement. "Being able to edit UGC for a premium brand, as well as quickly license its usage, makes this partnership particularly powerful and unique."

Rahul Chopra, Storyful chief, the company's said "journalistic sensibility and proprietary technology" is going to help FH commercialize content for clients.

Dublin-based Storyful was founded in 2010 and acquired by News Corp. three years later.

**CARVILLE RIDES TO HILLARY'S RESCUE**

James Carville has joined the liberal Media Matters for America site, penning his first column last week, a warning to readers that Hillary Clinton's email headache "is a made-up scandal, nothing more than another made-up scandal in a long, long line of made-up scandals" about the Clintons.

Carville, who guided Bill Clinton's rise to the White House, informed readers about journalism's "Clinton Rule" of one standard for all politicians and one for the in-

trepid duo. For instance, he says former Secretary Colin Powell and Jeb Bush both used personal email for official business, and received a free pass from the media.

Gearing up, Carville wrote:

"Over the past 20-plus years, I have seen Whitewater, Travelgate, Filegate, Pardongate, and every piece of fake nonsense that the press and right can come up with. They all have one thing in common: take 'em all together, add 'em up, and multiply it by ten, and you come out with a pile of crap."

The Democratic hatchetman went on to accuse the *New York Times* of aiding Clinton's opponents by leaking info to them, recalling how the paper worked in tandem with the Bush II Administration to pave the way to the Iraq War.

**MAG PUBLISHERS TURN TO RUSS FOR COMMS**

The magazine industry trade group MPA - The Association of Magazine Media has installed a new communications chief as it looks to tell a more upbeat story of an industry in transition.

Susan Fraysse Russ, VP of global communications for Reader's Digest Association, has moved to the MPA as senior VP of communications.

Meredith Wagner, EVP, comms., for the past two years, left the group on Feb. 27.

MPA president and CEO Mary Berner said Russ will help the industry tell its "compelling — and counterintuitive" story about magazine media's success. The group last year launched a new audience report, Magazine Media 360, to measure print, digital, web, mobile, video and social media formats of magazines.

Russ led corporate and financial communications, PR and product publicity at RDA, in addition to serving as president of the Reader's Digest Foundation. Earlier posts included VP and director of corporate comms. for ChaseMellon Shareholder Services and national advertising and comms. manager at The Mutual Life Insurance Company of New York.



Russ

**EX-MSLO EXEC NAMED PARTNER AT VIANOVO**

Katherine Nash Goehring, an agency and corporate PR pro who worked corporate comms. and IR for Martha Stewart Living Omnimedia, has landed at Austin-based Vianovo as a partner.

Goehring spent five years at Martha Stewart's business, departing as VP of corporate comms. and IR for a consulting role in 2013. She was previously with Public Strategies and Rubenstein Associates.

Vianovo is a politically rooted PR shop with outposts in Washington, Dallas and Mexico City, as well.

Goehring has counseled Gov. Ann Richards, the New York Stock Exchange and KPMG.



Goehring

# O'DWYER'S CATEGORY RANKING OF PR

## AGRICULTURE

| Firm  | 2014 Net Fees |
|---|---------------|
| 1. Gibbs & Soell, New York, NY                  | \$15,125,851  |
| 2. PadillaCRT, Minneapolis, MN                  | 4,894,676     |
| 3. Edelman, New York, NY                        | 3,985,511     |
| 4. Peppercomm, New York, NY                     | 1,134,309     |
| 5. Standing Partnership, St. Louis, MO          | 811,465       |
| 6. LEVICK, Washington, DC                       | 390,392       |
| 7. Fahlgren Mortine, Columbus, OH               | 313,658       |
| 8. Red Sky PR, Boise, ID                        | 134,179       |
| 9. French   West   Vaughan, Raleigh, NC         | 100,000       |
| 10. O'Malley Hansen Communications, Chicago, IL | 84,600        |

## BEAUTY & FASHION

|  |              |
|--|--------------|
| 1. Edelman, New York, NY                                 | \$16,662,485 |
| 2. Ruder Finn, New York, NY                              | 7,504,455    |
| 3. French   West   Vaughan, Raleigh, NC                  | 4,297,243    |
| 4. 5W Public Relations, New York, NY                     | 3,800,000    |
| 5. Turner PR, a Fahlgren Mortine company, New York, NY   | 2,072,791    |
| 6. Coyne PR, Parsippany, NJ                              | 1,697,153    |
| 7. Zeno Group, New York, NY                              | 1,502,188    |
| 8. SPM Communications, Dallas, TX                        | 740,452      |
| 9. Beehive PR, St. Paul, MN                              | 668,221      |
| 10. Finn Partners, New York, NY                          | 584,681      |
| 11. Current, Chicago, IL                                 | 532,966      |
| 12. Inkhouse Media + Marketing, Waltham, MA              | 450,880      |
| 13. Style House PR, New York, NY                         | 408,062      |
| 14. Linhart Public Relations, Denver, CO                 | 355,928      |
| 15. Marketing Maven Public Relations, Camarillo, CA      | 352,831      |
| 16. O'Malley Hansen Communications, Chicago, IL          | 340,600      |
| 17. 360 Public Relations, Boston, MA                     | 296,844      |
| 18. LEVICK, Washington, DC                               | 221,032      |
| 19. RF   Binder Partners, New York, NY                   | 194,021      |
| 20. Peppercomm, New York, NY                             | 177,755      |
| 21. Pan Communications, Boston, MA                       | 156,000      |
| 22. AMP3 Public Relations, New York, NY                  | 151,423      |
| 23. Rosica, Paramus, NJ                                  | 140,831      |
| 24. Jackson Spalding, Atlanta, GA                        | 100,022      |
| 25. Power Group, The, Dallas, TX                         | 78,473       |
| 26. IW Group, West Hollywood, CA                         | 64,000       |
| 27. Maccabee, Minneapolis, MN                            | 57,323       |
| 28. Trevelino/Keller, Atlanta, GA                        | 50,000       |
| 29. McNeely Pigott & Fox Public Relations, Nashville, TN | 22,000       |
| 30. PadillaCRT, Minneapolis, MN                          | 21,025       |

## ENTERTAINMENT/CULTURAL

|  |              |
|--|--------------|
| 1. Edelman, New York, NY                                 | \$14,177,296 |
| 2. Finn Partners, New York, NY                           | 6,363,509    |
| 3. MWW, New York, NY                                     | 5,777,000    |
| 4. Taylor, New York, NY                                  | 3,455,000    |
| 5. Jackson Spalding, Atlanta, GA                         | 3,011,621    |
| 6. W2O Group, San Francisco, CA                          | 1,742,000    |
| 7. Peppercomm, New York, NY                              | 1,457,137    |
| 8. Hunter PR, New York, NY                               | 1,000,000    |
| 9. Public Communications Inc., Chicago, IL               | 760,711      |
| 10. Coyne PR, Parsippany, NJ                             | 622,905      |
| 11. 360 Public Relations, Boston, MA                     | 555,659      |
| 12. French   West   Vaughan, Raleigh, NC                 | 505,100      |
| 13. M/C/C, Inc., Dallas, TX                              | 500,000      |
| 14. rbb Public Relations, Miami, FL                      | 498,323      |
| 15. IW Group, West Hollywood, CA                         | 451,000      |
| 16. CooperKatz & Co., New York, NY                       | 349,929      |
| 17. Zeno Group, New York, NY                             | 275,455      |
| 18. LEVICK, Washington, DC                               | 259,864      |
| 19. Singer Associates, Inc., San Francisco, CA           | 241,612      |
| 20. PadillaCRT, Minneapolis, MN                          | 235,309      |
| 21. McNeely Pigott & Fox Public Relations, Nashville, TN | 225,090      |
| 22. Landis Communications, San Francisco, CA             | 125,000      |
| 23. SPM Communications, Dallas, TX                       | 102,560      |
| 24. North 6th Agency (N6A), New York, NY                 | 80,326       |
| 25. Marketing Maven Public Relations, Camarillo, CA      | 77,693       |
| 26. AMP3 Public Relations, New York, NY                  | 68,813       |
| 27. Rosica, Paramus, NJ                                  | 44,000       |
| 28. Maccabee, Minneapolis, MN                            | 42,900       |
| 29. Schneider Associates, Boston, MA                     | 35,000       |
| 30. Standing Partnership, St. Louis, MO                  | 24,241       |
| 31. Power Group, The, Dallas, TX                         | 19,500       |
| 32. Linhart Public Relations, Denver, CO                 | 16,052       |

## ENVIRONMENTAL & PUBLIC AFFAIRS

| Firm   | 2014 Net Fees |
|--|---------------|
| 1. APCO Worldwide, Washington, DC                        | \$29,604,799  |
| 2. Edelman, New York, NY                                 | 17,064,414    |
| 3. Davies, Santa Barbara, CA                             | 9,992,391     |
| 4. Finn Partners, New York, NY                           | 6,000,645     |
| 5. Cerrell Associates, Los Angeles, CA                   | 5,015,110     |
| 6. Singer Associates, Inc., San Francisco, CA            | 3,336,240     |
| 7. Rasky Baerlein Strategic Communications, Boston, MA   | 3,281,242     |
| 8. MWW, New York, NY                                     | 3,075,000     |
| 9. Fiona Hutton & Associates, Los Angeles, CA            | 3,070,243     |
| 10. LEVICK, Washington, DC                               | 2,202,002     |
| 11. Sachs Media Group, Tallahassee, FL                   | 2,179,867     |
| 12. Seven Twenty Strategies, Washington, DC              | 2,006,379     |
| 13. Lambert, Edwards + Associates, Grand Rapids, MI      | 1,987,000     |
| 14. Perry Communications Group, Sacramento, CA           | 1,415,987     |
| 15. Crosby, Annapolis, MD                                | 1,041,331     |
| 16. Peppercomm, New York, NY                             | 995,882       |
| 17. PadillaCRT, Minneapolis, MN                          | 994,850       |
| 18. Public Communications Inc., Chicago, IL              | 928,908       |
| 19. CooperKatz & Co., New York, NY                       | 769,798       |
| 20. Butler Associates, New York, NY                      | 712,457       |
| 21. McNeely Pigott & Fox Public Relations, Nashville, TN | 690,377       |
| 22. Schneider Associates, Boston, MA                     | 432,844       |
| 23. French   West   Vaughan, Raleigh, NC                 | 300,000       |
| 24. Seigenthaler, part of Finn Partners, Nashville, TN   | 291,091       |
| 25. Moore Communications Group, Tallahassee, FL          | 277,104       |
| 26. Jackson Spalding, Atlanta, GA                        | 261,776       |
| 27. Zeno Group, New York, NY                             | 158,331       |
| 28. Landis Communications, San Francisco, CA             | 150,000       |
| 29. IW Group, West Hollywood, CA                         | 142,000       |
| 30. Word Write Communications, Pittsburgh, PA            | 134,800       |
| 31. Rosica, Paramus, NJ                                  | 58,000        |
| 32. Beehive PR, St. Paul, MN                             | 49,910        |
| 33. Trevelino/Keller, Atlanta, GA                        | 25,000        |
| 34. Standing Partnership, St. Louis, MO                  | 2,000         |

## FINANCIAL/INVESTOR RELATIONS

|  |              |
|--|--------------|
| 1. Edelman, New York, NY                                 | \$47,575,447 |
| 2. ICR, New York, NY                                     | 47,166,381   |
| 3. Prosek Partners, New York, NY                         | 15,900,000   |
| 4. Ruder Finn, New York, NY                              | 14,891,764   |
| 5. APCO Worldwide, Washington, DC                        | 13,686,422   |
| 6. Peppercomm, New York, NY                              | 6,967,868    |
| 7. MWW, New York, NY                                     | 5,900,000    |
| 8. Dukas Public Relations, New York, NY                  | 4,543,306    |
| 9. RF   Binder Partners, New York, NY                    | 4,095,824    |
| 10. Intermarket Communications, New York, NY             | 3,815,447    |
| 11. Gregory FCA, Ardmore, PA                             | 3,710,000    |
| 12. Makovsky, New York, NY                               | 3,650,000    |
| 13. Gibbs & Soell, New York, NY                          | 2,514,053    |
| 14. Bliss Integrated Communication, New York, NY         | 2,229,000    |
| 15. PadillaCRT, Minneapolis, MN                          | 1,773,478    |
| 16. Lambert, Edwards + Associates, Grand Rapids, MI      | 1,770,000    |
| 17. SS PR, Northfield, IL                                | 1,397,700    |
| 18. CooperKatz & Co., New York, NY                       | 1,085,856    |
| 19. Zeno Group, New York, NY                             | 1,078,005    |
| 20. LANE, Portland, OR                                   | 1,053,090    |
| 21. LEVICK, Washington, DC                               | 1,052,572    |
| 22. Sachs Media Group, Tallahassee, FL                   | 892,584      |
| 23. Rasky Baerlein Strategic Communications, Boston, MA  | 783,045      |
| 24. Jackson Spalding, Atlanta, GA                        | 668,320      |
| 25. KCD Public Relations, Inc., San Diego, CA            | 613,263      |
| 26. Inkhouse Media + Marketing, Waltham, MA              | 541,057      |
| 27. Beehive PR, St. Paul, MN                             | 506,431      |
| 28. rbb Public Relations, Miami, FL                      | 492,188      |
| 29. Finn Partners, New York, NY                          | 409,560      |
| 30. Crosswind Media & Public Relations, Austin, TX       | 350,000      |
| 31. Linhart Public Relations, Denver, CO                 | 335,487      |
| 32. Seigenthaler, part of Finn Partners, Nashville, TN   | 301,140      |
| 33. Trevelino/Keller, Atlanta, GA                        | 300,000      |
| 34. French   West   Vaughan, Raleigh, NC                 | 298,225      |
| 35. North 6th Agency (N6A), New York, NY                 | 189,285      |
| 36. McNeely Pigott & Fox Public Relations, Nashville, TN | 185,424      |
| 37. Feintuch Communications, New York, NY                | 156,730      |
| 38. Landis Communications, San Francisco, CA             | 150,000      |
| 39. Marketing Maven Public Relations, Camarillo, CA      | 143,787      |
| 40. Butler Associates, New York, NY                      | 113,360      |
| 41. IW Group, West Hollywood, CA                         | 100,000      |
| 42. M/C/C, Inc., Dallas, TX                              | 100,000      |

# FIRMS WITH MAJOR U.S. OPERATIONS

## FINANCIAL/INVESTOR RELATIONS continued

| Firm  | 2014 Net Fees |
|---|---------------|
| 43. Moore Communications Group, Tallahassee, FL | \$78,398      |
| 44. Rosica, Paramus, NJ                         | 58,015        |
| 45. Weiss PR, Baltimore, MD                     | 54,500        |
| 46. Maccabee, Minneapolis, MN                   | 42,015        |
| 47. Standing Partnership, St. Louis, MO         | 35,490        |
| 48. Schneider Associates, Boston, MA            | 20,000        |
| 49. SPM Communications, Dallas, TX              | 16,065        |

## FOOD & BEVERAGE

|  |              |
|--|--------------|
| 1. Edelman, New York, NY                                 | \$98,062,752 |
| 2. Hunter PR, New York, NY                               | 15,000,000   |
| 3. APCO Worldwide, Washington, DC                        | 13,895,513   |
| 4. FoodMinds, Chicago, IL                                | 8,072,494    |
| 5. MWW, New York, NY                                     | 7,832,000    |
| 6. Taylor, New York, NY                                  | 7,010,000    |
| 7. Zeno Group, New York, NY                              | 6,619,318    |
| 8. PadillaCRT, Minneapolis, MN                           | 5,587,772    |
| 9. RF   Binder Partners, New York, NY                    | 5,443,766    |
| 10. Coyne PR, Parsippany, NJ                             | 5,019,321    |
| 11. Current, Chicago, IL                                 | 4,433,907    |
| 12. 5W Public Relations, New York, NY                    | 3,300,000    |
| 13. W2O Group, San Francisco, CA                         | 2,505,000    |
| 14. Jackson Spalding, Atlanta, GA                        | 2,362,220    |
| 15. French   West   Vaughan, Raleigh, NC                 | 2,233,616    |
| 16. Finn Partners, New York, NY                          | 2,178,044    |
| 17. Linhart Public Relations, Denver, CO                 | 2,090,271    |
| 18. 360 Public Relations, Boston, MA                     | 1,948,991    |
| 19. DVL, part of Finn Partners, Nashville, TN            | 1,660,275    |
| 20. SPM Communications, Dallas, TX                       | 1,504,373    |
| 21. Ruder Finn, New York, NY                             | 1,435,288    |
| 22. Konnect Public Relations, Los Angeles, CA            | 1,209,019    |
| 23. LEVICK, Washington, DC                               | 1,091,507    |
| 24. IW Group, West Hollywood, CA                         | 996,000      |
| 25. J Public Relations, San Diego, CA                    | 867,984      |
| 26. Lambert, Edwards + Associates, Grand Rapids, MI      | 854,000      |
| 27. BLAZE, Santa Monica, CA                              | 842,185      |
| 28. SS PR, Northfield, IL                                | 698,850      |
| 29. LANE, Portland, OR                                   | 690,273      |
| 30. Quinn & Co., New York, NY                            | 546,047      |
| 31. Peppercomm, New York, NY                             | 501,715      |
| 32. O'Malley Hansen Communications, Chicago, IL          | 465,100      |
| 33. Maccabee, Minneapolis, MN                            | 441,545      |
| 34. Singer Associates, Inc., San Francisco, CA           | 375,305      |
| 35. Trevelino/Keller, Atlanta, GA                        | 375,000      |
| 36. Power Group, The, Dallas, TX                         | 361,173      |
| 37. BizCom Associates, Addison, TX                       | 350,000      |
| 38. McNeely Pigott & Fox Public Relations, Nashville, TN | 305,949      |
| 39. Seigenthaler, part of Finn Partners, Nashville, TN   | 245,236      |
| 40. Rosica, Paramus, NJ                                  | 170,574      |
| 41. Pan Communications, Boston, MA                       | 156,000      |
| 42. Highwire PR, San Francisco, CA                       | 151,545      |
| 43. CJ Public Relations, Farmington, CT                  | 136,880      |
| 44. North 6th Agency (N6A), New York, NY                 | 129,168      |
| 45. rbb Public Relations, Miami, FL                      | 122,074      |
| 46. Hodges Partnership, The, Richmond, VA                | 96,000       |
| 47. Red Sky PR, Boise, ID                                | 89,043       |
| 48. Marketing Maven Public Relations, Camarillo, CA      | 77,876       |
| 49. Standing Partnership, St. Louis, MO                  | 67,019       |
| 50. Schneider Associates, Boston, MA                     | 54,900       |
| 51. Landis Communications, San Francisco, CA             | 10,000       |
| 52. Beehive PR, St. Paul, MN                             | 1,022        |

## HEALTHCARE

|  |               |
|--|---------------|
| 1. Edelman, New York, NY                           | \$136,615,173 |
| 2. W2O Group, San Francisco, CA                    | 62,203,000    |
| 3. Ruder Finn, New York, NY                        | 29,293,412    |
| 4. APCO Worldwide, Washington, DC                  | 27,747,903    |
| 5. Cooney/Waters Group, New York, NY               | 15,438,041    |
| 6. ReviveHealth, Nashville, TN                     | 8,780,000     |
| 7. Makovsky, New York, NY                          | 8,450,000     |
| 8. Spectrum, Washington, DC                        | 8,085,455     |
| 9. Crosby, Annapolis, MD                           | 8,021,268     |
| 10. Zeno Group, New York, NY                       | 7,475,573     |
| 11. Dodge Communications, Alpharetta, GA           | 6,957,425     |
| 12. Jarrard Phillips Cate & Hancock, Brentwood, TN | 6,092,616     |
| 13. GYMR, Washington, DC                           | 6,004,742     |
| 14. PadillaCRT, Minneapolis, MN                    | 5,609,562     |
| 15. Racepoint Global, Boston, MA                   | 5,212,400     |

## HEALTHCARE continued

| Firm   | 2014 Net Fees |
|--|---------------|
| 16. JPA Health Communications, Washington, DC            | \$4,630,541   |
| 17. Rasky Baerlein Strategic Communications, Boston, MA  | 3,950,279     |
| 18. Finn Partners, New York, NY                          | 3,679,144     |
| 19. Coyne PR, Parsippany, NJ                             | 3,657,459     |
| 20. Public Communications Inc., Chicago, IL              | 3,565,873     |
| 21. MWW, New York, NY                                    | 3,500,000     |
| 22. 5W Public Relations, New York, NY                    | 3,400,000     |
| 23. Kyne, New York, NY                                   | 3,096,952     |
| 24. MCS Healthcare Public Relations, Bedminster, NJ      | 2,848,364     |
| 25. RF   Binder Partners, New York, NY                   | 2,526,188     |
| 26. Seven Twenty Strategies, Washington, DC              | 2,498,074     |
| 27. Hunter PR, New York, NY                              | 2,000,000     |
| 28. Moore Communications Group, Tallahassee, FL          | 1,774,103     |
| 29. Singer Associates, Inc., San Francisco, CA           | 1,702,290     |
| 30. LEVICK, Washington, DC                               | 1,630,468     |
| 31. Lambert, Edwards + Associates, Grand Rapids, MI      | 1,477,000     |
| 32. SS PR, Northfield, IL                                | 1,397,700     |
| 33. Sachs Media Group, Tallahassee, FL                   | 1,389,839     |
| 34. DVL, part of Finn Partners, Nashville, TN            | 1,363,529     |
| 35. French   West   Vaughan, Raleigh, NC                 | 1,300,000     |
| 36. LaVoieHealthScience, Boston, MA                      | 1,257,575     |
| 37. McNeely Pigott & Fox Public Relations, Nashville, TN | 1,071,032     |
| 38. Pan Communications, Boston, MA                       | 936,000       |
| 39. L.C. Williams & Associates, Chicago, IL              | 933,829       |
| 40. Seigenthaler, part of Finn Partners, Nashville, TN   | 915,534       |
| 41. Standing Partnership, St. Louis, MO                  | 895,513       |
| 42. Gregory FCA, Ardmore, PA                             | 710,000       |
| 43. Beehive PR, St. Paul, MN                             | 703,473       |
| 44. CooperKatz & Co., New York, NY                       | 561,216       |
| 45. Bliss Integrated Communication, New York, NY         | 551,000       |
| 46. Rosica, Paramus, NJ                                  | 542,819       |
| 47. Highwire PR, San Francisco, CA                       | 493,243       |
| 48. Crosswind Media & Public Relations, Austin, TX       | 437,500       |
| 49. Jackson Spalding, Atlanta, GA                        | 374,260       |
| 50. Trevelino/Keller, Atlanta, GA                        | 360,000       |
| 51. BLAZE, Santa Monica, CA                              | 336,874       |
| 52. rbb Public Relations, Miami, FL                      | 305,838       |
| 53. Schneider Associates, Boston, MA                     | 299,840       |
| 54. Marketing Maven Public Relations, Camarillo, CA      | 240,426       |
| 55. Landis Communications, San Francisco, CA             | 200,000       |
| 56. Linhart Public Relations, Denver, CO                 | 182,169       |
| 57. Maccabee, Minneapolis, MN                            | 180,620       |
| 58. Perry Communications Group, Sacramento, CA           | 162,403       |
| 59. Power Group, The, Dallas, TX                         | 132,371       |
| 60. Word Write Communications, Pittsburgh, PA            | 126,000       |
| 61. Idea Grove, Dallas, TX                               | 101,684       |
| 62. North 6th Agency (N6A), New York, NY                 | 59,723        |
| 63. CJ Public Relations, Farmington, CT                  | 58,090        |
| 64. O'Malley Hansen Communications, Chicago, IL          | 48,000        |
| 65. Red Sky PR, Boise, ID                                | 42,929        |
| 66. Weiss PR, Baltimore, MD                              | 31,000        |
| 67. IW Group, West Hollywood, CA                         | 10,000        |
| 68. SPM Communications, Dallas, TX                       | 8,960         |

## HOME FURNISHINGS

|  |              |
|--|--------------|
| 1. Edelman, New York, NY                                 | \$74,094,227 |
| 2. Zeno Group, New York, NY                              | 5,921,316    |
| 3. Gibbs & Soell, New York, NY                           | 4,461,174    |
| 4. L.C. Williams & Associates, Chicago, IL               | 3,144,384    |
| 5. 360 Public Relations, Boston, MA                      | 2,557,173    |
| 6. PadillaCRT, Minneapolis, MN                           | 1,165,367    |
| 7. Hunter PR, New York, NY                               | 1,000,000    |
| 8. Jackson Spalding, Atlanta, GA                         | 879,343      |
| 9. Finn Partners, New York, NY                           | 662,892      |
| 10. Lou Hammond & Associates, New York, NY               | 522,310      |
| 11. Konnect Public Relations, Los Angeles, CA            | 307,011      |
| 12. SS PR, Northfield, IL                                | 279,540      |
| 13. McNeely Pigott & Fox Public Relations, Nashville, TN | 276,899      |
| 14. French   West   Vaughan, Raleigh, NC                 | 275,000      |
| 15. Rosica, Paramus, NJ                                  | 206,049      |
| 16. Pan Communications, Boston, MA                       | 156,000      |
| 17. Landis Communications, San Francisco, CA             | 120,000      |
| 18. Marketing Maven Public Relations, Camarillo, CA      | 105,790      |
| 19. Beehive PR, St. Paul, MN                             | 93,906       |
| 20. Coyne PR, Parsippany, NJ                             | 67,199       |
| 21. O'Malley Hansen Communications, Chicago, IL          | 51,800       |
| 22. Maccabee, Minneapolis, MN                            | 41,495       |
| 23. Trevelino/Keller, Atlanta, GA                        | \$25,000     |
| 24. CJ Public Relations, Farmington, CT                  | 5,075        |

## O'DWYER'S RANKING Continued

## PROFESSIONAL SERVICES

| Firm   | 2014 Net Fees |
|--|---------------|
| 1. Edelman, New York, NY                                 | \$98,193,095  |
| 2. Finn Partners, New York, NY                           | 13,201,826    |
| 3. Coyne PR, Parsippany, NJ                              | 7,115,388     |
| 4. Rasky Baerlein Strategic Communications, Boston, MA   | 4,571,736     |
| 5. Current, Chicago, IL                                  | 4,477,339     |
| 6. MWW, New York, NY                                     | 4,325,000     |
| 7. Bliss Integrated Communication, New York, NY          | 4,003,000     |
| 8. Jackson Spalding, Atlanta, GA                         | 2,944,811     |
| 9. 5W Public Relations, New York, NY                     | 2,900,000     |
| 10. LEVICK, Washington, DC                               | 2,792,963     |
| 11. Peppercomm, New York, NY                             | 2,725,311     |
| 12. rbb Public Relations, Miami, FL                      | 2,531,680     |
| 13. Ripp Media/Public Relations, New York, NY            | 2,506,223     |
| 14. Quinn & Co., New York, NY                            | 2,457,212     |
| 15. Zeno Group, New York, NY                             | 2,203,500     |
| 16. PadillaCRT, Minneapolis, MN                          | 1,850,007     |
| 17. Konnect Public Relations, Los Angeles, CA            | 1,412,739     |
| 18. Prosek Partners, New York, NY                        | 1,400,000     |
| 19. Schneider Associates, Boston, MA                     | 1,382,051     |
| 20. CooperKatz & Co., New York, NY                       | 1,293,179     |
| 21. French   West   Vaughan, Raleigh, NC                 | 1,219,935     |
| 22. Gregory FCA, Ardmore, PA                             | 1,010,000     |
| 23. Moore Communications Group, Tallahassee, FL          | 905,578       |
| 24. North 6th Agency (N6A), New York, NY                 | 786,286       |
| 25. Singer Associates, Inc., San Francisco, CA           | 694,469       |
| 26. L.C. Williams & Associates, Chicago, IL              | 632,686       |
| 27. Inkhouse Media + Marketing, Waltham, MA              | 631,233       |
| 28. McNeely Pigott & Fox Public Relations, Nashville, TN | 588,878       |
| 29. IW Group, West Hollywood, CA                         | 546,000       |
| 30. Pan Communications, Boston, MA                       | 468,000       |
| 31. Linhart Public Relations, Denver, CO                 | 466,255       |
| 32. Beehive PR, St. Paul, MN                             | 421,225       |
| 33. Public Communications Inc., Chicago, IL              | 390,338       |
| 34. Power Group, The, Dallas, TX                         | 370,700       |
| 35. Crosswind Media & Public Relations, Austin, TX       | 350,000       |
| 36. Seigenthaler, part of Finn Partners, Nashville, TN   | 339,422       |
| 37. Weiss PR, Baltimore, MD                              | 293,902       |
| 38. Standing Partnership, St. Louis, MO                  | 293,195       |
| 39. Word Write Communications, Pittsburgh, PA            | 252,300       |
| 40. Wise Public Relations, New York, NY                  | 220,000       |
| 41. Marketing Maven Public Relations, Camarillo, CA      | 175,705       |
| 42. Landis Communications, San Francisco, CA             | 175,000       |
| 43. Maccabee, Minneapolis, MN                            | 167,292       |
| 44. Sachs Media Group, Tallahassee, FL                   | 105,500       |
| 45. M/C/C, Inc., Dallas, TX                              | 100,000       |
| 46. Rosica, Paramus, NJ                                  | 61,389        |
| 47. Trevelino/Keller, Atlanta, GA                        | 50,000        |
| 48. O'Malley Hansen Communications, Chicago, IL          | 27,600        |
| 49. SPM Communications, Dallas, TX                       | 20,669        |
| 50. Perry Communications Group, Sacramento, CA           | 13,014        |

## SPORTS/LEISURE

|  |              |
|--|--------------|
| 1. Taylor, New York, NY                                  | \$10,365,000 |
| 2. French   West   Vaughan, Raleigh, NC                  | 5,447,959    |
| 3. Edelman, New York, NY                                 | 4,120,939    |
| 4. Ruder Finn, New York, NY                              | 3,585,191    |
| 5. Coyne PR, Parsippany, NJ                              | 1,720,937    |
| 6. Racepoint Global, Boston, MA                          | 1,210,500    |
| 7. Jackson Spalding, Atlanta, GA                         | 895,189      |
| 8. LEVICK, Washington, DC                                | 646,985      |
| 9. CooperKatz & Co., New York, NY                        | 513,758      |
| 10. SS PR, Northfield, IL                                | 419,310      |
| 11. BLAZE, Santa Monica, CA                              | 336,874      |
| 12. rbb Public Relations, Miami, FL                      | 321,563      |
| 13. Konnect Public Relations, Los Angeles, CA            | 307,011      |
| 14. Sachs Media Group, Tallahassee, FL                   | 280,895      |
| 15. Finn Partners, New York, NY                          | 275,301      |
| 16. Peppercomm, New York, NY                             | 224,970      |
| 17. 360 Public Relations, Boston, MA                     | 162,749      |
| 18. Trevelino/Keller, Atlanta, GA                        | 120,000      |
| 19. PadillaCRT, Minneapolis, MN                          | 111,898      |
| 20. Rasky Baerlein Strategic Communications, Boston, MA  | 97,920       |
| 21. APCO Worldwide, Washington, DC                       | 93,957       |
| 22. Rosica, Paramus, NJ                                  | 89,794       |
| 23. Zeno Group, New York, NY                             | 78,145       |
| 24. McNeely Pigott & Fox Public Relations, Nashville, TN | 44,703       |
| 25. CJ Public Relations, Farmington, CT                  | 36,136       |
| 26. Singer Associates, Inc., San Francisco, CA           | 12,157       |
| 27. SPM Communications, Dallas, TX                       | 4,500        |

## TECHNOLOGY/INDUSTRIAL

| Firm   | 2014 Net Fees |
|--|---------------|
| 1. Edelman, New York, NY                                 | \$265,147,553 |
| 2. Waggener Edstrom Communications, Bellevue, WA         | 106,676,000   |
| 3. APCO Worldwide, Washington, DC                        | 22,432,599    |
| 4. Racepoint Global, Boston, MA                          | 20,314,597    |
| 5. MWW, New York, NY                                     | 18,683,000    |
| 6. Ruder Finn, New York, NY                              | 17,180,890    |
| 7. SparkPR, San Francisco, CA                            | 16,424,750    |
| 8. W2O Group, San Francisco, CA                          | 16,175,000    |
| 9. Finn Partners, New York, NY                           | 12,720,766    |
| 10. Zeno Group, New York, NY                             | 11,951,973    |
| 11. Max Borges Agency, Miami, FL                         | 10,693,735    |
| 12. Hoffman Agency, The, San Jose, CA                    | 10,270,000    |
| 13. SS PR, Northfield, IL                                | 9,085,050     |
| 14. Fahlgren Mortine, Columbus, OH                       | 7,739,983     |
| 15. PadillaCRT, Minneapolis, MN                          | 7,715,617     |
| 16. HORN, San Francisco, CA                              | 7,700,000     |
| 17. Highwire PR, San Francisco, CA                       | 7,563,904     |
| 18. Inkhouse Media + Marketing, Waltham, MA              | 7,394,447     |
| 19. Airfoil, Southfield, MI                              | 7,170,140     |
| 20. Pan Communications, Boston, MA                       | 5,772,000     |
| 21. Bateman Group, San Francisco, CA                     | 4,233,039     |
| 22. 5W Public Relations, New York, NY                    | 4,000,000     |
| 23. Gibbs & Soell, New York, NY                          | 3,337,304     |
| 24. Hotwire, New York, NY                                | 3,121,032     |
| 25. LEVICK, Washington, DC                               | 2,859,114     |
| 26. Vantage PR, San Francisco, CA                        | 2,807,707     |
| 27. Jackson Spalding, Atlanta, GA                        | 2,429,641     |
| 28. Coyne PR, Parsippany, NJ                             | 2,133,037     |
| 29. Peppercomm, New York, NY                             | 2,109,779     |
| 30. DVL, part of Finn Partners, Nashville, TN            | 1,931,689     |
| 31. Prosek Partners, New York, NY                        | 1,900,000     |
| 32. Trevelino/Keller, Atlanta, GA                        | 1,870,000     |
| 33. Idea Grove, Dallas, TX                               | 1,866,941     |
| 34. Gregory FCA, Ardmore, PA                             | 1,370,000     |
| 35. Linhart Public Relations, Denver, CO                 | 1,368,957     |
| 36. Makovsky, New York, NY                               | 1,100,000     |
| 37. 360 Public Relations, Boston, MA                     | 1,025,679     |
| 38. Hunter PR, New York, NY                              | 1,000,000     |
| 39. M/C/C, Inc., Dallas, TX                              | 1,000,000     |
| 40. Standing Partnership, St. Louis, MO                  | 966,878       |
| 41. Moore Communications Group, Tallahassee, FL          | 913,118       |
| 42. Wise Public Relations, New York, NY                  | 880,000       |
| 43. Lambert, Edwards + Associates, Grand Rapids, MI      | 752,000       |
| 44. North 6th Agency (N6A), New York, NY                 | 737,260       |
| 45. Seigenthaler, part of Finn Partners, Nashville, TN   | 711,130       |
| 46. Feintuch Communications, New York, NY                | 507,916       |
| 47. Rasky Baerlein Strategic Communications, Boston, MA  | 505,751       |
| 48. rbb Public Relations, Miami, FL                      | 483,392       |
| 49. RF   Binder Partners, New York, NY                   | 391,257       |
| 50. Crosswind Media & Public Relations, Austin, TX       | 350,000       |
| 51. French   West   Vaughan, Raleigh, NC                 | 300,000       |
| 52. LANE, Portland, OR                                   | 281,121       |
| 53. Singer Associates, Inc., San Francisco, CA           | 276,877       |
| 54. Beehive PR, St. Paul, MN                             | 270,325       |
| 55. Red Sky PR, Boise, ID                                | 254,614       |
| 56. CooperKatz & Co., New York, NY                       | 217,075       |
| 57. Public Communications Inc., Chicago, IL              | 210,595       |
| 58. Hodges Partnership, The, Richmond, VA                | 204,000       |
| 59. Schneider Associates, Boston, MA                     | 200,650       |
| 60. Weiss PR, Baltimore, MD                              | 175,000       |
| 61. BLAZE, Santa Monica, CA                              | 168,438       |
| 62. O'Malley Hansen Communications, Chicago, IL          | 160,100       |
| 63. McNeely Pigott & Fox Public Relations, Nashville, TN | 157,705       |
| 64. Word Write Communications, Pittsburgh, PA            | 137,000       |
| 65. Maccabee, Minneapolis, MN                            | 113,450       |
| 66. Landis Communications, San Francisco, CA             | 100,000       |
| 67. Konnect Public Relations, Los Angeles, CA            | 95,645        |
| 68. Power Group, The, Dallas, TX                         | 81,205        |
| 69. Rosica, Paramus, NJ                                  | 55,234        |
| 70. CJ Public Relations, Farmington, CT                  | 54,000        |

## TRAVEL & ECONOMIC DEVELOPMENT

|  |              |
|--|--------------|
| 1. Edelman, New York, NY                                 | \$21,629,346 |
| 2. Zimmerman Agency, Tallahassee, FL                     | 9,600,000    |
| 3. Development Counsellors Int'l (DCI), New York, NY     | 9,079,895    |
| 4. Finn Partners, New York, NY                           | 6,719,632    |
| 5. Lou Hammond & Associates, New York, NY                | 5,619,290    |
| 6. Turner PR, a Fahlgren Mortine company, New York, NY   | 4,755,329    |
| 7. J Public Relations, San Diego, CA                     | 3,940,637    |
| 8. Nancy J. Friedman Public Relations, New York, NY      | 3,542,000    |
| 9. Hawkins Int'l, Inc., New York, NY                     | 3,199,352    |
| 10. MWW, New York, NY                                    | 2,663,000    |
| 11. Zeno Group, New York, NY                             | 2,657,774    |
| 12. French   West   Vaughan, Raleigh, NC                 | 2,476,669    |
| 13. Quinn & Co., New York, NY                            | 2,457,212    |
| 14. APCO Worldwide, Washington, DC                       | 2,330,990    |
| 15. Jackson Spalding, Atlanta, GA                        | 2,201,807    |
| 16. rbb Public Relations, Miami, FL                      | 1,646,927    |
| 17. 5W Public Relations, New York, NY                    | 1,500,000    |
| 18. Coyne PR, Parsippany, NJ                             | 976,602      |
| 19. PadillaCRT, Minneapolis, MN                          | 895,954      |
| 20. Taylor, New York, NY                                 | 870,000      |
| 21. Current, Chicago, IL                                 | 867,183      |
| 22. SSJPR, Northfield, IL                                | 698,850      |
| 23. Racepoint Global, Boston, MA                         | 542,100      |
| 24. LEVICK, Washington, DC                               | 531,228      |
| 25. LANE, Portland, OR                                   | 525,209      |
| 26. Seigenthaler, part of Finn Partners, Nashville, TN   | 389,057      |
| 27. Malen Yantis Public Relations, Vail, CO              | 335,820      |
| 28. McNeely Pigott & Fox Public Relations, Nashville, TN | 297,883      |
| 29. Sachs Media Group, Tallahassee, FL                   | 282,035      |
| 30. Moore Communications Group, Tallahassee, FL          | 150,757      |
| 31. Red Sky PR, Boise, ID                                | 118,414      |
| 32. North 6th Agency (N6A), New York, NY                 | 87,989       |
| 33. Hodges Partnership, The, Richmond, VA                | 84,000       |
| 34. Marketing Maven Public Relations, Camarillo, CA      | 51,985       |
| 35. Standing Partnership, St. Louis, MO                  | 50,360       |
| 36. Schneider Associates, Boston, MA                     | 28,500       |
| 37. Singer Associates, Inc., San Francisco, CA           | 19,949       |
| 38. Maccabee, Minneapolis, MN                            | 4,000        |

## SPECTRUM OPENS IN NYC

Spectrum, the DC-based health, life sciences and consumer PR firm, is opening in New York March 16 at 7 World Trade Center.

Founder and CEO John Seng said the new outpost would draw new talent and ideas to Spectrum and put it closer to clients in New York and New Jersey.

Michelle Gross, a 16-year PR veteran, will take the managing director position at the office located in the downtown financial district, which is attracting media and tech tenants.



**Gross**

Spectrum posted a solid 32.5 percent gain in 2014 fees to the \$8.1M mark, according to the just released O'Dwyer's ranking of independent firms.

The firm has worked for clients such as Genomic Health, CropLife America, Roche Diagnostics, Procter & Gamble and St. Jude Children's Research Hospital.

## PHILLY PREPS PR FOR PAPAL VISIT

Aramark senior VP of corporate communications Tod MacKenzie will head the World Meeting of Families and Archdiocese of Philadelphia's communications committee as it prepares to host Pope Francis and millions of visitors in late September.

MacKenzie, a long-time PepsiCo communications exec, joined the Philadelphia-based food service giant Aramark in 2013. Vice-chairs for communications will be well-known Philadelphia PR execs A. Bruce Crawley,

president of Millennium 3 Management, and Jay Devine of Devine + Partners.

The archdiocese and planners of the World Meeting of Families have set up 15 committees to coordinate the massive, five-day event from Sept. 22-27.

The Pope will appear at a festival Sept. 26 and celebrate mass on Sept. 27, an event expected to draw two million people.

Independence Blue Cross senior VP Steve Fera is in charge of government outreach.

"It is encouraging to see our community come together to deliver such an important event for our city, our state and our nation," said World Meeting of Families executive director Donna Crilley Farrell.

The WMF is held every three years. The Philadelphia event will be the popular Pope's first visit to the United States.

Kenneth Gavin is communications director for the Philadelphia Archdiocese.

## STANTON WORKS BAIN'S BUSY WEEK

Bain Capital relied on Stanton PR & Marketing last week for PR support in two major transactions -- the \$2.4B acquisition of Blue Coat Systems and \$2B sale of Air Medical Group Holdings.

The Boston private equity firm snapped up the privately held cyber security company Blue Coat from buy-out firm Thoma Bravo. Reports of the deal noted Bain could consider a public offering for Sunnyvale, Calif.-based Blue Coat amid ramped up focus on digital security in the wake of several high-profile corporate breaches.

Stanton CEO Alex Stanton reps Bain. Blue Coat's Maureen O'Connell heads in-house PR, while MSLGroup is the company's outside counsel.

Meanwhile, Bain and Brockway Moran & Partners a day later agreed to sell helicopter ambulance service provider Air Medical to Kohlberg Kravis Roberts & Co. for a reported \$2B. The Texas-based company provides medical transport from 34 states via helicopter and airplane.

## JOELE FRANK BACKS SURPRISE BID FOR SALIX

Dublin-based drug maker Endo engaged Joele Frank for PR to back its surprise \$11.2B bid for Salix Pharmaceuticals, which already inked a \$10B deal to be sold to Valeant Pharmaceuticals.

Sard Verbinnen & Co. (Valeant) and Teneo Strategy (Salix) are working the PR front for the Valeant-Salix tie-up.

Endo went public with its \$175-per-share, cash and stock offer March 11, pitching it as a "superior proposal" to the \$158-per-share Valeant-Salix deal, which is all cash. Valeant responded to the Endo entry by re-affirming its commitment to the deal, adding that it "expects to be in a position to close" its tender offer on April 1.

Endo and Valeant are after Salix' profitable irritable bowel syndrome treatments like Uceris and Xifaxan.

The *Wall Street Journal*, citing Dealogic data, reported that the pharmaceutical sector saw \$268B in M&A activity last year.

## PR OPINION

**Eruvin, the symbolic boundaries erected by some Orthodox Jewish** communities, are unconstitutional, says Prof. Marci Hamilton of the Benjamin N. Cardozo Law School, Yeshiva University, New York.

Hamilton has been retained on First Amendment issues by Quogue which was sued by the East End Eruv Assn. after Quogue refused to allow construction of an eruv using utility poles.

She was sent by this website an article in the Feb. 12 forward.com in which Prof. Michael Helfand of the Pepperdine Law School argues that eruvim are constitutional and not a “symbol of impermissible government entanglement with religion.”

Forward.com yesterday posted an article on the battle over eruvim in the Hamptons that has cost Westhampton Beach, Southampton, Quogue and Jewish People Opposed to the Eruv more than \$1 million in fees to their law firms so far since they oppose such religious boundaries. This is a welcome article since it shines light on a planned eruv in WHB and undercuts the argument that citizens are not aware of the “almost invisible” eruv markings and don't know what they mean. They mean that public land has become the “private domain” of believers, a violation of church/state separation.

Hamilton said she agrees with Helfand that lechis are “symbols” but they are “symbols with religious content.” Helfand contends that an “eruv stands as a symbol of pluralism, rejecting the impulse to lock our beliefs and identities in a closet—and encouraging us to invite our society’s diversity into the public square for all to celebrate.”

Hamilton says information is transmitted through symbols and that Helfand’s admitting that lechis are symbols “undermines” his argument. Eruvim are highly informative to believers, she says. Lechis cannot be treated “as though they have no content,” she says.

Both Hamilton and Helfand have ties to Yeshiva University, founded in 1886, the oldest institution of higher learning in the U.S. that combines Jewish scholarship with many other studies including those in the Cardozo Law School. It describes itself as an institution of “modern Orthodox Judaism.” Undergrads number 6,400 and graduate students, 3,500. It is named after the Supreme Court Justice who was appointed in 1932 by President Herbert Hoover to succeed Oliver Wendell Holmes.

Cardozo, according to Wikipedia, was “renowned for his integrity, social consciousness and important opinions.” In six years on the court he “handed down opinions that stressed the necessity of law to adapt to the realities and needs of modern life,” according to WP. One of his “acclaimed” off-the-bench writings was “The Nature of the Judicial Process.”

### **Helfand a Yeshiva Grad, Hamilton a Yeshiva Prof**

Helfand is a 2002 grad of Yeshiva who received a J.D. from Yale University in 2007 and a Ph.D. from Yale in 2009. He joined the Pepperdine Law faculty in 2010 where he teaches contracts, arbitration law and seminars

in Law and Religion and Multiculturalism and the Law.

Hamilton, whose bio describes her as “one of the United States’ leading church/state scholars” and who holds the Paul R. Verkuil Chair in Public Law at Cardozo Law, received a B.A. from Vanderbilt University in 1979; an M.A. in 1984 from Pennsylvania State University and a J.D. from the University of Pennsylvania in 1988.

She authored in 2014 *God vs. the Gavel: The Perils of Extreme Religious Liberty*.

Topics include clergy sex abuse, polygamy, children dying from faith healing, companies that refuse to do business with same-sex couples, and residential neighborhoods forced to host homeless shelters.

She says they are examples of religious believers harming others and demanding religious liberty regardless of the harm. The new set of rights is not derived from the First Amendment, she says, and argues for a return to common-sense religious liberty. All Americans need to read this book, she says, “before they or their friends and family are harmed by religious believers exercising their newfound rights.”

### **Circumcised Babies Victims**

An example of what Hamilton is talking about is the Orthodox practice of having the person performing a circumcision suck the blood off the penis. This practice has resulted in 17 babies being infected with herpes since 2000, two of them dying, and two others suffering brain damage, according to the NYC Health Dept.

The political power of the Orthodox community was shown in its ability to force Mayor Bill de Blasio to back away from his bid to stop this practice, reported the Feb. 25 *New York Times*.

Rabbi David Zweibel sued NYC when it passed a rule requiring Jewish parents to sign a consent decree before allowing it. The decree was “profoundly offensive” to Zweibel’s Orthodox group, the rabbi said.

*Capital New York* quoted infectious disease specialist Dr. Jonathan Zenilman of Johns Hopkins Medical School as saying, “This is an embarrassing political capitulation.”

The *New York Post*, a supporter of eruvim in the Hamptons, hailed de Blasio’s retreat as “a huge victory for religious freedom.”

Hamilton said: “Speaking as a First Amendment scholar, responding to that argument: I agree with Prof. Helfand that the lechis are symbols. And they are symbols with religious content. Therefore, when the government posts them, it is endorsing a particular religious entity’s religious viewpoint.

“That is unconstitutional. The only way to avoid the conclusion that there is a violation of the Establishment Clause is by ignoring the obvious symbolic content of the lechis and treating them as though they have no content.

“Such a conclusion requires the rejection of long-standing linguistic theories on how information is transmitted through symbols and the rejection of the Supreme Court’s doctrine under the First Amendment that provides protection for ‘symbolic speech’...” — *Jack O’Dwyer*