



Jack O'Dwyer  
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# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## PADILLACRT REBRANDS AS PADILLA

PadillaCRT has rebranded as **Padilla** in what CEO Lynn Casey referred to as “a natural progression for our company since so many of our employees, clients and industry partners already refer to us as Padilla.”

“We took advantage of the change to totally revamp our website, emphasizing the breadth of our expertise as well as our proven ability to help clients build and grow as well as protect their brands,” Casey said.



Padilla was founded in Minneapolis, Minnesota in 1961 as Padilla Speer Beardsley. In 2013, after the acquisition of Richmond, Virginia-based CRT/tanaka, formed when Carter Ryley Thomas took over New York's Patrice Tanaka & Co. in 2005, it became PadillaCRT.

“Removing CRT from our name doesn't change who we are. We continue to maintain our employee-ownership culture,” said Mark Raper, Padilla chief counsel officer.

Raper led the group of employees who founded CRT and was its CEO until it was acquired by PSB. He served as president of PadillaCRT until Matt Kucharski was promoted to president in February.

The agency now has 240 employee-owners in Minneapolis, New York, Chicago, Richmond, Washington, D.C., San Francisco, and Los Angeles.

In June 2016, Padilla acquired food and nutrition communications shop FoodMinds LLC, establishing it as one of the largest independent food and beverage agencies in the country. Other divisions are brand consultancy Joe Smith and research firm SMS Research Advisors.

## BAY BECOMES USC ANNEBERG DEAN

The USC Annenberg School for Communication and Journalism has named former Huffington Post senior editor and “Good Morning America/Sunday” co-anchor Willow Bay dean.

Bay's appointment is effective July 1. She becomes the first female to hold the position.

Bay was formerly director of USC Annenberg's journalism school, a title she held since early 2014. Prior to that, she was a special correspondent and host for Bloomberg TV. For four years she was co-anchor of ABC's “Good Morning America/Sunday,” and was previously a correspondent for NBC's “Today Show” and ABC's “World News Saturday” and “World News Sunday.” She also hosted “CNN & Entertainment Weekly” and “CNN & Fortune,” as well as “Moneyline.”



Willow Bay

## PN TAPS DIGITAL EXPERT GARRETT

**Porter Novelli** has appointed Eddie Garrett as executive VP, global digital strategies. Garret comes over from **Weber Shandwick** where he led a team of data analysts and digital specialists as executive VP, head of strategy.

Garrett is a PN retreat, having served as director of its digital practice in Washington, D.C. This time he'll be based in Chicago and report to chief operating officer and chief client officer Nick Propper.

“As we continue to reshape the way we approach our clients' challenges, hiring a disproportionate amount of genuinely diverse thinkers from a multitude of complementary backgrounds, world-class leadership talent like Eddie have an increasingly important role in our agency and a significantly bigger platform on which to operate,” Propper said.

Garrett's background includes three years at Edelman, serving as executive GVP in their consumer marketing practice and senior VP in the digital strategy group. Highlights of his client experience are ConAgra Foods, Jim Beam, the IRS Disney Institute and the Federal Deposit Insurance Corporation.



Eddie Garrett

## DC BEER WEEK PUBLICIST SOUGHT

The DC Brewers' Guild has issued a **request for proposal** to help transition the annual DC Beer Week to be held Aug. 20-27 from a for-profit management model to a non-profit community and market-building event.

The DCBG took over the event last year and hopes to make it a leading fundraiser and “friend-raiser” for the entire craft beer community in the D.C. metro area.

There are 11 breweries in the D.C. area, and close-in Maryland and Virginia suburbs have thriving craft beer scenes.

The event's website is [www.dcbbeerweek.net](http://www.dcbbeerweek.net).

Submit proposals of no more than three pages to Kathy Rizzo, executive director, DC Brewers' Guild at [Kathy@dcbg.org](mailto:Kathy@dcbg.org). Questions can be sent to Holly Haliniewski, operations manager, DC Brewers' Guild at [holly@dcbg.org](mailto:holly@dcbg.org).

Deadline is Friday, April 7.

**Download the RFP (PDF)**



## SANTA MONICA SEEKS EDITORIAL HELP

The City of Santa Monica's communications office has issued a [request for quotation](#) for qualified individuals or agencies to write and edit the city's bi-monthly newsletter, *Seascope*, as well as additional support with other marketing/communications related deliverables.

The individual(s) hired would initially be contracted for the term of one year, with two one-year renewal options available exercised at the city's discretion.

Examples of *Seascope* are available in PDF form on Santa Monica's website at

[www.smgov.net/seascope](http://www.smgov.net/seascope).

Proposals are due by 5:30pm PST, on April 3, 2017.

Contact is senior marketing manager Erin Talyor,

[erin.taylor@smgov.net](mailto:erin.taylor@smgov.net).

[Download the RFQ \(PDF\)](#).



## 'C-SUITE INSIGHTS' TO DEBUT AT US AIRPORTS

C-Suite TV has inked a new partnership with ReachMeTV, paving the way for a new show called "C-Suite Insights" that will be on display at the top 50 airports in the US, shown in one million hotel rooms across the country, and be accessible on Apple TV, Roku and Amazon Fire.

C-Suite TV offers business-related programming, such as in-depth interviews with business executives, thought leaders, authors and celebrities.

Other shows include "Best Seller TV," "Executive Perspectives LIVE," and "C-Suite with Jeffrey Hayzlett."

Hayzlett, chairman of C-Suite Network, is a former Bloomberg

contributing editor and primetime host and appeared as a guest celebrity judge on NBC's "Celebrity Apprentice" with Donald Trump for three seasons. He is the business podcast host of "All Business with Jeffrey Hayzlett" on CBS's on-demand radio network Play.it.



Jeffrey Hayzlett

## PRSA OFFERS REPUTATION MGMT. CERTIFICATE

PR Society of America and Reputation Economy Advisors are offering an [eight-week certificate program](#) designed to strengthen the credentials and credibility of management-level communicators. The live, online series will run from May 10 through June 28.

The program is designed to be "an introduction to the fundamentals, perspectives and standards comprising best practices for effective reputation management integration and fostering greater accountability."

Joseph Truncala, CEO of PRSA, said the Society "is pleased to partner with Reputation Management Advisors to offer an innovative, online curriculum focused on enhancing reputation management across the communications profession."



Joseph Truncala

## PREET BHARARA AND HIS MEDIA ENABLERS

By Eric Starkman, co-founder and president of Starkman, a corporate and crisis communications firm



Growing up in Toronto, I had a quintessentially Canadian view regarding government authority: only bad people ran afoul of the law. But my innocence was shattered when I was a young reporter at *The Toronto Star*, and Ontario's Attorney General leaked me some information regarding entrepreneurs who had embarrassed his administration which I knew to be untrue. I didn't write the story, but other reporters happily picked up the narrative, ultimately giving the government the PR cover to seize the businesses of the entrepreneurs without any due process. I'm still shaken by the abuse of power.

I naively believed that such prosecutorial wrongdoing could never happen in the U.S. My bubble was quickly burst when *The Detroit News* hired me as a business reporter and assigned me to cover the high-profile administrative hearing of Stanford Stoddard, a maverick Michigan banker who the comptroller of the currency alleged had misappropriated funds from the bank he founded. In her opening statement, a young, ambitious OCC attorney alleged that among Stoddard's wrongdoings was using bank funds to purchase alcohol. As Stoddard was a devout Mormon, the charge was exceptionally damning, so I asked Stoddard's attorney about the allegation. Turns out the alcohol in question was a bottle of wine for a religious ceremony.

Former New York Attorney General Eliot Spitzer, who was lionized in the media as "The Sheriff of Wall Street," jolted me with another wake-up call about prosecutorial wrongdoing. Spitzer and his minions routinely spread false or misleading information about my former client Dick Grasso after he was forced out of the New York Stock Exchange because of bogus allegations the former chairman and CEO was overpaid. An example of Team Spitzer's dishonesty was leaking a document that showed Grasso's son accompanied him on the private jet the NYSE chartered so Grasso could host a reception at Davos. Spitzer's team neglected to provide the documentation showing that Grasso reimbursed the NYSE for the cost of his son's trip.

Preet Bharara, who last week was fired as the U.S. Attorney for the Southern District, took Spitzer's prosecutorial abuse to an even higher level. For a time, Bharara was a bigger media darling than Spitzer, garnering fawning media coverage for his high-profile cases, including this [gusher of a puff piece](#) by William Cohan in *Fortune*. Bharara loved the media limelight, routinely holding news conferences to trump up publicity for his cases and leaking damaging allegations to obsequious reporters who gladly published them and abetted in the smearing of his targets before they had an opportunity to defend themselves.

As Jesse Eisinger [noted March 12 in Pro Publica](#), Bharara was no hero. His prosecutorial track record was mixed, as several of his high-profile cases were overturned on appeal. And his practice of arguing his cases in the media earned him the [opprobrium of the judge](#) overseeing his case against Sheldon Silver, the former NY Democratic State Assembly speaker, who charged that Bharara's media blitz "strayed so close to the rules governing his own conduct." [Read the rest of this story on odwyerpr.com >>](#)

## WHY AND HOW CONCEPT VIDEO GETS ROI

By John Carter, president of **Potomac Digital Group**, a script to screen video production agency in Alexandria, VA.



Video is expected to make up 80 percent of all Internet traffic by 2019, according to a study by information technology and networking giant Cisco.

Humans can read on average 200 words per minute but can comprehend video at 30 images per second.

Try flashing a picture in front of someone for one second, then show 200 words on a page for the same amount of time. You can guess how much more information will be retained by looking at the picture.

Studies have shown that consumers prefer to watch a video about a product or service by a ratio of four to one.

Over 60 percent of initial impressions now occur on mobile devices, often on a five-inch screen. Would you rather read or watch on a screen of that size?

More than 60% of marketers and small business owners plan to increase investment in video marketing in 2017.

Many, however, are still not using professionally scripted and produced video marketing content, referred to as concept video.

Your video should hit the following marks:

**1. Grab the viewer's attention immediately** – this is not a “one-size-fits-all” proposition, shoot for your immediate market.

**2. Build trust** – if the customer trusts it, they're likely to buy/engage.

**3. Build emotion** – remember that buying decisions are made with emotion.

**4. Explain the winning or losing proposition** – make it very clear what the viewer will gain if they buy/engage and what will be lost if they don't.

**5. Make it easy to buy/engage** – clearly, explain or show how to buy/engage with you.

## FWV FETCHING IS AOR FOR ACVO

FWV Fetching, the pet and veterinary practice of **French/West/Vaughan**, has been named agency of record for the eighth year by the American College of Veterinary Ophthalmologists.

The agency will be tasked with all external PR initiatives to support the 10th Annual ACVO®/StokesRx National Service Animal Eye Exam Event.

Free screening eye exams are set to take place in veterinary clinics from May 1-31. The goal is to exceed the 7,400 conducted in 2016.

“Healthy eyesight is extremely important to Service Animals and their owners,” said Stacey Daniel, executive director of the ACVO®. “These animals selflessly serve the public. In 2017, we are happy to engage again with Fetching to promote the 10th anniversary of this event.”

FWV **acquired Fetching Communications** in January of this year. Fetching is the nation's first marketing and PR firm focused exclusively on the pet and veterinary industries. The acquisition also included PetPR.com, Fetching's dedicated news release distribution service for the pet industry.



## KLARNA FINDS FEINTUCH

Swedish e-commerce company Klarna has retained New York-based **Feintuch Communications** as its PR agency of record for North America.

Klarna is a payments provider that provides financing for consumers shopping online, allowing them to pay for purchases over time without use of a credit or debit card.



The Stockholm-based company, which now comprises about 40 percent of all e-commerce sales in Sweden, currently serves 45 million consumers through 65,000 online merchants in 18 worldwide markets. Klarna maintains a U.S. headquarters in Columbus, OH as well as a marketing outpost in New York. It was founded in 2005.

Feintuch will work with Klarna's North American and headquarters teams to increase market support for the payments provider through an integrated PR and social media campaign.

## D S SIMON UNVEILS INFLUENCER MKTG. UNIT

New York-based digital, social and video communications firm D S Simon Media has unveiled a new practice dedicated to influencer marketing.

The firm's new unit intends to flip the script on the use of influencers in marketing campaigns, replacing third-party spokespersons by instead working with an organization's leaders and experts and turning them into influencers.

According to D S Simon Media CEO and president Doug Simon, paid influencers have their shortcomings: they're often not familiar with the brand, they're prone to misstatements, and they can end up speaking for competing brands, which undermines a brand's authenticity.



Doug Simon

D S Simon's approach connects influencers with a company's experts to build up that internal spokesperson's profile among their followers and audiences, all without the risk that accompanies the “traditional” influencer campaign.

“The three clear benefits are authenticity, transparency and sustainability. As your expert gets out there, they become better known which increases influence and adds value to each appearance. There is no confusion about who they represent which eliminates the need for disclosure increasing transparency and authenticity. You also save money,” Simon said.

“There's also less risk. You still get the value of distribution of the content to the outside influencer's network as they serve as a conduit for your expert but don't own their bad behavior as if they were representing you.”

Simon said he was compelled to alter the influencer marketing paradigm as a result of findings yielded from the agency's Brand Video Communications Report, which surveyed agency and in-house communicators regarding the challenges that exist when it comes to earned media. That report found in-house communications teams were more than twice as likely to be satisfied their in-house experts' ability to help earn media compared to third-party spokespeople.

## HAPPY 120TH BIRTHDAY, PR!

By Anna Ruth Williams, founder & CEO of tech PR specialist AR|PR



As the story goes, Ivy Ledbetter Lee founded public relations in 1897. He is lauded with sending the first press release, opening the world's third PR firm and holding the first executive-level PR position. He was a trailblazer, a risk taker and an entrepreneur.

Mr. Lee saw how communications channels and mediums could be created and utilized to achieve business objectives; and time and again, he proved his value. Thanks to him, PR agencies opened shop, and internal PR departments were created – ballooning into a \$14 billion global industry.

Fast forward to 2017. PR is turning 120 years old, yet the industry has failed to continue the innovation that Mr. Lee set in motion so long ago.

Even worse, we've let other industries and new subsectors take over our very mission of reaching and persuading target audiences.

The rise of digital media channels, marketing technologies, Millennials, flexible workplaces and more have been embraced by our industry with cold arms. As a result, the industry has taken a hit.

### What would Mr. Lee say about us?

Sit down. I don't have good news to share.

Global PR industry growth **slowed five percent in 2015**, and **Gould Partners says** annual agency operating profits have consistently fallen, dropping from about 19 percent in 2011 to about 15 percent today.

Revenues don't just fall on their own. This financial decline is a symptom of greater problems.

First, our industry struggles to demonstrate how a headline becomes a million-dollar sale. We struggle to show how a case study turns into 30 qualified leads. We struggle to showcase how strategic, optimized, syndicated content converts potential leads into customers.

SoDA Report explains, "Clients and agencies both wholeheartedly agree that agencies struggle to prove the impact of their work through measurement while clients feel increasing pressure to prove the ROI of agency investments. Agencies owned by holding companies feel this more acutely with 48 percent selecting pricing/value as a reason for termination versus 35 percent of independent agencies."

Second, when Millennials started flooding the doors of PR firms, many agencies failed to revamp their business processes to align with a new generation of workers.

As such, industry employee turnover rates now hover well above 50 percent; PR is consistently ranked as one of the top 10 most stressful professions, and professional development is abysmal.

In fact, the **SoDA Report says**, "The percentage of agencies who indicated they are not providing any training to their staff almost tripled in 2016, growing from five percent to 14 percent."

The business of PR must evolve to embrace this digitally native generation that highly values flexible workplaces, meaningful work and growth opportunities. [Read the rest of this story on \*odwyerpr.com\* >>](#)

## PR OPINION

**Economic pluses and minuses of Walmart, world's largest company with \$485.8 billion in sales** and 2.3 million employees, will be aired April 6 in New York.

Defending Walmart will be Richard Vedder, author of *The Wal-Mart Revolution*, and John Tierney, former *New York Times* columnist, while critics are Nelson Lichtenstein, author of *The Retail Revolution: How Walmart Created a Brave New World of Business*, and Amy Taub, researcher for **Demos**, liberal-oriented policy organization.

Demos, which had \$7.42 million in revenues in 2015 and net assets of \$4.05M, is based at 220 Fifth ave., New York. Heather McGhee is president. Taub explores consumer debt, job creation and the U.S. middle class for Demos, founded in 2001.

Walmart is an **Edelman** account.

The event will be streamed online, and viewers will be able to cast their votes on the proposition, "**Long Live Walmart.**"

Vedder, Tierney and others say new Walmart stores boost employment and income in communities, especially benefitting the poor; that Walmart employees are paid fairly, and that very few do not have health insurance.

They decry attempts by communities to penalize Walmart by enacting restrictive zoning laws, requiring health insurance or setting high minimum wages.

Walmart in January said it would create 10,000 new jobs in the U.S. this year.

Supporters say this is the latest example of Walmart benefitting America by providing jobs to low-skilled workers, selling affordable goods, and attracting new consumers and businesses to its neighborhoods.

Lichtenstein, Taub and other critics say Walmart hurts local communities by pushing out locally-owned businesses, provide low pay and "restrictive" work hours, and force U.S. companies to use cheap foreign labor.

Walmart has "spread evangelical Protestantism into the workplace, made South China an American workshop, and pushed U.S. politics to the right," says Lichtenstein.

The Demos mission statement says it is "a public policy organization working for an America where we all have an equal say in our democracy and an equal chance in our economy. Our name means 'the people.' It is the root word of democracy, and it reminds us that in America, the true source of our greatness is the diversity of our people. Our nation's highest challenge is to create a democracy that truly empowers people of all backgrounds so that we all have a say in setting the policies that shape opportunity and provide for our common future. To help America meet that challenge, Demos is working to reduce both political and economic inequality, deploying original research, advocacy, litigation, and strategic communications to create the America the people deserve."

– **Jack O'Dwyer**

