



Jack O'Dwyer,  
Editor-in-Chief

# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## DRUG ABUSE, MENTAL HEALTH UNIT EYES PR

The \$3.6B federal government bureau focused on substance abuse and mental illness has launched an agency search to support PR and outreach communications for up to five years.

The Substance Abuse and Mental Health Services Administration, the Maryland-based unit of the Dept. of Health and Human Services, released an RFP for communications support targeting service providers, consumers, policy makers and the media. It expects to tap a single agency for the PR efforts backing its major initiatives, including increased access to mental health services, suicide prevention, and new initiatives focused on prescription drug abuse and heroin, among others.

Edelman has worked with the federal agency.

A one-year contract with four option years is expected to start in mid-August. Proposals are due April 9. View the RFP documents at <http://odwpr.us/1FMwVgM>.



## BEISER CHECKS IN AT EDELMAN

Kathryn Beiser, most recently at Hilton, has joined Edelman in Washington as chair of the corporate practice at the independent firm with 2014 fees in the \$800M range. She'll report to Ben Boyd, president of Edelman's practices, services and offerings unit.

Beiser ended a two-year stint at the lodging giant in February. She did a six-year stint at credit card marketer Discovery Financial Services (VP-corporate communications) and 20 more at PR firms Burson-Marsteller, Golin/Harris, Hill & Knowlton and Ruder Finn.

## FEMA EXPANDS OGILVY'S WORK

The Federal Emergency Management Agency has awarded a five-year \$130M contract to a joint venture of Michael Baker International, technology and engineering consultant, and Ogilvy Public Relations.

MBI manages the Resilience Action Partners venture that's tasked with providing flood risk comms. and mitigation planning services in communities across the US.

The community and risk engagement contract is part of FEMA's risk mapping, assessment and planning program. MBI and OPR will help FEMA collaborate with state, local and tribal government efforts to raise awareness of flood dangers and help fortify against natural disasters.

## WPP's SORRELL AWARDED \$53M IN STOCK

WPP granted CEO Martin Sorrell \$53M in stock award, the maximum amount allowed under the conglomerate's Leadership Equity Acquisition Plan approved by stockholders in 2009.

The grant covers the five-year period beginning Jan. 1, 2010 and ending Dec. 31 of last year.

The board says Sorrell received the greatest allowable grant because of "WPP's strong outperformance against the 12 comparator companies included in the scheme."

It noted that WPP's total shareholder return on investment outpaced "96 percent of the FTSE 100 market capitalization."

WPP chairman Philip Lader said in a statement: "This senior management incentive compensation plan required substantial personal, long-term investment by the participants, exceptional corporate performance over five years, and was approved by an 83% supporting vote of share owners."

Sorrell on March 12 sold almost half (48.2 percent) of his awarded shares to pay for taxes associated with his LEAP gain.

A new bonus plan with less generous award targets goes into effect in 2017.

Through family and foundation stock holdings, Sorrell controls a 1.7 percent stake in WPP.

## LATOUR SUCCEEDS SHEFFER AT GE

Gary Sheffer, chief communications officer for GE, is retiring after a 16-year career at the Fairfield, Conn.-based conglomerate.

Senior director of external comms., Deirdre Latour, will take over Sheffer's CCO role on April 1. She joined the company from its outside agency, Edelman, in 2004.

Sheffer played a key role in GE's Ecomagination and GE Works campaigns, as well as its PR strategy through the financial crisis and the transition from high-profile CEO Jack Welch to Jeff Immelt. He led its communications and PA operations for the past 12 years.

GE Business Innovations CEO and former GE CMO Beth Comstock said Sheffer developed one of the best communications teams in the world.

Sheffer is chairman of the Arthur W. Page Society.

### City, Regional Rankings Issue



**Boston**  
**Chicago**  
**Connecticut**  
**Florida**  
**Los Angeles Area**  
**Midwest Cities**  
**New York & NJ**  
**Pennsylvania**  
**San Francisco Area**  
**Southeast**  
**Texas**  
**Washington, D.C.**  
**Western Cities**

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## **LEVICK SIDES WITH TURKEY ON ARMENIA**

Levick represents the Turkish Institute for Progress on Congressional matters related to Turkey's relationship with Armenia on issues such as increasing trade, opening borders and genocide charges.

Democrats Adam Schiff (CA), Frank Pallone (NJ) and Republican David Valadao (CA)



today introduced the Armenian Genocide Truth and Justice Resolution, which Turkey vehemently rejects.

The measure calls for President Obama to work for a constructive relationship between Turkey and Armenia, plus Turkey's acknowledgement of the Armenia Genocide.

Armenia says the Ottoman government beginning in 1915 launched a systemic decimation of the 2M civilian Armenians living under their rule.

Subsequent Turkish governments have expressed grief for the deaths, but have denied that a policy of genocide existed.

Turkey has support on Capitol Hill from Republicans such as Congressman Bill Shuster of Pennsylvania.

Last month, he wrote a "Dear Colleague" letter urging Congress not to get involved in a hundred year old dispute that happened on the other side of the world.

Shuster believes support for Armenia's position on genocide would be "cataclysmic and undermined US security interests" in the region.

He depicted Turkey as a staunch ally in the fight against ISIS and provider for refugees of the Syrian Civil War.

Shuster also noted NATO member Turkey bases Raytheon missiles despite strong objections from Russia and Iran.

Connie Mack, former Republican Congressman from Florida, and Patrick Hillmann, who worked with a unit of the European Commission to respond to the Georgia-Russia crisis of 2008, handle the Turkish Institute campaign.

## **P&G's EX-PR CHIEF ADVISES APCO**

Chris Hassall, who once led Procter & Gamble's 1,200-member worldwide communications team, has joined APCO's international advisory board.

As the consumer product giant's global external relations officer, Hassall was responsible for reputation, corporate communications, issues/crisis management, media relations and philanthropy.

Before assuming to the top post, he led Greater China and Asia PR from a perch in Guangzhou and Europe, Middle East and Africa communications during a stint in Geneva.

Hassall stepped down from P&G in 2012. He has been teaching brand building and business development at Sun Yat-Sen University in China.

APCO CEO Brad Staples expects Hassall's experience working for "one of the strongest brands in the world," would be invaluable to the Washington-based firm and its clients.

## **AKIN GUMP BOLSTERS JAPAN PUSH**

Akin Gump Strauss & Feld has called on four key executives from Republican powerhouse PA firm DCI Group for Japan to push for a deal for the Trans-Pacific Partnership agreement that is opposed by some Democrats and their labor/environmental allies.

The deal would cover the US and 11 Pacific Rim nations that account for about 40 percent of the world's economy.

President Obama needs GOP support for the treaty, which is under fire from high-profile Dems such as Elizabeth Warren of Massachusetts. He believes the trade pact would bolster America's economy and provide leverage against China.

Akin has hired DCI Group AZ to a \$30K monthly contract to round up political support for the TPP.

DCI CEO Doug Goodyear, chairman Thomas Synhorst and managing partners Justin Peterson and Brian McCabe own the limited liability company tapped by Akin Gump.

The Japanese paid Akin Gump \$388K during the six-month period ended Jan. 30.

## **MONTANA SLATES RX ABUSE CAMPAIGN**

Montana's attorney general is searching for an agency to develop a public awareness campaign to curb an endemic problem of prescription drug abuse in the state.

Montana saw 484 prescription overdoses from 2010-13 and 7,200 hospital admissions over that time, in addition to rises in drug-related DUI offenses and high school students who say they've tried prescription drugs.

The Treasure State released an RFP on March 18 for the assignment to reach susceptible population segments like adults 34-60, Native Americans, active and former military personnel, and students ages 12-22.

The work includes demographic research, creative, monitoring and earned media, among other tactics.

Proposals are due April 27. RFP: <http://odwpr.us/1CKtQgu>.

## **LEA BOLSTERS DETROIT COMEBACK**

Lambert, Edwards & Assocs, has signed on with the Downtown Detroit Partnership to position the area as a 24/7 live-play-work neighborhood of the revitalizing city.

Jeff Lambert, president of Michigan's biggest PR firm, says the firm will accelerate the DDP's "downhill momentum" as chief advocate and steward of Detroit.

The firm will bolster DDP's visibility, publicize events, pitch media and manage digital/social outreach.

DDP initiatives include the Live Downtown Program, Detroit Experience Factor and Downtown Detroit Business Improvement Zone.

LEA has offices in the Motor City, Grand Rapids and Lansing and clients in 20 states.





**NPR TAPS AP, NYT ALUM NEWS CHIEF**

National Public Radio has hired Michael Oreskes, veteran of Associated Press and the *New York Times*, as news chief.

He will take the senior VP for news and editorial director post when he joins NPR in Washington in late April.

The 60-year Oreskes currently is VP/senior managing editor at the AP, which he joined in 2008.

In his 27-year stint at the New York Times Co., he served as executive editor at the *International Herald Tribune* and Washington bureau chief for the NYT.

He held various reporting jobs at the paper and helped manage digital content and partnerships for television.

Oreskes began his career at the *New York Daily News*.

Margaret Low Smith, who was NPR's news chief, exited last summer. All Things Considered Executive Producer Christopher Turpin has been serving as NPR's top news executive. He'll become VP-news under Oreskes.

NPR CEO Jarl Mohn said journalism heavyweight Oreskes got the job to highlight "the central role that news coverage should play in defining" the network's identity.

Oreskes considers NPR "one of the handful of news outlets that have proved themselves to be indispensable to the nation."



Oreskes

**VINER NAMED GUARDIAN E-I-C**

Katharine Viner, 44, has been named editor-in-chief of the *Guardian*, making her the first woman to head the UK paper.

She'll take over for Alan Rusbridger, who ran the publication for the past two decades, during the summer.

Viner is e-i-c of the Guardian's US edition and before that helmed the Australian operation. She joined the 194-year-old publication in 1997.

Liz Forgan, chairman of Guardian owner Scott Trust, said Viner "embraced the huge changes in the industry with creativity and relish while bringing with her a deep commitment to the Guardian's traditions of plural, liberal journalism."

Rusbridger will succeed Forgan at Scott Trust when her term expires early next year.

The Guardian's daily circulation is 180K. Online traffic is trending upward.

Driven the the US audience, the Guardian's web traffic is up 30 percent since February and ranks among the most-shared sites on Facebook, according to analytics firm NewsWhip.



Viner

**MICKETHWAIT PUTS STAMP ON BLOOMBERG**

John Micklethwait, *The Economist* veteran who took the editor post at Bloomberg, has revamped operations "to produce better journalism and help our business partners across various platforms," according to his staff memo.

He created an editorial management committee of himself, deputy chief editor Reto Gregori and chief content officer Josh Tyrangiel.

Editors from Bloomberg's terminal and media units report to Micklethwait through the committee.

They include Laura Zelenko (beat reporting), Chris Collins (breaking news), Marty Schenker (terminal news products), Claudia Milne (broadcast), Josh Topolsky (digital) Al Mayers (radio) and Stephanie Mehta (events).

Tyrangiel, who is responsible for longer features, is responsible for magazines (*Bloomberg Businessweek*, *Markets* and *Pursuits*).

David Shipley at Bloomberg View and David Dwyer (Bloomberg Intelligence) will directly report to Micklethwait, who took over for Matthew Winkler.

**APOLLO SETS SIGHTS ON DIGITAL FIRST MEDIA**

Apollo Global Management equity firm is preparing a \$400M bid for Digital First Media, owner of the *Denver Post*, *San Jose Mercury News*, *St. Paul Pioneer Press*, *Los Angeles Daily News* and *New Haven Register*, according to a Reuters report.

DFM CEO John Paton has been studying strategic alternatives for the company due to the "seismic change" shaping the media environment driving the need to "rapidly compete in the digital world."

UBS Securities is advising the New York-based DFM.

Apollo edged out Cerberus Capital in deal.

Reuters reported that despite shrinking newspaper readership, buyout firms see ways to squeeze out profits via cost cuts and new digital products.

DFM is the nation's No. 2 newspaper chain in circulation with 76 daily papers in 15 states and 800 multi-platform information products. It has a monthly reach of more than 75M customers.

**TOP TEN ADVERTISERS TRIM OUTLAYS 4%**

The nation's Top Ten advertisers sliced overall ad outlays 4.2 percent to \$15.336B in 2014, according to Kantar Media.

No. 1 advertiser Procter & Gamble chopped spending 14.4 percent to \$2.636B with the bulk of the retrenchment in magazines and digital display.

No. 3 AT&T registered a 12.7 percent cut in spending to \$1.632B, while L'Oreal, No. 6, and General Motors, No. 2, posted drops at 8.3 percent to \$1.425B and 8.2 percent to \$1.648B, respectively.

Other declines were at Comcast (5.9 percent to \$1.550B), Toyota Motor (5.7 percent to \$1.196B) and Fiat Chrysler Automobiles (3.1 percent to \$1.133B).

Pfizer posted a solid 23.0 percent jump in outlays to \$1.400B. Berkshire Hathaway (13.6 percent to \$1.430B) and Verizon Communications (4.8 percent to \$1.283B) followed.

# O'DWYER'S REGIONAL & CITY RANKING OF PR FIRMS WITH

## NEW YORK & NEW JERSEY

Firm	2014 Net Fees	Empl.
1. Edelman (includes Rochester)	\$174,310,782	871
2. DKC	41,500,000	199
3. Ruder Finn	37,024,000	199
4. MWW	33,926,000	153
5. W2O Group	27,962,039	136
6. Finn Partners	23,660,000	150
7. Prosek Partners	20,300,000	85
8. Coyne, Parsippany, NJ	20,281,499	136
9. Hunter PR	20,250,000	101
10. 5W Public Relations	18,961,046	112
11. Cooney/Waters Group	15,438,041	52
12. Peppercomm	14,567,389	85
13. Makovsky	13,200,000	60
14. Taylor	12,766,247	66
15. APCO Worldwide	12,054,200	49
16. RF   Binder Partners	11,200,000	69
17. Development Counsellors Int'l (DCI)	9,079,895	44
18. ICR	7,618,617	51
19. Zeno Group	7,183,973	42
20. Bliss Integrated Communication	6,783,000	39
21. Lou Hammond & Associates	6,748,039	40
22. Gibbs & Soell	6,533,873	40
23. Quinn & Co.	5,460,472	41
24. PadillaCRT	5,212,613	24
25. CooperKatz & Co.	4,790,810	30
26. Dukas Public Relations	4,543,306	20
27. Intermarket Communications	3,815,447	15
28. Nancy J. Friedman Public Relations	3,542,000	22
29. Hawkins Int'l, Inc.	3,432,000	28
30. Hotwire	3,121,032	20
31. Kyne	3,096,952	15
32. MCS Healthcare Public Relations, Bedminster, NJ	2,848,364	17
33. Ripp Media/Public Relations	2,506,223	8
34. Coyne	2,349,599	13
35. North 6th Agency (N6A)	2,070,036	13
36. J Public Relations	1,949,089	17
37. Dedit Communications, LLC	1,495,583	10
38. Rosica, Paramus, NJ	1,430,930	11
39. Wise Public Relations	1,100,000	5
40. Butler Associates	825,817	6
41. Feintuch Communications	666,646	4
42. Style House PR	408,062	4
43. Vantage PR	224,000	2
44. AMP3 Public Relations	204,205	1

## WASHINGTON, D.C.

1. Edelman	\$63,805,609	291
2. APCO Worldwide	47,343,600	176
3. LEVICK	17,231,618	61
4. Finn Partners	11,958,000	56
5. Crosby, Annapolis, MD	10,438,755	49
6. Podesta Group	8,181,127	18
7. Spectrum	8,085,455	35
8. GYMR	6,004,742	23
9. JPA Health Communications	4,630,541	17
10. Seven Twenty Strategies	4,503,628	33
11. MWW	3,488,000	15
12. Racepoint Global	1,700,000	9
13. Weiss PR, Baltimore, MD	554,402	3

## BOSTON

1. Racepoint Global	\$22,079,597	88
2. Rasky Baerlein Strategic Communications	13,189,973	50
3. Inkhous Media + Marketing	9,017,618	68
4. Pan Communications	7,800,000	56
5. 360 Public Relations	6,547,095	40
6. ICR	4,223,825	11
7. Schneider Associates	2,641,524	18
8. W2O Group	2,478,750	10
9. LaVoieHealthScience	1,257,575	8
10. RF   Binder Partners	1,100,000	8
11. Vantage PR	5,000	3

## CHICAGO

Firm	2014 Net Fees	Empl.
1. Edelman	\$95,611,995	603
2. SS PR, Northfield, IL	13,977,000	74
3. Zeno Group	12,309,666	61
4. Current	10,309,101	45
5. FoodMinds	8,072,494	29
6. Public Communications Inc.	6,312,563	47
7. Gibbs & Soell	5,207,265	32
8. Finn Partners	4,868,000	34
9. L.C. Williams & Associates	4,710,899	25
10. APCO Worldwide	2,165,100	9
11. MWW	1,700,000	8
12. O'Malley Hansen Communications	1,690,000	12
13. Taylor	962,880	4
14. W2O Group	826,250	6

## MIDWEST CITIES

1. Fahlgren Mortine, Columbus, OH	\$18,616,471	110
2. PadillaCRT, Minneapolis, MN	18,014,458	100
3. Airfoil, Southfield, MI	7,170,140	47
4. Lambert, Edwards + Associates, Grand Rapids, MI	6,840,000	44
5. Paul Werth Associates, Columbus, OH	4,231,152	16
6. Standing Partnership, St. Louis, MO	3,824,984	24
7. Beehive PR, St. Paul, MN	2,714,513	11
8. W2O Group, Minneapolis, MN	2,478,750	11
9. Maccabee, Minneapolis, MN	1,095,868	7

## SOUTHEAST

1. French   West   Vaughan, Raleigh, NC	\$18,753,747	87
2. Edelman, Atlanta, GA	16,299,532	103
3. Jackson Spalding, Atlanta, GA	16,129,010	115
4. Gibbs & Soell, Raleigh, NC	13,696,974	68
5. Zimmerman Agency, Tallahassee	12,200,000	46
6. Max Borges Agency, Miami, FL	10,693,735	55
7. ReviveHealth, Nashville, TN	8,780,000	46
8. PadillaCRT, Richmond, VA	8,397,040	48
9. Taylor, Charlotte, NC	7,265,248	33
10. Dodge Communications, Alpharetta, GA	6,957,425	53
11. McNeely Pigott & Fox PR, Nashville, TN	6,764,064	56
12. rbb Public Relations, Miami, FL	6,401,985	33
13. DVL, part of Finn Partners, Nashville, TN	6,184,000	53
14. Jarrard Phillips Cate & Hancock, Brentwood, TN	6,092,616	24
15. Sachs Media Group, Tallahassee, FL	5,130,720	27
16. Seigenthaler, part of Finn Partners, Nashville, TN	4,292,620	28
17. Moore Communications Group, Tallahassee, FL	4,109,564	26
18. Trevelino/Keller, Atlanta, GA	3,178,744	19
19. BoardroomPR, Ft. Lauderdale, FL	2,300,000	13
20. Hodges Partnership, The, Richmond, VA	2,033,497	14
21. Edelman, Orlando, FL	1,965,632	8
22. Wilbert Group, The, Atlanta, GA	1,560,021	10
23. Finn Partners, Ft. Lauderdale, FL	944,000	10
24. APCO Worldwide, Raleigh, NC	943,800	6

## FLORIDA

1. Zimmerman Agency, Tallahassee	\$12,200,000	46
2. Max Borges Agency, Miami	10,693,735	55
3. rbb Public Relations, Miami	6,401,985	38
4. Sachs Media Group, Tallahassee	5,130,720	27
5. Moore Communications Group, Tallahassee	4,109,564	26
6. BoardroomPR, Ft. Lauderdale	2,300,000	13
7. Edelman, Orlando	1,965,632	8
8. Finn Partners, Ft. Lauderdale	944,000	10
9. Vantage PR, Orlando	421,000	10

## PENNSYLVANIA

1. Gregory FCA, Ardmore	\$6,800,000	44
2. Gatesman + Dave, Pittsburgh	1,800,000	72
3. Word Write Communications, Pittsburgh	695,163	6

## CONNECTICUT

1. ICR, Norwalk	\$31,776,537	69
2. Cashman + Katz Int. Comms., Glastonbury	2,135,000	25
3. CJ Public Relations, Southington	287,606	4

# MAJOR U.S. OPERATIONS

## TEXAS

Firm	2014 Net Fees	Empl.
1. W2O Group, Austin	\$20,917,171	100
2. Edelman (includes Dallas & Houston), Austin	12,416,677	76
3. Pierpont Comms. (includes Austin & Dallas), Houston	6,434,096	36
4. MWW, Dallas	5,128,000	17
5. SPM Communications, Dallas	2,397,828	16
6. Idea Grove, Dallas	1,959,699	22
7. Crosswind Media & Public Relations, Austin	1,750,000	15
8. M/C/C, Inc., Dallas	1,700,000	30
9. Ward Creative Communications, Inc., Bellaire	1,672,863	9
10. Power Group, The, Dallas	1,043,422	9
11. BizCom Associates, Addison	861,222	4
12. Taylor, Austin	275,350	1

## LOS ANGELES

1. Edelman	\$24,142,926	131
2. Davies, Santa Barbara	9,992,391	31
3. Cerrell Associates	5,015,110	22
4. Finn Partners	4,008,000	36
5. ICR	3,820,613	8
6. Konnect Public Relations	3,229,239	29
7. Fiona Hutton & Associates	3,070,243	9
8. MWW	2,865,000	23
9. J Public Relations, San Diego	2,859,532	20
10. W2O Group	2,478,750	11
11. IW Group, West Hollywood	2,309,000	12
12. BLAZE, Santa Monica	1,684,371	11
13. Marketing Maven Public Relations, Camarillo	1,226,093	11
14. W2O Group, San Diego	826,250	6
15. Taylor	445,625	2
16. Coyne	378,902	5

## SAN FRANCISCO

1. Allison+Partners	\$37,000,000	207
2. Edelman	29,711,952	152
3. Edelman (Silicon Valley), San Mateo	19,633,928	87
4. SparkPR	16,424,750	63
5. W2O Group	16,394,539	80
6. Hoffman Agency, The, San Jose	10,270,000	30
7. Zeno Group, Santa Monica	8,805,428	39
8. Highwire PR	8,208,694	42
9. HORN	7,700,000	42
10. Bateman Group	6,700,000	50
11. Singer Associates, Inc.	6,658,905	16
12. Edelman, Sacramento	3,879,413	15
13. Racepoint Global	3,500,000	16
14. ICR	3,248,121	5
15. Finn Partners	2,979,000	18
16. APCO Worldwide, Sacramento	2,714,500	9
17. Vantage PR	2,106,000	12
18. Peppercomm	1,727,337	5
19. APCO Worldwide	1,651,100	5
20. Perry Communications Group, Sacramento	1,591,404	9
21. Landis Communications	1,500,000	10
22. MWW	1,450,000	8
23. W2O Group, Sunnyvale	826,250	4
24. Inkhouse Media + Marketing	815,000	10
25. Ruder Finn	420,000	3

## WESTERN CITIES

1. Waggener Edstrom Comms., Bellevue, WA	\$106,676,000	705
2. Edelman, Seattle, WA	25,450,082	148
3. Edelman, Portland, OR	7,106,509	39
4. Linhart Public Relations, Denver, CO	4,815,119	27
5. LANE, Portland, OR	3,846,887	22
6. APCO Worldwide, Seattle, WA	2,200,900	12
7. Red Sky PR, Boise, ID	1,056,620	9
8. KCD Public Relations, Inc., San Diego, CA	613,263	7
9. Malen Yantis Public Relations, Vail, CO	335,820	2

## FAHLGREN AIDS STANDARD REGISTER CH 11

Standard Register, the publicly traded Ohio print and marketing company, is leaning on PR support from Fahlgren as it navigates Chapter 11 bankruptcy.

The Dayton-based company filed for bankruptcy protection on March 12 with a \$275M acquisition agreement from lender Silver Point Capital.

President and CEO Joseph Morgan said SP has a “fundamentally stable underlying business” and is working to shift its focus away from the print market. “In response to the traditional print market decline, Standard Register repositioned itself as a market focused integrated communications provider where today, the majority of both revenue and profit are being derived,” he said.

Fahlgren senior VP Carol Merry is representing SP through the restructuring.

SP assets are around \$453M against liabilities of \$583.5M, including \$184M from the 2013 acquisition of print management services provider WorkflowOne.

The city of Dayton, meanwhile, hopes the reorganization will keep SP up and running for its 800 jobs, 100-year history and economic impact on the region.

## ENVIRONMENTAL REGULATOR CHEERS BRAVO

Jeff Logan, who was executive deputy secretary for the Pennsylvania Dept. of Environmental Protection, has joined Bravo Group, the Harrisburg-based PA/advocacy firm.

He'll lead its environmental and regulatory practice.

Bravo chief Chris Bravacos said

Logan understands "how progress can be made in navigating environmental issues for industries and causes."

The firm, which has offices in Philadelphia, Pittsburgh and Dallas, represents energy clients such as Sunoco, Southwestern Energy Cabot Oil & Gas, Philadelphia Energy Solutions, Dow Chemical and Pennsylvania Steel Alliance. It also works the Pennsylvania Chemical Industry Council.

While at DEP, Logan is credited for a dramatic improvement in environmental permitting measures including review time, throughput and predictability. The Keystone State is a major producer of shale energy.

## OHIO TAGS TWO FOR TOURISM

Ohio Tourism has awarded brand communications duties to Cult Marketing and Marcus Thomas after an RFP process.

The Buckeye State released a breezy RFP in December for the work, acknowledging, “TourismOhio has engaged in what we like to call ‘random acts of marketing.’ However, it's not a just about throwing a bunch of destinations at people and saying 'come spend time here'—we need you to make to be a part of this creative process for Ohio.”

Columbus-based Cult Marketing takes the lead on both a \$284K pact for brand architecture and positioning, as well as the state's \$52,500/month creative service contract. Marcus Thomas of Cleveland will guide media strategy, planning and buying.



Logan



## NEW ACCOUNTS

### New York Area

**Diffusion**, New York/Elemental Path, smart toy and technology developer, as AOR for PR to launch its CogniToys line of connected toys powered by IBM Watson. Diffusion handled a Kickstarter campaign that surpassed its \$50K goal in less than a day.

**The Marino Organization**, New York/Servcorp, executive suites and virtual offices, for PR in the Big Apple. The company recently signed a 15-year lease at One World Trade Center.

**Exposure America**, New York/Bill Blass Group, fashion brand slated for January 2016 re-launch, for media relations and special events PR. Wondersauce was tapped for digital.

**Raker Goldstein**, New York/Beatgasm, electronic dance music streaming service, for PR.

**CRC**, New York/Dr. Rosemarie Ingleton, "dermatologist to the stars," for PR and marketing comms.

**The Door**, New York/Late July Organic Snacks, certified organic, non-GMO snacks, to promote its founder and a new line of tortilla chips inspired by taco truck flavors and Sugru, moldable glue that turns into rubber, an extension from a holiday campaign.

### East

**Clapp Communications**, Baltimore/Howard Bank, community bank for small and midsized business, for PR. HB has 13 branches in the greater Baltimore area.

### Southeast

**Uproar PR**, Orlando, Fla./Hyperice, fitness tools, including the Kickstarter-funded Vyper foam roller, and myHealthSphere, workplace wellness and creator of the Dooo software platform to encourage sedentary employees to do daily fitness routines, for PR, including media outreach and social media strategies.

**Diamond PR**, Miami/Circa 39 and sister hotel The Palms Hotel & Spa Miami in Miami Beach; Ecoventura Galapagos Network, a Galapagos Islands luxury expedition yacht network; Grand Cayman Marriott Beach Resort, and Marriott Port-au-Prince Hotel in Haiti, a pro bono project that is a joint venture between Marriott International and The Clinton Foundation to spur tourism in the embattled nation.

### Southwest

**Preferred PR**, Las Vegas/Downtown Grand Hotel & Casino, hospitality and entertainment destination, for PR and promotional efforts.

### West

**Perry Communications Group**, Sacramento/California Craft Brewers Association, for strategic communications, media relations, social media and legislative support, and the Sierra Nevada Conservatory, to launch a collaboration to restore the health of California's primary watershed, including development of messaging and marketing material, media relations, and other support.

**The Pollack PR Marketing Group**, Los Angeles/The city of Santa Monica's Wellbeing Project, as AOR following a competitive review. The city is one of five that won Bloomberg Philanthropies' inaugural Mayors Challenge and a \$1M grant to solve major challenges and improve life in cities.

## PEOPLE

### Joined

**Lucy-Claire Saunders**, VP, Mercury's New York office, to Fiona Hutton & Associates, Los Angeles, as a director for the comms. and PA firm.

**Ashley Hurst**, director of global social media, Coach Inc., and **Jon Silver**,

deputy director, global marketing, Edelman, to Golin, New York, as digital directors. Hurst is focused on consumer clients like PetSmart and Crayola, while Silver handles corporate clients.



Hurst, Silver

**Alexis Christoforous**, former anchor and correspondent for CBS Marketwatch, to Airex, New York, as a senior executive in the online marketplace's broadcast, events and media division. He started out at Bloomberg TV and Radio.

**Michelle Hawthorn**, senior A/E, Yilson PR, to Kip Hunter Marketing, Fort Lauderdale, Fla., as director of PR. Melissa Sweredoski, A/C intern, Trone Brand Energy, joins as PR manager.

**Jeff Martin**, who held PR roles for the Council on

Foundations, The Nature Conservancy and Peace Corps, to the American Anthropological Assn., Arlington, Va., as director of comms. and PA. He worked on the agency side with Bozell, Kenyon & Eckhardt and Edelman.



Martin

### Promoted

**Debra Raine** to partner, Horn Group, San Francisco. She continues to lead the tech firm's west coast business and plans to expand its international operations. She joined in 2014 from BondPR Worldwide.

**Diane Charles** to VP of corporate comms., Art Van Furniture, the Warren, Mich.-based retail furniture chain of 94 stores in the Midwest. She joined as director in **Michael Samec** to VP, digital strategy, G&S Business Communications, Chicago.

**Shin-Jung Hong** to VP, Nicholas & Lence Communications, New York. She joined in 2013 from Hawkins Int'l PR.

**Russ Colchamiro** to VP of commercial real estate, and **Matt Bergman** to VP and senior counsel, The Marino Organization, New York. Colchamiro joined in 2009, while Bergman, an attorney, signed on in 2012.

**Sarah Hersh** to VP, Full Court Press Communications, Oakland, Calif. She joined in 2011 and has led the firm's work in environmental PR. FCPC also added Caitlin Scott (Trainer Comms., Mindshare PR, DCI Group) as comms. counselor.

**Josh Tammaro** to A/E, Schneider Associates, Boston, handling clients like MIT's Sloan School of Management and New England College of Business. He joined in June 2014 after an internship.

**Angie Schneider**, partner and managing director of Porter Novelli's Seattle office, to president of the agency's Asia-Pacific region, based in Singapore.

## **US WANTS LESS GOV'T MEDDLING IN DIGITAL**

Americans want less government meddling and more personal control over their cyber-activity, according to the second "Beyond the Beltway Insights" poll released by SKDKnickerbocker and Benenson Strategy Group.

More than six-in-ten (64 percent) of respondents believe Uncle Sam has gone too far in gathering information from technology companies about them.

Only 36 percent of the 1,032 registered voters polled believe the US has struck the right balance between personal privacy and public safety.

The poll found widespread support for Europe's "right to be forgotten" law.

A whopping 88 percent back the measure to force companies such as Google and Yahoo to remove personal information (photos, articles) about them that show up in online searches.

"It's clear from our findings that Americans want greater control over their cyber lives," said BSG's Pete Brodnitz. Working with SKDKnickerbocker, he plans "to keep digging beneath the surface to pinpoint the values shaping public opinion on this and an array of other issues."

The survey also found broad support for easing penalties for marijuana use, parental leave and ending the embargo against Cuba to leverage pressure on Havana to improve its human rights record.

## **STILLINGS FORGES CMO SPOT AT IRONPLANET**

Susan Stillings, an agency vet of Teneo, Brunswick Group and Edelman, among others, has been named chief marketing officer for online heavy equipment marketplace IronPlanet.

The Bay Area-based portal, backed by some of the top names in venture capital, annually brokers hundreds of millions of dollars in sales of used construction vehicles, government surplus vehicles and other heavy equipment.

Stillings has been an advisor to Prosek Partners for the past year after stints at Teneo and Brunswick (partner). She was an EVP in Edelman's global financial practice, managing director for Ogilvy PR's Asia Pacific financial unit, and MD for Joele Frank, Wilkinson Brimmer Katcher.

IronPlanet acquired oilfield equipment auctioneers Kruse Energy in November and launched units focused on government surplus auctions (GovPlanet) and used equipment (allEquip) in the past year.

Backers of IP include Accell Partners, Klein Perkins Caufield & Byers, Volvo, Komatsu and Caterpillar.

## **ABMAC, JF IN WYNN FAMILY PROXY BRAWL**

Elaine Wynn, a co-founder and a top stockholder of Wynn Resorts, has engaged Abernathy MacGregor Group as she mounts a campaign for re-election to the Wynn Resorts board.

The Las Vegas-based gaming and entertainment company, led by Wynn's ex-husband, Steve Wynn, did not re-nominate her for its board election April 24.

Elaine's Wynn's proxy push is urging shareholders to disregard the company's recommendations in favor of her own card. "My unique history with Wynn Resorts has afforded me a strong, independent voice on the board," she

said in a letter to shareholders. "I do not simply toe the party line and instead hold our management team, including our Chairman and CEO, accountable to our stockholders."

In addition to Abernathy MacGregor on the PR front, Elaine Wynn has brought in Okapi Partners on the IR front.

Wynn Resorts, meanwhile, is working with Joele Frank, Wilkinson Brimmer Katcher for PR in its proxy campaign, as well as IR firm D.F. King & Co.

The company said it has decided to reduce the size of its top class of shareholders and therefore decided not to re-nominate Elaine Wynn based on the recommendation of its corporate governance committee. The company listed concerns over conflicts of interest, her ongoing litigation with her ex-husband, and the "view that Ms. Wynn is not meaningfully contributing to the board's discussion and work," among key factors in the decision.

Finsbury and Sard Verbinen & Co. worked another Wynn director fight in 2013 when co-founder Kazuo Okada was forced out.

## **BLUEFOCUS POSTS 63% 2014 PROFIT SURGE**

BlueFocus Communications Group says 2014 net surged 63 percent to \$115M on a 67 percent rise in revenues to \$965M.

China's biggest PR firm claims more than half (54 percent) of its revenues are digital-related.

CEO Oscar Zhao wants Blue Focus to beef up technology offerings and become more product-oriented.

The company reports non-China revenues accounted for seven percent of its '14 business.

Zhao anticipates foreign revenues will account for 20 percent of sales this year. San Francisco-based Holly Zheng, international president, spearheads the global push with a focus on the US.

Blue Focus has a 20 percent investment stake in Britain's Huntsworth, owner of Grayling, Red, Huntsworth Health and Citigate Dewe Rogerson, and majority control position in Canada's Vision 7, parent of Cossette Media and PR and Citizen Relations.

Zhao has a \$1.6B total revenue target for 2015.

## **DASCHLE TOILS FOR TAIWAN**

Former Senate Majority Leader Tom Daschle has registered as lobbyist for Taipei Economic and Cultural Representative Office to advise it on negotiations over the Trans-Pacific Partnership trade agreement.

President Obama supports the pact covering the US and 11 nations, but faces heavy opposition from Democrats, environmentalists and labor organizations. He wants to sign the agreement by the end of the year.

China, which views Taiwan as a renegade province, is not part of the TPP scheme.

The Daschle Group, which includes the former top Democrat's son, Nathan, does not yet have a formal contract with TECRO. The work may cover issues beyond the trade talks.

WPP's Glover Park unit and Gephardt Group also work for TECRO.

**Reporters' questions** were kept to the end of a two-hour Westhampton trustees' meeting March 18, proving once again that Mayor Marie Moore should be replaced.

The reporters and other members of the public had to sit through an agenda with 37 items on it before being allowed to ask questions. Most agenda items were minor matters.

The three reporters present, finally allowed to approach the podium, asked questions but got no answers. Both Moore and legal counsel Steven Angel brushed their questions aside on the ground that the eruv Jewish boundary proposed for WHB is "in litigation" and cannot be discussed. The WHB website, they were told, has the relative legal documents.

That is nonsense because the last entry on the site was Dec. 22, 2014 and 18 of the other entries are from 2011. Only three are from 2014.

### **Obama Would Be a Sympathetic Audience**

President Obama, who is currently battling the intransigence of the Benjamin Netanyahu government, would understand the frustration of Hamptonites in trying to reason with the pro-eruv forces.

Obama and Secretary of State John Kerry have gotten nowhere in their attempts to limit Jewish settlements in Palestine. New settlements are announced as Kerry arrives in Israel. Two page one stories in the *New York Times* March 21 were laced with criticism of Israeli leaders. "At White House, A Sharper Tone with Netanyahu" said one while next to it was the headline, Israeli Leader Further Divides American Jews."

Local political leaders such as Lee Zeldin, U.S. Congressman representing Suffolk County, should be enlisted as well as Governor Andrew Cuomo and New York Senators Chuck Schumer and Kirsten Gillibrand.

Rabbi Marc Schneier of the Hampton Synagogue had drafted as supporters movie producer Steven Spielberg, David Paterson when he was governor of New York, and ex-Fox 5 news anchor Jon Roland who came within three votes of being deputy mayor of WHB. Hamptonites should shop for celebs who will take up their cause.

Kyle Campbell and the Southampton Press deserve a Pulitzer Prize for sticking with this story which is a political hot potato while other major media such as the *New York Times*, *Newsday*, *New York Daily News* and *New York Post* show little if any interest in a legal battle that is costing multi-millions.

Last NYT story on the battle was on Feb. 4, 2013.

The Jewish Daily Forward had a story March 15 but it was superficial, providing no links to critical documents such as legal decisions and criticism of eruvim by ULCA Law Prof. Alexandra Susman and others.

Local libraries have refused to host any public meetings on the subject although the American Library Assn. says libraries must conduct meetings on "controversial topics" if they are to remain relevant. Physical libraries can't compete with the research capabilities of the web.

### **Moore Lacks PR Skills**

What the Moore administration is showing is lack of communications skills and lack of sensitivity to citizens' views. WHB needs either a PR firm or PR staffer to help in this battle.

There's no reason WHB can't conduct a public meeting on the meaning of eruvim. That is a highly complicated set of religious beliefs that needs a complete airing to the WHB community. Wikipedia has provided a 4,791-word explanation of it. As previous Mayor Conrad Teller has noted, 90-95% of residents do not want their community to be permanently identified as an enclave for Orthodox Jews or any other religion.

The Moore administration should have called a press conference and town meeting right after the Jan. 6, 2015 Appeals Court decision that said WHB could not block eruv markers on its utility poles.

### **Appeals Court Decision Was Faulty**

That faulty decision should have been taken apart sentence by sentence. It relies on the ignorance of a "reasonable observer" as defined by the *Lemon v. Kurtzman* court case. Supreme Court Justice Sandra O'Connor later gave the up-to-date definition of a reasonable observer which says he or she is knowledgeable about religious symbols such as lechis.

WHB has enough legal reasoning on its side to undermine court decisions allowing eruvim, which turn public property and land into the "private domain" and "home" of the observant. These include the 34-page essay titled "Strings Attached" by UCLA Law Prof. Alexandra Susman and the 18-page memo by Yeshiva Law Prof. Marci Hamilton, specifically written to help WHB fight an eruv.

The 2001 decision of Judge William Bassler of Federal District Court in N.J., which ordered an eruv in Tenafly dismantled, is the best court decision yet on eruvim. It found no animosity to Orthodox Jews but only concern that public property not be "permanently allocated to a religious purpose."

WHB, Southampton, Quogue and Jewish People Opposed to the Eruv have fought the East End Eruv Assn. in court for more than four years with no end in sight. Bills from outside law firms have totaled more than \$1 million and the towns face millions in penalties and court costs.

Also nonsensical are the remarks of EEEA lawyer Robert Sugarman as quoted on 27east.com. He told reporter Kyle Campbell, whose exhaustive, 1,710-word report March 18 failed to find a single "lechi" marker or another other sign of an eruv in WHB, that the eruv should not concern anyone who is not an Orthodox Jew.

"It simply doesn't matter," said Sugarman who is indirectly quoted as saying that the lack of visibility of the markers only furthers his argument that the eruv is not causing any kind of damage to village residents who do not follow Orthodox Judaism.

That spin ignores the fact that 90-95% of residents do not want any religious sect claiming WHB as its "home" and they are aware of the claims of the EEEA.

— Jack O'Dwyer