



Jack O'Dwyer,  
Editor-in-Chief

# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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

March 28, 2016 Vol. 49 No. 13

## MICHIGAN REVIEWS TRAVEL, ECONDEV PR

Michigan wants to hear from PR firms to guide travel and economic development PR for the Wolverine State.

The Michigan Economic Development Corporation, which oversees the "Pure Michigan" brand as the state's marketing arm, seeks a firm to improve Michigan's image among business leaders, increase its visibility among leisure travelers, and boost the state's overall perception "as a desirable place to live, work and play," according to an RFP.



The MEDC and its agency, Weber Shandwick, won the coveted Best in Show award from the Hospitality Sales and Marketing Association International in 2014 for a campaign highlighting Detroit.

The Pure Michigan campaign is in its 10th year and is eyeing a shift from event and destination-driven market to more activity and "passion-based" marketing. The work includes both PR and social media.

The state is reviewing its tourism advertising and business marketing pacts via separate RFPs, as well.

Proposals are due April 8. RFP:  
<http://odwpr.us/1UnY5TP>.

## OHIO EYES PR TO CURB OVERDOSES

Ohio is looking for an outside firm to develop a social marketing campaign aimed to cut down on unintentional drug overdoses as the state faces rates among the highest in the nation.

Ohio logged 18.2 of such overdose fatalities per 100,000 people in 2013 as the deaths surpassed motor vehicle fatalities as the leading cause of death in the Buckeye State.

Prescription opioids are involved in more than one-third of unintentional overdose deaths.

Ohio wants a firm to engage and educate prescribers, as well as raise awareness among patients and the public of appropriate prescribing practices.

Proposals are due April 20.  
RFP: <http://odwpr.us/1Mut12i>.



## BESANCENEY TO TOP WALMART PR POST

Brian Besancene, a top communications and public affairs exec for The Walt Disney Company, is moving to Walmart as chief communications officer for the retail giant.

Besancene, who is slated to join the Bentonville, Ark.-based company on April 1 as a senior VP, will report to corporate affairs chief Dan Bartlett.

He is a Bush administration alum, having served as deputy chief of staff to Secretary of State Condoleezza Rice, working public affairs in the Dept. of Homeland Security during the Bush administration, and comms. deputy for the White House. He was also a Hill aide to Rep. Rob Portman (R-Ohio).



Besancene

Besancene joined the Walt Disney Co. in 2009 as VP of PA.

H+K crisis chief Greg Hitt joined Walmart last year as VP of corporate communications.

## GRAYLING BOLSTERS NEW YORK RANKS

Meghan Gross, an MSLGroup alum who founded and led GEM Strategic Communications, has moved to Grayling in New York as an executive VP.

Gross will lead the firm's NRG Energy business, as well as a global law firm client.

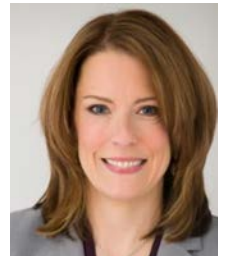
She was a senior VP for MSLGroup and managing director of its Boston office after stints as director of communications for law firm Foley Hoag and comms. manager for Ropes & Gray.

She also did agency stints at Weber Shandwick, Arnold PR and Powell Tate.

Grayling has also brought in Will Kunkel as EVP of creative and content in New York.

He is a former Grey Global Group creative director and GM of Bite Global's digital unit, BiteDA, in addition to stints at McCann and Magnetik. He will service Grayling accounts across the US.

Grayling CEO Peter Harris said Gross' experience was exactly what the firm was looking for, adding Kunkel's background will help develop content strategies for clients. "We're thrilled to bring them both on board – our clients will truly benefit from their expertise and talent," he said. Like Gross, Harris has MSLGroup roots as he joined Grayling as US CEO in 2014.



Gross

## **LOU HAMMOND HANDLES BRIGHTLINE**

New York-headquartered travel and lifestyle agency Lou Hammond & Associates has been named agency of record for Florida's forthcoming passenger rail service, Brightline.

Signaling the first privately funded and operated U.S. passenger rail service built in nearly a half-century, Brightline is the



planned high-speed train line that will eventually connect Miami, Fort Lauderdale, West Palm Beach and Orlando. The express intercity service is being touted as one of the most advanced passenger rail systems in the country, allowing travelers to make the 235-mile trek between Orlando and Miami in about three hours.

The Brightline project, which is owned by infrastructure holding company Florida East Coast Industries LLC, is being constructed on the Florida East Coast Railway, the century-old train system built by famed industrialist and Standard Oil founder Henry Flagler. Brightline's passenger trains will be designed by the Rockwell Group.

The first phase of construction, which connects Miami with West Palm Beach, is slated for completion by summer 2017. Service to Orlando is expected to begin later that year.

MiamiCentral station, a six-block transportation hub in downtown Miami, is currently nearing completion, and construction of similar stations in Fort Lauderdale and West Palm Beach are underway.

LH&A will work to raise awareness for the new rail service, will leverage existing partnerships and will also focus on earned media in the national press, particularly the travel press.

The account will be managed out of Lou Hammond's Miami office.

## **REPORT: POLAND TALKS TO GLOBAL PR FIRMS**

Poland's government, which has raised eyebrows around the globe for its hard political turn to the right, is reportedly seeking the counsel of an international PR firm.

The *Financial Times* said Warsaw has approached, through intermediaries, "a number of public relations companies based in London for global crisis communications services." Some firms have submitted proposals, according to the report.

Polish voters elected a right-wing government last fall that has made a series of controversial moves, including stacking courts and pardoning a former official found guilty of corruption.

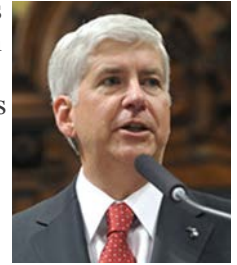
The rightward shift led by the country's Law and Justice party has raised concern among European allies and the United States.

The FT noted the government's tendencies have "spooked investors and caused consternation across Europe."

## **EMBATTLED MICHIGAN GOV SHAKES UP STAFF**

Michigan Gov. Rick Snyder has shuffled his PR staff as his administration takes a beating over the Flint water crisis.

Snyder replaced communications director Meegan Holland with veteran statehouse press aide Ari Adler. Holland was moved into a special projects role for the governor. "Ari has a long history of service to the people of Michigan as a journalist, teacher and media relations professional," Snyder said in a statement.



**Snyder**

Snyder added: "His experience in state government, the Legislature and the private sector have made him a trusted resource for journalists seeking to share information with the public."

Snyder has also bounced his press secretary, Dave Murray, who was reassigned to the state's Department of Talent and Economic Development. A replacement has not yet been named.

Snyder is facing the possibility of a recall election among widespread rancor over the Flint crisis.

Emails relating to the crisis released by the governor's office show Holland was admonished by a Snyder aide in December for attempting to communicate about the Flint crisis through personal email.

Mercury advised the administration on the PR front as the crisis flared earlier this year.

## **BRUNSWICK: US M&A EXPECTED TO SLIP**

Most US dealmakers expect the red-hot North American M&A market to cool this year, according to Brunswick Group's annual survey.

Seventy percent of US M&A players see a slowdown after two straight years of record-breaking activity.

US senior partner Steve Lipin said US

dealmakers "are concerned the M&A party may be over" and instead see a steady flow of smaller deals driving transactions, rather than blockbusters of last year.

Optimism remains on a global scale, however, as Brunswick found 66% see M&A activity maintaining its torrid pace from 2015.

Only 21% forecast a decrease.

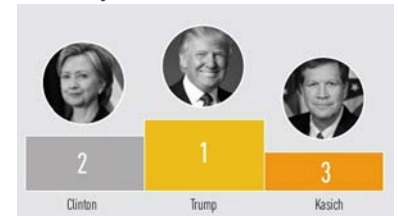
Brunswick queried 140 professionals in and around M&A in Asia, Europe and North America.

The firm found a slight edge for Donald Trump in the US presidential race as 22% in North America said the real estate mogul would represent the best outcome for "deal-making and corporate interests."

Hillary Clinton drew 21% support, followed by 19% for John Kasich, 11% for the recently scuttled Marco Rubio, and 3% for Ted Cruz. Internationally, Clinton drew the most support at nearly one-third of respondents.

Brunswick also queried M&A pros on inversion deals, activist investors and other issues.

Full results are at [brunswickgroup.com](http://brunswickgroup.com).





**HARPER'S NAMES MARCUS EDITOR**

After a two-month search, James Marcus has been named the newest editor of *Harper's*.

Marcus, who becomes Harper's 16th editor, joined the 165-year-old publication in 2010, first serving as deputy editor before being appointed executive editor in 2013. Marcus was previously editor-at-large at the *Columbia Journalism Review*, and has contributed articles to the *New York Times*, the *Los Angeles Times*, the *Atlantic*, *Salon*, *Lingua Franca*, the *Village Voice*, *The Philadelphia Inquirer*, the *Nation* and *StoryQuarterly*.

Marcus succeeds Christopher Cox, a former *Paris Review* senior editor who joined Harper's in 2010 and was promoted to deputy editor in 2013. Cox served as Harper's editor for only three months; after being appointed to that role in October, he was unexpectedly fired in late January by publisher John R. MacArthur. A February 2 *The New York Times* report on the incident posited that Cox had been terminated over disagreements regarding the magazine's editorial direction.

Harper's in a statement said Marcus would assume the new position after completion of his latest book, which is slated for publication in 2017 from Metropolitan Books.

Ellen Rosenbush, who Cox initially succeeded as editor in October, had been serving as interim editor while Harper's, the second-oldest continuously published monthly magazine in the country, searched for Cox's permanent successor. Rosenbush, who has been with Harper's since 1989 and was the first female at the magazine to fill the editor position, continued contributing to Harper's in the role of editor-at-large. She will resume that role in June.

**YAHOO REVENUES TO FALL 14% IN 2016**

Global digital ad revenues at Yahoo are expected to fall significantly this year, even as earnings at competing digital players such as Google and Facebook will see historic gains, according to a recent ad spending forecast by digital market research company eMarketer.

Yahoo revenues this year are expected to slip in both its search and display categories. Worldwide net display ad revenues are expected to account for \$1.41 billion in 2016, a 15.1 percent drop from 2015's \$1.67 billion. Worldwide net search ad revenues will take in \$1.41 billion this year, a 12.7 percent decline from 2015's \$1.62 billion.

Overall, eMarketer predicts that Yahoo's worldwide net digital ad revenues will total \$2.83 billion this year, a 13.9 percent decline from 2015's \$3.28 billion.

The numbers forebode a disconcerting trend at the search giant. By comparison, Yahoo's display business in 2014 accounted for \$1.66 billion, while search brought in \$1.78 billion that year. eMarketer now projects Yahoo's share of the worldwide digital ad market will account for only 1.5 percent this year, a .6 percent decline from its 2.1 percent share in 2015.

Revenues at digital rivals Google and Facebook, meanwhile, are expected to move in the other direction. Worldwide net search ad revenues for Google will reach \$47.57 billion in 2016, up from \$43.98 billion in 2015, while Google's worldwide net display ad revenues will hit \$10.23 billion this year, up from \$9.07 billion in 2015. eMarketer expects Facebook to post even bigger gains: the social media mainstay's ad revenues are expected to surge to \$22.37 billion this year, up from \$17.08 billion in 2015.

There is a silver lining, however, as eMarketer's forecast reports that Yahoo this year will experience growth in one sector: mobile. Yahoo's worldwide mobile ad revenues are expected to surge by nearly 25 percent in 2016 to account for \$1.31 billion. Yahoo's overall share of that market will still reveal declines, however, as revenue gains in this category will be outpaced by performances from Google and Facebook.

Detailed results of eMarketer's ad spending forecast can be found here.

**ZUCKERBERG MEETS CHINA PROP. CHIEF**

Facebook chief Mark Zuckerberg sat down with Chinese propaganda chief Liu Yunshan during a trip to the country that is known for limiting digital communications.

China's Xinhua News Agency reported the two met on March 19 in Beijing. "Cyberspace is the common space of mankind, and it is the common responsibility for the international community to build a 'community of shared future' in cyberspace," Liu said, according to the state news agency.

The senior communist party official said he hoped Facebook would work with Chinese Internet companies to enhance exchanges and "share experience (sic) so as to make outcome of the Internet development better benefit the people of all countries," according to the report.

Liu is a member of the standing committee of the political bureau of the Chinese communist party's Central Committee.

The Associated Press said Zuckerberg's audience with Liu was a rare meeting with the country's top propaganda official and comes at a time when China is tightening its grip on cyberspace.



Zuckerberg, Liu

**VECTIS NAMES OTTENS ASSOC. PARTNER**

Los Angeles-based PR and public affairs firm Vectis Strategies has named former *LA Times* and *LA Business Journal* reporter Cale Ottens associate partner.

(Continued on page 4)

## PR & SOCIAL MEDIA NEWS & VIEWS

### VECTIS NAMES OTTENS PARTNER (Cont'd from 3)

Ottens joins Vectis from the *Los Angeles Business Journal*, where he was a commercial real estate reporter and also covered LA's legal industry.

Prior to joining that weekly newspaper in 2014, he was a business reporter for Hearst property the *Midland Reporter-Telegram* and reported on commercial real estate for the *Los Angeles Times*. He has also written for the *Arizona Republic* and the *Phoenix Business Journal*.



Ottens

At Vectis, Ottens will help shape the firm's media relations and public relations practice. He will be based in Vectis' Los Angeles headquarters.

Vectis was formed in 2013 by former congressman Tony Coelho (D-CA), who was Democratic Whip, and Rep. Ron Packard (R-CA), who chaired the appropriations committee on energy and water.

The firm, which specializes in real estate, finance, technology, infrastructure and education, holds additional offices in Sacramento, San Diego and Washington, D.C.

### TERROR CHALLENGES PREZ CANDIDATES

By Bill McGowan

Presidential candidates Hillary Clinton and Donald Trump had different reactions to the terrorism that struck Belgium Tuesday, Clinton expressing deep sympathy and calling for teamwork while Trump focused on the need to protect Americans and the prospect of such incidents in the U.S.

Ever since President Franklin Roosevelt declared to the American people in the wake of Pearl Harbor that "the only thing we have to fear, is fear itself," the communication skills of world leaders amidst crisis has been the source of intense scrutiny.

Executed effectively, the tone and content of public declarations can serve to calm and reassure a jittery public. Think Rudy Giuliani on September 11th. Executed poorly, they can intensify an already-high level of anxiety. Think Alexander Haig on the day President Ronald Reagan was shot.

In the waning months of Barack Obama's presidency, more and more attention is shifting away from him to how his prospective successors react when terror violently erupts around the world.

Clinton's statement following Tuesday's bombings in Belgium that took at least 34 lives contained all the vital elements: an expression of sympathy for the victims and the people of Belgium. In any tragedy, expressing one's sorrow is a critical component of any crisis communications strategy – it cannot be overlooked. But Trump didn't, focusing almost exclusively on Americans' safety.

#### Trump Played to Fear, Clinton to Teamwork

Trump's media hits in the aftermath project extreme pessimism and play to voter's fears, calling Paris and Brussels "just the beginning." And to underscore a sense of futility and hopelessness he said, "We're going to get worse and worse," adding "this is going to happen in the United States."

Hillary's statement, by sharp contrast, seized on two separate opportunities to project conviction and confidence over the outcome of the struggle against ISIS: "Their campaign of hate and fear will not succeed," a sentiment she reiterated a couple of sentences later.

Another point of distinction between the candidates involves their respective egos. Clinton spoke of teamwork and solidarity between America and its European allies and the need to "strengthen our resolve and stand together." She made the conscious decision to overtly leave politics out of the equation. Clinton needs to cut down on shouting. That can lead to her getting hoarse at the end of a big primary day. Americans are tired of being shouted at. Trump should also cut down on shouting although his base is a disaffected group of voters who live vicariously through his rants. He is effectively scratching their hostile itch.



Clinton

Trump

Trump's approach after the Brussels bombings was different. As is his style, he sought to inject himself into the conversation with lines like, "I'm a pretty good prognosticator. Just watch what happens over the years, it won't be pretty."

Then he established a direct connection between people's fear over their safety and his political good fortunes, speculating that his calls to ban Muslims from entering the U.S. were what is fueling his popularity: "It's at least a small part of the reason why I'm the number one frontrunner," he said.

#### Trump Must Expand His Audience

Doubling down on fearmongering and racist statements will certainly play well to Trump's base supporters. But that's not whom he needs to appeal to now. Those loyal supporters aren't going anywhere. Trump is their guy regardless of what happens. For Trump to have a chance in November, now is the time to sound more reasoned and thoughtful, so that voters who are opposed to him might see him through a fresh lens.

Trump needs to adapt his speaking style in such a way that voters on the fence say, "maybe he's not such a dangerous head case after all." The question that remains to be answered is, does Trump have the self awareness and self-control needed to change his public speaking stripes? In times of crisis and mayhem like this, people want their leaders to project certainty over an eventual positive outcome, not to predict worsening gloom and doom.

But the optimism cannot be pie-in-the-sky talking points. For Clinton, she needs to draw on her years of experience and knowledge at the State Department to provide some credible details that are giving her cause for optimism. Otherwise she runs the risk of being seen as all rhetoric and no action, a label that would spell trouble for her against an opponent like Trump.

*Bill McGowan is founder and CEO of the Clarity Media Group based in New York.*



## NEWS OF PR FIRMS

### MWW TAPS GORDON AS RESEARCH GURU

Michelle Gordon, VP and director of consumer insights for media buyer Horizon Media, has moved to MWWPR as senior VP of research insights to handle data analysis and measurement.

MWW CEO Michael Kempner praised Gordon's "sophisticated understanding" of the role research and strategy plays in communications efforts, in addition to her experience with paid and earned media.

Gordon was VP of insights for Catalyst/IMG and director of consumer insights for Mediacom, handling its GlaxoSmithKline work.

She is a former research director for Hearst Magazines.



**Gordon**

### S-W, VALSPAR ENGAGE PR HELP IN \$11.3B DEAL

Sherwin-Williams and Valspar have engaged outside PR counsel in S-W's \$11.3B move on its rival.

Sard Verbinnen & Co. is supporting Cleveland-based Sherwin-Williams. Bob Wells, senior VP of corporate comms. and public affairs, heads S-W's in-house unit.

Valspar is working with Joele Frank. Kemberly Welch is VP of comms. for the Minneapolis-based coatings giant.

S-W's \$113-per-share, all-cash offer is a 41% premium on Valspar's shares over the month of March. S-W president and CEO John Morikis called the target "an excellent strategic fit." He sees \$280M in "annual synergies" within two years.

### PEPPERDINE SENIOR WINS GOLIN 'UNTERN'

Megan Duncan, a senior at Pepperdine University, has won Golin's second annual 'Unternship' contest. She will embark on a six-week, paid journey across the country on Golin's dime to document "real-world communications experience anywhere except an office."

Duncan will then take up a job with Golin in an office of her choosing.

The firm gave Duncan and two finalists \$40 to have an "unlikely" experience in Chicago. Duncan "talked her way" into going behind the counter of a local coffee bar before jumping into frigid Lake Michigan. Her summer itinerary includes living with Native Americans and working a Hawaiian farm.

The program is a nod to CEO Fred Cook, who didn't join the "corporate world" until age 36 and credits a series of unique experiences to his rapid rise to CEO.

The inaugural "untern," Akin Richardson, works in Golin's Dallas office. He did a Cherokee sweat lodge ritual in Georgia, ran a Tough Mudder race in D.C., lived with an Ohio Amish community, hiked down the Grand Canyon, did a 10-day silent retreat near Fresno, snorkeled with sea turtles in Hawaii and built houses for the homeless in New Orleans.

He is a video producer for the firm.



**Duncan**

## NEW ACCOUNTS

### New York Area

**Steinreich Communications**, Fort Lee, N.J./Safaricom Marathon, Kenya marathon, as global media relations partner for the 16-year-old event, one of the most difficult marathons in the world. The event, which includes a full marathon, half marathon and a children's race, draws 1,200 runners from more than 20 different countries to race over the savannah plains. Steinreich's New York office will represent the marathon to the global media.

**The Halo Group**, New York/Baby Brezza, AOR for the maker of a line of baby food processing and formula dispensing appliances, including the One Step Baby Food Maker and Formula Pro products.

**Coyne PR**, Parsippany, N.J./Yvolution USA, Inc., active lifestyle maker of wheeled products, for PR strategy as AOR, including U.S. market strategy, media outreach, media relations, seasonal brand activations, press materials and influencer campaigns.

### East

**360 PR**, Boston/Crabbie's Alcoholic Ginger Beer, as US AOR for the UK beverage brand first introduced in 1801 in Edinburgh, Scotland, and now manufactured by UK-based Halewood International Holdings PLC. It was introduced to six states in 2012, expanded to 48 states, and will be distributed in all 50 states by 2017.

### South

**Deveney, New Orleans/Bayou Rum**, as AOR for the American rum producer, founded in 2011, that distills and bottles its product from a 36,000 square-foot facility in Lacassine, La. Stoli Group USA is exclusive distributor. Deveney handles content strategy and communications development.

### SouthEast

**Cheryl Andrews Marketing Communications**, Coral Gables, Fla./Caribbean Journal, travel and tourism company which publishes pan-Caribbean newspaper *Caribbean Journal*, as well as regional news website *caribjournal.com*, focuses exclusively on Caribbean travel and tourism information, as well as news and reviews of hotels, restaurants and attractions in the region. CAMC works to position the Journal as an authoritative source of information pertaining to the region, and will pitch the Journal's travel and tourism expertise with PR campaigns in the U.S. and globally that target print, digital and social media outlets.

**JeffreyGroup**, Miami/KitchenAid, to head multi-market communications programs for the iconic appliance brand throughout Latin America. JG will guide series of pan-regional comms. programs focused on influencer marketing and lifestyle content, exploring ways in which the brand influences consumers' lives.

KitchenAid, known for its line of mixers, was founded in 1919. The brand is owned by Whirlpool Corporation. The retainer follows a previous communications program JeffreyGroup managed for the brand in 2015, where the agency executed an influencer marketing campaign in markets throughout Latin America and the Caribbean to support KitchenAid's launch of its Magnetic Drive Blender.

**NEWS OF SERVICES****SCHRADER HEADS INVNT SALES**

INVNT, Time Inc.'s global brand communications agency, has tapped Matt Schrader as managing director of strategic accounts.

Schrader is based in New York and will report to Scott Cullather, global managing partner of INVNT who said Schrader "has excellent relationships with global clients and agencies, and he has achieved great success in finding, managing and maintaining a robust clientele."

He was previously global account director at InVision Communications over eight years, handling clients like EMC, Novartis and Shire Pharmaceuticals.

INVNT handles product launches and other brand building and outreach for clients like PepsiCo, Merck, Grant Thornton, General Motors, and Subway.

**THE STEVENS GROUP SIGNS RADMAN**

PR industry mergers and acquisitions shop The Stevens Group has appointed industry veteran Deborah Radman senior associate.

Radman joins TSG from Denver, CO-based historical society History Colorado, where she served as public relations director and chief communications officer. Since 2010 she has operated national consultancy Radman Communications, which has provided communications strategy services to industry giants such as Ketchum and MWWPR.

**Radman**

Radman was previously senior VP and marketing director at Chicago-based communications agency Cramer-Krasselt Public Relations, and was managing director at Washington, D.C.-based public affairs and marketing communications firm Stanton Communications, Inc. Prior to that she founded and served as CEO for Denver-based shop Brown Radman Wolper, which she sold in 1999 to New York-based PR/IR agency KCSA Worldwide and served as managing partner.

Stevens Group managing partner Art Stevens in a statement said Radman's "experience with PR and ad agencies across the U.S. brings an indispensable range of knowledge and experience to our firm."

**BW ADDS DIRECT POST TO LOCAL TV**

Business Wire has added direct posting capabilities to more than 200 online TV news websites across the U.S. under a partnership with Frankly, which powers online and mobile television news sites.

Laura Sturaitis, EVP, Media Services & Product Strategy, said the deal gives clients additional tools and solutions for "amplifying" their news and another stream to a local news audience.

The expansion is included as an enhancement to BW's GMSM amplification feature. Local stations in the Frankly network include Fox 19 NOW in Cincinnati, Ohio; Fox 29 in West Palm Beach, Florida; CBS News 8 in San Diego, California; CBS 5 in Phoenix, Arizona; ABC6 in Providence, Rhode Island; NBC2 in Fort Myers, Florida; Fox Wilmington in Wilmington, North Carolina, and ABC57 News in South Bend, Indiana.

**PEOPLE****Joined**

**Emme Nelson Baxter**, former business editor for The Tennessean in Nashville, to healthcare specialist Jarard Phillips Cate & Hanock in Nashville as a VP. Baxter moved into PR with hospital giant HCA as director of corporate communications and recently ran her own shop, Nelson Baxter Communications, for the past two years. Earlier, she was a reporter and copy editor for *USA Today*, a sister Gannett paper to *The Tennessean* and started out in the public affairs office of the University of Texas Southwestern Medical Center.

**Baxter**

**Glenn Boyet**, director of North American PR and comms., Rentokil North America, to AmeriQuest Business Services, Cherry Hill, N.J., as director of corporate comms. He was director of marketing and comms. for DSG and senior director of PR for the Produce Marketing Association. He also managed PR for the Project Management Institute and led boutique shop Brandywine PR.

**Boyet**

**Mike Martin**, founder of boutique shop Skylab-B in 2007, to Jackson Spalding, Atlanta, as creative director. He was chief creative officer at MDC advertising unit Fletcher Martin and was a senior art director at creative agency Carmichael Lynch. He also held art director stints at Havas' creative agency Arnold Worldwide and Omnicom's DDB Dallas. He now leads brand strategy, content creation and creative development capabilities for a client roster that includes Coca-Cola, Delta Air Lines and Mattress Firm.

**Eric Jones**, a former NY tech practice head for Edelman, to WP Engine, Austin, as VP of global brand and communications for the WordPress hosting giant. Jones spent the last three years as marketing partner for North Bridge Venture Partners, the \$3.8B San Francisco VC firm. He was group head of Edelman's NY tech practice handling clients like Adobe, Citrix and Motorola Solutions and joining with its 2006 acquisition of A&R Partners. Earlier, he was a manager for Burson-Marsteller. WP Engine has also brought in Mary Ellen Dugan as chief marketing officer from Indeed.com, where she led global brand and advertising.

**Promoted**

**John Demming** to VP, corporate and financial communications, Comcast Corp., Philadelphia. Demming manages strategic comms. with the media on quarterly earnings, programming content, M&A, shareholder initiatives and other corporate transactions. He also develops senior executive speeches, executes corporate events, partners with NBCUniversal on corporate matters and leads national media activities on Comcast NBCUniversal community investment and diversity initiatives. He joined the company in 2007 from Vanguard Group. **Kirsten Siegel** was upped to VP, internal comms. She joined the company in 2002 and previously directed employee comms.



## **FTI EXEC TO LEAD PUSH FOR UK TO LEAVE EU**

Alex Deane, managing director in FTI Consulting's strategic communications operation, is taking a leave from the firm to lead the campaign supporting the UK's exit from the European Union.

UK voters will decide their country's fate in the EU in a June 23 referendum.

Deane, a former PA chief at Weber Shandwick, has been named executive director of "Grassroots Out," the organization supporting withdrawal from the EU.

He is also a former chief of staff to British Prime Minister David Cameron, when he was a member of parliament.

The UK's possible exit from the EU, dubbed "Brexit," comes 40 years after its last referendum on its membership in Europe's common market. Polls say the public is split on the vote.

## **RF|BINDER BRINGS IN MASSURA**

RF|Binder has named Marcy Massura senior managing director and chief integration officer.

The appointment comes as the agency widens its west coast foothold and further expands upon its growing digital practice. Massura, who is based in Los Angeles, will work out of RF|Binder's southern California bureau. The New York-based agency, which holds an additional office in Boston, maintains similar bureaus in Chicago, Oklahoma City and southern Florida, and said in a statement that it plans to open a California office "in the near future."



Massura

Massura joins RF|Binder from MSLGroup in New York, where she served as senior vice president and led that global agency's social and digital practice. Massura joined MSLGroup in 2013 as vice president, and previously led that agency's Los Angeles social and digital practice. Prior to that, she was director of digital engagement at Weber Shandwick.

RF|Binder CEO Amy Binder referred to Massura as "a proven pioneer in influencer relations," who brings to the agency."

## **WILSON NAMED GLOBALHEALTHPR PRESIDENT**

GLOBALHealthPR, the international network of independent health and science agencies, has appointed Jonathan Wilson president.

Wilson is currently president of Washington, D.C.-based healthcare agency Spectrum. That agency, which was founded in 1996, posted \$14.8 million in healthcare-related net fees in 2015, according to O'Dwyer's rankings of PR firms, representing an 83.5 percent surge in year-over-year revenues. The agency in 2014 similarly grew an additional 33 percent from the year prior.

Wilson, who joined Spectrum in early 2014, was formerly president of New York-based Chamberlain Healthcare PR, part of the inVentiv Health Public Relations Group.

GLOBALHealthPR, which maintains 16 partner agencies in 42 countries, is the world's largest partnership of independently owned communications agencies

focused on health and science. The network was founded in 2001 by Spectrum founder John J. Seng, who also serves as GLOBALHealthPR chair. It is headquartered in New York, with regional offices in London and Singapore.

Seng in a statement said "Wilson's leadership at Spectrum and GLOBALHealthPR over more than two years has led to unprecedented growth for the firm and our global partnership. This outstanding performance as well as Jonathan's vision for GLOBALHealthPR as a superior, client-focused alternative to the disconnected holding company network model drives today's announcement of Jonathan as president."

GLOBALHealthPR also recently signed a new agency partner, Copenhagen-based healthcare shop Effector. That pan-Scandinavian communications agency, which was founded by managing director Elisabeth Tisot Ludvig, holds additional offices in Oslo and Stockholm.

## **CVS CALLS ON KOUNTOUPES DENHAM**

Washington, D.C.-based government affairs and consulting services firm Kountoupes Denham has been hired by pharmacy and healthcare retailer CVS Health to provide lobbying help on taxation related issues.

CVS The boutique lobbying firm will specifically aid CVS with Capitol Hill support on issues related to corporate taxation and healthcare pharmacies. Woonsocket, RI-based CVS owns one of the U.S.'s largest retail pharmacy chains, with nearly 8,000 locations nationwide.

Five principals will manage the account, including founder Lisa Kountoupes, former House liaison to President Clinton and assistant director of legislative affairs at the Office of Management & Budget; Lori Denham, former chief of staff to Rep. Cal Dooley (D-CA) and legislative director to former Energy and Commerce Committee member Rep. Darlene Hooley (D-OR); Randi Reid, former legislative director to Rep. Michael C. Burgess (R-Texas); Julie Hershey Carr, former legislative director to Rep. Joseph R. Pitts (R-PA); and Rose Sullivan, former chief of staff to Senator Amy Klobuchar (D-MI).

## **NAT'L PHILANTHROPIC TRUST CALLS CASTRO**

Washington-based tax consulting and government relations firm Castro Strategies LLC has been hired to represent independent public charity National Philanthropic Trust on Capitol Hill for taxation issues.

Jenkintown, PA-based NPT is one of the largest grant-making institutions in the country. The public charity, which specializes in philanthropy for individuals, families, companies and foundations, has made nearly 140,000 grants and has raised nearly \$6 billion in charitable contributions since its founding in 1996.

Castro will represent NPT in Washington on legislative and regulatory tax issues relating to charitable giving and donor-advised funds, as well as tax reform issues.

The account is being managed by Castro founder and principal Jorge Castro, who was previously senior counsel to Senator John D. Rockefeller IV (D-WA) and tax and trade counsel to Congresswoman Stephanie Tubbs Jones (D-OH).

**Retired Canadian Army captain Jerry Flynn, who spent 22 years** in its “Electronic Warfare” unit, is beseeching Prime Minister Justin Trudeau and Canadian Medical Assn. president Dr. Chris Simpson to stop “suppressing the truth” about the dangers of Wi-Fi, Cell-phones, computers, cell towers and other forms of radiation.

The Canadian government is “blind to the decades-old corruption that is ongoing within the Minister of Health’s radiation protection bureau,” he said. “Tragically, for all persons living in Canada, our provincial governments have shown themselves to be willfully silent to those of us who have made many attempts to alert them over the years.”

Flynn also called on the Obama Administration to change its policy of ignoring the Wi-Fi threat.

“These are unprecedented, unbelievable times in America’s history,” he said. “One can only presume that President Obama himself, and his entire administration, are deliberately being kept ignorant of the systemic corruption that is ongoing within the U.S. regulatory family of agencies, most notably the Federal Communications Commission and Institute of Electrical and Electronics Engineers and its International Committee on Electromagnetic Safety.

“Enabling this corruption, the remaining few media conglomerates choose to remain largely silent. If Americans are to survive this unprecedented Crime Against Humanity, they must wake up and act – before it is too late!” Flynn spoke about the dangers of wireless utility “smart” meters at a “National Day of Action” Oct. 4, 2012. Also rapped on the knuckles is the “sinfully silent news media” in both Canada and the U.S. Exposes of the hazards of radiation are “all over the TV news at least in Europe and Australia,” he said. ABC-TV Australia broadcast “Wi-Fried” on Feb. 16, 2016, detailing health hazards of Wi-Fi, cellphones, etc.

Flynn notes that a handful of companies control much of the media in the U.S. and that five tech companies are planning to envelope the earth in Wi-Fi.

Google plans 200,000 Wi-Fi balloons at 62,500 feet.

Space X plans 4,000 satellites 750 miles high.

OneWeb will hoist 648 satellites 500-590 miles high. Facebook plans satellites, drones and lasers. Outer-net plans low orbit microsattellites.

### **Globe in Wi-Fry Frying Pan**

“Virtually the entire global population will be irradiated 24/7/365 by 2020 whether they like it or not by pulsed, non-thermal microwave on the same frequency as microwave ovens-2.4 Gigahertz,” said Flynn.

The FCC on March 17 gave Google approval to float the balloons in all 50 states. Flynn notes that FCC chairman Tom Wheeler chaired the CTIA-Wireless Assn. from 1992-2004 and is the only person ever named to the Cable TV and Wireless Halls of Fame. “Everything Wireless” is the slogan of CTIA.

The passage of the Telecommunications Act in 1996 made it illegal for any community to consider health or

the environment in regulating cell towers, said Flynn.

In 1995, he noted, just as the Environmental Protection Agency was about to introduce national exposure limits that would protect the public from non-thermal electromagnetic radiation, the U.S. Senate Committee on Appropriations cut the EPA’s budget saying it should not be “engaged in electromagnetic activities.” The responsibility was then transferred to the FCC whose independence is open to question, said Flynn, who calls the FCC “corrupt” and “lacking in EMF scientists.”

Norm Alster has authored *Captured Agency: How the FCC Is Dominated by the Industries it Presumes to Regulate*.

“It is preposterous but tragically true,” said Flynn, “that scientists and informed people around the world fear that today’s ongoing pandemic corruption, suppression of the truth, deception and lies, aided by the sinfully silent news media—unless it can somehow be stopped—will bring about the demise of mankind and all life on earth as we know it.”

Wi-Fi health advocates are looking for public figures that can take up their cause. An ally may be John Travolta, who insists that hotels he stays in cover the windows of his room with aluminum foil and dark curtains. The wording was found in a rider in Travolta’s contract with hotels by the U.K.’s Daily Mail and reported March 27.

Goop, the website inspired by actress Gwyneth Paltrow, explored whether “Cellphones and Wi-Fi Signals Are Toxic.” Dr. David Carpenter, one of three panelists, said, “The strong evidence is that cellphone use results in brain cancer.” Wi-Fi health advocates Devra Davis and Ann Louise Gittleman said they were convinced that the ubiquitous radiation poses dangers, especially to children. Flynn published a statement March 25 titled, “Imprisoning Children and Teachers in Microwaved Classrooms Is a Crime Beyond Belief.”

He said that “Time is running out for Americans to wake up and realize that their children are being unintentionally but seriously harmed by technologically-ignorant, irresponsible authorities who, sadly, have allowed themselves to be co-opted by the wireless and telecom industry and electric utilities whose sole concern is profit – even at the expense of an unsuspecting and defenseless public’s health and well-being!”

Said Flynn: “Renowned scientists such as Dr. Neil Cherry, Dr. Sam Milham, Dr. Robert O. Becker and others have long said that any man-made radio frequency radiation, no matter how weak the signal, is hazardous to humans and all forms of life – especially ‘pulsed’ radiation.

“Inconceivably, children and their teachers are forced – every moment they are at school – to sit in classrooms with powerful industrial-grade Wi-Fi routers above their heads that emit the more dangerous ‘pulsed’ form of M/W radiation on frequencies which the US Military knows are lethal to all human organs and organ systems.”

– Jack O’Dwyer