



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](http://www.odwyerpr.com); [jobs.odwyerpr.com](http://jobs.odwyerpr.com)

May 1, 2017 Vol. 50 No. 18

## PR DRIVES WPP IN Q1

PR and public affairs proved WPP's strongest division during the first quarter of the year, with revenue gains from those subsidiaries up 6.8 percent to £291 million (about \$376 million) as well as 4.4 percent on a like-for-like basis.

Growth among the British conglomerate's PR/PA portfolio, which includes agencies Ogilvy Public Relations, Cohn & Wolfe, Burson-Marsteller, Finbury, Hill+Knowlton Strategies and Prime Policy Group, reveals a continuing trend that began during the **first half of 2016** and continued into the year's **third quarter**.



The British ad/PR conglomerate noted an especially strong performance by its **Cohn & Wolfe** unit in the U.S., which was driven primarily by consumer and healthcare spending. The holding company also highlighted H+K Strategies' performance in Europe, Africa & the Middle East and Ogilvy PR's work in North America, Europe, Africa & the Middle East, as well as a strong Q1 performance by lobbying giant Glover Park Group.

Net sales for the PR/PA units were up 6.8 percent and 3.9 percent on a like-for-like basis.

All regions boasted growth, with particularly strong  
(Continued on pg. 2)

## WEBER SHANDWICK TEAMS UP WITH STORYFUL

**Weber Shandwick** has established a venture with News Corp.'s Storyful unit, which distributes social video news and user-generated content to newsrooms, advertisers and brands.

The resulting partnership has resulted in a first-of-its-kind digital content service offering titled Cognitive Context, intended to enhance the Interpublic PR giant's social media campaigns by allowing its marketers and communicators better insights with mitigated risk.



Weber's teams will have access to Storyful's content-mining technology, which will provide the agency's marketers and communicators new solutions for fine-tuning social strategy while giving clients better intelligence and access to the same social content that's delivered to newsrooms.

Storyful CEO Rahul Chopra told *O'Dwyer's* that Cognitive Context's launch is the culmination of a shared vision between both companies. Weber Shandwick and Storyful are also co-developing an exclusive reporting module that will make it easier for the global PR

(Continued on pg. 2)

## PR NEEDED FOR NAPLES WINTER WINE FESTIVAL

The **Naples Children & Education Foundation**, founders of the Naples Winter Wine Festival, is currently accepting proposals for public and media relations for the upcoming year.

The Naples Winter Wine Festival is a premier event, bringing together renowned vintners and chefs with wine enthusiasts and philanthropists for a three-day festival that raises millions of dollars for underprivileged and at-risk children. Every dollar raised under the tent funds the Naples Children & Education Foundation's annual grants and strategic initiatives.



The Naples Children & Education Foundation, the founding organization of the Naples Winter Wine Festival, is dedicated to improving the educational, emotional, and health outcomes of underprivileged and at-risk children.

NCEF plans to begin assessing proposals no later than May 8, 2017.

[Download RFP \(PDF\)](#)

## DEVRIES UNVEILS 'DELUXE' NETWORK

DeVries Global has unveiled a new offering called the DELUXE Global Network. The model is designed to quickly address the specialized needs of clients through stronger collaboration and end-to-end solutions.

DeVries hubs in New York, London, Beijing, Taipei and Singapore are available as well as partnerships with other IPG agencies, and/or alliances with specialty agencies.

The first DELUXE Network comprises five beauty and prestige partner agencies, including Nota Bene (Spain & Portugal), On Point PR (Italy), Flare Communications (Hong Kong), Tomorrowland Group (Australia) and Impact PR (New Zealand).



DeVries Global Summit participants

Last week, DeVries held a three-day summit at its New York City offices where the DELUXE model debuted and both agency leaders and global business leaders, experts and authors discussed strategic collaboration and how to boost creative output for clients.

## PR DRIVES WPP IN Q1

(Continued from pg. 1)

gains in the U.S., U.K., Western Europe and the Middle East.

Across the holding company, revenue in the first quarter was £3.59 billion (about \$4.6 billion), up 3.6 percent and .2 percent on a like-for-like basis, compared to £3.07 billion (about \$4.5 billion) during the **first quarter of 2016**. Like-for-like revenue growth was up in the U.K. (+ 3.2 percent) and Western Continental Europe (+5.3 percent). North America, on the other hand, saw a dip of 3 percent.

The holding company in an earnings statement pointed to the intensifying pressures of technological disruption that's affecting everything from transportation to hospitality to the retail industries, as well as investors' emphasis on the short-term, which may come at a cost to long-term, profitable growth, and finally, a fiercely competitive marketing environment where account wins often follow unnecessarily deep discounts to clients, which may place the industry in danger of "losing the plot," and comes at the potential cost of "storing up problems for the next generation of management."

The statement also said WPP remains well positioned to deliver on its long-term targets.

## WEBER SHANDWICK TEAMS UP WITH STORYFUL

(Continued from pg. 1)

agency's marketers to respond after receiving Storyful data and insights.

"Today's brands and marketers need the ability to harness the power of social to protect and build reputation strength and resilience," Chopra told O'Dwyer's. "Their customers are more visual, more sophisticated and more savvy than ever before. That means brands live and die by the swipe and one misstep can have a major impact on the bottom line."

"Storyful's technology and expertise in social insights and content, combined with Weber Shandwick's industry knowledge and creative leadership, is a powerful pairing for customers that shapes creatives, drives innovation and helps manage risk in times of crisis," Chopra said.

Dublin-based Storyful, which was acquired by News Corp. in 2013, was founded in 2010.

## IS YOUR CELLPHONE A SLOT MACHINE?

CNN anchor Anderson Cooper hosted the CBS-TV show "60 Minutes" April 9 that **interviewed ex-google employee Tristan Harris** who is touring the country saying that technical experts are using cellphones to "hijack" the minds of users, particularly children.

"Silicon Valley is engineering your phone, apps and social media to get you hooked," Harris explains. "What you do is you make it so when someone pulls a lever, sometimes they get a reward, an exciting reward. And it turns out that this design technique can be embedded inside of all these products."



## THE FREE SPEECH HYSTERIA HYPOCRISY

By Joseph J. Honick, int'l consultant to business and government



You could get the idea from listening to all the crapola from extremists of the right AND the left that people really care about something called "free speech"...so long as it's the speech they agree with, of course.

There should be no question about the violence that seems to erupt on various campuses and appears to treat what's called "conservative" as if it will infect the water as well as the air.

On the one hand, there is some question as to whether the violence might be manufactured to make a point of some kind; that is, promoted in the same way presidential candidate Trump claimed to defile his rallies. On the other hand, there is no excuse whatsoever for any kind of violence, no matter who's protesting whom.

That said, we need to understand the hypocrisy of all the folks like FOX loudmouth Hannity who scream their defense of free speech by accusing others who don't like speakers of the Ann Coulter ilk of denying her Constitutional rights. And, in a way, he could be right, not just right of center!

But just what do all those "free speech" warriors actually mean?

Floyd Abrams, for example, in his book "The Soul of the First Amendment," points out what many of us who've studied the history of journalism have known for years: the same conservatives screaming for "free speech" today were preceded by their forebears who not only censored news and events throughout much of the first half of the 1900's but continued to slant information in favor of some interesting people like Hitler and Mussolini as well in the 1930s.

As a collector of old news magazines, I have found significant "spreads" on those guys even in *LIFE* issues right up to around 1940. Certainly, media published by the McCormicks, Hearsts and others did the Nazis little harm while making sure we knew the damage the Communists were doing.

Just as editorially hypocritical were the Daily Worker publishers, of course.

Back to today, if those who demand so loudly the rights of free speech without the slightest controls would also scream for the same unfettered rights for Nazis, Communists, Socialists and Anarchists, it would make for some fascinating campus and TV show biz.

You see, the reality is in the actively slanted and censored media of the 1930s, Nazis were quite welcome on the campuses of the finest Ivy League Universities, a fact well documented in a book titled "Third Reich in the Ivory Tower..subtitled: Complicity and Conflict on American Campuses" by Professor Stephen H. Norwood.

Not only were the Nazis freely welcomed, they were permitted to offer scholarships to students to come see the "new" Germany that Hitler was making "great" again, sans any visits to concentration camps or other "interesting" sites of course. Regrettably, even today, there remain more than a few campuses where racism and anti-Semitism have been clearly revealed.

Hypocritically, or perhaps not energetically, neither President Trump nor his predecessors (plural) have done

(Continued on pg. 3)



## THE FREE SPEECH HYPOCRISY

(Continued from pg. 2)

much to stanch such situations.

So, we return to the present loud demands for “free speech.”

To be sure, whoever may be fomenting violence against left OR right-wing speakers, they are neither liberal nor conservative. The fomenters are simply extremists who merit no classification as ethically related to political affiliation.

So, it is time for aforementioned loudmouths like Hannity or newsletter publisher Ben Shapiro to stop calling protestors “Fascists,” unless, that is, these phonies are also willing to support the freedoms of egregious purveyors of Nazism, Communism and even Anarchy....or maybe even racists like the KKK.

After all, the United States Supreme Court did permit the rights of the neo-Nazi Party in Skokie, IL, as late as 1978 to march in Chicago.

Reality is that the nation is stuck in a long variety of contradictions when it comes to free expression precisely at a time many of those waving the American flag to claim their patriotism find the Constitution a powerful vehicle to defend their hypocrisy and extremism in all directions.

Perhaps, as I tried to say in my [query as to whether we are losing a whole generation](#), some method or obligation for a minimum of a year’s national service through military or even non-military effort could help develop a more positive sense among our newer generations of what American principles are supposed to be about, however late the effort.

## PRBI ADDS BOSTON & BANGALORE AGENCIES

**PR Boutiques International**, the worldwide collaborative network of boutique public relations firms, has added two new members, bringing the total to 37 agencies in 14 countries.

Boston-based DPA Communications is a full-service public relations and marketing firm started in 2012 by Dominic Amenta. The agency also has offices in New York City and Toronto.

Nucleus Public Relations, based in Bangalore, India, focuses on entertainment, lifestyle and corporate clients of all sizes. With additional offices in Mumbai, Kolkata and Delhi, along with a strong affiliate network across India, the agency reaches into rural areas of the country. Tarunjeet Rattan oversees Nucleus.

PRBI’s annual meeting is set for June 13 to 17 at The Hotel Aldon Kempinski in Berlin, Germany. Focus is on global trends in public relations, including influencer marketing and the similarities and differences between European and U.S. public relations’ practices.

“We are excited to continue to grow and evolve PRBI into a global resource for PR leaders,” said Lee Weinstein, PRBI president and president of Weinstein PR of Portland, Ore. “Our annual conference is our hallmark event and provides a vibrant environment for our members to share their knowledge, capabilities and talents with each other. It is one of the many benefits our small agency members receive from PRBI.”



Lee Weinstein

## LAVOIEHEALTHSCIENCE ADDS VET TO TEAM

**LaVoieHealthScience**, an integrated strategic communications agency focused on the health and life science industries, has named Andrew Mastrangelo as assistant VP, public and media relations.

Most recently, Mastrangelo was director of media relations and public information officer for Lahey Health, where he led the external communications efforts for each of the five Lahey Health hospitals, as well as the brand itself. He’ll be based at the agency’s Boston headquarters and report to VP of integrated communications, Sharon Correia.



Andrew Mastrangelo

Lahey also was director of corporate communications at Allen & Gerritsen, the largest independent advertising agency in Boston, where he oversaw and shaped all forms of internal, external, digital and social, and HR communications.

“I am excited to have Andrew on the LaVoieHealthScience team,” Correia said. “Andrew brings invaluable experience and insight in the health field, as well as media strategy, crisis communications and content development capability. We look forward to him making an immediate impact by leveraging his experience in multi-disciplinary storytelling to identify new opportunities and maximize the depth and breadth of coverage for our clients.”

The agency is one of the [top 30 independent health-care firms](#) in the country, as ranked by *O’Dwyer’s*.

## MARCH TARGETS STARTUPS WITH ZOOM

**March Communications** has [launched Zoom](#), an “outcomes-oriented” PR offer designed to give tech and consumer tech startups campaigns that are “built for speed and impact” while being consistent with the budget and expectations of early stage companies.

“In the same way that not every individual is suited to work in a start-up environment, not every agency is positioned to work with early growth companies,” said Jodi Petrie, executive VP the Boston-based agency. “March is the right mix of strategic and scrappy, agile and disciplined, experienced and bold to help start-ups breakthrough and succeed.”

March’s team of in-house researchers, content and video specialists and seasoned PR pros has worked with over 200 brands, both large and small, and guided them through financial events such as PE, IPO or acquisition.

“Here at March, we see ourselves as investors in innovation brands and big thinkers. By partnering with early stage innovators through Zoom, we’re looking forward to elevating the next generation of revolutionary brands, products and thinkers, just as they leave the gate,” said Cheryl Gale, managing director at March Communications.



## **SEVEN WOMEN HONORED BY NYWICI**

Seven “extraordinary female leaders in the communications industry” were honored April 24 by New York Women in Communications which raised \$112,000 for scholarships. It has awarded \$1.5M+ for that purpose so far.

Katie Couric, award-winning journalist and author, presided over the Matrix Awards luncheon in the Sheraton New York Times Square before a gathering of 800+. It was the 47th straight year of the awards.

The honorees and their presenters were:

**Savannah Guthrie**, co-anchor of “TODAY” and NBC News chief legal correspondent – presented by **Matt Lauer**, co-anchor of “TODAY.”

**Susan Credle**, global chief creative officer, FCB – presented by **Julie Kent**, artistic director, The Washington Ballet.

**Gretchen Carlson**, journalist and women’s empowerment advocate – presented by **Paul Feig**, writer, director, producer.

**Judy A. Smith**, founder and CEO, Smith & Company – presented by **Byron Pitts**, Co-Anchor, ABC News “Nightline.”

**Rukmini Callimachi**, foreign correspondent, *The New York Times* – presented by **Lydia Polgreen**, editor-in-chief, The Huffington Post.

**Nancy Weber**, executive vice president/chief marketing officer, Meredith National Media Group – presented by **Tom Harty**, president and chief operating officer, Meredith Corp.



**Savannah Guthrie and O'Dwyer's associate publisher Jane Landers.**



**(L to R) Nancy Weber, EVP/chief marketing officer, Meredith National Media Group; Kristin Lemkau, chief marketing officer, JPMorgan Chase; Judy Smith, founder & CEO, Smith & Company; Savannah Guthrie, co-anchor of “TODAY” & NBC News; Rukmini Callimachi, foreign correspondent, The New York Times; Gretchen Carlson, journalist and women’s empowerment advocate; Susan Credle, global chief creative officer, FCB**

photo: **Kellen**

**Kristin Lemkau**, chief marketing officer, JPMorgan Chase – presented by **Gregg Lemkau**, co-head of Global Mergers & Acquisitions, Goldman Sachs.

Past honoree Couric, who noted that “65 million Americans think highly of Hillary Clinton,” said, “Today we will be meeting seven women who are shaping our world and changing it for the better.”

Jackie Kelley, global COO of Bloomberg Media, said, “These seven women play an exemplary leadership role in their organizations.” They are deeply involved in mentoring and are “leading women in communications across all fields They are truly people who are connecting the world.”

NYWICI, with 2000 members, is unique in that it supports women across all roles in communication industry and in all levels, she said. “We have students; we have CEOs. We’re not just honoring the past and present; we’re recognizing the future.”

### **Hearst Was Sponsor**

The event was opened by sponsor Hearst’s chief content officer, Joanna Coles, who said, as she surveyed the women in the audience, “This is Vice President Mike Pence’s nightmare.”

Carlson, in 2016, after more than a decade at Fox News, filed a sexual harassment lawsuit against Fox and CEO Roger Ailes. The case was settled for \$20 million. She now works as an advocate for victims of sexual harassment in the workplace.

“Over the last nine months I heard from thousands of women, many of whom have shared their stories of shame and pain for the first time,” she said. “I never expected to be the face of sexual harassment, but now it is one of my missions. I already started my advocacy on Capitol Hill, changed laws to ensure a better workplace for all women, and for the first time ever I’m writing playbook for women in my upcoming book, ‘Be Fierce.’”

“My life motto I wrote on my wrist to this day, *carpe diem*, which means seize every day, every opportunity, and never ever give up. Keys to success are being ultra organized, visualizing yourself achieving every goal and understanding the beauty of learning from failure. I’m here today to inspire you to speak up because as women we will not be underestimated.”

Carlson thanked presenter Feig “for being one of the enlightened men who publicly supported me in incredibly tough times. And most of all for making *Bridesmaids*.” [a movie Feig produced in 2011].

Read remarks of Kristin Lemkau, Savannah Guthrie, Rukmini Callimachi, Nancy Weber, Judy Smith and Susan Credle on [odwyerpr.com](http://odwyerpr.com).



**(L to R) Jenna Bush Hager, Sheinelle Jones & Dylan Dreyer**

photo: Jane Landers