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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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May 9, 2016 Vol. 49 No. 19

NATIONAL SNAGS SHIFT

Canada's National PR has acquired Boston-based Shift Communications, the 13-year-old, tech-savvy firm with a diverse client roster and around \$20M in annual billings.

Shift retains its name and leadership team under the National umbrella. National chairman Andrew Molson noted growth is a key part of his agency's existence as it moved up from a two-person Montreal shop to a 550-employee, 17-office juggernaut across North America and Europe.



Front, L-R: Shift's Amy Lyons, managing partner; Todd Defren, founding partner; Jim Joyal, partner; Paula Finestone, EVP, operations. Back, L-R: National's Valerie Beaugard, EVP; Jean-Pierre Vasseur, president and CEO, and Royal Poulin, EVP and CFO.

Todd Defren and Jim Joyal founded Shift in 2003 and leveraged an early embrace of social media and data into a roster that spanned from McDonald's to T-Mobile.

Molson noted Shift's "stellar industry reputation, notably in data-driven PR," as well as its three-office footprint on the East and West coasts were attractive to National.

Defren, who became CEO in 2012, said the two agencies aligned on "values, culture and vision." He noted Shift has been approached by dozens of potential suitors, just in the past four years, and acknowledged concern about Shift's ability to "match guns" with larger agencies. But he demurred on a merger or sale until meeting with National.

"We'll still be the data-driven PR agency angling to change perceptions about the role and value of public relations, but with the backing of a stalwart partner whose sole desire is to see our success and teachings amplified to the max," he said.

Shift has additional offices in San Francisco, New York and Austin with about 150 staffers.

National is owned by holding company RES Publica.

Rick Gould, managing partner of Gould+Partners, represented Shift and facilitated the transaction.

SARD PURSUES PRIVATE EQUITY SALE

Sard Verbinnen & Co., which saw management buy the firm out from the UK's Huntsworth in 2007, is in talks to sell a 40 percent stake to a San Francisco private equity firm.

The stake would be worth \$60M, according to the *New York Times*, which reported the firm is in talks with Golden Gate Capital.

The talks have sparked a reported minor upheaval at the firm, where a handful of employees have left in recent days. However, the Times reported 24 of the firm's 27 partners agreed to the deal, which would see Golden Gate buy 40% of their individual stakes.

Sard announced the addition of Blackstone and Goldman Sachs PR alum Peter Rose last week. (See pg. 7).

George Sard and Paul Verbinnen, who founded the firm in 1992 after stints at Ogilvy Adams & Rinehart, bought the firm out of Huntsworth for \$20M in 2007, when it was known as Citigate Sard Verbinnen.

The recent departures included partner and managing director Daniel Gagnier, who opened Gagnier Communications, managing director Rene Soto, and 17-year alum and managing director Jonathan Gasthalter, who has opened Gasthalter & Co. in New York.

GPG CHIEF SMITH TO 21ST CENTURY FOX

Chip Smith, a veteran Democratic operative and founding partner and CEO of Glover Park Group, is leaving GPG for a corporate affairs and policy slot at 21st Century Fox.

He takes a public affairs role vacated by executive VP of government relations, Michael Regan, at 21st Century Fox, the essential successor to News Corp. in News Corp.'s 2013 split that owns its movie and TV studios, cable networks and Fox TV.

In a statement, CEO James Murdoch said industry upheaval has made it critical to communicate the company's business to the policy and regulatory community, as well as "the broader creative community of which we are a part."

Smith was a top official of the Gore-Lieberman White House bid in 2000 and held top roles in the media and strategy firms Shrum, Devine & Donilon, and Doak, Shrum, Harris, Carrier, Devine. In between, he was chief of staff for the president and COO of telcom giant MCI Worldcom. Smith co-founded GPG in 2002 and WPP acquired the firm in 2011.

At Fox, he will be based in D.C. and New York.



Smith

MDC Q1 REVENUE TICKS UP

MDC Partners posted a 2.3% increase in first quarter revenue to \$309M, while its net loss narrowed to \$23.3M for the period.

MDC said organic revenue growth climbed 2.2%, an “uneven” performance that nevertheless left MDC on track to make financial targets for the year, said chairman and CEO Scott Kauffman.

Net new business totaled \$19.8M.

MDC did not break down revenue by segment, but reported its advertising and communications group, which includes PR units like Allison+Partners and Kwitken, saw a 3.3% decline in EITDA to \$42.8M for the period.

NFL CONTINUES TO BULK UP PR TEAM

The NFL, which made a splashy PR hire in January with the addition of Joe Lockhart, is bringing in News Corp. communications alum Natalie Ravitz in a senior VP role.

Ravitz was chief of staff to Rupert Murdoch and senior VP for strategy at News Corp. and its 21st Century Fox successor.

She also directed communications at the New York City Dept. of Education during the Bloomberg administration and was comms. and deputy chief of staff to Sen. Barbara Boxer (D-Calif.)



Ravitz

Politico first reported that Ravitz will become SVP of communications for the NFL.

Lockhart, to whom Ravitz will report, signed on as executive VP of communications in January as the NFL continued to tackle scrutiny over player concussions and the long-term health effects of football. His recent push-back against the *New York Times* became a story in itself.

Lockhart's Glover Park co-founder Chip Smith this week signed on to head public affairs for 21st Century Fox, the News Corp. successor company.

MASSART SEEKS PR EDUCATION

The Massachusetts College of Art and Design, the country's only freestanding public college of art and design, is on the hunt for a PR firm.

The college, which enrolls 2,000 students in 22 disciplines, wants a firm, working with its marketing and communications team, to burnish its reputation through coverage at the local, national and international level.

The college is preparing to welcome its 12th president, Dr. David Nelson, on June 1, and also hopes to leverage its new Design and Media Center (opened January 2016) and its professional galleries of contemporary art.

About 67% of its enrollment comes from Massachusetts.

The college slates a one-year PR contract through June 30, 2017. Proposals are due May 20. RFP: <http://odwpr.us/1NoamG1>.

PODESTA NAMES NEAL PRINCIPAL

Terry Neal, former national political reporter for *The Washington Post* and a longtime communications consultant and media relations strategist, has moved to Washington, D.C.-based public affairs giant Podesta Group, where he will serve as a principal in the firm's PR practice.

Neal, who began his journalism career as a reporter for the Fort Lauderdale *Sun-Sentinel* and *The Miami Herald*, joined *The Washington Post* in 1994, where he first served as a metro reporter before being promoted to its national desk in 1997 and becoming a political reporter, and later, a political columnist for *washingtonpost.com*. Neal, who briefly exited the daily newspaper in 2000 for a director stint in Burson-Marsteller's Washington, D.C. media practice, left the WaPo in 2007.



Neal

Neal later served as a senior VP and strategic media director for Hill+Knowlton Strategies and a communications director for CGI Group subsidiary CGI Federal. Most recently, he was a senior communications consultant at government-backed mortgage entity Fannie Mae.

At Podesta Group, Neal will lead the PA firm's crisis communications and media relations practices.

Podesta Group PR Managing Principal David Marin referred to Neal as “a battle-tested communicator with the right acumen and experience to help us continue to advance and diversify our strategic communications offering.”

Podesta, which was founded in 1987, accounted for more than \$9 million in net fees last year, according to O'Dwyer's rankings of PR firms.

AUDIT QUESTIONS NEB. TOURISM EXPENSES

A report by Nebraska's state auditor raised questions about spending by the Nebraska Tourism Commission' and its PR and ad agency Bailey Lauerman & Associates.

Omaha-based BL&A, which earned nearly \$3.6M in 2015, went over budget by \$4.4M over the past three years and expensed questionable items like \$350 for alcohol and even cigarettes, the report said.

The Tourism Commission became an independent state agency in 2012 as it was pulled out from under the state's economic development entity. The audit hit the commission for paying \$18,511 to relocate an employee, reimbursing its director's daughter for use of her convertible and for paying her to appear in a photo shoot.

"The hiring of the director's daughter by Bailey Lauerman gives rise to potential concerns involving other statutory prohibitions against improper personal gain by public officials, employees, or their family members," said the audit.

Auditors also criticized the commission for paying \$44,000 for a 90-minute speech by Shawn Achor of Goodthink Inc., a figure that is "greater than the annual salary of over half of the commission's full-time staff."

The full audit and more coverage is at the *Omaha World-Herald*.

SURVEY: JORNOS DON'T FIND PR CONTENT USEFUL

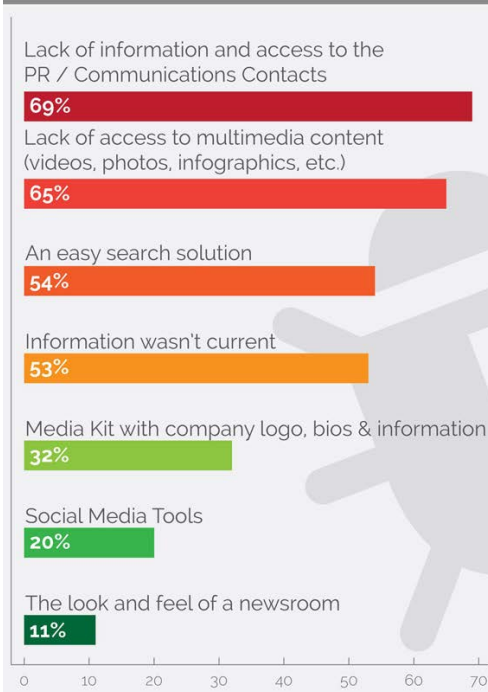
Most media centers and digital newsrooms established by the communications industry don't meet the needs of the press, according to a survey by PR content distribution platform ISEBOX that measured the effectiveness of online communications resources.

According to the ISEBOX survey, journalists still use digital newsrooms. An overwhelming majority — 95 percent — of journalists polled claimed they access a digital newsroom or website at least once a month, and 41 percent said they visit those newsrooms daily.

However, 70 percent of journalists polled said digital newsrooms don't meet their needs or expectations. Lack of access to PR contact information was cited as the number-one reason for these failings (69 percent), followed by a lack of access to multimedia content (65 percent). Poor search tools (54 percent) and lack of current information (53 percent) were also significant sources of press dissatisfaction.

Journalists also listed requiring passwords to access content, long releases with weak quotes, lack of high-resolution photos, lack of access to press release archives

Reporters saw these areas as the biggest problem in newsrooms they visited:



and difficulty interviewing executives as insufficiencies with digital newsrooms.

Of the most important features desired in a newsroom, an overwhelming majority of journalists polled — 90 percent — cited updated and accurate contact information, including phone numbers and emails. About three-quarters — 76 percent — said it was the ability to view and download multimedia content (photos, videos and documents,) and 71 percent listed access to current news and information.

The survey also found that 80 percent of journalists said they would be more active in seeking out a newsroom if it met their needs.

Half said they found it important to have the ability to subscribe to newsroom releases, though a majority — 93 percent — said they rarely or never subscribe to those resources.

The ISEBOX survey polled more than 200 journalists in March. Full results are available at <http://odwpr.us/1WVE075>.

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MAG: TEXAS, NC MOST BIZ FRIENDLY

Texas remained atop Chief Executive magazine's annual Best & Worst States for Business survey. Florida was No. 2, followed by North Carolina, Tennessee and Indiana.

The magazine said Ohio was the biggest gainer in the ranking, climbing from No. 22 to No. 10.

CEO Marshall Cooper called 2015 a "volatile year" amid a presidential election backdrop, digital transformation and skills shortages.

Georgia fell out of the top 5, landing at No. 8 on the list. Rounding out the bottom five were Connecticut (46), New Jersey (47), Illinois (48), New York (49) and California (50).

The magazine asked 513 CEOs to rank states with which they are familiar on the "friendliness" of their tax, regulatory, workforce, and living environments.

While Texas has been hit hard by the shale energy bust, the magazine noted, it is still held in high esteem by CEOs. No. 2 state Florida continues to climb.

What else bugs journalists about your newsroom:

-  No Company Fact Sheet
-  No Financial Information and Regulatory Filings
-  Lack of Press Release Archives
-  Difficult Executive Interview Process
-  Requiring Passwords to Access Content
-  Desire for Country Specific Content
-  Finding Social Media Handles
-  Long Releases with Weak Quotes

SHEEDY NAMED ME OF KIPLINGER'S RP

Rachel Sheedy, managing editor of *Kiplinger's Retirement Report*, has been tapped as editor for the 90,000-circulation monthly that skews toward wealthy readers.

Susan Garland is retiring after 10 years at the helm.

Sheedy has done double-duty as retirement editor for Kiplinger.com since 2006. She is a former copy editor and reporter with stints at the *Tascalooza News* and Dow Jones.

GODDARD LEADS WATCH!

CBS has named Jennifer Goddard editor-in-chief of its in-house magazine *Watch!*

She replaces Jeremy Murphy, who left the broadcaster and helped launch the publication 10 years ago.

Goddard had been managing editor since 2008.

CBS communications chief Gil Schwartz made the appointment. She reports to Schwartz and EVP of comms. Dana McClintock.

STORYTIZING: A COMMUNICATIONS GAME CHANGER

By Bob Pearson

Technology now allows us to identify exactly what any customer or citizen is doing online anywhere in the world in any form of social or traditional media.

We have never had this large of an opportunity to define who our audience is and what they care about. In other words, we can identify and architect the audience we are trying to reach before we launch a new initiative. We don't need to guess anymore.

If you are expert in audience architecture, you will align with your audience and when you do that, results will improve significantly.

Scientific innovation is exploding in areas like health, where technologists and healthcare professionals are finally teaming up to figure out how to more effectively reach and teach physicians, how to learn how drugs work within our system via biodegradable chips or how we improve our own wellness via a myriad of devices. It's also occurring in our home with the proliferation of sensors, beacons, Internet of Things apps and the rapid innovation in artificial intelligence.

We are witnessing a new explosion of data that is far more personal. And this means that every company and every industry is becoming technology driven.

Culture, due to technology advance, is the biggest shift and probably the least understood, since it involves people's habits changing, rather than a new piece of software that we can point to. Social innovation is harder to understand.

We don't publish papers on it or present at medical meetings or declare a new Moore's Law. Instead, we have to watch, learn and build the new models based on what we observe.

Two massive changes are occurring that completely shift how we think and work.

The first relates to attention spans. We can now Snapchat, tweet, text or live stream our daily thoughts to the audience we care to reach.

Since we are continually sharing, learning and conversing in real time, our habits are reshaped. Facebook, for example, says that with 8 billion video views per day, we have less than three seconds to catch someone's attention.

The journalism pyramid taught to us long ago starts with the headline and works from there. Now, with all content, particularly video, this same rule applies. If you make someone wait more than an instant for the punch line, you'll lose them.

The other tectonic shift in culture relates to how the entire online audience is now empowered to make a difference, not just the creators of content. In the 1-9-90 model, we always knew the 1 percent who create content are important.

Way back in the 2005-2012 era, we focused nearly exclusively on these influencers. But now, via technology advance, the 9 percent who share and shape markets are the big disruptors for brands. They are deciding what is cool and worthwhile.

The result is that every brand needs to think of itself

as an audience-centric media platform. Not just Red Bull or Nike.

If you know who the 9 percent are and you can empower them with the right content and conversations, you'll impact the 90 percent of us who lurk and learn and benefit from the 1 and the 9 percent.

It's time for brands to truly build their own channels in the cloud.

So that's all great. What does it mean?

It means that the 9 percent is a sleeping giant, a model disruptor.

It means that there never were five personas to target; we just made that up.

It means that having five million people in a database is old school. Reaching 25 million or 250 million people where they "live" online is what is relevant.

It means that we are shifting from a world where paid media had all of the power to a world where earned (free) and shared (social channels) and owned media shapes the market and paid is a catalyst to further enhance earned, shared and owned.

It's a 180-degree shift.

It takes a lot of change to shift a model as important and as anchored in our minds as the PESO model (paid, earned, shared and owned). But here is reality: ESO will drive the P.

What it means to all of us who dedicate our professional lives to reach customers, consumers and citizens of the world is more fundamental.

We must become expert at what we call "audience architecture," so we can truly align with our audience. And we will become experts in "Storytizing," which is a series of models showing how we can provide the full story to a customer anywhere, anytime.

What we care about is reaching the right people with the right content so that they can share it with the audience important to our brand, company or organization. Impressions or website visits or click-throughs or ad views or other surrogate measures fall short.

We care about whether or not our story was pulled through multiple channels to reach our full audience and shape their behavior. That is Storytizing.

In the Storytizing era, we'll know who our audience is, we'll know how to align with them (type of content, time of day, right people to partner with) and we'll understand how to use paid media strategically to ensure the content reaches those it did not via earned or shared outreach.

We have to accept that the coverage model is no longer good enough. It is now about getting the right content to the right audience and, when needed, pushing it along further via paid.

Advertising has had a good run. It's now time to show how the new PESO model will work and why Storytizing is the next big thing for communicators and marketers.

Bob Pearson is President of W2O Group. He is the author of "PreCommerce" and "Storytizing," which are available on Amazon.com.

NEWS OF PR FIRMS**AFFECT ANNOUNCES BOSTON OUTPOST**

New York-based PR and social media agency Affect has expanded with the opening of a second office, located in downtown Boston.

The new digs, located on Atlantic Avenue, occupies a shared workspace run by office network Workbar. Affect's Beantown team will focus on the agency's roster of tech, healthcare and professional services clients in the Boston area, and the space will provide increased flexibility for remote and teleworking New York staff.

Affect president Sandra Fathi told O'Dwyer's that the new outpost is an organic extension for the agency, and will help it build stronger roots in the community as well as attract and retain talent.

The agency has staffed one Boston employee since last year, prior to the office's opening.

"Working in technology and healthcare, Boston has always been an important market for us — for clients as well as the media and analyst communities that we serve," Fathi told O'Dwyer's. "In addition, we've seen that the Boston-New York corridor is a common migration path for our team members as well. We have quite a few former Bostonians in our NY office and New Yorkers that have made the move to Beantown."

Affect, which specializes in technology, healthcare and professional services PR, was founded in 2002.

COBOS TAKES CLIMATE CHANGE PR POST

Stacie Paxton Cobos, senior VP for Hill+Knowlton Strategies in Washington, has moved to the Climate Reality Project as senior VP for communications and marketing for the Al Gore-founded organization.

Based in DC, the CRP was formed in 2011 by combining the Alliance for Climate Protection and The Climate Project, both groups of former Vice President Al Gore. It works to counter misinformation regarding climate change and educate the public about the subject.



Cobos

Cobos spent seven years at H+K on accounts like Johnson & Johnson and CTIA-The Wireless Foundation. She was previously national press secretary for the Democratic National Committee and press secretary for Sen. Chris Dodd (D-Conn.).

She worked as a state comms. director for the John Kerry and Joe Lieberman presidential campaigns in 2003-04 and started out on the Hill as press secretary to Rep. Lois Capps (D-Calif.).

She oversees all communications, creative content and marketing for the CRP.

BRIEFS: The Smoot Tewes Group, Washington, D.C., has added a media booking practice under the director of Chris Fleming, who takes the title of media engagement principal. Principal Aaron Wells said the firm will offer clients placement services for top tier national outlets, on top of its political and advocacy communications services. Fleming joined the firm last May and handles clients like Myrlie Evers and Act-Blue.

NEW ACCOUNTS**New York**

D&D PR, New York/Forbes Travel Guide, for a PR campaign to highlight the company, its hotel ratings system, and CEO Gerard Inzerillo. FTG began in 1958 as the Mobil Travel Guide and originated the five-star rating system. The firm also added outfitter Discover Your Italy and New York hotel The Sherry-Netherland in the first quarter.

5W PR, New York/ContentWatch, makers of Net Nanny parental control software, as AOR for PR. 5W will handle an integrated campaign focused on consumer outreach and building brand recognition for the software, which sets profiles and restrictions for Internet users in families and allows for monitoring of children online.

Simmer Media Group, New York/fresh&co, Manhattan-based fast casual restaurant, to develop a new website and replicate its in-store experience online. F&C has 16 locations in Manhattan.

Southeast

Brandware, Atlanta/SK Lubricants Americas, for the launch of its ZIC motor oil and automatic transmission fluid lines in the US market, including market research, brand comms., PR, media relations and influencer programs.

Midwest

3rd Coast PR, Chicago/Lakeshore, educational toys, games and learning materials, as AOR, following an agency review. The firm will focus on traditional and strategic media outreach, influencer campaigns and event strategy, primarily in support of the expansion of Lakeshore's B2C business, which includes targeting parents with messaging regarding its products, as well as Lakeshore's core audience of educators.

Mountain West

Momentum Media PR, Boulder, Colo./Outdoor Industry Association, trade group for the outdoor recreation industry, as AOR for PR. The firm will work with OIA's marketing and government affairs teams on brand communications, strategic counsel, and PR to industry, government and B2B audiences across traditional and digital channels.

Southwest

Amplify Relations, Reno, Nev./Tricent Capital, venture capital firm, for a three-year pact worth \$3M covering video, PR and outreach related to its venture fund and startup training program.

West

JAM Collective, San Francisco/MiiR, bicycles, bags and bottles which benefit non-profits related to water projects, as AOR for PR.

JMPR Public Relations, Woodland Hills, Calif./Answer Financial, auto and home insurance agency, following an RFP. AF reps more than 20 insurers on its platform and operates as a virtual agency. The work includes marketing and communications focused on strategic PR.

Jeneration PR, New York/Skip Hop, lifestyle products for parents, babies and kids, as AOR, following a review process. The work includes media relations, celebrity/influencer relations and social media.

NEWS OF SERVICES**OMC ACQUIRES HEALTHCARE SHOP BIOPHARM**

Omnicom has acquired BioPharm Communications, a New Hope, Pa.-based healthcare marketing shop led by pharmaceutical alum Jeff Persinger.

The eleven-year-old BioPharm, which claims to work for 17 of the top 25 global pharma companies, will operate under the Omnicom Health Group umbrella. OHG chief Ed Wise noted BioPharma's data-driven approach to healthcare marketing.

**Jeff Weiser**

Persinger founded the firm with EVP Daniel Ege-land after the two worked under the same roof at Novartis in the early 2000s. They will remain in the executive leadership of the firm, along with other top execs of the firm. Omnicom said the deal is expected to close in the second quarter.

Financial terms of the deal were not released.

SHUTTERSTOCK WINS WEISER FOR CMO ROLE

Stock photography giant Shutterstock, Inc. has appointed Jeff Weiser to the role of chief marketing officer.

Weiser arrives at the New York-based digital media company from fitness and exercise program developer Beachbody LLC, which he joined in 2010 as VP of strategic analysis and most recently served as senior VP of strategic analysis, database marketing and online acquisition. Prior to that, Weiser was a strategy and analytics VP at mobile game publisher Social Gaming Network, which was acquired in 2011 by MindJolt, the social game company led by MySpace co-founder Chris DeWolfe. Weiser was previously director of analytics at MySpace and a senior marketing analyst at Yahoo!

**Jeff Weiser**

As CMO, Jeff will head global marketing operations at Shutterstock, and will lead a team responsible for building customer demand, identifying new revenue opportunities and increasing brand awareness.

Shutterstock also announced that it has appointed Matthew Jagoda to fill the position of chief people officer. Jagoda, a former human resources head of professional learning platform Gerson Lehrman Group, will be responsible for developing a global team in support of Shutterstock's vision and objectives.

Shutterstock, which was founded in 2003, maintains a library of more than 80 million licensed images. The company in February appointed Ogilvy tech alum Siobhan Aalders to the role of communications VP.

BRIEF: T-Line TV, New York, produced a website for actor Dominic Chianese (The Godfather, The Sopranos, Boardwalk Empire) to highlight his career achievements and promote his charity project, Joy Through Art, to improve the lives of senior citizens in nursing homes. The site, www.dominicchianese.net, won a bronze medal at the Horizon Interactive Awards.

PEOPLE**Joined**

Ed Trissel, former chief communications officer of private equity firm Warburg Pincus, rejoins New York-based Joele Frank, Wilkinson Brimmer Katcher, as partner. He joined Warburg Pincus in 2011 and prior was stationed at Joele Frank for four years as managing director, focusing on communications for mergers and acquisitions, crisis and investor relations. Trissel was previously founder and principal at corporate and financial communications advisory Vistance Group, and also held senior roles at Hill+Knowlton Strategies and Ketchum.

**Trissel**

Drew O'Brien, longtime senior aide to Secretary of State John Kerry in the Senate, to Weber Shandwick, Boston, as executive vice president of global partnerships in its global corporate practice, later this month. He was most recently special representative for global partnerships in the Secretary of State's Office of Global Partnerships. Earlier, he was state director to Kerry in the Senate and served as chief of staff to the Massachusetts State Lottery Commission, among other posts. He will work with public and private sector clients at WS to create corporate social responsibility campaigns and forge partnerships related to social impact.

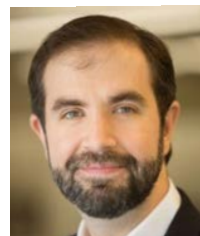
**O'Brien**

James Hillier, a Weber Shandwick sports pro who has worked Olympic bids for London 2012, Sochi 2014 and Tokyo 2020, to the pan-European sports network Eurosport to direct communications. The International Olympic Committee last year awarded Eurosport and parent Discovery Communications all broadcast rights in Europe for the 2018-2024 Games in a €1.8B deal. Hillier spent the last six years at Weber in the UK, most recently as associate director. His work also includes Beijing 2022, the FIFA World Cup and various corporate clients. He was previously with Vero Communications and worked the Rio 2016 bid.

Oshi Jauco, director of operations and business development for Oakland-based agency Craig Communications, to AMF Media Group, San Ramon, Calif., as group A/D to lead its account services team. She was director of program services for Girls Inc. of Santa Barbara.

Promoted

Nick Ludlum to head of Ogilvy PR's Washington-based corporate and public affairs group as an executive VP. The 10-year Ogilvy PR alum headed the firm's North American crisis and trade association practices. His clients included the gov't of Mexico, as the country looked to protect its tourism economy amid drug cartel violence that generated shocking headlines around the world. He previously opened a Washington office for Fusion PR.

**Ludlum**

ROSE TRANSPLANTS TO SARD VERBINNEN

Peter Rose, the recently retired senior managing director and global head of PA for Blackstone, has been named vice chairman of Sard Verbinnen & Co.

Rose, who said he has known and worked with Sard for years, spent the last nine years at Blackstone, heading global media relations and handling branding and government relations as a partner of the private equity giant before retiring this year.

He will have an active role in existing and new clients of the financial communications firm.

Rose was previously a top corporate PR staffer for Goldman Sachs over 20 years and started out as an attorney and Congressional aide.

In a statement, SV&C co-founders George Sard and Paul Verbinnen said adding Rose comes as the firm invests to strengthen and expand its footprint and services.

At Blackstone, Christine Anderson took over Rose's role as senior managing director.

WPP MULLS SUCCESSOR TO SORRELL

WPP is working on a succession plan for its architect CEO Martin Sorrell, the 71-year-old, well-compensated chief of the marketing conglomerate since its 1985 creation.

Sorrell, an iconic figure in the agency realm, has been in focus over the past week for his \$100M pay package in 2015, making him the top-paid CEO in the UK. His compensation, CNN Money reported, was 141 times the average WPP staffer.

WPP's chairman Roberto Quarta said the company is identifying candidates to replace Sorrell from outside and within the company, a "strong pool of ... candidates to draw from."

He added it will be a board focus in 2016.

Bloomberg noted it will be a challenge for WPP to find a chief who can bring "similar visibility to WPP as it seeks to outpace rivals Publicis, Omnicom and Havas.

KEKST WORKS BREACH OF CONTRACT SUIT

Dycom Industries, the publicly traded telecommunications contractor, has enlisted Kekst and Company in its breach of contract suit against Quanta Services, after Dycom bought Quanta subsidiaries for \$300M.

Florida-based Dycom alleges Quanta has violated the 2012 stock purchase agreement by, among other acts, soliciting business in competition with Dycom as well as employees of Dycom. Dycom filed the suit March 31 in federal court and amended to complaint this week.

"When we buy a business we expect the sellers to honor their obligations," Dycom president and CEO Steven Nielsen said in a statement, noting his company raised the issues with Quanta, and was rebuffed, before filing suit.

Kekst managing directors Mark Semer, Daniel Yunger and Rachel Posner represent Dycom on the PR front.

Dycom went public with its amended complaint on May 5, the same day Quanta released first quarter earnings (\$1.7B revenues, \$20.5M net income).

Quanta has not publicly responded to the litigation. Texas-based PR firm Ward supports its communications.

AUDUBON SOCIETY CALLS ON CLOAKROOM

The National Audubon Society has retained Interpublic government relations firm Cloakroom Advisors LLC for environmental lobbying help in Washington.

The environmental and conservation non-profit is specifically seeking Cloakroom's support on issues related to federal bird habitats.

In an April Q&A featured in Audubon magazine, Audubon president and CEO David Yarnold outlined a five-year strategy for the conservation network to positively impact the future of birds, which includes an initiative that calls on Americans to plant native plants that provide healthy ecosystems for bird species. The organization plans to launch an online guide later this year to help people find native plants enjoyed by birds that populate the areas in which they live.

Handling the Audubon account is Cloakroom principal Gregg Hartley, who was formerly chief of staff to Rep. Roy Blunt (R-MO), now Missouri's junior Senator. Hartley, who founded Cloakroom in 2014, is a former vice chairman and chief operating officer of lobbying firm Cassidy & Associates.

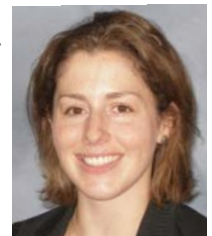
KETCHUM'S LEVINSON TO PHRMA

Lauren Levinson, a corporate and PA group manager for Ketchum, has moved to drug company lobbying giant the Pharmaceutical Research and Manufacturers of America as VP of communications.

Levinson spent nearly eight years at Ketchum in Washington, rising to VP and group manager before a stint on Hillary Clinton's 2008 presidential campaign.

For D.C.-based PhRMA, she leads communications strategy and public positioning, and will manage staffers focused on executive visibility, rapid response and proactive PR under senior VP Robert Zirkelbach.

She was previously a director of Prism Public Affairs and account supervisor for Powell Tate.



Levinson

LOCKHEED MARTIN LOCKS UP LOBBYING

Washington, D.C.-based communications and lobbying firm TheGroup has been hired by aerospace and weapons systems giant Lockheed Martin Corporation for lobbying issues surrounding the 2017 defense budget.

TheGroup will aid the Bethesda, MD-based defense manufacturer with Capitol Hill support regarding H.R.4909, the National Defense Authorization Act for Fiscal Year 2017.

According to a May 4 preliminary estimate report released by the Congressional Budget Office, H.R. 4909 would cut the national defense stockpile by \$15 billion a year and would reduce net direct military spending by \$206 billion between 2017 and 2026.

That bill was sent to the House for consideration on April 28. It is sponsored by House Armed Services Committee chairman Mac Thornberry (R-TX).

The LM account will be handled by principal Darrel Thompson, ex-deputy chief of staff for intergovernmental and external affairs to Senate Maj. Leader Harry Reid (D-NV), among others.

PR OPINION

The nine-foot, six-inch high Sidewalk Labs Wi-Fi terminals, with illuminated large digital ads on both sides, were blasted by members of the New York Landmarks Preservation Committee May 4.

The size and existence of the terminals, 10,000 of which are planned for the city, is “all based on advertising, not providing Wi-Fi,” said Sean Khorsandi of Landmark West.

“It’s a case of the tail wagging the dog,” he told the hearing which was covered by New York Yimby. He said Wi-Fi could be made part of lampposts or church steeples if that were the real motive for the terminals. A major participant in the terminals is Titan Outdoor Advertising, reputedly the world’s largest billboard company.

The terminals have been likened to the monoliths depicted in “2001: A Space Odyssey” which were wireless transmitters of an advanced civilization. Astronauts who approached them experienced a loud screeching which caused them to grasp their heads and stumble away.

Using our Acoustimeter, we measured the radiation coming from a Wi-Fi terminal at 87th st. and Third ave. May 7 and found it was in the danger zone of the meter up to 20 feet away. Anyone who is hypersensitive to electro-magnetic radiation could not go near one of those terminals.

Google Plans Terminals for Other Cities

Google, according to Metering and Smart Energy International, plans to spread such Wi-Fi terminals throughout the U.S.

It says Sidewalk Labs, which operates the Wi-Fi terminals in New York, is “a division run under Google’s parent company, Alphabet.”

“Google has plans underway to create its own high-tech municipalities and aims to transform economically struggling cities into examples of smart cities of the future,” the site says.

Sections of the site are “Smart Meters, Smart Grid, Smart Energy and Smart Water.”

The word “smart” is a hot-button word with EMF health advocates since it means wireless utility monitors. Installation of such monitors is being fought in numerous cities in the U.S. and Canada.

Columbus, Ohio, is a finalist in the “Smart Cities” competition being run by Google which will award \$40 million to the city that wants to “fully integrate innovative technologies—self-driving cars, connected vehicles, and smart sensors—into their transportation network.”

Dan Doctoroff, CEO of Sidewalk Labs, expressed his enthusiasm to build a “smart” city at a speech Feb. 10 at New York University, Metering and Smart Energy noted.

There is a “smaller” terminal that is thinner and does not have ad panels but it is also nine feet, six inches high. Jennifer Hensley, representing CityBridge, one of the 11 entities involved in the construction and operation of the terminals, was present at the hearing. A description of the smaller terminals is being sought from Hensley and

Stacey Levine of Intersection, another of the entities involved.

Kelly Carroll of the Historic Districts Council asked why the terminals “have to be so large?” She complained about “the dominating presence of these very large fixtures.”

Judy Stanton of the Brooklyn Heights Assn. was “very concerned” about the terminals and wanted them “banned from purely residential streets.”

Elizabeth Fagen of Friends of the Upper East Side Historic Districts said the terminals are “much larger and more intrusive than payphones. Each one distracts from the streetscape.”

New York Libraries Queried on EMF

Managers of two East Side libraries have been contacted to see if the libraries will offer Acoustimeters to patrons so they can measure the electro-magnetic radiation in their homes and apartments.

The program of the Ashland, Mass., library that does that is described by Cecelia Doucette in a 23-minute YouTube Video. The link also names other devices for measuring radiation. An Acoustimeter is \$353.

Ashland has been a pioneer in the campaign to educate the public about the dangers of radiation from computers, cellphones, Wi-Fi routers, wireless utility meters, cell towers, printers, cordless phones and other sources, hosting six lectures at the library on the subject.

We have sent the email below to John Bhagwandin, manager of the E. 79th st. library; Gregory Huchko, manager of the E. 58th st. library; the board of the Westhampton library, and directors of libraries in Southampton, Hampton Bays and Quogue. The Westhampton library board meets Wednesday, May 11 at 7 p.m. Citizens are voting on the new budget May 17.

We are asking them if they will follow the lead of the Ashland library and make Acoustimeters or other instruments available to their users.

Hello Library Director:

This is reporter Jack O’Dwyer who is writing about the numerous electro-magnetic radiation sources that impact New Yorkers.

There is a large body of knowledge that much of the radiation, and especially the new “pulsed” kind, is damaging to the body and brain and even fatal although it may take several years for disease to appear. Especially vulnerable are children, babies and fetuses.

The media have almost completely ignored this story.

Health advocates say media don’t want to offend telecom, computer, cellphone and other advertisers by making people be afraid of their cellphones, computers and the thousands of cell towers and antennas that are in any large city.

We want to know if the library will consider buying an Acoustimeter or similar radiation-measuring device that patrons can borrow for a day or two to measure the radiation in their homes. The Ashland, Mass., public library has done this.

– Jack O’Dwyer