



Jack O'Dwyer,  
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# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## VISA'S DOIDGE PICKS BLACKBERRY

Jennifer Doidge, a senior communications exec for Visa, has moved to Blackberry as VP of corporate communications for the mobile device provider.

Blackberry communications chief Heidi Davidson said this month she is leaving the company.

Doidge spent more than nine years at San Francisco-based Visa, handling product and corporate communications. She is a former VP for FleishmanHillard in the Bay Area.

After a rocky few years, Blackberry is trying to recoup its once-influential share of the mobile phone market and grow its security business under CEO John Chen.

Adam Emery is VP of corporate comms. for Blackberry in New York. Doidge is based in Pleasanton, Calif.

### **Cisco's Earnhardt Takes Visa Comms Post**

John Earnhardt, a 16-year veteran of Cisco's corporate communications unit, has departed amid a CEO change there for the VP of corporate comms. slot at Visa.

Earnhardt leaves Cisco as head of its corporate comms. after spending his entire tenure under CEO John Chambers, who is retiring to an executive chairman role in July after two decades. Cisco announced May 4 that SVP Chuck Robbins will take over as CEO.

Earnhardt started out in Washington on the Hill and did a PR stint with the National Assn. of Broadcasters.

Blair Christie is Cisco's chief marketing officer, a title she took in 2011 after serving as senior VP of global corporate comms. and IR.

## COHEN EXITS DONNA KARAN

Patti Cohen has ended a more than 30-year run at Donna Karan International, stepping down as executive VP/PR & communications, according to WWD.

She was the fashion designer's first hire and exits following the installation of Apple pro Hector Muelas as chief image officer. Muelas assumed the marketing function that had been Cohen's responsibility.

Caroline Brown, DKI CEO, praised Cohen's contributions to firm. "She was a constant at the side of Donna Karan from day one and a key member of the executive team," Brown said in a statement. "As an important part of our history, Patti will always be a close friend to this house and we wish her much success in her next steps."

Cohen worked for Ann Klein before joining Karan with the launch of the label in 1984.



Doidge, Earnhardt

## EX-LUCASFILM COMMS CHIEF TO JAUNT

Miles Perkins, former head of corporate communications for Lucasfilm, has moved to virtual reality company Jaunt as VP of marketing communications.

Jaunt, based in Silicon Valley, last month formed an original content studio in Los Angeles to create cinematic, live-action virtual reality experiences.

Perkins, based in Palo Alto for Jaunt, led corporate comms. for George Lucas' Lucasfilm after more than two decades in PR at Lucas' Industrial Light and Magic.

Before stepping down in 2014, he handled M&A communications for Disney's acquisition of Lucasfilm in 2013 and earlier worked PR for the "Star Wars" and "Jurassic Park" film franchises, among others.

He has been consulting for the past year with former Lucasfilm colleague Curt Miyashiro.



Perkins

## HB PROVIDES PR FOR LEGAL CHARGE

Hellerman Baretz is providing PR support to a legal charge against bankrupt Corinthian Colleges Inc. on behalf of thousands of debt-laden students of the defunct institution.

Corinthian, one of the largest for-profit college companies at its peak, on April 26 ceased operations at its remaining 28 campuses and filed for bankruptcy protection a week later after the Dept. of Education choked off its access to federal financial aid and imposed millions in fines.

But the 16,000 remaining current students of Corinthian have banded together in a rare legal maneuver to form a special committee granted by the U.S. Trustee's Office, giving them a formal role in Corinthian's bankruptcy proceedings as they seek to knock out student loans they say they were misled into financing.

The group, which alleges Corinthian acted in a fraudulent and misleading manner, is represented by three law firms, Public Counsel Law Center, Robins Kaplan, which has engaged Hellerman Baretz for PR, and Strumwasser & Woocer.

The group estimates that around 500,000 current and former students are impacted by the bankruptcy with student debt claims of as much as \$25B.

Hellerman Baretz VP Kelsey Nason is handling PR out of New York.

The Abernathy MacGregor Group's Los Angeles office has counseled Corinthian on the PR front.

The for-profit company is based in Santa Ana, Calif.

## **WATCHDOG HITS ALMAY FOR 'AMERICAN' PUSH**

A splashy "Simply American" campaign from Revlon's Almay cosmetics line has come under fire from ad watchdog Truth in Advertising, which says the push is deceptive about its products' origins.

Bonnie Patten, executive director of the Madison, Conn.-based group, said Almay's "implied, unqualified claim that its cosmetics are made in the USA is false advertising," alleging it violates FTC "Made in the USA" guidelines.



Almay said its campaign is designed to "capture the 'spirit of American beauty,' a fresh look that enhances natural beauty; is light and uncomplicated; pure and hypo-allergenic."

"While we make no claims in our advertising beyond the style our products offer, Almay's Simply American campaign complies with the FTC's rules regarding 'MADE IN USA' and the use 'American,'" said Zoe Schepps, PR manager for Almay.

The company, which uses Lippe Taylor for PR, launched the American flag-laden campaign in January with singer Carrie Underwood as its face.

The brand kicked off a new push with the USO last month to honor military veterans as part of the Simply American campaign that includes monetary donations to the USO and the #SimplyAmerican social media effort. "American ingenuity has always been at the heart of Almay and the brand is proud of its American heritage," Revlon president and CEO Lorenzo Delpani said in launching that effort.

Both Revlon and Almay, which it acquired in 1987, were founded and are based in the US.

Almay kicked off a summer bus tour May 15 in New York with plans to hit state fairs and festivals to support the Simply American campaign.

Truth in Advertising, which said it filed complaints with the FTC and New York Attorney General, said three of the seven Almay products featured in its Simply American ad are made in foreign countries.

Added Schepps: "We are proud of our American heritage and US-based operations. All of Almay's products are formulated in our labs in Edison, New Jersey, and 88% of our products are manufactured in our Oxford, North Carolina, plant."

## **FIRM IN FED PROBE BRINGS IN PR HELP**

Abtech Industries, the publicly traded environmental engineering firm, brought in crisis PR support after it was drawn in to a corruption scandal that toppled New York's Senate leader.

Scottsdale, Ariz.-based Abtech has engaged LAK PR, the New York firm of former state senate press secretary and Rubenstein Associates alum Lisa Linden.

The New York Times reported May 19 that the company's stock has fallen more than 70%, a large contract has been suspended, and the Securities and Exchange Commission is investigating the company.

Abtech's \$12M contract with Long Island's Nassau County is a focus of US Attorney Preet Bharara's corruption charges against Senate Majority Leader Dean Skelos, who has been ousted from senate leadership since his May 4 arrest.

Bharara alleges the senator and his son, Adam, an employee of Abtech, used the senator's influence to benefit Adam and Abtech. Adam Skelos was also arrested.

Abtech founder and CEO Glenn Rink called the federal probe a "highly atypical and devastating set of events" on the company's quarterly conference call May 18.

LAK's Linden is speaking for Abtech. She was a senior VP at Rubenstein and deputy chief of staff and press secretary to State Sen. Roy Goodman.

Grannus Financial handles IR for the company.

## **CHILDREN'S PLACE DONS SARD IN PROXY FIGHT**

Kids clothing retailer The Children's Place is leaning on Sard Verbinnen & Co. for PR counsel as it works to placate an insurgent group of activist investor-shareholders gunning for two board seats.

Macellum Advisors and Barington Capital, claiming a 2.1% stake in the company and leading a group they call Shareholders for Change at The Children's Place, offered a slate of two nominees to "bring a fresh perspective" and boost oversight and governance. The group, which says the retailer has underperformed the market and its peers, has engaged proxy firm D.F. King & Co. for that push.

Secaucus, N.J.-based TCP, which had \$1.76B in sales in 2014, said May 20 it offered a compromise, rejected by the shareholder group, to add one of the group's proposed nominees and to retain a search consultant to find a second, mutually agreeable director. The rejected nominee, Seth Johnson, sits on the board of TCP competitor Tilly's.

The shareholder group says it did not reject the settlement, but balked at a search for a second director that could take up to a year. "Without any further notice, and to our great surprise, the company issued a press release falsely stating that we had rejected their proposal," the group said May 20.

Sard managing director Paul Caminiti and VP Pamela Blum are advising TCP. Mackenzie Partners is soliciting proxies for TCP.

TCP's annual meeting is set for May 22.

## **HINTON JOINS TEAM DE BLASIO**

Karen Hinton, the progressive PR pro who has been handling the long-running multi-billion legal battle against Chevron for its alleged contamination of Ecuador's Amazon region, is expected to become press secretary for New York City mayor Bill de Blasio.

She'll take over for Phil Walzak, who moved to another post with de Blasio's team earlier this year.

Hinton, 56, and the mayor both served in Bill Clinton's White House at the Dept. of Housing and Urban Affairs.

In 2013, she merged Hinton Communications into Omnicom's Mercury/Clark & Weinstock operation.

**BBC NEWS TEAM ARRESTED ON MEDIA TOUR**

A press trip to Qatar organized by London's Portland Communications went south after security officials arrested a BBC crew that attempted to interview migrant workers.

"We were invited to Qatar by the prime minister's office to see new flagship accommodation for low-paid migrant workers in early May—but while gathering additional material for our report, we ended up being thrown into prison for doing our jobs," recounted BBC correspondent Mark Lobel today on the network's site.

Eight security cars surrounded the BBC vehicle while it was on the way to interview workers from Nepal. A dozen officers directed the BBC vehicle to a side road, where they frisked the news crew and stole equipment.



The news crew was taken to security headquarters, interviewed separately and then transported to a nearby jail, according to Lobel.

After 13 hours of waiting around and questioning, one of the interrogators said, "This is not Disneyland. You can't stick your camera anywhere."

Lobel wrote it was as if the BBC staffers "were treating his country like something to be gawped at, suggesting we thought of trips to see controversial housing and working conditions as a form of entertainment."

The BBC team spent two nights in jail.

Qatar's government issued a response to Lobel's report, saying the invited reporters had "free rein to interview whomever they chose and to roam unaccompanied in the labor villages."

It said the BBC crew—perhaps anticipating lack of access—decided to visit sites before the planned tour.

"In doing so, they trespassed on private property, which is against the law in Qatar just as it is in most countries. Security forces were called and the BBC crew was detained."

The BBC, for its part, deplors the arrest of its team. "Their presence in Qatar was no secret and they were engaged in a perfectly proper piece of journalism," the network said in a statement. The media company accused Qatari authorities of making a "series of conflicting allegations to justify the detention, of which the team rejects." It also wants its equipment back. [See Amnesty Rips Qatar Reforms, pg. 7]

Lobel wrote on the day the team was released, Portland staffers showed it "spacious and comfortable villas for construction workers with swimming pools, gyms and welfare officers."

That showcase tour was what the prime minister's office originally had in mind for the journalists.

Qatar, one of world's richest countries and host of the 2022 World Cup, is pouring money to improve the miserable living standards of its migrant work force.

"As Qatar's World Cup approach, the focus on migrant labor is only likely to increase," wrote Lobel.

**FINANCIAL JOURNONS ON ECONOMY, PR**

Nearly three out of four (74 percent) of financial journalists are bullish on the economy, according to poll of more than 400 US-based reporters conducted by Gorkana Group and DuPaul University professors Matt Ragas and Hai Tran.

A similar poll conducted in 2014 found only 45 percent of financial journalists surveyed had a positive outlook for the economy for the next year. Only 18 percent were positive in the 2012 survey.

The survey shows that credibility of key sources has improved. CEO credibility, for instance, rose 10 points to 61 percent from 2012.

The public relations business though falls short in the credibility department as only 13.1 percent of the respondents found PR people to be "highly credibility sources." That's a credibility dip from 13.9 percent and 14.8 percent, respectively, during the past two surveys.

PR is once again last in the credibility rating in the nine sources ranked. It trails non-governmental organization sources at 17.7 percent.

Gorkana also gauged feedback from journalists about how PR people can bolster relationships with the press. "Always tell the truth" topped the list at 90.1 percent. "Develop better understanding of beats" ranked next at 88.1 percent.

"Develop greater knowledge of subjects, companies and industries" (84.2 percent), "provide better access" (83.1 percent), "pitch ideas that are newsworthy and leverage news trends" (76.2 percent) and "be more responsive" (71.2 percent) followed.

**VIACOM'S COGSWELL TO TRIBUNE**

Josh Cogswell, senior VP of product management for Viacom, has moved to Tribune Media Company as chief product officer in New York to lead its digital strategy and product development.

He reports to president and CEO Peter Liguori at TMC, the broadcasting and digital business owner that spun off Tribune's newspapers and publishing last year.

At Viacom, he developed video, social and other content platforms for units like MTV and Nickelodeon.

**TEVES TAKES EDIT REINS OF STYLECASTER**

Jessica Teves, site director of Style.com, has moved to StyleCaster, the Millennial-focused fashion and beauty portal of SheKnows Media.

SC, acquired by SKM last year, encompasses StyleCaster.com, BeautyHigh.com and DailyMakeover.com.

Teves was previously managing editor at Refinery29.

**MROWKA IN NEW ROLE AT KQED**

DeLinda Mrowka, executive director of marketing and communications for NPR San Francisco affiliate KQED, has been named VP of corporate sponsorship.

Underwriters make up 23% of the station's budget, second only to donations.

Mrowka, who previously led the Public Awareness Initiative for the Corporation for Public Broadcasting, takes up the new post on June 1.

**CLIMATE CHANGE IMPACTS HEALTH COMMS**

By Jeanine O'Kane

Whether you believe climate change is natural or man-made, the reality is that climate change is upon us. And while it is a global phenomenon, its consequences are felt in local communities by real people. The Environmental Protection Agency has identified four major climate change concerns and their potential impact on everyday life: Heat waves, reduced air quality, climate-sensitive diseases, and extreme weather events.

As evidenced by the recent and dramatic consequences of the California droughts, extreme weather events can wreak havoc on millions of lives in a matter of hours. The frequency and intensity of extreme precipitation events are projected to increase in some locations, as is the severity of tropical storms, and these events can threaten human health in myriad ways.

In 2015, CDC published The Building Resilience Against Climate Effects framework, a five-step process that allows health officials to develop strategies and programs to help communities prepare for the health effects of climate change. The healthcare industry as a whole can focus its efforts and priorities in three key areas:

- **Research.** A better understanding of the complicated links between human and natural systems is needed. This will guide the development of tools to help communities respond to their particular situations.
- **Cooperation.** Collaboration between agencies, providers, nonprofit groups and other healthcare stakeholders is essential to help identify and allocate resources to people most vulnerable to climate change.
- **Education.** Helping people understand and prepare for climate change health risks is crucial, especially when many ignore, doubt or feel helpless against climate change.

**Climate and healthcare communications**

As climate change comes to the forefront of the healthcare conversation, pharmaceutical companies have an opportunity to reinforce their positions as expert authorities and reliable information sources. Here are guidelines for approaching the topic credibly and responsibly:

- An article in the *American Journal of Public Health* noted that communication among healthcare agencies, businesses and other stakeholders is essential to evaluating the industry's response to climate change issues. The development of new and better drugs for the cause should be informed by input from healthcare professionals and ongoing assessments of the most vulnerable populations.
- Pharmaceutical companies must stay abreast of current and pending regulations and be vocal and accountable stakeholders.
- Every company must be transparent about its contribution to climate change, both to preserve business and fulfill an ethical pledge. PR initiatives are essential.

The healthcare industry is a major force in reducing the human health ramifications of climate change. By understanding the science, preparing for the challenges already being experienced around the world and working proactively to mitigate risks, the sector can be a major contributor to climate change solutions.

*Jeanine O'Kane is Managing Director of Biosector 2 New York, which is part of inVentiv Health.*

**HOW DIGITAL CHANGED PR MEASUREMENT**

By Erika Kauffman

As leading forces in global business, PR pros must separate the immense accumulation of data available from the analog of human discovery and insight. Contemporary evidence of this vital importance is in the impact of social media, which has allowed for greater accuracy in messaging.

**Increasing value of quantifiable ROI**

New and strengthening trends in social network metrics have become the valued measurement of online behavior, and enable accurate new interpretation by PR experts. By taking older metrics methods into consideration while also integrating newer ones, PR firms can grow with their clients, maintaining a prominent role in promotion, guidance and empowerment for many industries.

Social media has proven to be a helpful source in collecting and analyzing content for public opinion and buying habits and preferences, and to give strong indications of developing marketplace trends.

**New models for compiling, transmitting**

Leading PR firms are employing new communications models. Traditional paradigms are deficient in two key forms of focus in our current digital environment: clarity and relevance. On Clarity, even PR pros sometimes mistake outputs for outcomes so it is understandable that some clients and audiences receiving PR results may rarely comprehend them. Regarding relevance, due to the current emphasis on consumer-created content, it will be key for agencies to create metrics which can link content to web traffic and, ultimately, to sales.

**New metrics for growth and success**

New metrics now being used by experienced PR companies are fueled extensively by social media networks. Major influencers in updated PR equations are targeting audiences rather than the primary social media movers and shakers. Metrics pertaining to influence incorporate changing audience opinions, interests, attitudes and webpage click counts for calculation of conversion rates. Another vital metrics factor is upswings in brand consideration.

Although metrics standbys, like message distribution, readership and impressions still hold value, newer metrics phenomena such as percentages of followers, return visitors and subscription rates are now front and center.

**Offline and real-time transactions**

The third facet or line of the triangle in new and emerging models and metrics for contemporary PR is offline engagement and transaction levels in the real world. While online social interactions are immensely popular today, socializing through daily activities and errands is also still in fashion and practice among consumers.

**How content is shared from PR to client**

With the current digital technology focus in both research and evaluation, there is a much broader, detailed and valuable content base from which to gain knowledge and insight. The human factor has won out to an impressive degree for greater accuracy in planning. Clients are welcoming communications from PR firms that are focused primarily on direct consumer engagement and response, reflecting true public opinion, insight, purchasing preferences and intent for today's expanding global marketplace.

*Erika Kauffman is EVP and GM of 5W PR.*

## NEWS OF PR FIRMS

### GOLIN PLANTS MEXICO FLAG

Golin has partnered with its longtime affiliate Zimat Consultores of Mexico City to launch Golin Mexico.

Jaime Flores serves as GM of the Mexico operation. Executive director Flavia Vigio heads the firm's Latin America network from Miami.

Golin CEO Fred Cook said the firm's "know each other very well" and called the formal relationship a "natural and easy decision."

He said the business climate in Mexico hastened an "even greater commitment in the region."



### PN, ROOK IN CYBER BREACH PRACTICE

Porter Novelli has formed a cybersecurity unit dubbed PNProtect through an alliance with tech consulting company Rook Security.

PN said online attacks and the reputation damage that follows are the becoming the biggest dual threat to businesses.

PN CEO Karen van Bergen said the practice will address the technical capabilities of heading of potential attacks, ensuring preparation of a breach occurs, as well as recovery from an incident and minimizing exposure.

### KETCHUM COOKS UP FOOD STUDIO

Ketchum has upgraded its San Francisco test kitchen, Ketchum Kitchen, into a full-service "studio" to meld its digital capabilities and culinary PR prowess.

The Ketchum Food Studio has food experts on tap – including cookbook author Steve Siegelman and chef David Shalleck -- to help clients develop recipes and menus, new product concepts and nutrition programs. It is also geared to communications professionals who support food issues, content development, food photography, and video production.

Senior partner and North America CEO Barri Rafferty said the studio builds on the 40-year legacy of the Ketchum Kitchen to address "the complex, multidimensional world of food today."

### STEVENS LEADS PRGN

Edward Stevens of Cleveland's Stevens Strategic Communications was elected president of the Public Relations Global Network, a group of 45 independent firms.

Stevens, a founding member of the network, takes over for Germany's Uwe Schmidt of Industrie-Contact. He said the network is embarking on a new campaign to highlight its PR resources in healthcare, technology, tourism, education, food/agriculture, professional services and financial services.

Stevens, a healthcare specialist, founded his firm in 1976. David Fuscus, president and CEO of Washington-based Xenophon Strategies, is PRGN secretary, and Joe Ledlie, CEO of Atlanta's Ledlie Group, treasurer.

Evelyn Holtzhausen, CEO of South Africa's HWB Communications, is president-elect.

## NEW ACCOUNTS

### New York Area

**Ballantines PR**, Los Angeles/Marriott International Lifestyle Brands, including Renaissance Hotels, Autograph Collection Hotels, AC Hotels by Marriott and the new Moxy Hotels, for global PR.

**Porter Novelli**, New York/Sarah Simmons, chef and CEO of CITY GRIT Hospitality Group, for PR via the firm's Orange Palate food practice. The group includes CITY GRIT Culinary Salon and Birds & Bubbles.

**Feintuch Communications**, New York/Glebar Company, maker of advanced centerless grinding machines for use in aerospace, automotive manufacturing and medical appliances, among others, as AOR for PR.

**Teuwen Communications**, New York/The Bordeaux Wine Council, for PR and media relations in the US. Work includes sampling, press trips and events, and PR support for the Council's trade and consumer campaigns.

### East

**Pan Communications**, Boston/hybris software, part of SAP, as AOR for PR following a competitive review for the provider of software for customer engagement commerce.

### South

**Big**, Birmingham, Ala./Valvoline, motor oil, as AOR for advertising, PR, media and digital for its Do-it-Yourself business, following a review. Valvoline is owned by Ashland Inc.

### Southeast

**Mallabo Communications**, Savannah, Ga./Aetho, hardware start-up focused on products to create cinematic videos with GoPro devices, for marketing and PR to target the skateboarding, BMX and extreme sports markets.

### West

**McGrath/Power PR and Communications**, San Jose, Calif./Meru Networks, wireless networking solutions for education, healthcare, hospitality and enterprise, for comms., including PR, content creation and marketing, and online advertising, and Knowm, developer of a machine learning processor, for PR and content marketing as it prepares to offer its first commercially available products.

**Engage**, Oakland, Calif./Open Networking Summit, software defined networking organization, and ON.Lab, Open Networking Lab, open source community for developers, for PR.

**The Brandman Agency**, Los Angeles/Enchantment Group, including the Enchantment Resort, Mii amo spa and Seven Canyons golf course in Sedona, Ariz., as well as Tides Inn (Virginia) and The Cove Eleuthera (Bahamas), for PR.

### Canada

**Weber Shandwick**, Toronto/McCormick Canada, spices, sauces and specialty foods, as digital AOR, an expansion of its PR work to include digital and social media in English and French. WS has handled North American PR for the company in the US for eight years.

**NEWS OF SERVICES****CHICAGO PUB CLUB SLATES TRUMPETS**

The Publicity Club of Chicago will host its 56th Golden Trumpet Awards on Thu., June 4 at the Palmer House Hilton Hotel.

Tony Hunter, CEO of the Chicago Tribune Media Group, will be honored and serve as keynote speaker. Info: publicity.org.

**FIFTY & FIVE STAFFS UP**

Hayley Cammarata, former digital marketing department lead for Decca Label Group, part of Universal Music Group, has moved to Los Angeles social media agency Fifty & Five as director of accounts.

The firm also added Sabrina Potter, marketing manager for Chalkboard Music, as accounts manager, and Michael Robertson, a brand marketing coordinator for TOMS Shoes, as an A/C.

**ISRAEL UNIVERSITY HONORS LOKEY**

Business Wire founder Lorry Lokey received an honorary doctoral degree from Ben-Gurion University of the Negev in Israel this month.

Lokey founded BW in 1961 and sold it to Berkshire Hathaway in 2006. He has donated more than \$700M, mostly to US and Israel universities, including BGU. The school is building The Lorry I. Lokey Chemistry Building on its Marcus Family Campus in Beersheba.

"Why should I buy 'things' when I can make it possible to build a chemistry building?" Lokey said. "I see funding education as a gift, not a donation."

BGU has three campuses in Israel's southern desert and an American arm based in New York.

**PAINE OFFERS MEASUREMENT E-BOOK**

Paine Publishing, the Durham, N.H.-based company of measurement guru Katie Delahaye Paine, has published "Measurement Sherpa Essentials – The Essential Guide To Becoming a Measurement Sherpa," an e-book measurement training package.

Paine said to raise the bar on PR and social media measurement, the industry needs to create more experts within companies. She sees the e-book helping to bridge the gap between the new hires or data geeks who often get assigned measurement duties and the "sherpas" she hopes such well-trained executives become.

The book is available at painepublishing.com for \$47.95.

**EHRlich GETS EMMY NOD**

Todd Ehrlich's T Line TV received a New York Emmy nomination for the live 9/11 special "Tunnel to Towers," aired on CBS affiliates in September.

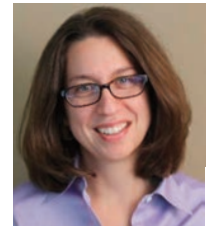
The program, chronicling the Tunnel to Towers run by amputee veterans on Independence Day, received an Emmy nod in the Human Interest: Program Feature/Segment category.

The nomination was Ehrlich's 16th. He has won three awards. He said the nomination "stands as a testament to these 18 men, their irrepressible spirit, and the Tunnel To Towers Foundation."

**PEOPLE****Joined**

**Maria Favorito**, VP, Feinstein Kean Healthcare, to Waggener Edstrom, Boston, as a senior VP focused on healthcare. She was previously a scientific comms. advisor at Cohn & Wolfe and VP at Weber Shandwick.

**Martina Schwarzkopf**, A/S, Russo Partners, joins as an A/D in New York. She has a Ph.D. in molecular biology and biochemistry.

**Favorito**

**Robin Carr**, director, PR, Xoom Corp., to Blurb, San Francisco, as director of comms. for the book and magazine publishing platform. She was PR director for Eastman Kodak and director of national PR for Kaiser Permanente, among other posts at Old Navy and Gap Inc., Ubisoft, Electronic Arts, and Nike.

**Michael Wood**, director, AV brand power and comms., Samsung, to Noyd Communications, Manhattan Beach, Calif., as a VP. He was editor for *Digital TV Magazine* and senior technical editor for *Home Theater* magazine.

**Stacy Burmeister** to MorganMyers, Waukesha, Wisc., as marketing services coordinator, handling accounts like American Farm Bureau Federation and Illinois Soybean Assn.

**Courtney McGeever**, PR manager, Rent the Runway in New York, to Falls Communications, Cleveland, as an A/S. Carmen Alcorn and Jessica Mellen join as graphic designers.

**Stephanie De Azambuja** and **Taylor Byers** to Beyond Fifteen Communications, Irvine, Calif., as A/Cs.

**Nicola Gregson**, managing director for Ketchum Middle East, to Grayling, as managing director of its Dubai office.

**Promoted**

**Kelli Raftery** to senior VP, communications, CBS Corp. She is relocating from Santa Monica to New York and maintains her current post with CBS Entertainment comms. **Shannon Jacobs**, senior VP of comms. for CBS Corp., moves into a consulting role after the launch of the fall season.

**Valerie Hendrickson** to lead corporate comms. for Georgia Power, Atlanta. She was director of corporate comms. and media relations manager for GP after joining from Southern Company.

**Shannon Stubo**, senior VP of corporate comms., LinkedIn, to interim chief marketing officer for the Mountain View, Calif.-based company.

**Katherine Croft** to senior manager of IR and director of media relations, Casteel Schoenborn, Williamsville, N.Y. She joined the firm on its launch in 2011.

**Stubo**

**Jonathan Tan** to associate managing director, Cohn & Wolfe, Malaysia. He joined the firm in 2010 from FleishmanHillard. Also in the office, **Kiranjeet Kaur** and **Crystalbelle Lau** were upped to associate A/D and senior consultant, respectively. Vanitha Mani Thevaratnam joined as an A/D from Weber Shandwick.

## **KENYA HIRES SQUIRE PATTON BOGGS**

Kenya is working with Squire Patton Boggs regarding the country's status under the State Dept.'s US Trafficking in Persons program's annual review.

The African nation is ranked on State's "Tier 2 Watch List," which is for nations that do not fully comply with minimum human rights standards, but are making progress in improving conditions.

State has ranked Kenya Tier 2 for the past two years.

Without a waiver from Secretary of State John Kerry, Tier 3 countries are cut-off from US non-humanitarian assistance. North Korea, Saudi Arabia, Russia, Eritrea, Malaysia, Uzbekistan, Zimbabwe, Venezuela, Iran, Cuba and Syria are Tier 3 nations.

Squire Patton Boggs promises an intense three-month effort to gather all relevant materials on Kenya's extensive efforts during 2014 to address the incidence of trafficking in persons in Kenya, according to its engagement letter. It will prepare the material for presentation to the State Dept. and advocate for a waiver to avoid Tier 3 status. The Washington-based firm reports to Kenya's Ministry of Foreign Affairs and International Trade.

Kenya brought in Grayling for tourism PR last month.

## **LANE BRYANT GOBBLES UP ANN TAYLOR**

Ascena Retail Group, \$4.9B parent of women apparel retailers Lane Bryant and Dressbarn, is acquiring \$2.5B Ann Inc., parent of Ann Taylor and Loft, in a deal worth \$2B in cash/stock.

Lane Bryant is a leading player in the plus-sized market, which is a fast-growing segment that current chalks up \$9B in annual revenues. Dress Barn sells lower priced clothing. Ann Taylor's focus is on career women and suburban moms, while the Loft feature more casual items.

David Jaffe, Ascena CEO, said the merger "dramatically reinforces our leadership position in women's specialty apparel retailing." He expects \$150M in cost savings.

ICR Inc.'s James Palczynski is doing investor work for Ascena.

Publicis Groupe's Kekst & Co. has Wendi Kopsick, Dawn Dover and Stef Goodsell handling represent Ann Inc.

## **SARD IN \$13.6B DANAHER-PALL DEAL, SPLIT**

Danaher Corp. is working with Sard Verbinen & Co. on the PR front of its \$13.8B acquisition of water filtration systems maker Pall Corp., and subsequent plan to split into two companies.

Washington, D.C.-based Danaher's dental, water quality and diagnostics business will combine with Pall to form a \$16.5B company under the Danaher name, while its industrial operations will be spun off into a yet-to-be-named enterprise with around \$6B in annual revenue. Both companies will be publicly traded.

Pall is based in Port Washington, N.Y., and makes products for use in life sciences and industry.

Hugh Burns, managing director and general counsel for Sard Verbinen in New York, heads the Danaher PR work for the firm.

Jim Conenello is director of IR & comms. for Pall.

## **FITZGIBBON TURNS UP HEAT ON NESTLE**

FitzGibbon Media is promoting the May 20 protests at two Nestle water bottling plants in Los Angeles and Sacramento to pressure the consumer marketing giant to end operations for the duration of the Golden State's drought.

More than 500,000 people have signed a petition asking the Switzerland-based combine to turn off the spigots for its Arrowhead and Pure Life Brands, which tap at least a dozen of California's natural springs.

Nestle Waters North America says it is investing in technology to slash water wastage at the plants.

Operations chief Jose Lopez, in a May 12 release, said technology that the company successfully uses around the globe is being deployed in the Golden State to help address the challenges of water scarcity, improve efficiency and relief pressure on resources.

While admitting that Nestle's water use has "come under increased scrutiny in recent weeks," the company says its nine California bottling plants use 1B gallons of the state's 13T annual consumption.

Nestle claims it has slashed water consumption about 33 percent during the past decade.

It plans to reduce water use by 40 percent this year compared to the 2005 level.

## **AMNESTY: QATAR REFORMS ARE 'PR STUNT'**

Amnesty International on May 21 published a report, "Promising little, delivering less: Qatar and migrant labor abuse ahead of the 2022 Football World Cup," which claims that few of the reforms promised to address the exploitation of migrant workers have been put into place.

"Qatar is failing migrant workers," said AI researcher Mustafa Qadri. The NGO's report included a "scorecard" to rate the Qatari government's response to nine human rights issues. It found only limited progress in five categories and no improvements in the remaining four. [See BBC News Team Arrested in Qatar, pg. 3]

"The lack of a clear roadmap of targets and benchmarks for reform leaves serious doubts about Qatar's commitment to tackling labor abuse," said Qadri. "Without prompt action, the pledges Qatar made last year are at serious risk of being dismissed as a mere PR stunt to ensure the Gulf state can cling on to the 2022 World Cup."

FIFA, governing body of world soccer, will elect a new president next week. Qadri noted that FIFA has spent time, money and political capital investigating alleged corruption in the Russia and Qatar World Cup bids and agonized over the scheduling of the tournament.

AI believes FIFA must work closely with Qatar World Cup organizing committee and corporate sponsors "to prevent abuses linked to the staging of the tournament. Many of Qatar's 1.5M migrant workers are involved in construction of World Cup facilities.

Levick and Qatar's DC embassy inked a six-month contract Jan. 1 worth \$88,500 monthly to handle "communications issues pertaining to US-Qatari cooperation."



## PR OPINION

**We have questions for New York Times publisher Arthur Sulzberger** who will discuss the paper's future June 15.

Sulzberger, who is worried about the "sustainability" of the paper, will face a packed house of 624 at the Kaye Playhouse at Hunter College. A capacity audience has already taken all the seats according to a notice on the Hunter website May 25.

We have suggestions and questions for Sulzberger that we will send in advance to him via his seven PR staffers headed by VP-CC Eileen Murphy.

The program, which will last until 7:30 p.m., will include a half hour for questions from the audience, a Hunter spokesperson said. Jack Rosenthal, interim director of Roosevelt House at Hunter, will interview Sulzberger and Dean Baquet, executive editor. Rosenthal, who joined NYT in 1968 and was its first national urban affairs correspondent, joined the editorial board in 1977 and edited the NYT magazine from 1993-2000.

### Panel of Outsiders Needed

This program sounds like too much of a love-in. Fellow employees talking to each other about the problems of NYT is like a sick person being tended to by non-medical relatives.

Outsiders who should grill Sulzberger and Baquet could include Arianna Huffington of HuffPost, Jim Romanesko of his own media oriented website, and Gabrielle Bluestone of Gawker.

NYT lost \$14.3 million in Q1 partly because of a \$40.3M pension charge for payments to nearly 100 employees who were offered retirement packages, some getting two years' pay. Ad sales declined 5.8%. Print ad sales fell 11.1% while digital spots gained 10.7% to \$42.3M representing 28.2% of ad income. Debt is \$427M. NYT stock, as high as \$70 in 1997, is now \$13.

The \$14.3 loss compared with a \$1.7M profit in the same 2014 period. Revenues slipped 1.6% to \$384.2M.

Here's advice and questions from us.

1. Stop trying to be a daily newsmagazine. You can't afford it. Look at what happened to *Newsweek*, *USNews & World Report* and is happening to *Time*. Your 64-page issue May 2 had 163 color and B&W pictures, about one-third of the "news hole."

2. Start putting tinyurl-type links in print stories to documents, previous stories and databases. NYT could have a custom shortened link. Only the last seven letters and numbers change. Web stories often have 10-20 such links. Print stories are an outmoded form of journalism without such links. Heavy use of color pictures does not make up for such a lack.

3. Write tight. Get to the point and stop sermonizing and trying to place stories "in context." Cut pages to 36 or fewer a day and two sections and reduce price to \$1. Wordiness is driving readers from the paper, wrote Michael Kinsley.

4. Remember your mission. Readers want the news, investigations and explanations. We already have plenty of color pix in our smartphones, TV and mags. Books

don't have pix. Graphics won't attract younger readers.

5. Stop using editorial space to promote one cause or another. Put views on editorial pages and give equal space to various factions. Stop the daily bashing of Hillary Clinton.

6. Assign a senior business writer to do an ad/PR column. Current advertising-only reporter, Sydney Ember, is a 2012 college grad. Recognize the importance of PR/communications/social media.

7. Have regular press conferences in which Sulzberger and senior editors face the public. Instruct writers to put their emails at the end of stories a la New York Post and other media.

8. Restore the bridge and chess columns. Bridge was a daily column for many years before being cut to three times a week. Be the "thinking person's" newspaper. Dropping bridge was cruel to seniors who looked forward to the daily puzzles bridge hands presented. Someone from the American Contract Bridge League would gladly write the column without charge. Previous writer Phillip Alder reportedly was paid more than \$100,000. ACBL, with net assets of \$7.7 million including cash/investments of \$7.2M, could easily afford it, using the T Brand Studio of NYT which accepts paid posts. A response by reader David Engle in the May 17 Wall Street Journal, which had written a piece praising bridge, said: "It is stunning to me that NYT stopped the column. I can't think of any other decision that NYT has made that I disagree more with. Perhaps WSJ could sign Phillip Alder so he could continue this incredible column."

9. The "pop-up" ads on the NYT and other websites are becoming a major annoyance to users. This intrusive technique needs to be curbed.

10. Stop ducking major stories like the Tylenol murders of 1982-86 and the \$1 million+ battle over an eruv Jewish boundary in the Hamptons.

Some critic is sure to ask how the art department became so dominant at NYT.

The program is hosted by Hunter president Jennifer Raab. Baquet replaced Jill Abramson as executive editor last May.

Abramson, the first woman to hold that post in the history of NYT, was ousted after being on the job since September 2011.

### NYT Worries About "Sustainability"

Hunter's announcement of the appearance by Sulzberger and Baquet said that while NYT "remains a premier source of news and information and has won 117 Pulitzer Prizes," it is competing "in an era when online communications giants measure their revenues in many billions" and "questions inevitably arise about the sustainability of The Times, news and business questions to be discussed at this evening."

Digital subscribers grew 47,000 to 957,000, said CEO Mark Thompson who said NYT "got off to a solid start in early 2015" as it maintained digital momentum.

— Jack O'Dwyer