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O'Dwyer's Newsletter

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MONTEIRO AUDITS KPMG COMMUNICATIONS

Chris Monteiro, chief communications officer and 18-year veteran of MasterCard, has moved to tax advisory giant KPMG in its top communications post.

Monteiro took up the chief communications officer post today in New York. Seth Oster, former CCO, departed KPMG last August to head PR for Paul Allen's Vulcan Inc.

He spent the last five years in charge of MasterCard's communications apparatus, including reputation management, digital and social marketing and comms., crisis management and internal comms., among other units. He joined the financial services giant in 1998 after an agency career that included The Sherry Group, Wirz & Associates and Mintz & Hoke Comms. Group.



Monteiro

Lynne Doughtie, chairman and CEO of KPMG, said in a statement: "Given today's complex business environment, the need for effective communications has never been greater."

IRAQ PEACE GROUP GETS DC REP

Peace Ambassadors for Iraq, a non-governmental organization dedicated to achieving peace in Iraq, has hired Washington D.C.-based public affairs agency Logan International Relations for help spreading its message in the media and among U.S. policy makers.

The Riga, Latvia-based association was founded in 2014 to collaborate with individuals and international governments on bringing peace and reconciliation to Iraq, to explain to Western audiences the ongoing current situation in that country and to promote ideas on how to eliminate ISIS and other terrorist groups in the region.

PAFI was co-founded by Harita Tohme, a Latvian citizen who also serves as chairwoman, and Jamal al-Dhari, an Iraqi citizen and one of the leaders of al-Zoba, one of the largest tribes in Iraq, who currently serves as PAFI President.

PAFI has hired Logan to communicate the organization's objectives among U.S. policy makers and to promote PAFI's work in the media. Logan will arrange meetings and events between PAFI and U.S. political leaders regarding the realities on the ground in Iraq and the need to support wider peace and reconciliation efforts in Iraq.

That pact was signed by Logan owner and principal Paul W. Hamill.



CRF CALLS IN KGLOBAL FOR RECALL PR

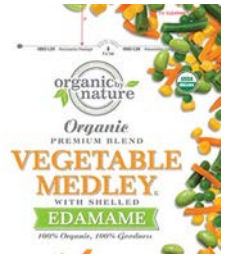
CRF Frozen Foods, the Pasco, Wash.-based processor of frozen vegetables and fruits, has engaged kglobal for PR support as it faces a massive recall across 42 brand names over an outbreak of listeria.

Gene Grabowski, partner at Washington-based kglobal, heads the assignment.

The recall affects products in all 50 states, Mexico and Canada dated as far back as 2014. The FDA this month said evidence indicates CRF's plant (since closed for decontamination) as the likely source of the listeria outbreak. The Centers for Disease Control reported eight people have been infected from three states since September 2013, including two in 2016.

The recall affects dozens of brands of frozen vegetables from retailers like Costco, Trader Joe's and Target, to name a few. CRF has apologized for the incident and said all retailers affect have been contacted.

Kglobal aided Blue Bell Creameries in the ice cream maker's 2015 listeria outbreak and recall.



PR FIRMS WORK BAYER'S \$62B MONSANTO BID

Bayer has engaged Finsbury and Hering Schuppener for PR support of its audacious \$62B bid for agricultural technology company Monsanto.

The two firms, both owned by WPP Group, forged a partnership last month to work more closely as they utilize strengths in the US and Europe. Brunswick and CNC are also reportedly involved in the deal.

Monsanto on May 24 rejected Bayer's overture as "incomplete and inadequate," but left the door open for continued talks. In a statement, chairman and CEO Hugh Grant said, "We believe in the substantial benefits an integrated strategy could provide growers and broader society," but added the proposal "significantly undervalues" his company and poses financing and regulatory questions. The St. Louis-based company has engaged legal and financial counsel. It has not yet been reached about PR counsel but worked with Joele Frank on its \$45B bid for Syngenta in 2015.

Following Monsanto's rejection, Bayer said it looks forward to engaging in constructive talks with the company but stressed that its \$122-per-share cash offer provides "full and certain value" for Monsanto shareholders.

Bayer has set up AdvancingTogether.com to pitch the proposed merger, which the *New York Times* called the largest takeover bid by a German company and the biggest all-cash acquisition offer on record.

UMASS REVIEWS COMMUNICATIONS PACT

The University of Massachusetts is reviewing its marketing communications account as it seeks a firm to develop a message and advise how to communicate it.

The RFP seeks input from full-service agencies with higher education experience and well-versed in large marketing communications, advertising, and digital campaigns.

UMass, governed by a 19-member board of trustees, includes six operating units, five campuses (Amherst, Boston, Dartmouth, Lowell, Medical School) and its central administration. It recently wrapped a two-year marketing campaign, "Here for a Reason" with Waltham-based Boathouse Inc. and wants an agency to develop the next phase.

A two-year contract with three option years is expected.

Proposals are due June 3. RFP: <http://odwpr.us/1RH4UJb>.



WINTHROP UNIV. SEEKS MARKETING REVAMP

South Carolina's Winthrop University has cast a net for an agency with higher education experience to develop a marketing and branding strategy.

The Rock Hill university wants to pitch to a regional and national audience to grow enrollment, raise visibility and "tell the Winthrop story effectively."

The 6,000-student institution was founded in 1886 as a teacher's college for women.

The work includes an overhaul of the university's website.

A one-year contract with four option years is expected.

Proposals are due June 15.

RFP: <http://odwpr.us/1Y0c82H>.



SARD, JOELE FRANK IN \$8.4B REIT DEAL

New York REIT and The JBG Companies have engaged outside PR counsel for their \$8.4B combination into a real estate trust in New York and Washington, D.C.

Sard Verbinnen & Co. is advising JBG, including Sard managing director and general counsel Hugh Burns and managing director Bob Rendine.

Joele Frank partner Jonathan Keehner and managing director Mahmoud Siddig are aiding NYRT on the PR front.

In the deal, reached on May 25, NYRT is acquiring all of JBG's properties and management business under a new entity dubbed JBG Realty Trust and based in Chevy Chase, Md. with a regional outpost in New York.

Enterprise value of the combined portfolio is \$8.4B and JBG's management will run the surviving entity.

The REIT's holdings include office, residential and retail properties, more than three-quarters in the D.C. area.

PURCHIA EXITS EPA FOR FAMILY PR SHOP

Liz Purchia, associate administrator for public affairs at the US Environmental Protection Agency, is stepping down to join her brother's San Francisco PR shop Purchia Communications.

Purchia was an A/E at Hill+Knowlton Strategies in DC before joining the fledgling Obama campaign in Iowa in 2008. She served the administration as deputy press secretary at the US Dept. of Agriculture and worked Obama's re-election and inaugural.

She landed at the EPA in 2014 as press secretary before moving up to acting associate administrator for PA.

Brian Purchia is a former digital strategist for Burson-Marsteller, spokesman for Change.org and staffer to San Francisco Mayor Gavin Newsom.

Liz Purchia is based in DC.

Politico first reported the move.

Roxanne Smith is principal deputy associate administrator for PA at the EPA.



Purchia

KBR AIMS SALVO IN AFGHAN TAX DISPUTE

KBR, the former Halliburton subsidiary that specializes in global military contracting, has hired several high-profile Capitol Hill firms for foreign relations help in a bid to resolve an ongoing tax dispute with the Afghani government.

Houston-based KBR, which was the largest contractor in Iraq and remains one of the top recipients of Pentagon contracts abroad, has hired Akin Gump Strauss Hauer & Feld as well as Kasowitz, Benson, Torres & Friedman for the purpose of "resolving issue(sic) of improper taxation by the Government of Afghanistan," according to lobbying registration documents filed in May.

Many contractors operating in Afghanistan have allegedly been engaged in an ongoing series of tax disputes with that country's Ministry of Finance for several years. Global development news site Devex reported in May that KBR has now left Afghanistan "in part because of concerns about the tax issue." Devex also reported that U.S. officials and contractor representatives in March met with Afghanistan's Minister of Finance Eklil Hakimi at the Afghanistan embassy in Washington, D.C. to discuss the matter.

KBR, which built the U.S. embassy in Kabul (allegedly for a U.S. State Department contract valued at \$100 million) and also established base camps in Kandahar and at Bagram Air Base, made headlines in 2008 when it was reported that the company allegedly avoided paying hundreds of millions in Medicare and Social Security taxes by declaring many of its American workers employees of shell companies it had established in the Cayman Islands, companies that existed only on a computer file.

In 2014, the Justice Department sued KBR for kickbacks and false claims related to contracts in Iraq, alleging the company claimed reimbursement for inflated, excessive or bogus costs.

POLITICO SCRIBE TO ENERGY SUPERPAC

Darren Goode, senior energy and environmental reporter for Politico, is moving to the PR side with the ClearPath Foundation, the newly minted Super PAC of conservative entrepreneur Jay Faison.

Goode will serve as communications director of ClearPath, which aims to foster a "conservative clean energy agenda."

He was previously an environmental writer for *The Hill* and covered energy, environment and transportation for the *National Journal*. He was also a reporter and editor for Inside Washington Publishers.



Goode

ClearPath founder Faison created audio-visual technology company SnapAV and sold his majority stake, worth about \$175M, to create the foundation. On the PR front, the group has worked with Strategic Action Public Affairs, the firm of former George W. Bush aide and US Travel Association SVP Blaine Rethmeier.

LAYOFFS HIT VICE

Vice News, the video news division of Millennial-focused counterculture media company Vice Media, has slashed 15 staff positions in its New York and Los Angeles bureaus, including producers, writers and editors.

The news division, which produces a weekly TV program for HBO, has also allegedly cut its entire United Kingdom-based editorial team, as well as two foreign correspondents.

The layoffs come as part of a wider reorganizational effort taking place at the media company's news imprint. Josh Tyrangiel, former editor and chief content officer of *Bloomberg Businessweek*, has now been appointed by parent Vice Media to oversee the company's entire news division, which includes the weekly HBO program "Vice News," and a forthcoming HBO daily program of the same name. Tyrangiel left *Bloomberg Businessweek* in October to spearhead Vice News' development.

In a statement to Politico, the media company said the reorganization of its news division would ultimately result in additional staff.

"The plan in place will expand VICE's news offerings across digital and TV, continue the recent wave of newsroom hires, add additional foreign bureaus and marshal the company's existing news divisions into one cohesive powerhouse," the company wrote in a statement.

Politico reported that Vice in 2016 plans to open new bureaus in San Francisco and Hong Kong.

Brooklyn-based Vice Media, which in addition to owning Vice News, also publishes *Vice* magazine, television channel Viceland, and a book imprint and record label, in 2013 was the subject of a \$70 million equity investment from Rupert Murdoch-owned 21st Century Fox, and the following year received an additional \$200 million investment from Hearst/Disney-ABC joint venture A&E Networks.

**DIGITAL SPENDS SURGE FOR FIN'L SERVICES**

The U.S. financial services sector appears to be compensating for its relatively slow adoption of digital media in previous years. More than \$8 billion in digital advertising is now expected to come from that industry in 2016, according to a new report by digital market research company eMarketer.

The eMarketer report, "The U.S. Financial Services Industry 2016: Digital Ad Spending Forecast and Trends," shows that the financial services sector will spend 14.5 percent more this year in digital ads than it did in 2015, which includes all forms of advertising that appear on computers as well as mobile devices.

Financial services in 2016 will account for 12.2 percent of total U.S. digital ad spends. The only other industries that will spend more in digital ads are automotive and retail, which will comprise 12.7 percent and 21.9 percent, respectively, of the total share of annual U.S. digital ad spending, according to the report.

The eMarketer report predicts the financial services industry will continue to increase its investment in digital ad spending at least through 2020, growing by an estimated 12.6 percent in 2017 and another 12 percent in 2018.

However, the sector's total digital ad spending share will likely decrease during this time, as other industries are expected to gain in digital ad spends by greater margins.

According to the report, 2015 witnessed the biggest year-over-year digital ad spend growth for the U.S. financial services sector, where financial services marketers invested \$7.31 billion in paid digital media, revealing an 18.9 percent increase from the year prior.

INSTAGRAM SURGED IN 2015

Brand activity on Facebook increased by 36 percent last year, but Instagram saw the greatest uptick in new follower gains and user interaction, according to a social benchmark study by San Francisco-based media analytics company Quintly that gauged growth among the three largest social networks.

Facebook, which still maintains the largest user base of any social media network, saw daily post activity increase by far greater numbers than Instagram or Twitter, indicating marketers still rely heavily on the site. Facebook posting frequency grew by 36 percent in 2015, compared to 14 percent growth on Instagram and a two-percent decline at Twitter.

The Quintly study shows that the most daily Facebook posts came from pages the boast between one million and 10 million fans — where an average of 7.93 posts occurred each day — while profile pages holding more than 10 million fans saw an average of 5.89 posts a day, and pages with between 100,000 and one million fans posting an average of 4.10 times a day. Facebook exhibited almost constant growth throughout the year. However, the numbers indicate the site may have reached a saturation point: profile pages with the smallest number of fans (between one and 1,000) saw the greatest gains in followers, while pages

(Continued on page 4)

THE GLOBALIZATION OF PUBLIC RELATIONS

By David Ritchey

A few years ago, while I was a Fulbright Scholar in Bucharest, Romania, I called on many public relations agencies to visit with staff about communications in that country. One of my stock questions dealt with globalization.

At one agency, the president of the company laughed at my question.

“There’s no such thing as globalization,” she said. “All PR is local.”

That’s not what I had expected; it isn’t what I had been taught and had lectured to students.

She continued: “PR must be local, because you’re dealing with people in a city or a village. You must reach those people in their homes.”

Globalization has become a magic word, and ever since PR agencies have attempted to get up to speed with it. University professors spend a great deal of time lecturing about globalization; occasionally, organizations with staff members who don’t understand what it means will call them for help with the concept.

The Romanian agency President’s comment highlighted exactly why globalization training has become paramount for public relations practitioners. For one, agencies wanting international reach need to hire people who speak other languages and have some knowledge of customs in other countries.

I was prepared for my first class in The University of Romania. With a class roster in hand, I called on students in my feeble effort to learn their names. I often pointed to students.

After class, an American student rushed to me and said, “I must tell you something. When you point at students, you’re making an obscene gesture. This is much worse than raising your middle finger to the class.” I thanked the student for this valuable bit of information and I never again pointed in Romania. What happened? I had made a cultural error. The students forgave me and gave me a pass for this cultural faux pas.

In Beijing, China, I once frightened a class of first-year public relations students. I was lecturing about information and how it’s passed from person to person or organization to individual. When I mentioned government controlled information, a wave of discomfort swept across the class. Even the Communist Party’s representative looked startled. I let the moment of panic subside and commented that weather reports are often distributed by government agencies. The students gave a sigh of relief.

Later during my work in Beijing, I had an appointment with the only PRSA member in China. She couldn’t meet with me but sent two aids, John and Lisa, in her place. We met at a large government building covered with metal filigree, which housed much of China’s propaganda activities. John and Lisa took me to a beautiful conference room. We sat in large green velvet chairs, with antimacassars on the arms and back of each chair. An attendant served tea.

Lisa and John made a friendly presentation about PR in China; the attendant took a photograph of the three of us with my camera. I turned to leave, but turned the

wrong way. Soldiers, armed with rifles pointed at me, blocked the hall. Lisa grabbed my arm and led me forward as she motioned for the 36 soldiers to lower their weapons. Clutching my arm, she led me down the hall and between two rows of well-armed soldiers, then through eight lanes of Beijing traffic (cars, trucks, buses, donkey-drawn carts, buses, motorcycles and motor scooters). Then she hailed a cab and sent me away.

Had I been in danger? Probably not: China wouldn’t cause an international incident because of a public relations professor.

My error was in learning too late what government activities had happened in that building. I wasn’t current on intercultural activities.

Tip O’Neill, former Speaker of the House of Representatives, said, “All politics is local.”

My adventures in the propaganda building were a combination of PR and politics and an excellent example of not being prepared to understand cultural differences. Understanding cultural differences prevents a PR professional from being an ugly American. That’s good public relations, even when it’s done in the name of globalization.

David Ritchey, Ph.D., is a professor of The School of Communications, The University of Akron.

BOWEN NAMED EDITOR OF MSL

Dana Bowen, executive editor for *Rachael Ray Every Day*, has been named executive editor of *Martha Stewart Living* magazine.

Bowen, a former exec editor at *Saveur*, reports to editor-in-chief Elizabeth Graves, who took over the publication in January.

Other new appointments at MSL include Katie Field (Real Simple) as art director and Sawn Sinkowski (Conde Nast Traveler) as photo director.

INSTAGRAM SURGED IN 2015 (Cont’d from pg. 3)

with the most number of fans (10 million and more) actually saw a decrease of nearly 6 percent. Moreover, the highest interaction rate among users typically came from Facebook pages that had the smallest number of followers.

While Instagram yielded fewer followers and average daily posts, the study found that the photo-sharing site now holds the highest follower growth rate among the three social networks and also currently boasts interaction rates many times higher than Facebook or Twitter. Brand profiles grew significantly on Instagram last year, and like Facebook, the more followers a page has, typically the more daily posts that page shares. Unlike Facebook, however, Instagram profile pages seem to be gaining more followers regardless of how many current followers that page has.

Also like Facebook, the highest interaction rates were also seen in the smallest profile pages. However, interaction rates were greater on Instagram than Facebook or Twitter regardless of follower numbers.

The Quintly study analyzed more than 180,000 profiles on Facebook, Instagram and Twitter between January and December 2015.

NEWS OF PR FIRMS

RBB ACQUIRES AD SHOP OUTOFTHEBLUE

On the heels of its April acquisition of digital marketing shop SpiderBoost Interactive, independent PR firm rbb Communications has continued to widen its foothold with the purchase of full service advertising and marketing company OutOfTheBlue Advertising.

Terms of the transaction were not publicly disclosed.

OutOfTheBlue develops ad campaigns and branding strategies for clients in the financial, hospitality, health-care, restaurant and retail industries. Clients include Apollo Bank, Ford Motor Corporation, Pacific National Bank, Occidental Hotels, Royal Caribbean Cruises Ltd. and Univision. The Miami-based company was founded in 2001.

"We have known the team of Out of the Blue for years and have always been impressed with their creative talent and industry expertise, and also with how well the agency's culture of collaboration mirrors the rbb employee-driven culture," rbb Communications president Lisa Ross told O'Dwyer's. "I am sure that together we will deliver enhanced value to clients and continue to grow our businesses."

The acquisition accounts for rbb's second this year, following last month's buyout of Miami-based web search and design company SpiderBoost. That agency, which now collaborates with rbb's social media division Digital Park, was renamed SpiderBoost Communications.

"The addition of the Out of the Blue and Spiderboost teams adds important bench strength to our existing creative and digital resources, and makes rbb a stronger integrated marketing partner to our clients," Ross told O'Dwyer's. "We look forward to continue to broaden the scope of the agency's offerings, and seize growth opportunities for each agency within the rbb family of brands."

rbb, which specializes in consumer, health, food/beverage, travel, entertainment and professional services PR, in 2015 accounted for more than \$7.6 million in net fees, according to O'Dwyer's rankings of PR firms.

GFM CREATES DIGITAL UNIT

Denver's GroundFloor Media has created a sister unit CenterTable focused on digital efforts like social media, advertising, web design, SEO and video.

GFM founder Laura Love said creating a separate, but integrated agency leverages the digital skills of its staff while providing flexible and measurable digital services.

With the change, GFM focuses on its core PR and communications services.

BRIEF: Steve Haweeli of **WordHampton PR**, East Hampton, N.Y., is host of a new TV show, "foodTALK," on LTV. The show covers local food, farms, restaurants and personalities of the East End of Long Island. Each episode features two guests in the food industry. foodTALK airs on Thursdays at 12:30 p.m. and 10:30 p.m. and Fridays at 7:30 a.m. Episodes can also be viewed online at <http://www.ltveh.org/video#food%20TALK>.

NEW ACCOUNTS

New York Area

Affect, New York/Behavior Design, 15-year-old, New York-based interactive design studio, to launch its first PR program. BD creates interactive solutions for consumer and B2B clients in the education, finance, arts and nonprofit industries. Clients include HBO, National Geographic Channel, Businessweek, Guggenheim Museum and MoMA, among others. Affect will work to drive awareness and brand recognition of BD through efforts that showcase the studio's successes and its unique approach to interface design. The Affect team will also work to achieve earned media for the company's executives in business and trade outlets.

Lou Hammond & Associates, New York/North American Properties, multi-regional real estate operating company, for community and media relations work. NAP has acquired, developed and managed more than \$5B in retail, multifamily, office and mixed use real estate across the U.S. The Cincinnati-based company was founded in 1954 and maintains additional offices in Atlanta, Dallas and Fort Myers, Florida. The property company chose LH&A to manage community and media relations for its newest project, Lorelei, an upscale mixed-use community located on a 160-acre waterfront site in Charleston, South Carolina. NAP also partners with Atlanta-based communications agency The Wilbert Group.

CRC, New York/Worthy, online auction marketplace for reselling diamonds, diamond jewelry and luxury watches, as AOR. Worthy, which pitches its service as "upcycling" diamonds, offers appraisals and handles resales through a network of 3,000 buyers around the world. Director of marketing & PR Judy Herbst praised CRC's experience with luxury goods and relationships with consumer media and influencers.

East

CGPR, Marblehead, Mass./Applied DNA Sciences, DNA-based supply chain, anti-counterfeiting, anti-theft technology products, as AOR for PR for its textile and apparel business. The work includes strategic counsel for its service that lets major brands and supply chain partners ensure the integrity of products and associated claims. ADNAs is publicly traded.

Southeast

communications 21, Atlanta/Gwinnett Place Community Improvement District, as AOR for marketing, PR and interactive services, following an RFP process by the Duluth, Ga., economic development entity.

West

The Brandman Agency, Beverly Hills, Calif./Pueblo Bonito Pacifica Golf & Spa Resort, Cabo San Lucas, Mexico, resort, as AOR for PR.

The Pollack PR Marketing Group, Los Angeles/Bob Evans Farms, for a national branded PR effort through its BEF Foods segment, a producer and distributor of refrigerated side dishes, pork sausage and other convenience food items. The work includes local, regional and national strategies and tactics focused on consumers. PPMG CEO Noemi Pollack called BE an "iconic brand that millions of families depend on."

NEWS OF SERVICES**MILLENNIALS GET AD BLOCKERS' EFFECTS**

Americans, on average, consider Internet pop-up ads nearly four times more annoying than TV ads, and about 23 percent of all smartphone users now admit using technology that blocks online advertising.

Americans ages 18-29 comprise the demographic most likely to use some sort of ad blocking technology. However, Millennials are also the age group most tolerant of online advertising and are far more likely to support content creators than any other demographic, according to a recent study of Americans' ad blocking behavior.

According to the "Ad Blocking Survey and Forecast," conducted by technology company Optimal.com with Wells Fargo Securities, 21.6 percent of Millennials said they don't mind online ads, a number far higher than any other age demographic.

Moreover, nearly 8.8 percent of Millennials surveyed said they don't want to employ ad blockers because they believe it harms content creators. While the number seems small, the demographic boasts a far greater appreciation for marketers than any other age group (by comparison, fewer than .3 percent of respondents over 60 agreed with this statement).

However, regardless of the expressed tolerance for online ads, the study also showed that Millennials seem to employ ad blockers more than any other age group. Nearly a quarter — 24.8 percent — of Millennials polled said they are currently using some sort of ad blocking technology. Those ages 45-59 come in a close second, at 23.1 percent. 22 percent of those ages 30-44 said they block ads, and only 21 percent of those over 60 admitted doing so. Taken together, the study indicates that while online ads remain widely unpopular among all age groups, Millennials more than others seem to recognize the effects ad blocking has on marketers, even if they are statistically more likely to employ ad-blocking tech.

The study also showed Millennials are more likely than any age group to pay for a service that delivers ad-free content. While only 21.1 percent of Americans ages 18-29 would consider the idea of paying for the ability to roam the Internet free from ads, that number comprises a far greater share found in any other age group. By contrast, only 14.9 percent of Americans ages 30-44, 13.9 percent of those ages 45-59 and 13.9 percent of those over 60 said they'd employ such a service.

The Optimal.com/Wells Fargo Securities survey polled more than 1,700 U.S. smartphone users and used a balanced sample of age groups.

PROI PICKS TSANG AS GLOBAL CHAIRMAN

Richard Tsang, founder and chairman of Hong Kong-based agency Strategic Public Relations Group, has been named global chairman of PR partnership PROI Worldwide.

The appointment was announced during PROI's annual Global Summit meeting in Atlanta.

Tsang, who has served as PROI APAC region chairman since 2013, was previously PROI worldwide Asia-Pacific vice chairman.

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PEOPLE**Joined**

Andrea Staub, VP of global corporate comms., NBTY, the former Nature's Bounty, to Perdue Farms, the Salisbury, MD-based parent company of Perdue Foods and Perdue AgriBusiness, as senior VP of corporate comms. Prior to that she was comms. director for Capital One Bank and director of corporate comms. for mobile data company Symbol Technologies. She also owned a PR consulting firm, Blake Hunter Communications. Staub will now lead the enhancement of internal and external communications at Perdue and will provide communications counsel as well as oversee community relations activities and serve as company spokesperson.



Staub

Allison Wey, VP of IR for Durata Therapeutics through its acquisition by Actavis, to Regulus Therapeutics, as VP of IR and corporate comms. COO Jay Hagan said Wey's experience will be valuable as the publicly traded company's pipeline matures. Regulus is focused on microRNA therapeutics and developing treatments for chronic hepatitis C virus and Alport syndrome, among others. Earlier, she was VP of IR and corporate affairs at Par Pharmaceuticals, departing on its acquisition by TPG. She was also VP of IR for Boren. On the agency side, Wey was a senior VP at Edelman Financial and managing director for financial communications at Hill+Knowlton Strategies after starting out in finance.



Wey

Brian Hickey, former head of the investment banking and professional services unit at Walek & Associates, to Catch 24 Advertising and Design, New York, as head of strategy. He held business development and account roles focused on banking, asset management and financial technology at Peppercomm and Prosek Partners. Hickey was global director of comms. and media relations at law firm Orrick Herrington and director of comms. for M&A advisor Broadview Int'l.

Lauren de Gourville, previously in PR with Turner and Barbizon, to William Mills Agency, Atlanta, as digital marketing coordinator. Kathryn-Amelia Simms, who worked marketing positions for Kennesaw State University's College of the Arts, Georgia Department of Economic Development and Hogan Construction Group, joins as content marketing coordinator and Amber Estes, Mallory Griffin, Haleigh Tomasek and Matthew Morris as A/Cs.

Promoted

GMMB, Washington, D.C., has promoted six staff members to VP and SVP. **Michelle Austin, Daren Briscoe, Sarah Green** and **Nathan James** were upped to senior VPs, and **Joe Brener** and **Jenny Selzer** to VPs.

Krysten de Quesada to A/D, Pinta, Miami. She leads national ad and PR accounts like BeIN SPORTS, eMerge Americas, Facebook and Nat Geo Mundo.

THE DAWN OF IMPACT ON ESPN RADIO

Rubenstein PR staged a Dada-esque, surrealistic performance event to announce the debut of IMPACT, a new sports talk radio show on the ESPN network, with a unique flourish.

To begin, the event was done in Patsy's Italian restaurant, the former NYC home of Frank Sinatra and the Rat Pack. Sinatra, whose private table was on the second floor, had been the mentor of Ray Negron, the key anchor of the IMPACT Talk Sports Radio Show.



L-R: Ray Negron, Impact Host, seated, Yankee great, 'Mick the Quick' Rivers, standing Prentiss McNeil, original member of the Drifters, singing 'Stand By Me.'

Photo: Sharlene Spingler

There was decades of history in that room along with sports type, beefy guys, who were quite amusing. However, up stepped Ciaran Sheehan, legendary Broadway singer who did "Darkness of the Music of the Night" from "Phantom of the Opera." He was followed by Prentiss McNeil, a 27-year veteran of The Drifters who did a powerful a cappella version of "Stand By Me," which blew the roof off Sinatra's hideaway at Patsy's.

As the whipped cream on the cognitive sundae, next up was "Mick the Quick" Rivers, who had played center-field and third base for the Yankees when they won the World Series in '77 & '78. Next came the former Governor of New York State from 2008-10, David Paterson, who took over when Eliot Spitzer crashed and resigned over sexual indiscretions.

IMPACT, previously a Hispanic program on WPAT, is now going to address all issues in professional sports from performance, coaching and winning, to domestic violence and substance abuse. There are seven voices in total on this program who will rough it up with each other and take calls on 1050 AM starting on Thursdays at 7:00 p.m.

Who says that press conferences can't be surrealistic performance events?

MADISON PITCHES RUSSIAN ROCKETS

United Launch Alliance LLC, the joint venture of Lockheed Martin Space Systems and Boeing, has tapped government relations firm The Madison Group for lobbying issues related to aerospace.

The Centennial, CO-based private company, which provides spacecraft launch services for the government, seeks to assist Washington on issues related to sanctions

against Russian rocket engine RD-180.

ULA has relied on that Russian-supplied rocket engine for its Atlas V system, which is used by the U.S. Air Force to launch national security satellites. After the U.S. and the European Union levied a series of widespread sanctions against Russia in 2014 over its military activities in Ukraine, however, Congress passed restrictions on the Department of Defense from purchasing Russian rocket engines for military use. In response, Russian deputy prime minister Dmitry Rogozin threatened an export ban of Russian-made rocket engines to the U.S. for military launches. Those threats never materialized, however, and Congress, upon learning of the potential shortage of launch vehicles that rely on RD-180 engines to take payloads into space, in December lifted its ban on the purchase of Russian engines.

That decision has been criticized by some politicians, notably Senator John McCain (R-AZ), who said a reversal of the Russian rocket ban, while simultaneously expecting European countries to remain steadfast in their sanctions against Russia, accounted for "the height of hypocrisy."

McCain in January, along with House Majority Leader Kevin McCarthy, (R-CA), introduced legislation to reinstate the ban on RD-180 engines from powering U.S. rockets for national security space launches.

The potential future unavailability of RD-180 engines, meanwhile, provoked the ULA to begin an effort to phase out the Atlas V and develop a replacement launch vehicle. A successor rocket, The Vulcan, was unveiled last year. That system is currently under development and won't see its first launch until at least 2019.

The ULA account will be managed by The Madison Group managing partner Robb Watters, who was formerly senior policy adviser to Rep. Frank Riggs (R-CA) and deputy chief of staff to Rep. Mark Neumann (R-WI); Marcus Mason, former chief of staff to Rep. Walter Tucker (D-CA) and chief of staff to Rep. Juanita Millender-McDonald (D-CA); and Rodney Emery, former chief of staff to Rep. Steven Horsford (D-NV) and associate administrator to the Office of Congressional and Intergovernmental Affairs for the U.S. General Services Administration.

TSANG TAKES CHAIR AT PROI (Cont'd from 6)

Tsang founded SPRG in 1995. That agency is now Hong Kong's largest PR consultancy and comprises one of the largest PR networks in Asia, with nine offices in the APAC region and 2015 net fees totaling \$21.8 million. Clients include Adidas Golf, Google, Microsoft, Puma and others.

Tsang succeeds global chairman Andreas Fischer-Appelt, who heads Germany's fischerAppelt AG. Tsang becomes the first Asian to chair PROI Worldwide since the partnership's inception.

"As the new chairman, my mission will be to help PROI Worldwide scale new heights by developing it into one of the world's most recognizable brands," Tsang said in a statement.

PROI, founded in 1970, is the largest partnership of independent global PR firms. Combined partner revenues in 2015 was more than \$702M.

New York courts that find that an eruv Jewish boundary is not unconstitutional ignore the Supreme Court decision in 2005 that “permanent” religious symbols on public property are barred. Seasonal displays are mostly allowed.

Westhampton Beach, N.Y., after fighting erection of an eruv Jewish boundary since 2008, is scheduled to pass an agreement with the East End Eruv Assn. June 2 that would provide for permanent fixture of Orthodox “lechi” symbols on 46 utility poles.

WHB Mayor Maria Moore will not, as of this report, provide the wording of the agreement. It is not on the WHB website which has a section called “Eruv Litigation.”

Lawyers say such an agreement, probably similar to the one signed by Southampton last year, would give EEEA, Verizon and Long Island Light essentially carte blanche to put whatever they want utility poles in Westhampton Beach in perpetuity.

In *McCreary County vs. ACLU of Kentucky*, the Supreme Court found that Kentucky counties had a religious purpose in suddenly posting the Ten Commandments in courthouses when they had not previously been there.

Government Must Be “Neutral”

Justice David Souter, writing for the majority, “emphasized the principle of government neutrality among religions, and between religion in general and nonreligious beliefs,” said a description of the decision on Pew.

That principle, wrote Souter, ensures that religion does not ultimately cause political divisiveness and exclusion.

According to Pew, Souter said, “The threats of divisiveness and exclusion are especially acute when government permanently and prominently displays a text that is unquestionably religious.”

WHB an “Incomprehensible Exception”

Citing this decision, a citizen using the name “High-hatsize” posted on March 18, 2015 on 27east.com that “Lower court decisions permitting construction of eruvim have made an incomprehensible exception to this rule. Neither Christians, Buddhists, Muslims nor Hindus can affix tokens of their religion to utility poles in WHB—only Jews. In this little village, the Establishment Clause (of the Constitution) has been abrogated.”

The meeting Thursday is the regular monthly public meeting of the five trustees but it is not a “public hearing.” Residents, of which this writer is one, may only speak for five minutes and must address the board.

Residents including this writer have not been able to obtain a copy of the proposed agreement with the EEEA. We faxed a Freedom of Information form to Mayor Maria Moore on Thursday, May 26, asking for the agreement, and hand-delivered one to her office on May 27. There has been no response. Moore was not quoted in a May 30 New York Times article on the WHB eruv by Matt Chaban although other major figures were.

Arnold Sheffer, of People for the Betterment of

WHB, told Chaban in a phone interview from Vero Beach, Fla., that, “As a reform Jew, I find it extremely offensive to create a distinction that this is a Jewish area.” He said the WHB eruv would “create another ghetto” in the Hamptons.

Chaban quotes Rabbi Marc Schneier, identifying him as the rabbi at Hampton Synagogue for 26 years, as saying, in a phone interview, “I’m overwhelmed since last summer, when I see these young families who can now come to services with their children or their parents, when they didn’t in the past.”

Chaban does not note that Schneier was removed as the Synagogue’s rabbi earlier this year by the board. A two-page article in the New York Post April 24 was headlined “Randy Rabbi” and noted that he has had five wives and now has a new romantic interest. He was expelled from the American Rabbinical Council last year because he allegedly was with a new romantic interest while still being married to a previous wife.

NYT has not covered either story about Schneier.

Chaban says “part of the eruv is already in place” but a search by the Southampton Press published March 18, 2015, failed to find any sign of the required lechi markers on 46 poles.

EEEA has said that if it says where any of the markers are they might be taken down. Lack of even one required marker would invalidate the entire eruv.

Weil, Gotshal & Manges, one of the 15 largest law firms in the U.S. with \$1.3 billion in fees, is working “pro bono” for the EEEA which has threatened WHB with having to pay “millions” in fees and court costs should it lose the case.

However, lawyers say the likelihood is that WHB would never have to pay anything to the EEEA or its law firm since attempts to collect money from WHB would land the issue back at the Supreme Court which has already ruled against permanent religious displays on public property.

Southampton’s passage of an eruv deal last Aug. 25 was called “shameful” by Sheffer because it came as the last of 38 motions that night as a “walk-on” was passed with no discussion. “This agreement handcuffs WHB going forward,” a lawyer told us. “WHB should push for arbitration if there is any dispute on the placement of religious symbols,” the lawyer said. WHB could also “handcuff” the EEEA by forbidding any litigation on this issue, even in the event of a breach by WHB.

Helping to keep the public in the dark is local media. The Southampton Press has editorialized in favor of the eruv, saying it is “invisible.” NYT has long neglected it. Newsday mostly ignores it and Patch, the local news service, completely avoids the issue. Dan’s Papers, the biggest weekly on Long Island, mostly avoids it.

A new administration could be voted in June 17. Mayor Moore was only elected by 97 votes, 284 to 187 for Conrad Teller, in June 2014. Rob Rubio garnered 240 votes and Brian Tymann garnered 248 votes in winning election last year on a “no eruv” platform.

– Jack O’Dwyer