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O'Dwyer's Newsletter

The Inside News of
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VIDALIA ONION COMMITTEE SEEKS PR HELP

The Vidalia Onion Committee, the agency that manages the marketing and research initiatives for Vidalia onions, is searching for a full-service marketing and/or PR agency for help with the upcoming 2017 onion season.

In RFP documents, the Vidalia, Georgia-based agency outlines an objective to increase awareness and recognition of the Vidalia name and highlight the trademarked sweet onion's unique characteristics.

The VOC is looking for a firm that can help develop a marketing plan, as well as the possible use of a marketing organization representative. Paid advertising opportunities in the consumer and trade outlets are also a possible component of the work.

The VOC has outlined an estimated budget of \$150,000.

Deadline for proposals is Friday, December 2. The VOC has requested that firms planning to participate in the proposal process notify the agency by Friday, November 11.

RFP: <http://bit.ly/2ff9unK>.

WIKI EDUCATION FDN. WANTS COMMS. HELP

The Wiki Education Foundation is looking for a firm to help increase visibility of the organization with a media campaign.

Formed in 2013, the Wiki Education Foundation serves as a bridge between academia and Wikipedia, promoting the practice of university students writing articles as part of their coursework. The San Francisco-based organization is a spin-off of Wikimedia Foundation, the nonprofit organization that runs Wikipedia.

The Wiki Education Foundation is looking for a firm to run a media campaign about its work for the purpose of increasing visibility among higher education instructors. Scope of the work includes creating a media strategy, identifying and executing appropriate stories about Wiki Ed to pitch, securing op-ed placements and ensuring earned media coverage.

Proposals are due by November 21. The contract will be awarded by December 15.

RFP: <http://bit.ly/2fvKtEs>.



PR, PA REVENUES SOAR AT WPP

WPP today reported revenue gains of 7.6 percent on a constant currency basis during 2016's third quarter, with like-for-like revenue growth of 3.2 to account for £3.6 billion (about \$4.4 billion).

The British ad/PR conglomerate also posted net sales growth of 7.8 percent for the year-to-date ending September 30, with net sales growth of 2.8 percent on a like-for-like basis.

Activity in North America saw noted gains compared to the previous quarter, revealing revenue growth of 4.3 percent and 2.6 percent on a like-for-like basis. It was WPP's PR and public affairs operations, however, that experienced the most impressive gains this quarter. That division, which includes agencies Ogilvy Public Relations, Cohn & Wolfe, Burson-Marsteller, Finsbury and Hill+Knowlton Strategies, saw Q3 revenue growth of 8.5 percent — 5 percent on a like-for-like basis — to £287 million (about \$350 million), making it the advertising and PR giant's strongest performer for the period.

WPP specifically cited activity at subsidiaries Cohn & Wolfe, Finsbury and content and digital strategy shop SJR.

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JOELE FRANK COUNSELS CHIPOTLE

Chipotle, the Mexican fast food chain in a long slog out of last year's E. coli outbreak, has engaged Joele Frank, Wilkinson Brimmer Katcher as the company eyes a new potential threat: activist investor Bill Ackman.

Ackman's Pershing Square Capital Management took a 9.9% stake in Chipotle in September, making the hedge fund the company's No. 2 shareholder as its share price remains depressed.

Bloomberg reported Chipotle last week posted its tenth straight month of more than 20-percent year-over-year sales declines.

Reuters said the company has tapped investment banking and legal help, as well, noting Chipotle and Pershing Square have met at least once amid other talks.

The Joele Frank firm has years of experience in public tussles with Ackman, including his ongoing, high-profile showdown with Herbalife.

Burson-Marsteller picked up consumer PR duties for Chipotle in March.



LIFELOCK, POST-FTC , OPENS IN DC

Kimberly Allman, who directed government affairs in the Obama administration for the Corporation for National and Community Service, has opened a Washington, D.C., outpost for identity theft protection provider LifeLock.

Publicly traded LifeLock is boosting its profile after a blockbuster \$100M settlement last year with the Federal Trade Commission, which, along with 35 state attorneys general accused the company of promoting its services with false claims in violation of a 2010 court order.

Allman takes the role of VP of government affairs and corporate social responsibility. Executive VP of corporate affairs Jill Nash said the company is certain its government outreach and CSR efforts "will yield even greater results for consumers and partners" under Allman's leadership.

Allman, a former press secretary to Rep. Louise Slaughter (D-N.Y.), worked policy roles for the TechAmerica and the Recording Industry Association of America.

LifeLock posted third quarter 2016 revenue of \$170.3M, up 12%, with net income of \$14.4M and is turning the corner from its regulatory woes. Expenses from FTC litigation were \$26M for the period.

B-M NAMES ENGLEKA U.S. H-CARE CHAIR

Global PR giant Burson-Marsteller has named Henry Engleka chair of that agency's U.S. healthcare practice.

Engleka's appointment is effective immediately. He succeeds U.S. healthcare practice chair David Zitlow, a former CBR Systems and GolinHarris executive who exited the WPP unit earlier this year to head the new Chicago outpost belonging to Washington, D.C. healthcare and life sciences agency Spectrum. That office opened in September.

Engleka was previously at Porter Novelli, where he served as Executive Vice President and led the Omnicom giant's New York Health and Wellness practice.

Prior to that he was CEO and Founder of New York-based strategic health communications agency P4 Strategy Group and co-founder of mobile health solutions provider Zibbel Inc.

Engleka was also with Washington-headquartered Widmeyer Communications, where he served as principal and managing director of that agency's New York office.

Engleka was most recently stationed at the John Theurer Cancer Center at Hackensack University Medical Center, where he served as senior consultant and marketing steering committee member.

He was also previously COO for the Mount Carmel Guild Behavioral Health System and an assistant executive director and staff director for the American Psychological Association.

As healthcare chair, Engleka will be responsible for leading and growing the practice across the U.S.

He'll be based in the agency's Washington, D.C. office and will report to B-M U.S. CEO Michael Law.

MEDIA/SOCIAL MEDIA NEWS

ELECTION : ONLINE NEWS, CLINTON FAVORED

An election snap poll conducted by Dukas Linden PR and UK consultancy MHP Communications shows that 55% of institutions look to digital news outlets for credible news and information on business and financial markets as the election nears.

Just 19% favor traditional print media and 12% consult specialist trade publications relating to their particular sector. Less than 7% turn to social media first for business and financial news.

Results show global institutional investors are optimistic that they will improve their performance in the next year, but see the swell of populist sentiment around the world as a risk to future growth.

Almost half (47%) expect their firms to perform better year-over-year in 2017, 39% anticipate flat performance and 14% expect a dip.

Respondents to the survey included CEOs and portfolio managers of multi-billion dollar investment firms and research analysts for leading broker-dealers in the US, UK, Europe and Asia.

Hillary Clinton is viewed by 43% as the candidate whose policies would be most beneficial for growth prospects in the US, compared to 18% for Donald Trump.

There is growing concern for the rise of populist sentiment with 75% saying they are "somewhat" or "very" concerned about the impact of current anti-trade populist political movements in the US and Europe.

Potential "black swan" events that might disrupt markets in 2017 include:

- Populist political movements – 52%
- Significant cyber-attack on financial system – 47%
- Increased terrorist activity – 28%
- Additional EU departures – 27%
- Sovereign debt crises – 22%

An overwhelming majority (53%) predict the US as the region most likely to deliver the best economic performance in the next 12 months.

Asia (ex-China) and emerging markets (both 14%) tied for second, followed by Continental Europe (9%) and China (less than 5%).

Reflecting the Brexit vote, fewer than 2% saw the UK as a region likely to perform well, while Dublin and Frankfurt were seen as gaining at the expense of London.

"As communications advisors to leading global firms in finance, asset management and professional services, Dukas Linden PR and MHP believe that taking the pulse of the industry enables us to provide clients with informed advice about the forces shaping the global markets in which they operate," Seth Linden, president of DLPR, said.

BRIEF: *Newsweek* has focused attention on the alleged dangers of cellphone radiation by reporting on the legal battle over the Berkeley, Calif., "Right to Know" warnings on phones. CTIA, formerly the Cellular Telephone Industries Assn., is fighting in federal district court the Berkeley law, the only one of its kind in the nation, that requires a warning to be posted in stores selling cellphones about excessive radiation.

NEWS OF PR FIRMS

CHRISTIAN RETAILER DONS DEVRIES FOR PR

Altar'd State, the Christian retailer focused on women's fashion, has engaged DeVries Global for PR in the US. The seven-year-old brand also tapped Ignite Social Media for its social media account.

Altar'd State, based in Knoxville, Tenn., claims 70 retail boutiques in the Midwest, South, Mid-Atlantic and Northeast regions and an outsized focus on charitable causes and community relations.

Chief brand officer Mary Beth Fox called it an important time for the company "and we sought to add expert partners that could help us take the Altar'd State brand to the next level."

Interpublic-owned DeVries will guide communications in the US for the company. Jessica O'Callaghan, regional managing director for North America at DeVries, said her firm's goal is "to help them share their story to a wider audience and continue to inspire others."

Joanne Davis Consulting handled the agency searches.

CYCLONE PICKS PROI

Cyclone, a communication consultancy based in Douala, Cameroon, has joined global communications partnership PROI Worldwide.

Cyclone specializes in media relations, marketing and strategic counsel for the technology, B2B, retail and environmental sectors. The agency maintains other offices in Congo Brazzaville and Gabon, as well as a forthcoming office in the Democratic Republic of Congo.

NEWS OF SERVICES

4C4 MEDIA TO PUSH BOUNDARIES OF EPKS

4C4 Media (Four Creatives for Media) debuted today, offering documentary and narrative content for distribution to traditional and new media outlets.

The company acquired Mark Haefeli Productions, which had built up thirty years' experience conceiving and delivering a wide variety of programming from documentaries to feature length concert film, live televised award shows, music videos, electronic press kits and industrials.

MHP founder Mark Haefeli is a principal in 4C4 and will act as its creative director.

High profile projects around the world handled by MHP include Underwriters Laboratories, L'Oreal, Roc Nation, Aerosmith, Sony Music, Columbia Music, UMG, Bayer Pharmaceuticals, Bon Jovi, DreamWorks, Universal Music Group, Beyonce, Paul McCartney, PepsiCo, The Walt Disney Company, UMG, Andrea Bocelli, Pfizer Pharmaceutical, Tommy Hilfiger, LIVE Nation, the Super Bowl, AEG, The Estate of Michael Jackson, S2BK, U2 and The Rolling Stones.

Robert S. Gregory, 4C4 Media co-founder, saw an opportunity to help MHP build its business to the next level by bringing in technological innovation. "We are thrilled to be working with Mark," Gregory said. "He's highly respected, understands what clients need, and knows how to get things done."

Haefeli expects to repurpose content for websites as well as streaming media providers such as Hulu.

NEW ACCOUNTS

New York Area

NJF, New York/Holland America, cruise line which goes to 400 ports in 98 countries worldwide, as AOR. MMGY acquired NJFPR last month, renamed it NJF and integrated it into their PR, social and experiential marketing practice. NJFPR, formally known as Nancy J. Friedman Public Relations Inc., was founded in 1987 by president Nancy Friedman. She remains onboard as MMGY global principal and is responsible for leading strategy and elevating the firm's New York profile. NJF comes on as Holland America is celebrating 70 years of exploring Alaska this year.

Weill, New York/The Royal Portfolio collection of luxury hotels and resorts in South Africa, to handle PR for The Silo Hotel, set to open March 2017 in Cape Town's Victoria & Alfred waterfront.

Bullfrog + Baum, New York/TurnStyle, located in the subway beneath NYC's Columbus Circle offering riders a blend of local food vendors and lifestyle shopping, as marketing AOR. Susan Fine, president of Oases Development, created TurnStyle and is also responsible for revamping the retail shopping and food offerings at Grand Central Terminal.

Resound Marketing, Princeton, N.J./Treasure Data, as AOR for the cloud data management platform. Resound will raise awareness for Treasure Data's brand through media outreach among business, data science, and enterprise IT press outlets in a bid to share the company's story and reach key audiences, which includes enterprise IT and business operations leaders.

PEOPLE

Joined

Michael Heinley, VP of corporate communications, online health publisher WebMD, to Finn Partners, as partner and deputy of the global independent agency's New York health practice. He was a corporate comms. VP at Johnson & Johnson, where he was responsible for that multinational pharmaceutical company's employee engagement and CEO communications. He was also formerly a senior director of corporate communications at Merck & Co, and held an account supervisor role at Hill & Knowlton.

Diego Campal, a 15-year veteran of Burson-Marsteller, has been named JeffreyGroup's market leader for Argentina and regional director specializing in public affairs. Campal has 23 years experience working in the region and comes over from Agora, a public affairs consultancy he set up in 2014.

Mark Eyerly, a top higher education comms. executive for Temple and the Univ. of Pennsylvania Law School, has enrolled at Lafayette College to lead marketing and communications as VP. Eyerly has run his own shop for the past two years since exiting Drexel University's LeBow College of Business, where he was executive director of communications. He was associate dean for communications at U. Penn's law school and chief communications officer at Temple. He also held top communications roles at the William Penn Foundation and PNC Bank after starting out in journalism with Lancaster Newspapers.

KETCHUM UPS O'BRIEN CHIEF CLIENT OFFICER

Michael O'Brien, Ketchum's North America director of client development and a member of that Omnicom unit's global leadership council, has been named chief client officer. His appointment is effective immediately.

O'Brien succeeds senior partner Jerry Olszewski, who' dually served as chief client officer and managing director of the agency's Washington, D.C. office since September 2015. Olszewski, who joined Ketchum in 1980 and managed that agency's operations outside the United States from 1991 to 2001, will now continue in the MD role in a permanent capacity.



O'Brien

O'Brien first joined Ketchum in 1997 as SVP and headed the agency's brand marketing practice in New York before departing in 2004. He was stationed at WPP subsidiary Cohn & Wolfe, where he served as president of that agency's global consumer practice, before rejoining Ketchum in 2009, where he was named executive VP and director of New York client service. He was named partner in 2010 and was promoted to director of client development for North America in 2012.

Earlier in his career, O'Brien was a director global brand communications at MasterCard International and was also a senior associate at Ogilvy Public Relations.

As chief client officer, O'Brien will be responsible for clients' interaction with the agency, and will mentor and coach client directors globally while overseeing client satisfaction, retention and growth.

STRONG Q3 FOR WPP (Cont'd from page 1)

Earlier this year, the WPP had reported that its PR and public affairs revenues climbed 8.8 percent in the first half of 2016 to \$661 million.

For the nine months ending Sept. 30, revenues at WPP's PR and PA properties were £786 million (about \$960 million), revealing revenue growth of 6 percent and 3.5 percent on a like-for-like basis. Net sales were also up 8.2 percent and 5.1 percent on a like-for-like basis for the quarter, with all regions revealing positive sales gains, though particularly strong performances were seen in the United Kingdom, Continental Europe, Latin America and Africa, WPP noted in its quarterly results announcement.

WPP CEO Sir Martin Sorrell in a statement said "the pattern for 2016 looks very similar to 2015," though operating profit is "well above budget and ahead of last year," and the agency conglomerate sees "little reason, if any, for this pattern of behaviour to change in 2017."

Looking ahead to next year, Sorrell said WPP sees "no reason why revenue and net sales cannot continue to grow at over 3 percent in 2017, a very similar pattern to 2015 and 2016. Our new business record remains strong, despite recent bumps."

WPP celebrates its 30th anniversary this year.

PR OPINION

The court battle between the cellphone industry and Berkeley, Calif., which wants warnings on cellphone packaging, exposes flaws in the U.S. legal system.

The battle was covered in an extensive article in *Newsweek* Nov. 3 by Ronnie Cohen.

CITA, formerly the Cellular Telephone Industries Assn., which had revenues of \$161 million in 2014 and net assets of \$134M, is arguing that Berkeley has no right to order stores to post signs saying:

"If you carry or use your phone in a pants or shirt pocket or tucked into a bra when the phone is ON and connected to a wireless network, you may exceed the federal guidelines for exposure to RF radiation." Customers are told to read the safety regulations in the cellphone manuals.

Lawrence Lessig, attorney for Berkeley, says companies are discouraging governments from imposing regulations by filing expensive First Amendment lawsuits. He says governments have a right to publicize warnings that are in the manufacturers' own materials.

Berkeley says it is the only town in the U.S. attempting to order stores to post warnings on cellphones.

Schools, Libraries Lack Cellphone Warnings

Radiation health advocates note that no library in the U.S. carries such warnings, apparently because they fear legal action by CITA and its allies. There are no such warnings in libraries and schools in Southampton, Hampton Bays, Quogue or Westhampton, which are visited often by this writer.

CTIA, whose slogan is "Everything Wireless," says that the warning misleads customers by saying that if cellphones are not used in a certain way, "they won't be safe." Berkeley argues that the warnings are "free speech" and only repeat what is already in cellphone instructions.

The cellphone industry spent \$166 billion on cell towers and networks from 2009-14. There are 594,304 cell towers in the U.S., many of them in residential districts, according to thekillzones.com, which says they are a major health hazard. CTIA counts 242,130 towers.

CTIA CEO Steve Largent was paid \$2,731,355 in 2014, latest financial report available on GuideStar. He retired in December 2014. Second highest pay went to Chris Guttman-McCabe, XVP, \$1,548,037. Meredith Baker, president/CEO as of June 2014, was paid \$883,676.

CTIA is represented by Theodore Olson, former solicitor general who argued the case that helped to put George W. Bush in the White House, says Cohen.

Wikipedia says Al Gore would have won the 2000 election instead of George W. Bush "if the Supreme Court had not stopped the recount."

Lessig, Harvard law professor who specializes in "cyberlaw," is working pro bono for Berkeley. He founded Creative Commons in 2001, a non-profit that allows legal copying of articles.

Ellen Marks, chair of the California Brain Tumor Assn., which found in a survey that Berkeley residents "overwhelmingly want this information at the point of sale," said CTIA is showing that the cellphone industry "has no concern for the health or rights of all Americans."

— Jack O'Dwyer