



Jack O'Dwyer,
Editor-in-Chief

O'Dwyer's

Newsletter

The Inside News of
PR and Marketing
Communications

271 Madison Ave., New York, NY 10016
212/679-2471. Fax: 212/683-2750
www.odwyerpr.com; jobs.odwyerpr.com

November 14, 2016 Vol. 49 No. 46

W2O ACQUIRES MARKETECHING SOLUTIONS

Communications network W2O Group has acquired digital marketing firm Marketeching Solutions.

Financial terms of the deal were not publicly disclosed. Marketeching is a healthcare-focused consultancy that partners with brand marketers and market researchers to offer insights and analytics that enhance strategy. The New Hope, PA-based company, which employs about 20, maintains a second office in Philadelphia. The company was founded in 2008 by Kevin Johnson, who serves as President.



marketeching
solutions

"We acquired Marketeching to accelerate growth and further deepen and broaden our expertise in analytics focused on healthcare and life sciences," W2O Group chairman and CEO Jim Weiss told O'Dwyer's. "These core areas continue to increase in importance as the landscape changes rapidly with the advent of new technologies, consumer choice, regulations and cost/access headwinds that are likely to get even stronger after this election."

Marketeching will now become an independent subsidiary of W2O Group. It will continue to be run by Johnson, who maintains the president title. He'll report to Paul Dyer, president of W2O's Analytics and Insights practice. W2O, which focuses on tech and global brands and owns agencies Brewlife, Twist Mktg and WCG, in September acquired Wilmington, NC-based life sciences PR agency Pure Communications.

APPLE PR EXECS SHIFT TO FORD

Michaela Johndrow, a global PR strategist for Apple, has moved to Ford Motor Company to manage communications for its electric vehicles.

She spent the past five years at Apple in Cupertino, Calif., handling communications for Apple Watch and Apple's retail stores. She previously held PR posts at Bite Communications, Dig Communications and Williams-Sonoma.

Johndrow serves as North American electrified vehicles communications manager for Ford in Dearborn, Mich.

Also moving from Apple to Ford is Colin Smith, a communications director for Apple's Mac unit who has joined Ford's Silicon Valley operations as head of communications. He is a former Cisco and WebEx PR hand who started out in the agency realm with Antenna Group.

SPAIN EXITS KOCH INDUSTRIES

Ken Spain, managing director for corporate communications and external affairs for Koch Industries, has moved to Washington lobbying and public affairs shop CGCN Group to handle strategic communications assignments.

Spain, a former GOP communicator, led public affairs and communications for the Private Equity Growth Capital Council, the private equity trade group now known as the American Investment Council.

CGCN is the right-leaning former Clark Geduldig Cranford & Nielsen with a solid roster of blue chip corporate clients. Founder Steve Clark praised Spain's high-level corporate and political experience as a solid fit for the firm's communications operation, which was set up two months ago.

Earlier, he directed communications for the National Republican Congressional Committee.



Spain

BLACK PR PROS STILL HIT GLASS CEILING

A white paper released by the National Black Public Relations Society, Inc. shows that while black PR practitioners are making progress in mid- and senior-level positions in the PR industry, they are still unable to break into the executive suite.

"There's no speaking about jobs and contracts without addressing the lack of blacks at the senior level in agencies and corporations, and systematic programs in place to correct the situation," Deborah Hyman, Immediate past president, National Black Public Relations Society, Inc., said.

Of the 20.6 percent of respondents working in the corporate sector, none were executive level professionals, senior vice presidents or chief communication officers. At PR agencies, 14 percent had entry level positions and 18 percent were at the mid-level in positions such as account executive (7 percent), account coordinator (7 percent), director (11 percent) and manager (11 percent).

Of those surveyed, 23.8 percent were on the agency side and 20.6 percent were on the corporate side. 22 percent reported as self-employed.

Only 1.1 percent replied that they were unemployed.

The 199 respondents to the online survey included those self-identifying as African-American, bi-racial – white/black, black, black British, black/African-Brazilian, Hispanic/black/Native American, black Puerto

(Continued on page 4)

CCOs PLAY DIMINISHED CEO ADVISORY ROLE

Fewer than a third of senior communicators consider themselves key advisors to their organization's CEO, according to a survey of chief corporate communicators released today by PR giant APCO Worldwide.

The study, conducted by APCO's global opinion research group APCO Insight, found that while a vast majority — 89 percent — of chief communicators said they have direct access to their CEO, only a little more than half — 52 percent — report directly to the CEO, and only 29 percent said they are key business advisors to that executive. Only 38 percent described themselves as being a leading voice in critical business discussions at their company.

Moreover, fewer than half — 47 percent — said their organization's communications function is "highly integrated" throughout the company and with other teams, and about a third — 33 percent — still view communications budgets as being tighter compared to other departments or more likely to experience budget cuts.

On the other hand, the APCO survey also found that three-fourths of CCOs — 75 percent — believe their CEO understands the value of their company's reputation and 61 percent of respondents said their company views communications as integral to other functions within the company.

Taken together, the findings suggesting a gap may exist between the acknowledged need for communications in corporations and the role those communicators ultimately play.

APCO's survey was conducted in October and included responses from more than 110 senior communications professionals across various B2B and consumer industries in the United States, Japan, Germany, Finland and Canada.

ICR TAKES TANGNEY AS MANAGING DIRECTOR

Corporate communications and investor relations giant ICR has appointed financial veteran Scott Tangney to a managing director slot in the agency's corporate communications group.

Tangney joins ICR from Makovsky, where he was executive vice president and led that agency's financial and professional services practice for more than a decade. Prior to that, he was executive VP and group managing director at Publicis Dialog and an executive VP at agency LobsenzStevens.

At ICR, Tangney will counsel and service clients with a focus on corporate, financial and professional services sectors while supporting the agency's growth in new areas. He'll be based in ICR's New York headquarters.

"I was searching for an opportunity to collaborate in a dynamic culture, apply my many years of agency experience and help an agency grow. ICR is a great fit," Tangney told O'Dwyer's. "The fast growing corporate communications group is delivering top-notch corporate reputation and thought leadership work."

ICR is currently ranked the number-one firm for financial PR in O'Dwyer's rankings of PR firms, reporting more than \$37 million in finance-related net fees in 2015.

MEDIA/SOCIAL MEDIA NEWS **PR LESSONS FROM THE TRUMP TRAVESTY**

By Fraser Seitel

In rejecting a 24 carat-conniver and electing instead a vulgarian nitwit, American voters proved conclusively that ... Well, I have no idea what they "proved."

But I would suggest that public relations counselors can glean several 21st century "lessons" from the most odious presidential election since Andrew Jackson's campaign of 1828, when his press secretary, Amos Kendall, famously didn't bathe. Here's what we learned:

Lesson #1: Don't kabuki dance

When Donald Trump was hit with the Billy Bush 2005 "Access Hollywood" tape that revealed how maniacally misogynistic he was in real life, the candidate didn't try to dance away from the potential knockout blow. He admitted he said things he wasn't proud of, dismissed it as "locker room banter" and moved on. As a result, Bush got canned, and Trump was elected President.

By contrast, Hillary Clinton tried to waltz away from every accusation.

Lesson #2: Don't cheat

One late-breaking development that cast a pall on the Hillary campaign was the flap surrounding political public relations veteran and CNN contributor Donna Brazile. After Brazile secretly planted questions with the campaign that would be asked during an upcoming CNN debate, the interim head of the DNC was caught with her pants down when Wikileaks disclosed her cheating. Brazile and the Clinton campaign became last-minute symbols of "dirty tricks."

Lesson #3: The media are biased

The right wing, of course, has always screamed about the "biased media," but in the Trump election, even the media acknowledged their bias.

In August, *New York Times* media business columnist Jim Rutenberg encouraged his fellow journalists to shed its semblance of balance in the case of the decidedly-unbalanced Trump. And from that moment on, the former bastions of journalistic objectivity — from the *New York Times* to the *Washington Post*, from CNN to NBC — made no bones about their antipathy to Donald Trump.

Lesson #4: The "experts" are phonies

Not only are the media biased, they are flooded with phonies who likely know less than you do.

All of them were dead wrong — from David Brooks and Tom Friedman to Chuck Todd and George Stephanopoulos to Nate Silver and all the other previously-respected "analytical" pollsters.

They are all articulate and attractive first and knowledgeable, last. They're rarely both and often neither.

What this reality leads to is ...

Lesson #5: Trust your gut — but verify

Most of the time, it makes more sense to go with your gut instincts, even if that flies in the face of consensus "wisdom." That's precisely what Donald Trump, warts and all, did throughout his march to the mountain top. In the end, Trump's instincts that most people were neither MSNBC Democrats nor Fox News Republicans proved correct.

The people rejected the status quo and voted for change.

NEWS OF PR FIRMS

GOODMAN GAINS DIGITAL UNIT

New York-based PR shop Goodman Media International, Inc. today announced the launch of a new digital communications division titled GMI Digital.

Goodman CEO and president Tom Goodman told O'Dwyer's that the agency wanted to embark on a digital unit to formalize the work it has been doing in digital spaces for some time, and as it turns out, "everything came together at exactly the same moment."

GMI Digital will be led by Amy Jaick, who will serve as the new unit's executive director and will develop strategies while serving as digital counsel for many of the firm's clients.

Jaick joins Goodman Media from financial technology company Estimote, where she was digital marketing director. Prior to that, she was with UK publisher The Economist, which she joined in 2010 and initially served as communications manager before being named senior marketing manager in 2013. Jaick was previously stationed with Goodman Media, between 2006 and 2010, where she held the role of senior account executive.

"We found the best possible candidate to run it — and she was home grown, having worked at Goodman Media — and we're doing this as we celebrate our 20th anniversary," Goodman said. "It just seemed like the right time to put it all together in one neat package, which our current and future clients would not only understand, but embrace."

Goodman, who was formerly a comms. chief for CBC Inc. and CBS News, founded the agency in 1996.

NEWS OF SERVICES

BLACK PR SOCIETY-NY TAPS ANDREWS

The Black Public Relations Society-New York, founded in 1989, has named Phil Andrews as president.

Andrews is president of the Long Island African American Chamber of Commerce, Inc. and is a two term past president of the 100 Black Men of Long Island, which focuses on educational opportunities, promotes economic empowerment and addresses health disparities.

Andrews is also the founder of P.A. Public Relations.

Born and raised in Brooklyn, Andrews served in the US Navy and Army Reserves and had a nearly twenty-year career in law enforcement.

"We look forward to hosting a variety of informative panels, workshop, and events geared towards opening the doors of access to more Black PR professionals in the PR industry," Andrews said.

For more information on the programs and activities of BPRS-NY visit www.bprsnny.wordpress.com.

BRIEFS: rbb Communications, Miami, has picked up AOR duties for Richman Signature Properties, the first luxury rental division of the Richman Group, the No. 7 apartment owner in the U.S. ...**Harvest PR & Marketing**, a Minneapolis-based food, farm and lifestyle communications firm, has added food and nutrition PR veteran **Kim Bedwell**, a senior VP at FleishmanHillard, Sacramento, as VP, group account director in Portland.

NEW ACCOUNTS

New York Area

Havas PR North America, New York/Barnacle Parking Enforcement, a company that recently unveiled its parking enforcement technology — The Barnacle — which seeks to replace the boot, as AOR. Havas PR is handling the company's national and local roll-out as the product moves from several pilot cities to full launch in Q1 2017.

The Rosen Group, New York/Association for Applied Sport Psychology, as AOR, effective Dec. 1. AASP offers member certification and promotes the development of science and ethics in the field of sport psychology, an interdisciplinary science whose professionals work with athletes, coaches, performers and staff of high-risk occupations. The Indianapolis-based non-profit organization, which boasts more than 2,300 members in 57 countries, was founded in 1986. The Rosen Group will now lead all media relations, brand awareness, social media and thought-leadership,

East

Diamond PR, Miami/Hotel Key West on Florida's Stock Island, as AOR for the newly-built boutique property, located in the recently developed marina and dockside community of Stock Island Marina Village near Key West. The \$38 million hotel development is slated to open in 2017. Diamond will manage all North American PR efforts for the new property, which will include media outreach efforts and generating awareness for Hotel Key West on a regional and national level.

PEOPLE

Joined

Rachel Svoboda, marketing director at Santa Barbara-based ad agency, Amusement Park, to Idea Hall, Costa Mesa, Calif., as VP of business development, a new post. She was an assistant director at the American Association of Advertising Agencies and was director of marketing at Orange County ad agency DGWB.

Sharon Correia, senior director of corporate communications, Navidea Biopharmaceuticals, returns to LaVoieHealthScience, Boston, as integrated communications VP. She was was director of corporate and marketing comms. at medical equipment manufacturer BioScale and also held corporate comms. director roles at Aderis Pharmaceuticals and microcap biotech firm Alseres Pharmaceuticals. From 2009 to 2013 she was with LaVoie.

Mina Volovitch, founder of specialist healthcare communications agency Mynecom, which was acquired in 1998 by Ruder Finn, to the dual role of health practice senior partner and Paris office head, Finn Partners.

Promoted

Jennifer Rudolf to senior VP of digital and brand strategy, Marino, New York. She joined in early 2015 from VaynerMedia, where she served as group director and led development of that digital agency's social and content strategy. She previously held account director titles at New York-based creative services shop Relevant and experiential marketing agency Mirrorball, and was also a marketing manager at *Adweek*.

BLACK PR PROS' GLASS CEILING (Cont'd from 1)

Rican, Caribbean, Latina, mixed, multicultural and Nubian.

They came from a wide variety of public relations and communications specializations including PR, media relations, corporate communications, social media, public affairs and educators.

About 75 percent had graduate degrees, 60 percent began their career in public relations, about 13 percent spoke a foreign language and the ages ranged from 18 to 74, with about 35 percent in the 35 to 44 years-old age range. 71 percent were female, 29% male.

Sizes of the companies worked for ranged from no other employees to more than 50,000.

The full study is at <http://bit.ly/2fvKtEs>.

LHG BECOMES SANTA BARBARA AOR

Travel and lifestyle agency Lou Hammond Group has been named PR agency of record for the California city of Santa Barbara.

LHG will support Santa Barbara's existing "Miss Nothing" creative campaign intended to drive visitor awareness to the central coast beach town, which is often referred to as the "American Riviera." The agency will also focus on forthcoming developments occurring in the popular tourist and resort destination, and will work to attract potential visitors by communicating its convenient location in light of newly introduced direct-fly markets Dallas and Denver.

New York-based Lou Hammond Group, which changed its name from Lou Hammond & Associates in July, maintains additional outposts in Charleston, S.C., Los Angeles and Miami. The 32-year-old agency in 2015 accounted for nearly \$7 million in net fees.

CONE SNAGS CREATIVE DUO

Cone Communications brings on two new Emmy-nominated hires to bolster its creativity.

George Koukkos steps in as creative director/copywriter and Ryan Raulie will serve as creative director/art director. They will report to VP/creative director Eivand Ueland.

Koukkos is behind campaigns for Dunkin' Donuts, Liberty Mutual, CVS/Pharmacy, John Hancock and Zildjian and was named to The Boston Ad Club's "Hatch 100" as a top creative mind in Boston.

Raulie has headed integrated campaigns for GE, Blue Cross Blue Shield, Staples and Museum of Science in partnership with Pixar.

Both Koukkos and Raulie received an Emmy nomination for their work with the Boston Celtics.

"Koukkos and Raulie have proven how a creative idea can come to life across multiple channels -- and how data, analytics, and social must be woven together to create a powerful story," Bill Fleishman, CEO, Cone Communications, said.

Boston-based Cone is part of the Omnicom Public Relations Group.

PR OPINION

Ferocious, unfair media attacks on Donald Trump coupled with wrongful media estimates of Hillary Clinton's appeal to voters helped to undermine her quest to be the first woman president. Many women thought there was no need to vote!

Obama won 55% of women's votes in 2012 while Clinton won 54% in 2016 even though the stakes in 2016 were incredibly high--electing the first woman president.

Lulling women into a false sense of security was *The New York Times*, which as late as Tuesday, Nov. 8, before the voting began, said there was an 84% chance that Clinton would win. Other pollsters said the same.

This was after FBI director James Comey suddenly revived charges that Clinton had compromised national security by sloppy handling of government emails. The doubts raised by Comey were "groundless, baseless [and] stopped our momentum," said Clinton.

NYT "demonized Trump from start to finish," perhaps touching off a backlash, wrote *New York Post* columnist Michael Goodwin Nov. 12. NYT then made an "extraordinary appeal to readers to stand by" the paper.

Publisher Arthur Sulzberger Jr.'s letter, said Goodwin, was "part apology and part defense of its campaign coverage" accompanied by a rededication to "the fundamental mission of Times journalism...to report America and the world honestly."

The half-baked "apology," noting other media were also duped, was as follows: "After such an erratic and unpredictable election there are inevitable questions: Did Trump's sheer unconventionality lead us and other news outlets to underestimate his support among American voters?"

NYT Should Go Into Editorial Receivership

The family-dominated NYT, now in the fifth generation of Sulzbergers, is beginning to recall the Hapsburgs, whose inbreeding resulted in physical and mental abnormalities. NYT needs a new corporate board that will include not only middle and right-wing journalists but leaders of the American Family Council and similar groups, union, religious, minority, and gay and lesbian groups.

"Trump Win Seen as a 'Devastating Loss' for Gay and Transgender People," said a headline in the Nov. 11 NYT. The 2016 GOP platform was called "the most anti-LGBT platform in recent memory." Michael Pence, Trump's running mate and head of the transition team, is "one of the most anti-LGBT politicians out there," said Jay Brown, spokesman, Human Rights Campaign. As governor of Indiana, Pence opposed gay marriage and signed a law making it legal for businesses to refuse service to gay and transgender people.

Not quoted by NYT was Tony Perkins, president, Family Research Council, Washington, D.C., group with \$13M in revenues. He said Trump's election shows that the majority of Americans do not recognize same-sex marriage.

"If the liberal press had bothered to listen to what voters believe--instead of telling them what to believe, this election would not have been nearly as shocking," he said. "Because there's one overwhelming message everyone should have heard on Tuesday. It's this: the media, the courts, and the Left don't speak for the American people."

— Jack O'Dwyer