



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](http://www.odwyerpr.com); [jobs.odwyerpr.com](mailto:jobs.odwyerpr.com)

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## **PADILLACRT PITCHES FOR WELCH'S**

Independent Midwest agency PadillaCRT has been chosen to lead consumer PR and media relations programs for Welch Foods Inc.

The iconic Welch's brand, which is especially known for its juices, jams and jellies, was first introduced in 1869. The Concord, MA-based company is a subsidiary of grape growers National Grape



Cooperative Association, which is comprised of more than 1,300 farmers across North America who produce and process the well-known grape products.

PadillaCRT will now direct consumer PR and media relations campaigns for Welch's 100% grape juices, which includes satellite media tours and a blogger outreach initiatives to support the company's recently launched "Mighty Concord" campaign.

Welch's previously maintained a partnership with food and nutrition communications and consulting agency FoodMinds. That Chicago-based shop was acquired by PadillaCRT in June, effectively establishing PadillaCRT as one of the largest independent food and beverage agencies in the country.

The grape juice and jam icon has also worked with agencies Ketchum, Porter Novelli and Tonic Life Communications in recent years.

## **PETERSON GETS GCI SVP TITLE**

New York-based specialty healthcare agency GCI Health has appointed Alexandra Peterson senior vice president. She'll lead the agency's corporate health communications division.

Peterson joins GCI Health from Makovsky, where she was senior VP and directed that independent agency's healthcare practice. Prior to that, she was a VP of strategy and engagement at Ruder Finn and a director of business development at Publicis' MSLGROUP. She began her PR career at Ketchum's Emanate unit, where she was a senior associate.



Peterson

Peterson is now responsible for overseeing GCI's corporate communications client work and will focus on shaping the introduction of its biosimilars offerings, which involves products such as biologic drugs.

## **HYNES BECOMES BLANC & OTUS CEO**

Hill+Knowlton Strategies sister tech agency Blanc & Otus has named Tony Hynes chief executive officer.

Hynes succeeds former CEO Joshua Reynolds, who left the San Francisco-based consumer and B2B technology agency last year to join social media data analytics company Quantifind as head of marketing.

Hynes joins Blanc & Otus from Burson-Marsteller tech start-up North of Nine Communications, where he served as partner. Prior to that, he was general manager and executive VP at Interpublic powerhouse Weber Shandwick, where he led that agency's San Francisco outpost. He was also previously general manager at Next Fifteen's Bite Communications and held director roles at Hitachi Data Systems and Burson-Marsteller. Earlier in his career, he was an account director at Ogilvy Public Relations Worldwide.

Hynes will also serve in the dual role of Hill+Knowlton executive VP.

WPP unit Blanc & Otus was founded in 1985.



Hynes

## **MIKE PAUL SELLS FIRM, JOINS PUBLICIS**

Mike Paul, an independent New York PR counselor since 1994 after posts at Hill+Knowlton Strategies and Burson-Marsteller, has sold his firm to freelancers to join Publicis Media, part of Publicis Groupe, as head of corporate communications.

Paul, who has campaigned for senior PR posts for minorities, skipping the 2015 (PR) Seminar meeting to make his point, noted that Publicis has said that 30% of new hires will be from diverse communities and backgrounds.

The agency's commitment to diversity was one of the factors that made Publicis attractive to him, he said. Paul initially operated as MGP PR but changed to "Reputation Doctor" in recent years. He and PR textbook author Fraser Seitel are frequent guests on TV news shows, each having appeared hundreds of times.

Publicis had announced a sweeping reorganization aimed at creating greater coordination among its many units using the banner, "The Power of One."

Publicis, third largest ad/PR conglomerate, is celebrating its 90th anniversary this year by funding 90 start-ups.



Paul

Continued on page 4)

## **LEGAL GIANT DENTONS EYES PR NETWORK**

Dentons, the largest law firm in the world, said it will form a global network of public affairs firms in 2017 reaching into PR, lobbying, advertising and related fields.

Global chairman Joe Andrew, a former head of the Democratic National Committee, said the Nextlaw Global Public Affairs Network acknowledges that the firm "serves our clients in the court of public opinion as well as the court of law."

Dentons will not charge firms fees to join the network and will allow for multiple members within a single market.

The firm said it will begin inviting firms to join the network this week and will unveil the network in the first half of 2017.

Added Andrew: "No matter how large a law firm or a public affairs firm is, no single firm can provide the best expertise everywhere in the world."

Dentons was formed by a series of mergers, including London and Washington powerhouse SNR Denton, to build up to more than 7,300 attorneys around the world and revenues estimated to be north of \$2B.

## **UBER'S MACGANN ROLLS TO VIPPEL.COM**

Mark MacGann, who led public policy for Uber in the EMEA region, has moved to global telecom giant VimpelCom as group chief external affairs officer.

MacGann will lead a consolidated group of functions including communications, corporate, regulatory and government affairs at VimpelCom, which is publicly traded on the Nasdaq market and counts 200 million customers.

MacGann, a former EMEA public affairs chief for Weber Shandwick, earlier headed government affairs and policy for the New York Stock Exchange and Alcatel. He is also a former associate at Brunswick Group.

VimpelCom, incorporated in Bermuda, is the world's sixth largest mobile phone service provider. Hill+Knowlton alum Rozzy Boy is chief communications and brand officer.

## **BOYS & GIRLS CLUBS GETS NEW COMMS EXEC**

Karl Kaiser has been appointed senior vice president of marketing and communications at non-profit youth organization Boys & Girls Clubs of America.

Kaiser joined the Atlanta-headquartered service organization in 1998, first working as a graphic designer before being assigned director roles in the organization's design/production and creative services departments.

He was named national VP of creative and digital integration in 2013. Prior to joining the national non-profit, he was an art director at marketing agency Media-Works.

As marketing and communications senior VP, Kaiser will head the youth development organization's branding and marketing efforts.

Boys & Girls Clubs of America, which offers more than 4,200 Clubs across the country, was founded in 1906.

## **MEDIA/SOCIAL MEDIA NEWS**

### **OBSERVER GOES ONLINE. DROPS 'NY'**

The *New York Observer*, owned by Donald Trump's son-in-law, Jared Kushner, has gone completely online after 30 years with a print edition. It is also removing "New York" from its name.

Joseph Meyer, chairman and CEO of Observer Media, said the change recognizes that the paper now has more of a national audience and is also due to the decline in print advertising that has caused downsizings in other newspapers.

The Observer's story noted that the *Wall Street Journal* is ceasing publication of its Greater New York section Saturday "as a result of widespread cuts at the paper." It said the *New York Times* has announced a new round of layoffs.

A Nov. 7 NYT story said "the paper-and-ink branch of the news industry has recently seen a print advertising plunge that was 'much more precipitous than anyone expected a year ago,'" quoting WSJ editor-in-chief Gerard Baker, as interviewed by NYT's Jim Rutenberg.

Meyer said the decision is not related to the election of Trump.

Several freelance writers for the Observer were dismissed last week, said the Observer story. The website drew 5.6 million unique visitors in September, according to comScore.

Jared Kushner is aiding in the transition of power to the Trump administration.

### **APPLE HAS TOP U.S. CORPORATE REP**

The ninth annual study of the largest public companies in the U.S. shows that the proportion of market capitalization attributable to the confidence inspired by their reputations increased 2.5 percentage points to an average of 20.7 percent across the index.

Total value is \$3.977 trillion or more than \$1 in every \$5 of shareholder value across the S&P 500.

Apple held onto the top spot with its reputation value coming in at close to \$314 billion. Walt Disney came in second and Alphabet (Google) takes third, bumping down ExxonMobil.

Starbucks' 11 percent rise in reputation contribution got it into the top 10 for the first time at number seven.

AT&T and Occidental Petroleum dropped out of the top ten.

"We are witnessing the fact that investors are now giving an increasing nod to the 'safety' and assurances they infer from compelling corporate reputations," Sandra Macleod, Reputation Dividend director said.

The study also broke down the impact of various business sectors on reputation. Telecommunications is the most influential at 34 percent. Utilities is at the bottom with a contribution of 13 percent.

"Telecommunication companies, characterized by the likes of AT&T and Verizon, operate in a mature and closely examined sector. A large degree of the 'faith' in stock performance is dependent on companies' reputations which are, therefore, disproportionately influential," Bob Takacs, Reputation Dividend senior VP, said.

Reputation Dividend is the only recognized index of the financial value of corporate reputation as measured as a percentage of market capitalization.

## NEWS OF PR FIRMS

### AGENCY ADDS CYBER CRIME, TERROR FOCUS

Malibu, CA-based agency Tellem Grody PR has expanded its crisis management practice to include cyber-crime, homeland threats and terrorism.

The agency's crisis team, which includes a former private investigator, food safety expert and video journalist, is led by senior partner Susan Tellem, a retired registered nurse and Los Angeles Police Department reserve officer specialist who was also a member of the FBI's In-fraGard team.

Tellem said the agency would be poised to provide services for companies, law enforcement agencies and citizens as incidents of cyber-crime and terror-related crimes increase.

"I have been working in or with law enforcement for a long time and with the rise in terrorism and cybercrime, it just felt right to take my experience in crisis and law enforcement and tie them together for the benefit of clients who have expertise in the counter-terrorism area except for crisis management," Tellem told O'Dwyer's.

TGPR, which also provides PR and social media support to healthcare and biotech companies, was founded in 1994.

**BRIEF:** Ambassador Paula Dobriansky, the former U.S. Undersecretary of State for Global Affairs, has joined APCO's International Advisory Council. Ambassador Dobriansky led the U.S.-India, U.S.-China, and U.S.-Brazil global issues discussions under President George W. Bush from 2001 to 2009.

## NEWS OF SERVICES

### BRANDON AGENCY ACQUIRES ARTIZEN STUDIO

Charleston, SC-based ad and marketing agency The Brandon Agency has acquired Charlotte-NC based digital and creative firm Artizen Studio.

Artizen specializes in digital, print, web, video and photography design, as well as app development and animation. The agency, which was founded in 1996 by owner and creative director Cary Murphy, counts Dean Foods, Snyder's-Lance, Nucor Corporation and S&D Coffee & Tea as clients.

Artizen, which has now been rebranded as part of The Brandon Agency, will retain its staff and current client roster. The Brandon Agency, which maintains a Charlotte office, will consolidate its physical location in that city into Artizen's current headquarters. Murphy has been named Brandon Agency regional president and group creative director.

The acquisition, BA's fourth in the last three years, continues a pattern of robust expansion for the agency. The Brandon Agency in 2013 acquired Cleveland's Benghiat Marketing & Communications, followed by its 2014 acquisition of Breckenridge, CO-based agency Wil-son-Lass and last year's acquisition of Chattanooga shop KMT Creative. "Over the past three years, The Brandon Agency has focused very specifically on expanding our clients, our talent, our agency offerings, our areas of expertise, and our geographic footprint across the United States," The Brandon Agency CEO Scott Brandon told O'Dwyer's.

## NEW ACCOUNTS

### New York Area

**Rubenstein PR**, New York/World Series of Fighting, mixed martial arts promoter, as AOR. Las Vegas-based WSOF was founded in 2012 and broadcasts its live events on NBC Sports Network's NBCSN. It will bring its fight series to New York for the first time with a December 31 bout at Madison Square Garden, which comes after New York's much-awaited lifting of a decades-long ban of MMA events.

### West

**Pollack PR Marketing Group**, Los Angeles/LegalShield, legal services provider, as AOR. LegalShield develops and markets affordable legal protection plans for individuals, families and small businesses through a network of about 7,000 independent provider attorneys across the U.S. and Canada. The Ada, OK-based company, which also specializes in identity theft solutions, was founded in 1972. PPMG has been retained by LegalShield to build marketplace awareness of the company's technology and service offerings.

### International

**The Hoffman Agency**, San Jose, Calif./IKEA Singapore, as AOR for PR, following a competitive agency review. The firm's Asia-Pacific outpost will now lead PR efforts for the furniture retailer in Singapore, providing media outreach and a suite of strategic creative approaches to bolster IKEA's brand in the region. IKEA debuted in Singapore in 1978. Publicis unit BBH will continue to handle social media duties.

## PEOPLE

### Joined

**James Walker**, former social media and digital strategy development head at Cohn & Wolfe, to the corporate communications practice of Ruder Finn, New York, as group VP, social engagement and digital content. He was global digital manager at charitable environmental organization the Nature Conservancy and a social media strategist at APCO Worldwide.

**Alison Dunning**, senior VP in Edelman's New York consumer marketing practice, to Carmichael Lynch Relate as client services director and senior partner of the Minneapolis-based firm. She was an account director at WE and PR manager at Kohl's.

### Promoted

**Lisa Rosenberg, David Wolf and Jerry Zhu** to partners, Allison+Partners, San Francisco. Rosenberg, who holds the title of chief creative officer, joined A+P in 2013 from Euro RSCG Worldwide (now Havas Worldwide), where she was president. Wolf, who's also been with A+P since 2013, is managing director of the agency's China practice. Prior to joining the agency, he led Burson-Marsteller's Asia-Pacific technology division and was also COO and managing director of Beijing-based public affairs consultancy Claydon Gescher Associates. Zhu, also based in China, serves as managing director for A+P in Beijing. He joined the agency when it acquired his corporate communication and tech shop, Century PR, where he served as general manager.



## PAUL SELLS FIRM, JOINS PUBLICIS (Cont'd from 1)

Mark McClennan of its MSL unit chairs PR Society of America, the world's largest organization of PR people.

### **Paul to Focus on "Media Transparency"**

Lauren Hanrahan, global head of new business development and communication, said "media transparency issues and audits" will be part of Paul's focus area.

Publicis noted that companies such as J.P. Morgan Chase, Mars and General Electric have been conducting audits following findings from the Assn. of National Advertisers' transparency inquiry by Ebiquity and K2 which found "cash rebates" and "other non-transparent practices" are pervasive in the U.S. media buying ecosystem.

Hanrahan said Publicis CEO Maurice Levy has assured her the company has "done well with these reports."

Publicis in 2014 almost merged with Omnicom but concluded it was really a "takeover" and halted the negotiations. "OMC wanted their people to fill the CEO, CFO and general counsel jobs," CEO Maurice Levy told Reuters. OMC was twice as big as Publicis in terms of revenues.

## SEEING MACHINES SIGNS STRATACOMM

Driver monitoring technology company Seeing Machines has hired Washington, D.C.-based transportation PR agency Stratacomm for U.S. communications support.

Canberra, Australia-based Seeing Machines specializes in intelligence safety systems that detect and prevent driver distraction and fatigue. The technology, which tracks eye and facial movement in order to monitor drowsiness as well as texting and cell phone use, is currently used by trucking fleets, as well as the aviation industry and mining and hazardous material companies.

Stratacomm has been enlisted to raise awareness of the company in the U.S. and provide strategic communications and media relations support in the North American market. Stratacomm is working in tandem with Canberra-based marketing and communications firm Alphamark, which currently manages Seeing Machines' global strategic marketing duties.

Stratacomm's transportation practice group is led by co-managing partner John Fitzpatrick.

Stratacomm, also known for its infrastructure unit, maintains a second office in Detroit. The agency, which was founded in 1995, was acquired by Omnicom's FleishmanHillard unit in 2004, but was bought back by agency partners two years ago.

**BRIEF: Cutler PR**, New York, has been named agency of record for Zive, Glassbox and Wise Data Media. Zive is behind the Kiwi app that lets you use Google's Gmail as stand-alone email client on your desktop instead of the usual route of going through a web browser. Glassbox offers analytics software to help companies better understand how visitors are navigating their websites and mobile apps.

## PR OPINION

**Voters elected Donald Trump as President because** they expect some bold strokes. We direct his attention to New York's congested streets which are getting worse and worse.

What jarred us is plans to raise the monthly bus/subway fare to \$121 from \$116.50. Single fares would go to \$3 from \$2.75.

The \$121 is an unconscionable burden on the working poor. The subway cost five cents from 1904-48. So that is a jump of 60X. Inflation has not been 60X since the 1940s. The fare went to ten cents in 1953 and 50 cents in 1980. Mayor Rudolf Giuliani eliminated two-fare zones in 1997.

Our solution, killing two birds with one stone, is to put a \$1 per gallon surcharge on gas in the New York area and plow the funds into the subway/bus system. Other New Yorkers say a \$500 sticker might be required for private vehicles.

*USAToday* which says commuters lost 6.9 billion hours, and 3.1 billion gallons of fuel to traffic delays in 2015. Excess fuel and lost productivity cost them \$160 billion in 2014, up from \$114 billion in 2000. The five worst cities are Los Angeles, San Francisco, Honolulu, New York and Seattle.

### **Union Seeks New Contract, Makes Threats**

A major force behind the bus/subway hikes is 34,000-member Local 100 of the Transport Workers Union which shut down the system three times—12 days in 1966, 11 days in 1980 (despite a new law barring such strikes) and two days in 2005. An airing of labor and other costs of the transportation system is needed.

More than 7,000 TWU members rallied Nov. 15, 2016 outside of MTA h.q. on lower Broadway, demanding a new contract by Jan. 15, 2017. "Without us, the city grinds to a halt," said TWU Int'l president Harry Lombardo.

"We make this city go, and we can make it go in the other direction too," he added.

Generating the increase in traffic is the boom in apartment and office construction. Lux apartments generate lots of vehicular traffic including cars owned by the occupants, car services, trucks making deliveries, etc.

### **Federal Gas Tax Same as in 1993**

The federal gas tax has been 18.4 cents a gallon since 1993. A tax of 10 cents or 20 cents could eliminate the need for toll roads, a cause of congestion. A single-payer medical plan is also needed.

The ill-health effects caused by cellphones, computers, Wi-Fi routers in classrooms and elsewhere, cell towers, etc., needs to be addressed.

The California Brain Tumor Assn. said a major Hollywood producer plans a movie on cellphones and cancer and is looking for a current victim. Inaction by government and industry will be highlighted.

CBTA says to keep cellphones away from the body and have a wired computer mouse, wired internet connection and wired keyboard. Males should carry phones in a briefcase or male handbag.

— Jack O'Dwyer