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O'Dwyer's Newsletter

The Inside News of
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PRIMATE RESEARCH CENTERS STUDY PR FIRMS

The National Primate Research Centers, a network of seven scientific institutes around the country designated by the National Institutes of Health, are looking for a PR firm.

The centers, located at major universities in California, Oregon, Texas, Louisiana, Washington, Wisconsin and Georgia, provide facilities, animals and expertise for investigators using primates for biomedical research. They want a firm to provide branding PR, online outreach, media relations and strategy, measurement and other information services.



An agency would benefit from experience with the NIH, government education and relationship-building. Potential conflicts could arise in the biomedical field.

The centers released an RFP on Nov. 9 with a deadline of Dec. 18, 2015.

A one-year contract is planned. Lisa Newbern, public affairs chief at the NPRC at Emory University, is overseeing the search.

View the RFP: <http://odwpr.us/1NK9Vzv>.

LABOR DEPT MULLS DISABILITY PR REVIEW

The US Dept. of Labor, mulling an RFP, is gauging interest in a wide-ranging PR contract to support the Office of Disability and Employment Policy.

The strategic communications assignment will focus on the agency charged to develop and influence



policies that help people with disabilities get work. Stakeholders include individuals with disabilities, private and public sector employers, advocates and providers of services to individuals with disabilities.

The Labor Dept. stresses that it is only asking for information from firms ahead of a potential RFP, but there is no guarantee a solicitation will be issued.

However, the ODEP said it needs a contract in place by August 2016.

The resulting contract would be a so-called indefinite quantity/indefinite delivery, or IDIQ, contract, which the federal government often uses to establish a small group of firms which bid on or are assigned projects as they arise.

RFP: <http://odwpr.us/1X56iye>.

TECH GURU MULLOY EXITS MWW FOR CRAFTED

Molly Mulloy, GM for MWWPR in San Francisco and head of its tech practice, has moved to Crafted Communications to develop a tech operation for the food and wellness PR specialists.

Mulloy is a former consumer tech lead for Zeno Group and was global PR manager for Texas Instruments' DLP products group. She also directed Edelman Hong Kong's tech and consumer units and was at Rogers & Cowan.



Mulloy

Crafted started up in 2014 with Zeno alums Lisa Robinson and Jessica Vitale with Nature's Path as a charter client. Mulloy takes a partner role with the agency as it looks to break into the tech market.

(See MWWPR Ups Scheuermann on pg. 7)

COHEN STEPS DOWN AT EXXONMOBIL

Ken Cohen, VP of public and government affairs at ExxonMobil, will retire at the end of the year, capping a 38-year career at the energy giant.

Suzanne McCarron, GM of PA and GA for the company and president of the ExxonMobil Foundation, is expected to succeed Cohen.



Cohen

Cohen, who reaches the mandatory retirement age of 65 in January, joined the company's law department in 1977 and took his current role in November 1999. He recently led the response against New York Attorney General Eric Schneiderman's probe of the company's climate change policies. McCarron joined ExxonMobil's PA operation in 1998 and has managed comms. and corporate PA.

CAPSTRAT UPS ALBRITTON TO CEO-PREXY

Capstrat has promoted Karen Albritton, currently President of the PR agency, to CEO-President, effective Jan. 1, 2016. Ken Eudy, founder and current CEO, will become chairman.

In her new role, Albritton will be responsible for agency strategy, operations and financial performance.

Eudy will continue to provide senior counsel to clients and contribute to agency strategy.

"Karen is the ideal person to be appointed CEO at this important stage in Capstrat's evolution," said Rob Flaherty, president-CEO of Ketchum, in a statement.

Albritton joined Capstrat in 2000 and was appointed president in 2007. She was at FGI marketing and McKinney+Silver.

HAVAS, PUBLICIS MOURN LOSSES IN PARIS

Paris-based agency conglomerates Havas and Publicis are mourning the loss of six staffers in the Nov. 13 attacks that rocked the City of Lights.

Havas CEO Yannick Bollere said the group lost four "family members," referring to the fallen staffers by their first names -- Claire (Havas Media), Francois Xavier (Adcity), Christophe (Havas Life) and photographer Eric. Francois Xavier is said to be Francois Xavier Prevost, age 29.

Fabrice Dubois, 46, a staffer of Publicis Conseil and a father of two, was also killed in the attacks. The firm said via Facebook, "All the agency's upset. He was a very great man, in every sense of the word." Yannick Minivielle, creative director for Publicis RED, also died from injuries in the attacks on the Eagles of Death Metal concert at Paris' Bataclan concert hall.

Publicis chair Maurice Levy said the attacks "brought darkness upon many families," noting "our professional family was not saved from this blind, murderous madness."

SARD WORKS \$12B MARRIOTT-STARWOOD DEAL

Sard Verbinnen & Co. is providing PR counsel in Marriott International's \$12.2B bid to acquire Starwood Hotels and Resorts Worldwide, a deal to create the largest hotel company.

The combined hotelier would encompass 30 different brands, 1.1M rooms and 5,500 hotels across 100 countries. Along with the Starwood and Marriott brands, the combination will include Westin, W, Sheraton, Ritz Carlton, Residence Inn and Fairfield Inn, among others.

Sard chairman and CEO George Sard and managing director Stephanie Pillersdorf are advising Starwood in the transaction. Marriott said its in-house team is handling communications alone.

The acquisition, announced Nov. 16, includes \$11.9B in Marriott stock and \$340M in cash. Marriott said it will save \$200M in operating costs by the second year, with an extra \$1.5 to \$2B from Starwood's ongoing sales of owned hotels.

"We have competed with Starwood for decades and we have also admired them," said J.W. Marriott Jr., chairman of Marriott's board.

Subject to shareholder and regulatory approvals, the deal is expected to close by mid-2016.

METZGER GIVES UP REINS TO CO PR SHOP

John Metzger, who established tech shop Metzger Associates in Boulder, Colo., in the 1990s with a strong focus on B2B, has stepped down as CEO of the firm.

Metzger sold his ownership stake to 11-year business partner Doyle Albee, who takes full control of the firm, which is now known as Metzger Albee PR.

Metzger, who guided the firm through booms and busts in the tech sphere, said he will turn his attention to mentoring and entrepreneurship in the industry where he's spent his last 25 years building his firm. He said he leaves the firm in capable hands with Albee.

"I'm proud to have been on the team and directly involved in making history with hundreds of great clients,

through every paradigm shift of the digital age," said Metzger, who has been involved with Innovation Center of the Rockies, an entrepreneurial support group, for years, as well as the Colorado Cleantech Industry Assn. and the start-up accelerator Techstars.

HELICOPTER TOURS ENLIST MERCURY

The Helicopter Jobs and Tourism Council, an industry-backed group fighting proposals to ban chopper tours over noise and safety concerns, has enlisted Mercury for Washington support.

The council, formerly known as Helicopter Matters, is led by two main helicopter tour companies serving the New York area - Saker and Liberty Helicopters, although the group is incorporated in Arizona. It claims the industry has a \$50M impact on New York and hundreds of jobs.

Former Congressman Vin Weber leads the account at Mercury, which was hired to tackle issues related to helicopter tourism, according to its federal filing.

Senators and Congressmen from New York and New Jersey last year threw support behind a bi-state bill to ban helicopter tours.

New York's city council is mulling a bill to ban the chopper tours. The Brooklyn Heights Association tallied helicopter flights are up 600% over the past 14 years to about 60,000 per year in New York, about 80% of which are tourists.

The city has closed two heliports, most recently in 2010.

US TAKES BACK TOP COUNTRY BRAND

The United States has unseated Germany to top the global nation brand ranking of Anholt-GfK, while the UK, France and Canada maintained their top 5 positions.

Simon Anholt, the former ad exec who created the index, said Germany's slip from the top slot was because of its image as the European leader. It lost ground on its perceived governance due to immigration issues and struggling economies across Europe.

The study, based on the perceptions of 50 countries, is based on six dimensions: exports, governance, culture, people, tourism and immigration/investment.

Falling in the ranking was Greece, which slipped to 21st amid its economic woes, while Brazil climbed into its slot at No. 20. Notably, Russia rose three slots to No. 22, overtaking China, Singapore and Argentina, while Ukraine jumped two spots to No. 46.

GfK maintains a country's global reputation affects business, trade and tourism.

Here are the top 10:

1. US (2 last year)
2. Germany (1 last year)
3. United Kingdom
4. France
5. Canada
6. Japan
7. Italy
8. Switzerland
9. Australia
10. Sweden

ROCKWELL PAINTING FETCHES \$10.2 MILLION FOR NATIONAL PRESS CLUB

The National Press Club has gotten a financial shot in the arm.

The trade association on Thursday sold its Norman Rockwell painting, "Norman Rockwell Visits a Country Editor," for \$10.2 million at an auction by Christie's in New York.



The sale price was within Christie's estimate of \$10 million to \$15 million.

Seventy-percent of the proceeds will go to the Club and 30 percent will go to the nonprofit National Press Club Journalism Institute.

"The sale is fantastic news for the Club and the Institute because both entities will have additional resources to carry out their missions for many years to come," said John Hughes, president of the National Press Club, in a statement.

For years, the painting had hung outside the Club's Reliable Source room. Since Nov. 16, that space has been occupied by a replica of the artwork.

TV BOASTS HIGHEST AD REVENUES IN YEARS

TV advertising is booming, with several markets revealing double-digit gains in October, accounting for some of the best performance in nearly two years, according to a report by ad data experts Standard Media Index.

Broadcast TV ad spends climbed 12% in October, according to data released this week by SMI, which reports on advertising sales for 80% of the U.S. market. These figures officially establish October as the best month this year for broadcast TV ads, and account for the best performance in this market since January 2014. Cable ads, meanwhile, also grew 9%.

Total TV ad bookings were up 10% in October, according to SMI. All four major TV networks drew double-digit ad sales for the month, and some cable networks — including ESPN, MTV and HGTV — saw double-digit gains. Spanish-language networks Univision and Telemundo similarly experienced noted growth.

In a press statement issued yesterday on the report, SMI stated that much of TV's ad surge can be attributed to fall TV programming, as well as the beginnings of a strong NFL football season. Higher upfront pricing, as well as a "vibrant scatter market," were also cited as reasons for the uptick in ad spend activity.

"Everyone had a gut feeling that quality original programming, a solid upfront and great football ratings were delivering strong numbers and now we have the results to back this up," SMI chief commercial officer James Fennessy said in a statement. "The performance of national television is very exciting given the doldrums we were in over the summer. Media owners are justifi-

ably looking forward to a bumper holiday season."

Other media markets see ad gains

TV wasn't the only ad market to produce a good report card last month. Almost all media sectors revealed ad spending gains in October, according to SMI, even in surprising markets like newspaper advertising, where spends were up 6%.

Not surprisingly, digital media ad spends continued to soar, up 34% in October from the same period a year prior. Social media hosted much of this growth, where ads saw an impressive 129% gain from October 2014. Video also seized a big area of the digital ad category, accounting for 70% growth. Internet radio ads grew by 47%.

Magazine ad revenues, meanwhile, dipped 1%, and radio fell 11%.

'DETAILS' BITES THE DUST

Another day, another print publication shuttered.

Details, the men's fashion title, is closing, Bob Sauerberg, president of Condé Nast, which owns the publication, said in a memo to employees on Wednesday. Its December 2015/January 2016 issue will be its last.

Details, which launched in 1982, was acquired by Condé Nast in 1988. The glossy publication, with a circulation of 560,000, was able to ride a wave of popularity in the 1990s and early 2000s and capitalized on the so-called "metrosexual" craze (that now seems like a million years ago).



Similar to countless other magazines that have closed in recent years, Details was upended by the Web, as marketers migrate more of their ad dollars to online venues.

To fill the ad void left by Details, it is expected that *GQ*, Condé Nast's other men's fashion and lifestyle publication, will increase the frequency of its twice-a-year *GQ Style* publication, the *Wall Street Journal* said. Details.com will gradually transition to *gqstyle.com*, a Condé Nast spokesperson told the *Journal*.

With the closing of Details, brands and PR agencies playing in the men's fashion market will have to redouble their efforts when it comes to pitching stories and positioning their top executives for thought leadership.

Digital brands, such as BuzzFeed and Mashable, traffic in some of the same type of men's fashion and lifestyle coverage that Details provided, but the margin for error is a lot tighter.

Closing Details is just the latest attempt by Condé Nast to reconfigure its portfolio.

This month, Linda Wells, who founded *Allure* magazine in 1991, was replaced by Michelle Lee, formerly the editor and CMO of *Nylon* magazine. In October, the company acquired the music website Pitchfork for an undisclosed sum, and in August 2014, the company sold Fairchild Fashion Media, publisher of *Women's Wear Daily*, to Penske Media Corp., for a reported \$100M.

(Continued on page 4)

Details had 40 full- and part-time editorial jobs and 27 advertising jobs, a magazine spokeswoman said, per WWD. Of these, about 55 are being let go with about 12 digital staffers transitioning to GQStyle.

GAWKER TO REBRAND AS POLITICAL SITE

Internet gossip pioneer Gawker.com is moving in a new editorial direction, as part of a massive shakeup at parent company Gawker Media Group that includes staff layoffs and the closure of several of its longstanding sites.

Gawker's veer into politics apparently comes as a bid to boost its charm among advertisers and audiences in the wake of high-profile criticisms the gossip-centric site weathered earlier this year. In a memo to staff, Gawker Media executive editor John Cook said the rehaul is a means of fixing "a longstanding lack of permanent leadership" at the media group's flagship site.

In that memo, Cook clarified the company's vision in transitioning Gawker to a forum focused on political coverage, stating that the revamped site will "take a 'Daily Show' approach to covering the ever-intensifying culture wars, documenting, satirizing and reporting on the ways that political disputes are refracted in every aspect of our popular culture."

In a separate 1,000-word staff memo, Gawker Media Group founder and owner Nick Denton claimed the site, where political stories are already common, is well-prepped to successfully "ride the circus of the 2016 campaign cycle, seizing the opportunity to re-orient its editorial scope on political news, commentary and satire."

"Politics, writ large, has provided the scene for some of Gawker's most recognized editorial scoops," Denton's memo continued. "More than any other facet of the American system, the politico-media blob begs puncturing by some sharp Gawker wit and probing by Gawker's inquisitive journalists."

As part of the transition, about a half-dozen staffers have been let go. New editorial staff will be brought into the fold, including at least one new political columnist, according to a report by the *New York Times*.

The company is also shuttering numerous Gawker sub-sites, including long-standing site Defamer (which covers Hollywood), Morning After (which focuses on television), Valleywag (which follows Silicon Valley) and The Vane (which reports on weather). Jezebel sub-sites Millihelen and Kitchenette, Lifehacker's Workshop and AfterHours, and Gizmodo's Indefinitely Wild are also on the chopping block.

Meanwhile, Gawker Media Group's popular technology site Gizmodo will see content tweaks, to be overseen by new editor-in-chief Katie Drummond, formerly deputy editor at Bloomberg Business, who assumed her new role Nov 1. Sports site Deadspin will also get new writers, and Jezebel will now host a new sub-site focusing on beauty and health.

Gawker's massive overhaul comes after the company was embroiled in controversy when it published in July an article detailing Condé Nast CFO David Geithner's alleged attempts to solicit a male escort in Chicago,

thereby outing Geithner — a married father of three — as gay. Criticism surrounding that story continued, albeit in different form, when Gawker Media executives decided to pull it from the site. That decision led to the resignations of several of Gawker's top editors. Following the controversy, Denton warned staff in a memo that changes were coming to the site that would make it "nicer."

Gawker Media Group properties reach a total of 104 million people each month, according to Quantcast.

REPORT: YAHOO ADDED TO FANTASY INQUIRY

For any company even remotely associated with daily fantasy sports sites, it is high time to read the fine print and make sure the process is above board.

The New York State attorney general has expanded his investigation into daily sports sites and sent a subpoena to online media company Yahoo, according to the *New York Times*.

The move comes a week after the attorney general's office issued letters to fantasy sports sites FanDuel and DraftKings demanding that they stop their games in New York. A state court on Monday denied the two companies' requests for temporary restraining orders but scheduled a hearing for next Wednesday, when the injunction is expected to be considered, the Times said.

On that front, the PR battle has begun.

DraftKings, which is based in Boston, said it would continue to take entries for customers in New York.

"We believe the attorney general's view of this issue is based on an incomplete understanding of the facts about how our business operates and a fundamental misinterpretation and misapplication of the law," DraftKings said in a statement.

For its part, FanDuel said that it would temporarily prevent New York customers from playing.

"We maintain, unequivocally, that FanDuel has always complied with state and federal law," the company said in a statement. "We look forward to vindicating our position in court next week."

Yahoo, which expanded from season-long fantasy sports into daily games in July, said on its site that it was continuing to take bets from New York users.

"Yahoo does not comment on legal matters," a spokesman said in a statement. "We are monitoring industry trends and events closely and believe that we offer a lawful product for our Daily Fantasy Sports users."

BLOOMBERG DEBUTS BLOOMBERG GADFLY

PR pros and marketers have a new media venue to pitch: Bloomberg Gadfly.

The website, which launched this past weekend, provides takeaways on markets, finance, companies and technology. Editors both from within Bloomberg and from other news organizations contribute to the website.

The Gadfly team will tap into Bloomberg's global network of 2,400 journalists as well as the data and analytics on the Bloomberg terminal.

Gadfly is an expansion of the opinion section, Bloomberg View, and is led by Timothy L. O'Brien in New York with assistance from Edward Evans in London, Paul Sillitoe in Hong Kong and Beth Williams in New York.

NEWS OF PR FIRMS

FIRMS WORK CHINESE PLAY FOR PERICOM

Chinese microchip maker Montage Technology Group and Silicon Valley's Pericom Semiconductor Group have engaged financial PR counsel in a three-way play to acquire Pericom.

Montage's improved \$19-per-share, \$442M offer for Pericom this week surpassed a \$17.75-per-share September bid by Diodes Incorporated of Plano, Tex.

Pericom, however, is urging its shareholders to accept the earlier Diodes bid as a special meeting of shareholders is set for today.

Montage is working with Joele Frank and proxy firm Innisfree M&A Inc., while Pericom is relying on Sard Verbinnen & Co and MacKenzie Partners.

"We are shocked that Pericom's Board of Directors would continue to deny its shareholders the opportunity to receive a full \$1.25 more per share than they would receive in the inferior Diodes transaction," the company said, adding that it has "committed financing" and would pay shareholders "promptly."

Pericom and Diodes are publicly traded on the Nasdaq, while Montage is privately held and based in China.

PHELPS NAMES CHAMBLISS PRESIDENT

Santa Monica-based PR and advertising agency Phelps has named Ed Chambliss president.

Chambliss, who was formerly Phelps COO, managed accounts for clients such as Petco, DirecTV and Public Storage. He's held that position since 2011. Chambliss joined the agency in 1999 as team leader.

Prior to his tenure at Phelps, Chambliss worked as a writer for advertising agency BBDO, and also taught copywriting at the Portfolio Center in Atlanta.

In a statement, Phelps chairman and CEO Joe Phelps noted Chambliss' "remarkable skill set," as well as his "marketing and technology savvy, and an excellent ability to attract and keep smart, caring people."

Phelps' recent expansion has prompted the agency to relocate from its Wilshire Blvd. headquarters of almost two decades to a new office in Los Angeles' Playa Vista neighborhood.

The agency makes the move in January.

R&J REBRANDS, ACQUIRES FIFTH ROOM

NJ-based agency R&J Public Relations announced it has acquired boutique marketing communications firm Fifth Room Creative.

Denville, NJ-based Fifth Room Creative, which specializes in branding, graphic design and creative development, has moved into R&J's Bridgewater offices as a result of the acquisition.

The integration of the two agencies has now prompted R&J to rebrand as R&J Strategic Communications.

Fifth Room Creative principal and creative director Steve Guberman now assumes the new role of VP of creative and digital services at R&J, and will be responsible for leading the agency's design team.



Chambliss

NEW ACCOUNTS

New York Area

Nourie Group, New York/Unfiltered Wit Media, Florida-based content company, for branding/launch; Continuity Logic, GRC enterprise software platform, for counsel; LKG Advisors, Seattle-based Commercial RE BIMS platform, for business development comms.; and ActiveAlts, active ETF manager for BD comms.

MGA Media Group, New York/Renaissance Hotels, for PR for the spring 2016 opening of the Renaissance New York Midtown Hotel at 35th St. and 7th Ave., including media strategy, partnerships and launch events on a local and national scale.



Brandstyle Communications, New York/Dr. Armando Hernandez-Rey, board-certified reproductive endocrinology and infertility specialist; ELOQUII, online retailer for women's plus-size clothing and accessories; and CEP, sportswear apparel unit of Germany's media, all for PR.

Red PR, New York/Louville, chic shower wear, for US media relations and consumer PR for the Australian maker of shower turbans and headbands.

South

ReviveHealth, Nashville/Arcadia Healthcare Solutions, as AOR; Connecture, Web-based consumer shopping, enrollment and retention platform for health insurance distribution; Kyruus, patient management software provider; Livongo Health, consumer digital health company; Lucro, a marketplace aimed to simplify and clarify the healthcare decision-making process via a private community and collaboration with trusted colleagues; and T-System Inc., healthcare PR.

Southeast

Brandware, Atlanta/Bandago Van Rentals, rental agency specializing in touring bands and other groups, as AOR for PR.

Midwest

Airfoil, Royal Oak, Mich./Ambassador, referral marketing platform; NH Learning Solutions, network of 17 computer learning centers across 10 states; Glance Networks, web-based sharing and web conferencing software; and WorkWave, cloud-based field service and fleet management software, for PR and marketing comms.

Mountain West

Weber Shandwick, Denver/Colorado Education Association, labor union for 37,000 public sector teachers, as strategic communications AOR.

Southwest

TrizCom PR, Dallas/Transformance, formerly Consumer Credit Counseling Service, as AOR, including PR and media outreach. The client operates in Texas, Oklahoma and Colorado.

West

Walt & Company, Campbell, Calif./Acxiom IT, Illinois-based IT services provider, as AOR for PR.

NEWS OF SERVICES**NIRI ROLLS OUT FIRST CREDENTIAL PROGRAM**

The National Investor Relations Institute on Tuesday introduced its first-ever professional credential, the Investor Relations Charter.

Candidates may now apply to sit for the inaugural March 2016 IRC examination; applications are available on the NIRI website.

Developed and managed by NIRI, the new IRC certification program establishes a common framework for what defines the profession of investor relations (IR) and also provides IR professionals with the opportunity to demonstrate their knowledge and expertise of IR.

NIRI President and CEO Jim Cudahy has been on the road promoting the accreditation via NIRI chapters as well as investor relations conferences, said Matthew Bruschi, VP of communications and practice information at NIRI.

Brusch said there were three eligibility requirements to apply for the credential:

- A Bachelor's degree, with at least three years of IR experience.
- Six years of IR experience, with no degree requirement.
- Three years of IR experience, with a certification related to IR, such as CFA (Chartered Financial Analyst) designation.

The IRC Program is a comprehensive, four-hour, 200-question exam that gauges candidates' ability to apply their fundamental knowledge and skills within the practice of investor relations.

NIRI will offer the exam twice each year across one-week testing windows at computer-based testing centers throughout the world. NIRI, the largest professional IR association, has more than 3,300 members representing more than 1,600 publicly held companies.

ISENTIA ACQUIRES KING CONTENT

Isentia, which provides media intelligence, has acquired content marketing firm King Content for an undisclosed price. With King Content on board, Isentia can now offer clients several additional services, such as content creations and content marketing strategy.

"This acquisition provides a great fit for our existing clients, with further opportunities to extend our relationships into the marketing channel and access new clients across the region and globe," said John Croll, CEO and managing director of Isentia, in a statement.

Isentia filters information from more than 5,500 print, radio and television media outlets and 250-plus million online conversations per month.

OMC FOLDS ZOCALO INTO CRITICAL MASS

Social agency Zócalo Group has merged its operations into sister Omnicom shop and global digital experience agency Critical Mass.

Both operate under Omnicom's Diversified Agency Services group with Zócalo functioning as a fully integrated affiliate of Critical Mass.

DAS chair and CEO Dale Adams said OMC is "pleased to see these powerhouses move together under one roof."

PEOPLE**Joined**

Peter DePasquale, who directed government and external relations for coatings and industrial gases provider Praxair, has moved to telecom giant Frontier Communications Corp. as VP of communications and public affairs. Publicly traded Frontier, based in Norwalk, Conn., provides broadband, voice and data security services in 28 states. DePasquale, a lawyer, will develop Frontier's corporate comms. and engagement strategy on a national basis. He reports to EVP, general counsel and secretary Mark Nielsen.

**DePasquale**

Soren Dayton, a senior counselor and VP at Rasky Baerlein Strategic Communications, has moved to Hill+Knowlton Strategies in Washington as a senior VP focused on digital advocacy. The digital PR specialist was at Prism Public Affairs through its merger with Rasky in early 2014 and earlier was a senior strategist for New Media Strategies, the DC digital marketing shop now part of MXM Social. Dayton was a legislative aide to Rep. Nick Smith (R-Mich.) and coordinated delegates for Sen. John McCain's 2008 presidential bid. Ellen Moran heads H+K's DC office.

**Dayton**

Nicole Kieser, planning manager, Fox 25 News Boston, to CGPR, Marblehead, Mass., as senior VP, overseeing client relationships, planning and execution of programs and agency growth. She was previously assignment manager at New England Cable News and VP for news operations and director of TV relations at Regan Communications Group.

Julie Martin, PR manager, Gensler's New York office, to The Halo Group, New York, as VP of PR.

Mary Caracciolo, senior VP of news and planning at Al Jazeera America, to Lincoln Center for the Performing Arts, New York, as chief of PR and media strategy, responsible for the organization's PR and media strategies and messaging for all institutional initiatives, programs and performances. She has worked at ABC and CNBC.

Rachel Rauth, senior A/E, SSPR, to Buchanan PR, Philadelphia, as a senior A/E.

Sasha Blaney, A/E, rbb PR, and **Jen Milton**, corporate communications coordinator for MEDNAX Inc., to O'Connell & Goldberg, Hollywood, Fla., as senior A/Es. **Alyssa Wickham**, A/C, Hemsworth Comms., joins as an A/E.

Promoted

John Reilly to senior VP, entertainment and multicultural communications, Rogers & Cowan, Los Angeles. He joined in 2001 and was previously VP of the firm's music division. He has repped Ricky Martin, Enrique Iglesias, Nelly Furtado, Tony Bennett and Natalie Cole, among others.

Grant Toups to managing partner, PulsePoint Group, Fairfax, Va., managing day-to-day operations of the digital consulting unit of ICF International.

FERNANDEZ: EMBRACE PR CRITICS

PR and marketing executives need to engage with their “most ardent critics to try to establish a shared understanding of the facts and see if we might achieve a shared belief in a collective aim as to where we are going and how we might get there,” Mike Fernandez, corporate VP of corporate affairs at Cargill, told nearly 250 PR and marketing executives earlier this week at the Institute for PR dinner at the Yale Club, New York.

Fernandez, who was given the Alexander Hamilton Medal for Lifetime Contribution to PR, added: “It’s never easy. As we know from many a survey fewer people trust business, government, NGOs and other institutions than ever before. To rebuild that trust requires a greater degree of transparency and dialogue, which is difficult to do if the reflex of our leaders is to retreat and cover in the midst of conflict, or worse yet require us to communicate something less than the truth.”

Fernandez also stressed that the PR field needs to do a better job at diversity.

“This fall for the first time the overall number of Latino, African-American and Asian students in U.S. public K-12 classrooms surpassed the number of non-His-



Ken Makovsky (left), President of Makovsky, with former IPR president-CEO Frank Ovaite (center) and Tina McCorkindale (right).

panic whites,” he said. “If we do not move more quickly to provide a hand-up to our diverse talent through focused professional development, networking, mentorships and real opportunities, our charge to communicate might be compromised by an inability to relate to the very audiences we seek to reach.”

Fernandez’s was one of several communication executives honored by the IPR.

Gary Sheffer, VP of corporate communications and public affairs at General Electric, who is retiring from GFE at the end of the year, was given the Jack Felton Medal Recipient. The award is named after the late Jack Felton, who was CEO of IPR for 10 years and two-time PRSA president. Dr. Anne Gregory, professor of corporate communications, University of Huddersfield, was given the Pathfinder Award, the highest academic honor bestowed by IPR in recognition of original PR research. Gregory’s research focuses on capacity building in PR and corporate communications.

Tina McCorkindale, who in May took charge as President-CEO of the Institute for Public Relations, hosted the festivities.

McCorkindale succeeded PR legend Frank Ovaite, who has retired to a horse farm in Kentucky.

Ken Makovsky, co-chair of the Institute for Public Relations Board and President of Makovsky, showered Ovaite with kudos.

“While Frank was at the Institute, he helped champion the mission of IPR—he is a pillar of our profession. He emphasized that the research we do should be made available for free,” Makovsky said. “He helped craft a development plan, and one of his greatest contributions was ‘The Essential Knowledge’ project that can be accessed on the IPR website. It is an online guide of the best research in terms of how organizations build and manage relationships with customers, communities, employees and other stakeholders.”

He added: “[Ovaite’s] leadership, organizational and management skills, his intellectual and creative capabilities and his love for IPR and our business as a whole are beyond compare.”

Accepting an IPR decanter, Ovaite said: “Support the science beneath the art. If you want to honor me, keep it going.”

U OF L REVIEWS PR PITCHES

The University of Louisville is considering pitches from national PR firms to guide long-term strategy, crisis communications and bolster its next fundraising campaign. The school’s vaunted basketball program drew national scrutiny in October centered on outlandish and allegedly illegal behavior by its players.

The work will include crisis planning, PR to support brand strategy and stakeholder communications, as well as media relations and other PR duties.

A seven-month contract is planned with a two-year renewal option is expected.

Proposals were due Nov. 20.

MWWPR NAMES JP SCHUERMAN WEST PRES.

MWWPR on Thursday promoted to JP Schuerman to president of MWWPR’s Western Region. He was previously executive VP, general manager of the Western Region.

Since joining MWWPR in 2012, Schuerman has helped to expand the agency’s presence in San Francisco and Los Angeles and strengthened its consumer, technology, travel and LGBT practices through new client wins.

In his new role, Schuerman will oversee the Los Angeles, San Francisco, and Dallas offices, as well as MWWPR’s national LGBT, Travel and West Coast Technology practice groups.

In addition, Schuerman serves on MWWPR’s executive committee and leads agency-wide cultural initiatives.

Michael Kempner, president-CEO of MWW, said in a statement: “JP’s motivating leadership, contagious positivity, and entrepreneurial spirit have been a huge asset to the company and our clients, and are invaluable as we shape an even more exciting future for MWWPR.”



Schuerman

PR OPINION

The Committee to Protect Journalists, whose kitty grew 12.8% to \$16.7 million in 2014, will host 1,000 blue chip and top media execs Nov 24. Emcee is ABC-TV's David Muir, dubbed the "Anchor Monster" by the *New York Post*.

There will be increased interest in what is said at the dinner because of the terror incidents in Paris, Mali and elsewhere. Stars of the dinner will be journalists who have braved hostile regimes to perform their duties.

Steven Swartz, CEO of Hearst, is chair.

NYP Page Six's Emily Smith wrote on Sept. 9 that Muir "screams at the crew unless ABC News president James Goldston is around." Muir returned from Rome after interviewing Pope Francis "cranky and has been lashing out at the staff," she wrote, earning him the nickname "Anchor Monster."

CPJ, journalism's richest group by far, is dedicated to helping journalists ply their trade but discourages coverage of itself.

The dinner is always held on the Tuesday night before Thanksgiving to discourage coverage by mainstream press. The only mention in the *New York Times* will be a photo or two on the Sunday "society" page.

Working press are not allowed on the ballroom floor of the Waldorf-Astoria but sit upstairs where they dine on sandwiches and potato chips. Regular seats are a minimum of \$1,000 each with "underwriters" paying \$100K for a table of 12. "Leadership" tables of 12 are available at \$50K each.

CPJ hosts the only function we have ever attended where reporters get a different and inferior meal from the rest of the attendees.

Last year another \$235K was raised via a white paper bag that was passed from table to table. The John S. and James L. Knight Foundation then matched the amount. A "New Initiatives Fund" raised another \$858K.

CPJ supporters include virtually all of the major media and many hundreds of blue chip corporations and institutions from Altria, American Express, Blackstone, Bloomberg, and Citigroup to Time Warner, Viacom and the *Washington Post*. They are listed in the annual CPJ report.

CPJ (EIN: 13-3081500) reported net assets of \$16,776,340 as of Dec. 31, 2014. This included publicly traded investments of \$11,714,860; pledges and grants of \$3,376,656; other investments of \$1,327,260; cash of \$529,369; and savings of \$266,267.

CPJ Focus Is Outside U.S.

The focus of CPJ's 27 fulltime staffers is almost exclusively on interference with press coverage abroad.

We have brought to its attention the inability of The Center for Media and Democracy, Madison, Wis., to gain access to events of the American Legislative Exchange Council, called "a secretive group financed by major corporations that drafts model laws for conservative, state-level politicians" by NYT columnist Paul Krugman. He says its "supply-side" theories that say lower taxes on the rich will benefit all "crashed and burned two decades

ago." Reporters for CMD are evicted from Marriott and other hotels used by ALEC.

Gregory Kohs, founder of mywikibiz.com and the only journalist covering Wikipedia regularly, was banned from the WP conference in New York May 28-June 2, 2014.

PR Society of America banned all reporters from its annual legislative Assembly in 2011, 2012 and 2013. O'Dwyer reporters were allowed to cover in 2014 but they were then banned from all events at the 2015 conference in Atlanta Nov. 8-10.

PRSA has never allowed the O'Dwyer Co. to exhibit its products. It is currently illegally withholding its 2014 IRS Form 990 from the O'Dwyer Co.

CPJ has either ignored attempts to bring these domestic situations to its attention or has said it is "too busy" with other matters to attend to them.

An O'Dwyer reporter went to the offices of CPJ a few blocks away at 330 Seventh Ave. in July 2014 in an effort to speak to some of the staffers but no one would come to the reception area. A letter addressed to executive director Joel Simon and copies of O'Dwyer's Directory of PR Firms and O'Dwyer's NL were left with the receptionist.

CPJ says its mission is to "take action when journalists are censored, harassed, threatened, jailed, kidnapped or killed for their work without regard to political ideology." It does not place any geographical limits on its activities. Its foreign focus, while highlighting interference with press coverage abroad, ignores the loss of tens of thousands of journalist jobs in the U.S. as well as the harsh face presented to reporters by companies, trade associations and municipalities, an example of which is the policy of CPJ.

Paul Steiger, managing editor of the *Wall Street Journal* from 1991-2007, was chair of CPJ from 2005-2010 and remains on its advisory board.

A similar policy is followed by the New York Financial Writers Assn. There were no press tickets to its "Financial Follies" Nov. 13. Reporters who wanted to cover had to buy a ticket for \$400 or seek an invite from one of the corporate sponsors.

They could also pay \$100 for a seat. The result was no media coverage which seems to be the aim of NYFWA (and CPJ).

Amanpour Tangled with Russian TV Host

CNN correspondent Christiane Amanpour, a CPJ director and a host of last year's event, clashed with Anissa Naouai, host of the "In the Know" show of the RT Russian news station.

Naouai, appearing on Amanpour's nightly talk show, disputed CNN's accusations that the Russian network is part of President Vladimir Putin's "propaganda war."

Naouai, a native New Yorker who graduated from Hunter College, noted on the CNN show that Amanpour is married to James Rubin, chief spokesperson for the U.S. State Dept. from 1997-2000 and wondered if this presented a conflict for Amanpour.

– Jack O'Dwyer