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O'Dwyer's Newsletter

The Inside News of
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HANOVER GOBBLES UP BELLPOTT/MIDDLE EAST

Britain's Hanover Group has acquired Bell Pottinger Middle East and its 14 staffers headed by managing director Archie Berens.

Accountant BDO, which is administering the disposition of the assets of collapsed Bell Pottinger, hammered out the deal with Hanover, which has fees in the \$30M range.

Jonty Summers, Hanover Middle East managing director, will head the combined business with Berens moving into the chairman slot.

Hanover founder/CEO Charles Lewington called the Bell Pottinger Middle East unit "a terrific business with a talented, professionally run team which presents a strategic opportunity for Hanover to supercharge its growth in the region."

Prior to launching Hanover, Lewington was press secretary to former UK prime minister John Major and reporter for the *Daily Express*.

Hanover, which has offices in London, Dublin and Brussels, has provided corporate and PA counsel to blue-chips such as Goldman Sachs, Microsoft, Sky TV, Tata Steel and Airbus.



Archie Berens

WPP'S SORRELL CAVES IN FIGHT FOR ASATSU-DK

WPP boss Martin Sorrell has ended his bid to block Bain Capital's \$1.3B takeover of Asatsu-DK, Japan's No. 3 ad agency.

The British ad/PR conglomerate, owner of a nearly 25 percent stake in ADK, had maintained that the private equity firm's offer had undervalued the assets of the Japanese agency.

Bain announced that WPP has now agreed to withdraw legal proceedings against ADK, pending the successful completion of the tender offer.

It would then discuss an investment by WPP as a non-controlling minority shareholder, according to a report in the *Financial Times*.

WPP and ADK had a cross shareholder and business alliance for the past two decades. ADK plans to sell its investment in WPP, which is valued at around \$550M and scout for opportunities beyond the Japanese market.

Bain's tender offer for ADK closes Dec. 6.

"We now hope ADK's other shareholders will recognise the attractive valuation and liquidity opportunity presented in our fair and fully priced offer, and tender their shares," David Gross-Loh, Bain managing director, said in a statement.



Martin Sorrell

MILWAUKEE DESIRES PR FOR STREETCARS

Milwaukee is looking to hire a PR/marketing firm to promote a new streetcar system that will link downtown destinations, activity centers and neighborhoods as well as supporting planned development projects.

According to the Nov. 21 RFP from the Dept. of Public Works, the campaign's purpose is to "increase visibility, build excitement, generate ridership and drive positive outcomes for the streetcar system."

The RFP notes that Milwaukee currently lacks a "high-quality transit system."



Construction on Phase I of the streetcar project began during the summer of 2016.

Slated to open in mid-2018, that \$130M network will connect the central business district with the dense housing on the lower east side to provide service to residential, commercial, employment, parking and hotel facilities.

The DPW expects its PR partner to handle communications during the pre-operations phase, launch and through normal operations. The contract runs three years with the option to renew annually for up to two more years.

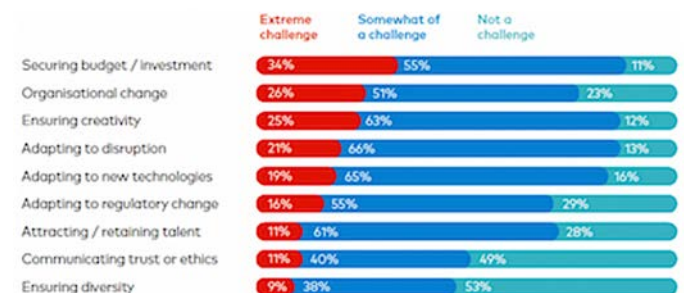
Proposals are due Dec. 22. Send to DPW chief engineer Jeffrey Polenske at Jeffrey.Polenske@milwaukee.gov.

PR PROS PLACE BETS ON CONTENT IN 2018

Content creation initiatives, along with digital marketing and social media undertakings, will take a growing share of companies' marketing budgets within the coming year, according to a [global survey of in-house communications](#) and marketing pros by financial PR shop **Cognito**.

More than half — 61 percent — of communications pros said they plan to boost investment in content creation offerings in 2018, according to the survey. A similar number — 56 percent — said they see a greater share of their budget

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How in-house communications and marketing pros rank challenges for their teams over the next 12 months.

PR PROS PLACE BETS ON CONTENT IN 2018

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going toward digital marketing over the next 12 months, and 54 percent said the same for social media. This was followed by digital advertising, at 48 percent.

Cognito's findings suggest that marketing and communications pros are adapting to new technologies in a bid to keep up with the evolving media landscape. Data analytics was cited as the technological development most communicators believe will significantly impact their work over the next 12 months (79 percent), followed by marketing automation (57 percent) and mobile marketing (54 percent). An overwhelming majority of communicators polled — 83 percent — said technological disruption is the greatest challenge currently facing their marketing teams.

However, despite what appears to be widespread acknowledgment of digital technology's importance, the single biggest obstacle facing in-house communicators today, according to 86 percent of the survey's respondents, was the challenge of securing budget and justifying spending.

In-house communicators also seem to recognize that a considerable gap remains between what communications tools their organization needs and the skillsets they believe their teams currently possess to make those objectives happen. Specifically, while most communicators said they believe their organization possesses an understanding of their target audience, as well as a confidence in their organization's communications strategy and their ability to integrate marketing and communications activities effectively, the survey also found communicators are far less sure regarding their capabilities in the digital and social realms.

A third of communicators polled characterized their company's in-house expertise at social media as "limited," and 34 percent said the same in regard to their company's digital marketing capabilities. Only half said their company has an effective social media strategy, and only slightly more than a third — 36 percent — say their CEO has any functioning social media presence at all.

Nearly 40 percent characterized their own communications team's marketing technology expertise as limited, and the survey found communicators have the highest levels of confidence in their teams' abilities when it comes to traditional communications endeavors such as media relations, events and corporate communications.

Overall, 80 percent of respondents said technological adaption was a top challenge for their communications and marketing teams in the course of the next year.

Finally, the survey discovered that LinkedIn's effectiveness at paid campaigns and targeting has caused that medium to surge in popularity among communicators, with 85 percent characterizing the job networking hub as more important to their business than it was a year ago. Google, Twitter and YouTube were also cited as important channels. On the other hand, traditional broadcast outlets, Facebook and newspapers were seen as less of a priority than in previous years by 35 percent, 23 percent and 24 percent respectively.

Cognito polled 165 communications pros in September across the banking, asset management, wealth management, FinTech, insurance, technology and professional services sectors in the US, EMEA and APAC regions.

NYT LETTER CAUSES BACKLASH

A *New York Times* letter by columnist **Nicholas Kristof** to subscribers Nov. 20 thanked them for being readers.

"I couldn't do my work without you," said the First Class letter. It added:

"As you realize, the business model of journalism is struggling in the internet age. So when I hear from subscribers how much they depend on the *New York Times*, I tell them: We depend on you."

"We have your back, because you have ours," wrote Kristof, "And that's why it's me writing this letter and not someone in marketing."

Kristof is a liberal-oriented columnist, covering human rights, women's rights, health and global affairs. He is a critic of many of the policies of the Trump Administration.

Some readers felt Kristof had been placed in the role of a marketer.

Other NYT Reporters Quoted

Nineteen other NYT reporters were quoted in a full page of the paper expressing similar gratitude to readers. Reporter Gina Lamb says, "We do this work for you, and we couldn't do it without you."

Staffer Ken Paul says, "Day in and day out, the Times' readers and journalists lend one another ideas, and passion, and even hope."

Politico magazine said NYT was "**groveling to their readers**" and called it "pathetic."

Senior media editor Jack Shafer said the assumed message of one NYT editor might be, "Help! We're being held hostage in the basement of the Renzo Piano-designed NYT building by the marketing staff and they've promised to blow our brains out and chum the waters of the Hudson with our families unless we issue these mortifying endorsements."

"These corporate blandishments sound wrong coming from journalists because we've been trained to regard them as cynical, independent, defiant-of-authority cusses—which they are," wrote Shafer.

NYT on Dec. 27, 1993 and March 7, 1994 reported on O'Dwyer coverage of a talk TJFR publisher Dean Rotbart gave to the 1993 annual conference of PRSA. A lawsuit by TJFR claimed coverage was maliciously false. **All charges were dismissed** by Federal Court and a settlement was reached with TJFR.

Sulzberger at Hunter College

NYT publisher Arthur Sulzberger, Jr., executive editor Dean Baquet and Jack Rosenthal, former editorial page editor,

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Nicholas Kristof

A heartfelt thank you to our subscribers.

As a supporter of The Times, you're the core of our work. You drive our reporting, make our opinions, share your suggestions and inspire others to take action. It's for these reasons, and many more, that our journalists appreciate Times subscribers like you.



The New York Times

[Click to enlarge](#)

NYT LETTER CAUSES BACKLASH

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addressed a program at [Hunter College May 22, 2015](#).

Sulzberger talked about the transformation from a company reliant on advertising revenue to one dependent on circulation sales. Advertising, which once generated 90 percent of revenues, now accounts for 40 percent of sales. He urged the audience to encourage family members and friends to subscribe.

Sulzberger said family control of the Times is a point of pride. He is one of eight family trustees who meet annually to discuss business.

He noted that a recent survey found that only three percent of family-owned businesses survive into the third generation. Only three questions were allowed from the audience.

MORGEN-WALKE RE-LAUNCHES AS ADVISIRY

AdvisIRy Partners Group LLC has launched as a successor to investor relations agency Morgen-Walke Associates, which had been the biggest independent IR shop. Lighthouse Global Network in Chicago, which was owned by several private equity firms, acquired MWA in 2000.

AdvisIRy, which is headquartered in New York City, aims to address the challenges that public and pre-public companies experience in capital markets. In addition to investor services, it offers a range of services that includes financial media relations, crisis communications and IPO preparation.

“We formed AdvisIRy in order to provide clients with the best of both worlds—comprehensive advice coming from former sell-side analysts who recently covered their industry categories, combined with the communications experience and skills of seasoned IR professionals,” said partner Lynn Morgen.

The firm’s client roster is comprised of companies involved in business services, real estate services, technology, industrials, consumer/building products and energy.

“As former analysts,” said partner David Gold, “we are able to leverage years of investment community experience and institutional investor relationships to assist clients in achieving their objectives in today’s complex capital markets environment.”

KETCHUM CATCHES WOLF

Ketchum has snagged Samantha Wolf from Havas PR for the senior VP-corporate media strategy slot.

Prior to holding the senior VP slot responsible for corporate and global units at Havas, Wolf did a nearly six-year stint at KCSA Strategic Communications.

At Ketchum, she reports to John Bradbury, director of the New York corporate practice in the Omnicom unit’s global issues & crisis management network.



Lynn Morgen



Samantha Wolf

ACCOUNTS IN TRANSIT

5W Public Relations has been named PR agency of record by **The Trade Desk**, a global technology platform for buyers of advertising. The agency has placed The Trade Desk CEO and founder Jeff Green and other executives into features in Recode, Business Insider, Entrepreneur, and in broadcast segments on CNBC and Cheddar TV. 5W has also highlighted the company’s key announcements such as its partnership with White Ops to fight ad fraud and the launch of its Connected TV product in publications such as *Adweek*, MediaPost and AdExchanger.

Troy, MI-based **Bianchi Public Relations** has been named PR agency of record for law firm **Jaffe Raitt Heuer & Weiss, P.C.**, Bianchi will help Jaffe with media relations around its key business law growth areas – including entrepreneurial start-ups, technology, real estate, estate planning, intellectual property, privacy and data security, mergers and acquisitions, and nonprofits. It will also promote the firm’s upcoming 50th anniversary and related future-focused activities. Adriana Van Duyn, a 13-year veteran with Bianchi, will direct the firm’s work for Jaffe as account supervisor.

Matter Communications has been named AOR for **ZappRx**, a Boston-based digital health company aimed at reducing the administrative burden associated with prescribing specialty medications. Matter will support a comprehensive PR program for ZappRx, including executive and customer-focused media relations, social media, awards, speaking, branding, messaging and overall strategic counsel. “As we continue to increase our focus on the healthcare industry, ZappRx is an excellent example of the kind of companies we want to represent,” said Matter CEO Scott Signore. “We are looking forward to a long and fruitful partnership.”



Scott Signore

PEOPLE ON THE MOVE

Princeton University has named **Brent Colburn** VP-communications and PA, effective Feb. 1. Colburn comes to Princeton from the top communications post at the Chan Zuckerberg Initiative, the philanthropic organization founded by Facebook CEO Mark Zuckerberg and his wife, pediatrician and educator Dr. Priscilla Chen.

Lippe Taylor has added **Elisabeth Bromberg** to its senior leadership team as senior VP, digital & social. Prior to joining Lippe Taylor, Bromberg was director of global social media at Kiehl’s, leading multiple award-winning digital campaigns. She has also worked for such companies as Publicis Groupe’s MRY, VaynerMedia, MullenLowe Profero, and L’Oreal, developing campaigns for Neutrogena, Listerine, Coca-Cola, Dove, TRESemmé, Smirnoff, and Kiehl’s, among others.



Elisabeth Bromberg

PR OPINION

Americans spend an estimated \$30 billion yearly on physical therapy to attack aches and pains. Doubts remain as to the effectiveness of the treatments.

PTs deliver an average of 3.4 weighted procedures during a visit. Since the average Medicare payment is between \$26 and \$30 per procedure, a single PT session costs around \$100.

PR people are among those footing this bill and may have had experiences with PT themselves.

PT treatment centers have numerous pieces of expensive equipment designed to build muscle strength—a 180-degree flip-flop from decades ago when the dominant regimen for muscle-building was “Dynamic Tension” as **promoted by Charles Atlas**.

That involved applying one muscle against another to build strength.

This writer spent much of his youth at the local YMCA whose purpose was to develop “a healthy spirit, mind and body.” That remains its purpose.

As a “junior leader” we helped to conduct classes in exercises that included push-ups, deep-knee bends, sit-ups, running around a track at the gym, swimming, etc. No devices were used.

U.K. Study Backs Self-Treatment

The **British Medical Journal** found in 2016 that self-treatment for ankle sprains, the “most common musculoskeletal injury,” worked just as well as PT.

Queen’s University in Canada studied 503 patients who had torn a lateral, or outer, ankle ligament and monitored their recovery. Over the next six months, they were told to rest, ice, elevate, apply compression, and restrict weight-bearing activities on their own. Half of the patients got up to seven sessions of PT.

At one, three, and six months, the researchers assessed both groups’ recovery. At no time were the participants receiving PT faring any better than the participants who did self-care. Everyone’s ankle functionality, on average, progressed about equally.

“Intuitively, you’d expect that if you were getting additional therapy, you’d see better results,” says lead researcher Brenda Brouwer. “But we just didn’t see that in terms of functional benefits.”

Had Bad Personal Experience

This writer had a bad personal experience with PT after we sustained a hairline fracture of our left ankle in a fall.

A doctor prescribed a **heavy boot** designed to immobilize the ankle. The ankle healed in about six months but weakness developed in our right leg.

The doctor prescribed PT. However, strenuous exercises resulted in lower back pain that made sleeping difficult and PT was halted. Rest had been the best cure.

NYT Covered PT

A *New York Times* article 1/6/2010 on PT by Gina Kolata, was titled: “**Treat Me, But No Tricks Please.**”

“There is a growing body of evidence that supports what physical therapists do but there is a lot of voodoo out there too,” James Irrgang, Ph.D., told Kolata. He is

currently Scientific Director of the American Physical Therapy Assn.’s Physical Therapy Outcomes Registry.

“Voodoo” treatments Irrgang described were ice and heat and ultrasound. “There is no evidence showing laser and release—a massage technique—to be effective in helping injuries heal,” he said.

Ice and heat can control pain but the “underlying injury remains,” he said.

He noted that people often drop out of the PT programs before completion “and it is often because the treatment is not helping or is making them feel worse.”

NYT Generated 183 Comments

The NYT article generated 183 comments, most of them in praise of PT. Negative comments included the following from “A runner” based in Washington, D.C.

“I am not a believer in physical therapy. After breaking a hip in an accident, I had several months of physical therapy. There was early benefit in getting me off my back and restoring confidence in my ability to move. However, after the first few weeks, the physical therapy sessions often caused a great deal of pain and rendered me less mobile.

A comment from “ripper 999” was:

“Only once has PT helped me and that was when I broke my hip and needed their help to get me walking again and believe me that was quite the journey of pain.

“I have gone to PT many times for shoulder injuries/pain and most recently a partial rotator cuff tear and biceps impingement and just like all the other times PT was a serious let down and waste of time and money.

“Don’t you find the first day to PT is awesome, they sit and talk and find out all your problems and even start a few exercises and you think... ‘Wow, finally I might get some relief!’ of course that’s short lived till visit two and every visit after when it seems they are way overbooked and come into your stall and say ‘okay let’s ice this for 15 mins and then I want you to do this exercise for 20 mins...’”

A letter came from “an old, beat-up ballet dancer” who said that 15 years of dancing had produced numerous injuries but he never met a doctor or therapist who could help with a “soft-tissue injury.” Time alone cured those, said “Mike in Austin.”

APTA Describes Its Mission

APTA, founded in 1945, based in Alexandria, Va., had revenues of \$64.4 million in its latest reported year and \$47.6M in net assets. APTA’s **Vision Statement** says its mission is “Transforming society by optimizing movement to improve the human experience.”

“Movement is a key to optimal living and quality of life for all people that extends beyond health to every person’s ability to participate in and contribute to society,” says the statement.

“The complex needs of society, such as those resulting from a sedentary lifestyle, beckon for the physical therapy profession to engage with consumers to reduce preventable health care costs and overcome barriers to participation in society to ensure the successful existence of society far into the future.”

– *Jack O’Dwyer*