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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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HARBOUR GROUP AIDS UAE ADVISORY

Washington-based government and corporate PR shop the Harbour Group, which has maintained a long-running pact with the United Arab Emirates, has been hired to develop communications plans for that country's specialized government agency the Executive Affairs Authority.

THG will provide communications counsel and consultancy services for the government authority's ongoing work in the United Kingdom, according to Foreign Agents Registration Act documents filed in November. Those services are slated to include communication message and plan development; identifying and engaging key stakeholders; media relations strategy; spokesperson training; participation in meetings; and media and online monitoring.

Abu Dhabi-based EAA advises policy to the Crown Prince of Abu Dhabi and provides that country's executive council policy and advice on matters pertaining to economics, government affairs, legal and risk management and communications.

THG's contract with the AEE runs until June 2019.

SAUDI ARABIA DEEPENS LOBBYING DEPOT

The Kingdom of Saudi Arabia, which has been engaged in a months-long lobbying battle over the "Justice Against Sponsors of Terrorism Act" that survived a September veto from President Obama, has hired consulting and lobbying firm The McKeon Group in its ongoing bid to stop Capitol Hill from allowing the families of terrorist attack victims the ability to sue that Arab state.

McKeon Group has been brought on to work as a subcontractor under WPP lobbying giant Glover Park Group, which was initially hired by the Royal Embassy of Saudi Arabia in September to provide communications and government relations support.

According to Foreign Agents Registration Act documents filed in November, McKeon Group has been hired to provide communications and government relations counsel for the government of Saudi Arabia in the form of media relations work, as well as legislative and public policy and general foreign policy.

McKeon Group will undertake "special advocacy assignments," according to FARA documents, which may include communication with U.S. government officials, members of Congress and "other individuals involved with public affairs matters and/or in other activities of interest" on matters pertaining to Middle East regional security and counterterrorism.

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B-M BRINGS ON BOEHRET

Veteran tech journalist Katherine Boehret, who was formerly a Re/code deputy reviews editor and a reporter at *The Wall Street Journal*, has joined Burson-Marsteller in the role of senior director.

Boehret in 2015 was named technology reviews editor at Vox tech property The Verge, where she wrote tech-related news items, reviews and opinion columns. Prior to that she was deputy reviews editor and senior reviewer for tech news site Re/code. Digital publisher Vox Media acquired ReCode last year.

Boehret was previously a reporter at The Wall Street Journal, which she joined in 2002 as reporting assistant before later being named national technology columnist. She was also an editor for online tech publication AllThingsD.com

As B-M senior director, Boehret will help client brands tell their stories. She'll be based in B-M's Washington, D.C. office.



Boehret

CIARDIELLO TAKES OVER PN'S NYC OFFICE

Porter Novelli has shored up the talent at its New York city office with the naming of Julie Schumacher Ciardiello as New York managing director, Peter Dibart as creative director and Bruce Ginsberg as senior VP, business development.

Ciardiello had been with Ketchum since 2007, leading the New York office's food and wellness practice before rising to co-director of the North American food and beverage practice in 2014. She'll now head strategy for PN's practice areas including consumer, technology, health and wellness, food and corporate communications.

Previous NYC managing director Erin Osher has relocated to PN's Seattle office.

"This is a great example of talent mobility across Omnicom Public Relations Group agencies, and it is only made possible through close collaboration," Karen van Bergen, CEO, Omnicom Public Relations Group, said.

Peter DiBart comes over from Max Borges Agency and will head PN's North American creative team. He had joined Max Borges earlier this year as creative director at the Miami-based firm's first office in New York city. Experience includes work for Ben and Jerry's and American Heart Association's Go Red for Women.



Ciardiello

(Continued on page 4)

BOUDREAU WINS PR WOMAN OF THE YEAR

Washington Women in Public Relations named AARP's chief communications and marketing officer, Martha Boudreau, the 2016 PR Woman of the Year at their annual awards luncheon this past Friday at the Fairmount Hotel in Washington, D.C.

Boudreau was one of three finalists that included Sharon Reis, principal at The Reis Group, and Maria Rodriguez, president at Vanguard Communications.

"Every year this event serves as a major platform for recognizing women at all levels who are using the power of communications to inform, educate and create



(L-R) Maria Rodriguez, Martha Boudreau and Sharon Reis.

change," Boudreau said. "I'd also like to congratulate Maria Rodriguez and Sharon Reis for their many successes. Washington, D.C. is one of the top markets for communications globally and I am thrilled to be recognized by this leading organization."

Keynote speaker Deirdre Latour, chief communications officer at General Electric explained her time at the conglomerate taught her that every action, or failure to take action, shapes the way an organization is viewed by the public.

WWPR offers leadership opportunities, professional development, mentorship and industry networking to female communicators in the D.C. area. Find out more at www.wwpr.org.

BK NAVY YARD WANTS SITE REDESIGN

The Brooklyn Navy Yard Development Corporation, the nonprofit entity that manages the 300-acre industrial park known as the Brooklyn Navy Yard, is seeking an agency that can design and develop a new website for the city-owned facility that reflects its updated brand.

The development corporation, which operates on the site of a former Brooklyn shipyard that is now home to more than 300 businesses, wants the new site to consolidate its two existing sites — Brooklynnavyyard.org and BLDG92.org — while aligning with its new brand identity.

Scope of the work would include preliminary research, design and development (which includes migrating all content from the two existing sites to the new site), and testing/beta/Launch and phases. The work has a December target commencement date.

Proposals are due by Dec. 1.

Contact is external affairs director Marie Nachsin, mnachsin@brooklynnavyyard.org.

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

MEDIA/SOCIAL MEDIA NEWS

A PLATFORM TO INTEGRATE OTHERS ... OR NOT

By Douglas Simon

While at the recent PRSA International Conference, I broached the idea of creating a platform to integrate all of your platforms with a number of attendees. Many agreed that it could generate a flood of VC funding. I even made a faux announcement from the stage.

The recent presidential campaign should be a wake-up call for communicators about where to focus our attention. The power to earn media and drive earned coverage with social media propelled Donald Trump to the presidency. He was outspent and at a data disadvantage yet still won an historic victory. The *Wall Street Journal* found ad agencies are rethinking how they compile and use data and anticipate a slowdown in campaigns. Isn't it time for PR people to turn our attention back to how to earn media in this social media world?

My firm recently found 77 percent of agency communicators said it is harder than it used to be to earn media. 88 percent of in-house teams and 97 percent of agency people said increasing earned media will improve ROI. It's more important than ever as the silos between earned, shared, owned and paid and even between public relations, marketing and advertising have broken down. We call it PRketing.

So what should you do? First, use your social media channels to drive earned coverage. Come up with creative ideas. Create video content that can be used to pitch story ideas to journalists and promote your industry experts as thought leaders. Our research has found 81 percent of online media will actually look to social media sites for story ideas. This approach needs to feed your social media eco-system.

Second, use your earned media coverage to drive social. Target specific media outlets for coverage as part of your plan so the link to that content can be repurposed to share and drive media results. Use video. Our Media Influencers Report found 71 percent of online journalists will actually use outside-produced video content. 80 percent of them will use it in its entirety, giving you message control.

Third, program your content marketing like a network television executive. Create different channels with different content and distribution strategies. Include thought leadership, media content for broadcast and social, how-to's, behind-the-scenes and events.

Still not convinced about the power of earned media? For a media tour we did for an insurance industry non-profit about preparing for and recovering from a natural disaster, we compared the paid online performance of a segment we earned for the client on WNBC digital in New York and a narrative video that was developed for social media as part of the campaign. The earned segment outperformed the narrative piece online by 450 percent.

Let's not lose focus. We have to put new effort into creating great stories that benefit our organization and our clients and be willing to change how we capture media attention and generate results.

If we do, we might even be able to review the great results and how our business has benefited on a shiny new platform. That's something we should all invest in.

NEWS OF PR FIRMS

REED UNVEILS CAUSE MARKETING DIVISION

Nashville-based PR and marketing agency Reed Public Relations has launched a new division dedicated to cause marketing.

That new practice will connect corporate clients with nonprofits by developing tailored cause marketing campaigns that foster corporate goodwill in communities across the country.

Reed PR founder and president Lauren Reed told O'Dwyer's that as Millennial and Gen Z consumers gain more buying power, cause marketing will only grow as an essential avenue for brands. Recent research conducted by the agency suggested that 80 percent of consumers will purchase a product or service from a brand affiliated with a cause.

"Today's consumers, particularly Millennials, demand that companies give back to their communities. It's not an option anymore," Reed told O'Dwyer's. "Brands are starting to realize this but have trouble figuring out which cause to support and how to share this with their audiences. Our cause marketing division helps companies identify strategic philanthropic partners or create and implement new initiatives that reach consumers while being socially responsible."

Reed recently embarked on its own cause marketing initiative, a travel scholarship program titled Be The Good, which provides grants for those who perform volunteer and missions work around the world. The agency, which specializes in the hospitality, food and beverage, consumer brands and nonprofit sector, was founded in 2012.

NEWS OF SERVICES

LUBETKIN PODCASTS FOR REINSURER QBE

The Lubetkin Media Companies, producer of audio and video programs for the web and other uses, is producing thought leadership podcasts for QBE North America, a division of QBE Insurance Group Limited. The company is one of the world's largest insurance and reinsurance companies with 14,000 employees in 37 countries.

The first installment for QBE features Steve Gransbury, president, accident & health, where he discusses the self-funded health insurance market and the options available for reducing and stabilizing healthcare costs.

Other recent work includes podcasts for NJSpotlight.com from the news and public policy reporting website's second annual all-day conference held in Newark, NJ in October. Audio was captured from more than 20 concurrent workshops.

Managing partner Steve Lubetkin recently interviewed Mickey Osterreicher, general counsel of the National Press Photographers Association, about freedom of the press, constraints imposed by government on the working press, and the challenges facing journalists in the current media environment.

Lubetkin is co-author, with Toronto podcaster/communications consultant Donna Papacosta, of the book, "The Business of Podcasting: How to Take Your Podcasting Passion from the Personal to the Professional."



Lubetkin

NEW ACCOUNTS

MARINO REPS NEW ROCHELLE

The town of New Rochelle, a short ride north of New York City on Metro-North's New Haven rail line, has selected Marino to promote the city as a good place for economic development, reports Westfair Online.

Marino was selected in a competitive bidding process that began in June.

The NYC-based firm was founded in 1993 by Frank Marino who served in New York City Mayor Ed Koch's administration as senior VP for public affairs, media relations and marketing.

Marino has provided counsel to The Real Estate Board of New York, Big Brothers Big Sisters of New York City and New York University.

New Rochelle has been trying to revive its glory days as one of Westchester's premier economic engines.

In Dec. '14, RDRXR, a joint venture of RXR and Renaissance Downtowns, was named "master developer" of downtown New Rochelle by the city and tasked with revitalizing the historic area.

Mountain West

Hunter Outdoor Communications, Denver/Outdoor Edge, knives and tools, for public and media relations. The campaign will encompass development and implementation of an aggressive communications plan focusing on the company's traditional outdoor market, as well as new markets that will address the new products to be launched in 2017. New products will debut at the Archery Trade Association Show and SHOT Show.

PEOPLE

Joined

Jon Potter, principal, public affairs and government consultancy RPG Strategies, to Burson-Marsteller, Washington, D.C., as an executive VP. He previously founded live events education and advocacy organization Fan Freedom, where he served as president, and co-founded software developer advocacy group Application Developers Alliance. Potter was also president of policy-focused online media association the Digital Media Association, which he co-founded, and was formerly an attorney with white shoe public policy and government relations law firm Weil, Gotshal & Manges. As executive VP, Potter will serve as senior counselor to the firm's clients and will work to broaden its business and expertise, with a focus on emerging public policy issues, federal and state affairs and international trade.

Dawn Ray, director of strategic and executive communications, Methodist Le Bonheur Healthcare, to EdR, Memphis, the publicly traded real estate investment trust that owns and runs collegiate housing, as VP of corporate communications and marketing. Ray takes a role previously held by Susan Jennings, who left in August. Earlier, she handled trade and development PR for Hilton Worldwide and worked brand communications for Embassy Suites and Homewood Suites after starting out in the agency realm. Memphis based EdR counts 86 communities at 53 universities in 24 states. Fiscal 2015 revenues topped \$255M.

SAUDI ARABIA LOBBYING (CONT'D FROM PAGE 1)

The McKeon Group was founded by retired Congressman Howard “Buck” McKeon (R-CA), who was also formerly chairman of the House Armed Services Committee. Fees and the duration of the lobbying firm's work for Saudi Arabia are still undetermined.

The “Justice Against Sponsors of Terrorism Act,” also known as S.2040, is the bipartisan bill introduced earlier this year by Senators Chuck Schumer (D-NY) and John Cornyn (R-TX). JASTA, which passed Congress on September 9, amends the federal judicial code to allow U.S. citizens the ability to sue foreign governments such as Saudi Arabia in civil court when their family members are the victims of terrorism. A majority of the hijackers involved in the 9/11 attacks — 15 of them — were Saudi citizens.

Obama vetoed JASTA in late September, but a majority of Congress overrode the President's decision, thereby allowing the bill to become law. JASTA marked the first veto override of Obama's presidency.

President-elect Donald Trump in September expressed his support of JASTA and called Obama's veto of the bill “shameful.”

JASTA has since sent Saudi Arabia into a lobbying frenzy. Aside from hiring Glover Park Group in September, Saudi Arabia also hired Squire Patton Boggs in a \$100,000-per-month pact to advise that country's Royal Court on legal and strategic policy advice. Several other hires by Saudi interests have followed.

CIARDIELLO LEADS PN NY (CONT'D FROM 1)

Bruce Ginsberg brings 20 years of experience to PN's New York office and will lead new business development efforts.

Omnicom Public Relations Group integrates the capabilities of OMC global subsidiary agencies Fleishman-Hillard, Ketchum and Porter Novelli, as well as PR agencies CLS Strategies, Cone, gplus, Marina Maher Communications, Mercury, Paul Wilmot Communication and Portland, representing more than 6,000 employees.

Agencies within the Omnicom Public Relations Group are independent brands and businesses, and operate under Omnicom marketing services division The DAS Group of Companies.

Third quarter PR revenue at Omnicom rose 4.4% to 347.6M over a year earlier, the holding company reported in Oct. This organic growth is good news compared to essentially flat growth in the second quarter of this year. Overall revenue for the quarter almost reached \$3.8B, up 2.3% over the same period of 2015, fueled in part by an increase in revenue from organic growth of 3.2%.

BRIEF: On its 25th anniversary, **BoardroomPR** has donated \$25,000 to the first-ever South Florida Holocaust Museum located in Dania Beach. President Julie Talenfeld and her husband, children's rights attorney Howard Talenfeld, have a history of supporting local charities.

PR OPINION

The Committee to Protect Journalists, which called Donald Trump “an unprecedented threat to the rights of journalists,” had its \$1,000-a-plate banquet at the Waldorf-Astoria Nov. 22. Humble pie should have been served. Jeff Zucker, president of CNN and chair of the dinner, had been excoriated on Nov. 21 by Trump at a meeting with reporters. The *New York Post* said “Trump started with Zucker and said, ‘I hate your network, everyone at CNN is a liar and you should be ashamed.’”

“Trump kept saying, ‘We're in a roomful of liars, the deceitful, dishonest media who got it all wrong,’” reported NYP.

Zucker made no mention of the Trump blast at the CPJ dinner, funded by blue chip companies. He said CNN “will hold the new administration's feet to the fire and they should respect that even if they don't welcome it.” CNN's Christiana Amanpour said a Trump post-election tweet calling the media “very unfair” was “how it goes with authoritarians like Sisi, Erdogan, Putin, the Ayatollahs, Duterte, et al.”

Zucker's demand for fair treatment by Trump, after the way his network treated him, provoked tweets in the audience that included the words “laughter,” “hypocrisy” and “cognitive dissonance.”

Tweeted James Warren, chief media writer for Poynter: “There was no evident suggestion of hypocrisy expressed around the room but that clearly was the take of some at the august New York gathering.”

Lydia Polgreen, editorial director, NYT Global, tweeted: “Some cognitive dissonance hearing David Remnick then Jeff Zucker on press freedom tonight at the CPJ awards dinner.” Remnick is editor of the *New Yorker*. Miriam Elder, BuzzFeed's world editor, tweeted there were “laughs in part of the crowd” when Zucker said CPJ will “hold the administration's feet to the fire.”

The CPJ board on Oct. 6 said CPJ was making an unprecedented foray into U.S. “politics” because “A Trump presidency represents a threat to press freedom unknown in modern history.”

The Waldorf dinner, in which the alt-left (CPJ) is in bed with conservative and even alt-right companies, is a mirror image of theseseminar.biz, called “PR Seminar” until 2007, the annual four-day gathering of 200+ PR heads of blue chips and editors and publishers of leading media. Editors who attend are sworn to secrecy.

The public's view that the media and alt-left are in league together against the traditional values held by mid-America is what drove the election of Trump. The right and alt-right don't mind funding banquets of the alt-left because blue chips hold the purse strings and can yank them when needed.

CPJ, with a staff of 27 and \$16.5 million in net assets, should look at its own policies that confine working press to the Waldorf balcony where sandwiches are served. It should also look at PRSA, IABC and the Arthur W. Page Society which bar press access to member lists although PRSA and IABC once provided them.

— Jack O'Dwyer