



Jack O'Dwyer,
Editor-in-Chief

O'Dwyer's Newsletter

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

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4-H, YOUTH ORGANIZATION PUTS OUT RFP

4-H has put out an RFP for PR services. The youth development organization is looking for PR support for a national branding campaign designed to boost awareness about the group.

The campaign rolls out in Washington, D.C., during the week of April 11-15, 2016, when American youth, parents and educators gear up for graduation season. It kicks off with a Media Day on April 12.



PR services that 4-H wants include earned media strategy, survey consultation, spokesperson training, campaign launch media outreach, post-launch media outreach and project management.

Bidders must be willing to commit some investment of pro-bono support as part of their overall proposal for services and also establish metrics to track success. The overall budget was not disclosed.

The deadline for proposals, which should be submitted electronically, is December 10.

The winning agency will be selected December 17.

Work will begin immediately and run through May 2016.

At that point, the work will be assessed based on measurable outcomes and opportunity to continue as agency of record for the organization.

OGILVY'S TAYLOR TAKES DC REINS AT FENTON

Trish Taylor, senior VP in Ogilvy PR Washington's social change practice, has moved to Fenton to head its D.C. office as managing director.

Joe Wagner, current managing director of the Washington outpost, is shifting into an agency-wide role focused on health-care.

Taylor's client experience spans the Department of Health and Human Services, Centers for Disease Control and Prevention and Feeding America, among others.



Taylor

Taylor, who has a PhD in social psychology, was previously a senior planner and VP at DraftFCB and a senior planner and partner at Ogilvy & Mather.

Bill Werde, CEO of the progressive PR agency, said hiring Taylor is a "powerful investment" in the firm's core sector expertise and agency skills like social, digital, creative and branding.

GOP OPERATIVE HEADS POLITICO'S PR

Brad Dayspring, a veteran GOP congressional aide and operative, has joined *Politico* as its first VP of communications.

Dayspring, recently an advisor to Wisconsin Gov. Scott Walker's presidential super PAC, was communications director for the National Republican Senatorial Committee, deputy chief of staff and press secretary to ex-Majority Leader Eric Cantor and comms. dir. for Reps. Christopher Smith (R-N.J.) and Jeb Hensarling (R-Tex.).



Dayspring

Politico is owned by Albritton Communications. COO Kim Kingsley said the publication's ambitious growth strategy to six states and five countries called for an expansion of its PR team "to focus on building a robust global narrative" around its journalism and business model.

Dayspring was also manager of media relations for the National Restaurant Association.

BRUNSWICK, HS WORK \$1.8B WINCOR DEAL

ATM and financial software provider Diebold has engaged Brunswick Group to support PR for its bid to acquire Germany's Wincor Nixdorf, which is working with Hering Schuppener.

Diebold, based in North Canton, Ohio, is publicly traded on the New York Stock Exchange.

WINCOR NIXDORF

Its cash and stock tender offer, slated to begin in the first quarter of 2016, values Paderborn, Germany-based Wincor Nixdorf at \$1.8B.

Brunswick is aiding Diebold in Germany and the US, including managing partner Cindy Leggett-Flynn in New York. Andreas Bruck heads corporate comms. for WN.

Frankfurt-based Hering Schuppener is advising Wincor Nixdorf in the transaction. Phoebe Kebbel, managing partner, and managing director Jan Hiesserich handle the work.

The companies said the combined \$5.2B operation, known as Diebold Nixdorf, will "shape the future of banking and retail solutions." Diebold recently divested its electronic security operation.

Diebold chief Andy Mattes will be CEO, while WN's Eckard Heidloff takes the reins as president.

COLORADO PR INSTITUTION KOSTKA DIES

Bill Kostka Jr., who inherited and grew Denver's first PR agency over a 45-year career, died Nov. 22. He was 81.

Kostka, an Army vet, started out in journalism with the *Aurora Sun* and *Rocky Mountain News* and moved to corporate communications with Martin Marietta, handling media relations for the Gemini space project.

He took the reins of William Kostka & Associates in 1969, 20 years after its founding by his father, William Kostka Sr. as the Mile High City's first PR firm.

The Denver Business Journal credited Kostka's firm with helping Denver with an Olympic bid in 1979 (voters later rejected the bid) and handling landmark city events like the sale of the Denver Broncos, redevelopment of its downtown and the campaign to authorize construction of the major education hub that houses the Univ. of Colorado and Denver, among other institutions.

WK&A, active in the Worldcom group of PR firms, was renamed Kostka Gleason Communications under the leadership of his wife and veteran staffer Cynthia Gleason, who ran the firm as president and CEO until 2010.

Kostka is survived by his wife, Cynthia, four children and four grandchildren.

GORDON CONLEY, JWT PR VET, DIES AT 92

Gordon Conley, a journalist and veteran PR executive at J. Walter Thompson's PR operation, died Oct. 26 of natural causes. He was 92.

Conley spent 18 years from the mid-1960s to early 1980s at JWT PR, the stand-alone PR agency that was part of the advertising juggernaut, focused on accounts like Kodak, Bausch & Lomb, Eli Lilly and the Marine Corp. He later freelanced and did editorial duty for Genomic Health Inc. and Wholepoint Inc., working until he was 89.

The son of a Union Pacific Railroad engineer and housewife, Conley was born in Kentucky but raised in Colorado and served as a Naval aviator over the Pacific during World War II, piloting Grumman Torpedo Bomber Fighters. He later earned a journalism degree from Denver University in 1948 and started out as a reporter for the *Colorado Springs Free Press* before moving to New York with United Press International in the early 1950s. He moved to the agency realm with Walker & Crenshaw and Frank Shea Associates focused on the aviation sector. He later joined *Aviation Week* before JWT PR.

He is survived by his wife of 40 years, Beverly Ann Simons, her daughter, Karen Jo Moyer Malpass; her daughter, Jonas Howell, and son, George Bowman Cooke. He was previously married and had two children who predeceased him -- Christine Merriitt and Claudia Sherwood.

WEBER OPENS OFFICE IN BRASILIA

Weber Shandwick on Tuesday opened its office in Brasilia, extending public affairs and strategic counsel in policy and government to the Brazilian capital as well as across Latin America.

Andreia Salles, who has more than 15 years of expe-

rience developing customized public relations and content creation strategies for brands across a wide range of industries, has been appointed managing director, Weber Shandwick Brasilia.

"Expanding our network to Brasilia is a natural next step for Weber Shandwick as clients increasingly are asking for counsel on how to navigate a very complex public policy landscape in Brazil and understand how changes in regulations will impact their organizations," said Ze Schiavoni, CEO, S2 Publicom Weber Shandwick, in a statement.

He added, "With Andreia leading the charge, our team of experts in Brasilia will serve as strategic counsel for clients as they maneuver a new and complicated regulatory environment."

Operations in Brasilia are already underway, including strategic communications counsel for telecommunications company TIM Brasil and EAD, a consortium founded to advocate for the shift from analog to digital TV across Brazil.

Weber Shandwick's expanding network in Brazil includes offices in Rio de Janeiro, São Paulo and Alphaville, along with offices in Mexico City and affiliate partners in Argentina, Chile, Colombia and Peru.

DDB GRABS GRUPO ABC

Omnicom Group division DDB Worldwide Communications Group Inc. will acquire Grupo ABC, Brazil's largest independent advertising and marketing network.

Terms of the deal were not disclosed, but Reuters on Friday cited a source "with direct knowledge of the transaction," who claimed the acquisition was valued at \$270 million. The deal, which adds Grupo ABC's network to DDB's roster of global agencies, is still pending regulatory approval in Brazil, and is expected to be finalized in early 2016.

Headquartered in São Paulo, Grupo ABC's network of PR, creative advertising and marketing services agencies is one of the largest in Latin America, and is ranked among the top 25 advertising companies in the world. The communications group is comprised of 30 offices and more than 2,000 employees. Agency clients include AB InBev, Johnson & Johnson, Heinz, BR Food, Walmart, Mitsubishi, Vivo, Procter & Gamble and Telefonica.

The deal furthers Omnicom's reach into the rapidly developing BRIC market. New York-headquartered DDB, which was founded in 1949, holds more than 200 offices in 90 countries. Agency clients include Volkswagen, McDonald's, Unilever, Mars, Johnson & Johnson, and Exxon Mobil, among others.

Since 1997, DDB has held a minority partnership with São Paulo-based DM9, a Grupo ABC agency.

Omnicom CEO John Wren said: "Over the years, Grupo ABC have been great partners of Omnicom and their depth of talent will strengthen our business capabilities not only in Brazil but around the world."

Grupo ABC founders Nizan Guanaes and Guga Valente, who began the agency group in 2002, will continue in their present roles.

BLOOMBERG NAMES GEDDES POLITICS ED

John Geddes, formerly managing editor of the *New York Times*, has joined Bloomberg as U.S. politics editor, according to several reports.

Geddes was one of the three top Times editors for a decade before accepting a buyout in 2013. He was most recently Shorenstein Fellow at the Kennedy School of Government at Harvard.



Geddes

At Bloomberg, Geddes will work alongside “Game Change” authors Mark Halperin and John Heilemann to boost Bloomberg’s coverage of the 2016 presidential election, according to Poynter. He will split his time between New York and the nation’s capital.

The move comes about two months after Bloomberg cut about a dozen people from its Washington office (out of a total of roughly 55 people being laid off), said the *New York Post*.

Jonathan Allen, the Washington bureau chief, quit to join Vox Media in the spring. Megan Murphy, from the *Financial Times*, was named D.C. bureau chief in August.

WHITE CHRISTIANS NO LONGER A MAJORITY

The audiences for brands and organizations continue to change dramatically, with new customers and prospects coming into the fold.

But bigger changes in demographics are on the way.

According to the latest results from Pew Research Center's Religious Landscape survey published Monday by National Journal's Next America project, just 46 percent of American adults are white Christians, down from 55 percent in 2007.



Pew conducted the massive survey by telephone between June 4 and Sept. 30, 2014, interviewing 35,071 Americans.

The trend reminds us of a Reframe seminar we attended earlier this fall focusing on Total Market Enterprise, or having a cross-cultural approach to marketing rather than putting “multicultural” communications in a separate box.

During the conference, Jeffrey Bowman, author, founder and chairman of Reframe: The Brand, told O'Dwyer's that many companies need to get out of their comfort zone when it comes to cultivating new audiences and stop looking at the market through a binary prism.

Brands will be ill prepared for the future if they continue to have a “multicultural” PR firm.

Multiculturalism “is your business,” said Bowman, former senior partner and managing director at Ogilvy + Mather. “It’s not one or the other.”

The Pew report, however indirectly, reinforces the notion of how fast America’s complexion is changing. PR managers now need to gird their companies for what likely will be dramatic changes in marketing communications and to whom they are sending a message.

JUSTICE PROBES COMCAST OVER AD SALES

The U.S. Department of Justice has opened a probe to determine whether Comcast's ad sales practices violate federal trust law.

The *Wall Street Journal* first reported the story.

Specifically, the Justice Department’s antitrust division has issued a document known as a “civil investigative demand” — similar to a subpoena — to look into whether Comcast at-



tempted to monopolize the sale of cable ads in local service areas where Comcast offers service.

These zones comprise what’s known in the industry as the “spot market,” deals made between cable companies and channels to reserve a limited number of ad slots in their programming for local advertising. These slots give regional advertisers the ability to run ads side-by-side with national advertisers over national programming.

Local ads are typically sold with the aid of cooperatives called “interconnects,” ads shops run by multiple cable companies that offer service in a particular region.

These cooperatives are intended to keep costs low for local advertisers and increase ad sale efficiency, allowing rival cable companies to coordinate and arrange how local ads are sold and inserted into programming in these markets. It also means larger cable companies like Comcast negotiate local ads sales on behalf of smaller cable providers.

Comcast owns interconnect Spotlight, and as the largest cable operator, manages interconnects in 26 of the top 50 TV markets in the country, according to the *Wall Street Journal*.

The Justice Department probe is concerned with whether Comcast monopolizes local cable ad markets in regions where it offers cable service, and whether the company overstepped its boundaries in negotiating with competing cable providers the required use of its interconnect Spotlight for the sale of ads.

Comcast in February called off its much-maligned \$45 billion acquisition of Time Warner Cable, which would have effectively established Comcast as a 33 million customer company.

That yearlong plan was terminated after the Department of Justice announced that it planned to file an antitrust lawsuit against the two companies, given the alleged effect the merger would have on competition in the broadband and cable markets.

BRIEF: Retail real estate giant **Simon** has produced a 98-page magazine with **Conde Nast** highlighting gift ideas and cultural events from its properties and tenants. The publication is being direct mailed to 300,000 Conde Nast subscribers, in addition to retail distribution. Conde Nast creative director Raul Martinez said it is the first time CN has worked with a brand to create custom editorial content at this scale.

THE 'MAPS' OF A SUCCESSFUL TV INTERVIEW

By Fraser Seitel

Richard Nixon's Secretary of State Henry Kissinger used to begin his news conferences by asking, "Does anyone have any questions for my answers?"

And that's the point; anyone who has ever participated in a television interview recognizes it's a lot tougher to answer questions than it is to ask them.

The question is: how in the world can an interviewee be expected to know the questions he or she will be asked in an interview without somehow getting into the mind of the interviewer asking them?

The answer herein lies in the PR writer preparing the main message talking points. First, anticipate what likely areas an interviewer might probe. Second, prepare answers that serve the organization's best interests.

These answers are what media trainers — those who counsel executives on how to deal with TV interviews — call "MAPs," or Must Air Points. These are the answers that simply must be conveyed, regardless of the questions asked, the three or four primary message points that an interviewee wants to get across on behalf of the organization. It's your job to create an interviewee's MAPs and determine ways to weave them into an interview.

For example, let's say you're the public affairs chief for Barack Obama's Secretary of State, John Kerry, who's to be interviewed about the threat from the Islamic State, which has just posted a video warning of attacks to the homeland.

The MAPs that the Secretary of State would want to convey might include the following:

- We have no credible, specific threats to the U.S. homeland from ISIS, but ...
- ISIS poses a clear and present danger to our way of life and must be stopped.
- Stopping ISIS will require the assistance of our allies around the globe, whose way of life is also threatened.
- We have no immediate plans to put American troops on the ground to fight ISIS.

Now, how might the Secretary of State incorporate these MAPs into an interview? Perhaps in this manner:

Interviewer: "What is the State Department's response to this threat from ISIS?"

JK: "We have received no credible, specific threats from ISIS, despite their claims in this video."

Interviewer: "How will the U.S. respond?"

JK: "We will do whatever it takes to bring these cowards to justice. Stopping ISIS will require the assistance of our partners around the world, whose way of life is also threatened."

Interviewer: "Does that mean sending American troops over to fight them?"

JK: "We have no immediate plans to put American troops on the ground to fight ISIS."

Interviewer: "So you've ruled out ever sending American troops?"

JK: "We have no immediate plans to put American troops on the ground to fight ISIS."

Interviewer: "In the past the President has called ISIS a 'junior varsity' terrorist organization. Do you

agree?"

JK: "In recent months, ISIS has acquired greater resources and attracted more jihadists. Today, the Islamic State poses a clear and present danger to our way of life and must be stopped."

In this way, an interviewee's MAPs serve as just that — a road map for the interviewee to follow as he or she handles all manner of questions, including those that are challenging. An interviewee must recognize that the interviewer isn't there to be nice; rather, the interviewer is interested in one thing — a provocative, newsworthy interview.

So the questions the interviewer poses may well sound cynical in tone.

No matter. MAPs present a "safe harbor" for the interviewee to return to if bullied on air. Your challenge, as writer and orchestrator and coach, is to make sure your interviewee doesn't fall for the bait and instead follows his or her MAPs.

CDC: E. COLI OUTBREAK IN COSTCO SALAD

Costco is under the glare of the media of this week.

At least 19 people in seven states may have been infected by E. coli after eating rotisserie chicken salad sold at Costco Wholesale Corp.'s stores, the U.S. Centers for Disease Control and Prevention said on Tuesday.

The infections have been reported in Montana, Utah, Colorado, California, Missouri, Virginia and Washington, CDC said.



Five people have been hospitalized, Reuters said. No deaths have been reported, but two individuals developed hemolytic uremic syndrome, or HUS, a type of kidney failure that can lead to permanent organ damage, the news service added.

Costco said it stopped selling the chicken salad on Nov. 20, the same day it was notified by federal health officials that it was linked to cases of E. coli, Craig Wilson, VP of food safety at Costco, told Reuters.

WRAL.com reports that the strain of E. Coli linked to Costco chicken salad is more likely to be life-threatening than a recent foodborne illness that led to the closure of some Chipotle restaurants in the Northwest.

The CDC and state health officials were investigating and have not yet determined what ingredient in the rotisserie chicken salad made and sold in Costco Wholesale stores could be the source of the outbreak.

The first 24 hours after a crisis hits are the most crucial in terms of how brands try and get out from under the situation.

On that front, Costco initially appeared to be taking the path of least resistance. A visit to the Costco.com a day after the CDC announcement found no mention of the E.coli outbreak at some of Costco's stores or the CDC investigation.

Ditto for the company's Twitter handle. In a social media age, brands can ill afford to wait too long to respond to a crisis, particularly when lives may be a stake.

NEWS OF PR FIRMS

SPONG STEPPING DOWN

Doug Spong plans to step down as president emeritus of Spong, one of the top-ranking PR firms in the Midwest, and leave his role as managing partner of the company's sister advertising agency Carmichael Lynch. That's according to the *Minneapolis Star&Tribune*.

The move comes soon after Spong named managing director Julie Batliner as the PR agency's new president.

"At the end of the day, while we did our due diligence and looked outside, which I think was a really good thing, our best candidate was sitting right next door to me," Spong told the *Star&Tribune*.



Spong

Spong started his career at Colle+McVoy, where he worked for nine years before he received a call from ad man Lee Lynch about starting a public relations firm for Carmichael Lynch, the *Star&Tribune* said.

Spong then launched the public relations firm Carmichael Lynch Spong, which was rebranded last year to Spong. Clients have included Genuine Thermos Brand, Sherwin-Williams and Jennie-O Turkey Store.

Spong will continue to work in PR, working with some select clients on how to sharpen their communications and competitiveness. Details are expected early next year.

WORLDCOM BACKS STARBUCKS IN CUP FLAP

American partners in the Worldcom Public Relations Group unanimously supported Starbucks' approach in response to public backlash it received after the company revealed its 2015 holiday cup design.

Worldcom polled its members via VoxPopMe and compiled video responses of top PR execs at <http://bit.ly/WCredcup>.

The survey found 93 percent of respondents believe the backlash will not affect the company's long-term brand image, while a strong majority of partners – 86 percent – viewed the media as playing a role in fueling the "cup gate" controversy.

Jonathan Bloom, marketing chair of Worldcom and CEO of McGrath/Power PR & Communications, San Jose, Calif, said: "The company's response has been respectful, but firm on the choice for its holiday cup design. Overall, we think Starbucks' sales and image will remain unaffected."

DIDIT GETS YAHOO PREFERRED STATUS

Marketing communications group Didit has joined the Yahoo Preferred Partner Program, a group of innovative ad technology and service companies.

The firm has been integrated into Yahoo Gemini, the portal's proprietary marketplace for search and native advertising across devices.

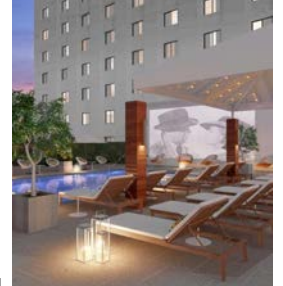
Dave Pasternack, CEO and co-founder of Didit, said the relationship helps the firm provide clients with "the most advanced tools that will make the best use of their digital advertising spend."

The programs includes resources, training, and support after passing a rigorous selection process.

NEW ACCOUNTS

New York Area

J Public Relations, New York/The Camby Hotel, Arizona's first hotel (pictured) from Autograph Collection Hotels set to open in Phoenix neighborhood in December 2015; The Ritz-Carlton, Chicago, 434-guest room Gold Coast property; The Ritz-Carlton, Washington, DC, 300-room West End hotel adjacent to historic Georgetown and home to Westend Bistro; 89 Agave, Sedona, Ariz., Sonoran Mexican cuisine eatery; Flour & Barley Brick Oven Pizza, restaurant by Las Vegas-based hospitality group Block 16 Hospitality, set to open in San Diego in January 2016, and Madison Restaurant & Bar, dining and cocktails in San Diego's Univ. Heights opening in December 2015, Madison restaurant will bring upscale dining and cocktails, modern design and curated music to the dynamic food scene of Park Boulevard in San Diego's University Heights neighborhood.



Weber Shandwick, New York/New York Life, insurance, for consumer PR and marketing comms. Sloane & Co., handles financial sector PR.

Blackbird PR, New York/Blue Waters Resort, Antigua boutique luxury resort on the Caribbean that recently underwent a major renovation, for PR.

Warner Communications, Manchester-by-the-Sea, Mass./O'overlays, maker of lightweight, decorative fretwork panels designed for customizing IKEA furniture and other home decor products, for PR, including media relations efforts to enhance the company's brand awareness and drive consumer interest in the coming months.



Gotham PR, New York/Fitzgerald Fine Arts; GHWArchitects; Subject_New York, and Whitehall Interiors, for PR.

Figliulo&Partners, New York/Seabourn Cruise Line, ultra-luxury line of the Carnival Cruise Lines group, as AOR for creative and strategy. Seabourn is slated to debut in late 2016 with creative launch set for the second quarter of 2016.

Brand Architecture, New York/Burger 21, fast casual franchise, as design AOR, including a new logo, packaging, uniforms and other aspects of its visual identity.

International

TBWA/Chiat/Day, New York/GoDaddy, domain registrar and tech solution provider, as global marketing AOR. The publicly traded company will continue to use its in-house creative and content agency to supplement TBWA, which is part of Omnicom.

The Hoffman Agency, Hong Kong/Fuji Xerox, information and communications technology, provider, as AOR for the HK-based company, including comms. counsel, media outreach and stakeholder engagement.

'REAL-TIME' MARKETING MOST OVERHYPED

Swing a cat and it's fairly easy to find a PR or marketing executive who will regale you with all you need to know about so-called real-time marketing.

But there's a fairly significant gap between the rhetoric and the reality when it comes to real-time marketing. Indeed, real-time marketing is the most overhyped marketing initiative, according to a recent survey conducted by the Association of National Advertisers and the PR Council.

The survey, which was released in late October during the Council's Critical Issues Forum, took the pulse of 56 senior marketing executives who represent major U.S. corporate members of the ANA, which represents more than 600 companies with 10,000 brands.

At the same time—and despite the constant chorus throughout the marketing field for more integrated communications—marketing executives continue to take a dim view of PR.

The major takeaway? PR pros need to do a much better job convincing CMOs and marketing managers that PR can bring a lot more to the table than simply media relations and crisis communications.

BW EDUCATES STUDENTS

Business Wire has produced a guide to strategies and tactics aimed to educate PR students about the field.

The Complete Guide to Modern Public Relations is a free download at businesswire.com and goes through the start-to-finish outline of launching a communications program aimed to reach a "modern audience."

BW's VP of marketing, Scott Fedonchik, said student interest in PR is stronger than ever, noting 11,000 students are taking part in PR groups in college.

"Our new guide provides students with real-world information that will help prepare them for a successful career in public relations," he said.

View the guide at <http://go.businesswire.com/bw-how-to-do-pr-guide>.

MW LAUNCHES INFLUENCER PLATFORM

Marketwired has unveiled an influencer identification and engagement platform dubbed Marketwired Influencers.

MW envisions the service helping inform content marketing strategy, bolstering audience outreach, and finding new avenues to share news and information.

MW is leveraging partnerships with Traackr, the influencer marketing platform; Trendspottr, a predictive analytics and trend intelligence provider, and MW spin-off Sysomos, the social intelligence company.

The service sifts through online news sources, blogs and social networks, and eliminates "noise" to ID key contacts, trending hashtags, conversation keywords, and emerging content with associated influencers.

Adnan Ahmed, Marketwired CEO, said it can be difficult for even the savviest communication professional to find the most relevant contacts and content. "We give our customers a full-circle view of influence," he said of the service, adding companies want to know who influencers are and what topics they're interested in.

Joined

Kathryn Kranhold, executive VP in Edelman's Los Angeles office, to UCLA as associate vice chancellor for university communications and marketing, effective December 1. She will report to vice chancellor for external affairs Rhea Turteltaub. She was formerly senior VP for corporate communications at Disney and held posts at Brunswick Group and Sard Verbinen & Co. after a career as a reporter for the *Wall Street Journal*. She will oversee a staff of 90 that manages the campus's overall branding, marketing and online presence; plans and executes events for prospective students, parents, alumni and other constituencies; and enhances and protects the campus's reputation through strategic engagement with external news outlets.

**Kranhold**

Gerianne Smart, who ran her own shop and was director of marketing and comms. for ECHO Lake Aquarium, to Rutland Regional Medical Center, Rutland, Vt., the second-largest healthcare facility in the state, as manager of marketing and PR.

**Amato**

Jill Amato, VP, marketing comms. manager, Boston Private, to Liberty Bay Credit Union, Braintree, Mass., as VP, director of corporate comms., including oversight of all branding and marketing, PR, advertising, social media and content.

Kristina Adamski, communications manager, Ford Motor, to Nissan North America, Nashville, Tenn., as director of group communications, including corporate, manufacturing, labor and policy comms., multi-cultural, CSR and crisis. She reports to VP of corporate comms. David Reuter and takes over for Travis Parman, who is on foreign assignment with Renault. She previously handled the General Motors account at Weber Shandwick in the US and China (Shanghai) before Ford.

Laurie Petersen, former editor-in-chief of AOL Jobs and executive editor for MediaPost, to RoseComm, Hoboken, N.J., as a VP. Also, Shwetha Ramani, A/E, Beautiful Planning Marketing & PR, joins as a senior A/E and Stephanie Shaw as an assistant A/E. Promoted were Lisa Trapani to senior VP, Jennifer Leckstrom to VP and Kelsey BaRoss to A/E.

Stephen Douglas, former VP at Bank of America Merrill Lynch, to QTS Realty Trust, data center and cloud services facilities provider, as VP of IR and strategic planning.

Chris Williams, production coordinator, Legion Systems, to The Impact Group, Hudson, Ohio, as director of government services. He was a strategic comms. consultant for Torres AES and is a 21-year Army vet.

Promoted

Sara Hottman to communications director for Portland, Ore., Mayor Charlie Hales. She was digital media director and replaces Dana Haynes, who resigned in early November.

HAJDAK FLOWS TO AQUA AMERICA

Stacey Hajdak, chief corporate comms. and public affairs officer for the Department of Defense's Defense Logistics Agency Troop Support, has moved to water utility giant Aqua America to head communications.

DLA Troop Support, based in Philadelphia, arranges medical supplies, food, clothing and other equipment for the US military and other government entities. A former US Army Reserve officer, Hajdak was formerly director of comms. for Bucks County, Pa., and a senior A/E for Zimmerman/Edelson PR.



Hajdak

Bryn Mawr, Pa.-based Aqua America, which is publicly traded, serves three million people in eight states, including Pennsylvania, Ohio, North Carolina, Illinois, Texas, New Jersey, Indiana and Virginia.

Hajdak will manage internal and external comms. for the company and its subsidiaries.

ALLISON TAKES BOSTON

Allison+Partners has opened a Boston outpost, its 13th US office.

Matthew Della Croce, partner and president of A+P's global corporate practice, which accounts for around 20 percent of the firm's business, has relocated to Boston to spur growth there.

The Boston office is directed by Eastern region chair and New York GM Anne Colaiacovo, also a partner of the firm, who also oversees Washington, D.C.



Della Croce

Americas president Jonathan Heit said the firm doesn't enter a market without "great consideration," adding the New England region has shown growth over the past year and the firm sees "a tremendous opportunity."

Clients in the area include iRobot, Seventh Generation, Coravin, SimpliSafe and Viber.

A+P is owned by MDC Partners.

THE 'BEAVER' SPEAKS FOR DIABETES KIT

Leave it to Beaver. To kick-start your PR, that is.

Barton Publishing, which publishes medically based nutrition and natural health information, said on Monday that Jerry Mathers, who played the iconic role "Beaver Cleaver" on "Leave It To Beaver," has become a celebrity spokesperson for "The Diabetes Solution Kit."

The kit is a systematic program that shows people with diabetes how to maintain a healthy lifestyle through proper nutrition and exercise.

Mathers will appear on TV and radio ads starting this month.

"Today I'm no longer playing the role of The Beaver. And I no longer play the part of the suffering diabetic," said Mathers, in a statement. "I used the same kind of natural techniques and



Mathers

remedies spelled out in Barton Publishing's Diabetes Solution Kit.

And I truly believe that the Diabetes Solution Kit is a key factor in keeping us all free from this preventable and unnecessary disease."

More than 86 million people have diabetes or prediabetes and many don't even know it, according to the National Institutes of Health. Diabetes causes neuropathy, blindness and amputations.

Mathers was given three to five years to live by his doctor when he was diagnosed with Type 2 diabetes in 1997, after he started his own catering business. He was able to treat the disease with specific dietary changes and exercise.

HOUSEHOLD NAMES IN DFS CLASS ACTION

American Express. Comcast. PayPal. Some of the biggest brands are now being said in the same breath as the investigations into daily fantasy sports providers.

It's the latest twist in the legal woes surrounding daily fantasy sports leagues: A class action lawsuit in the U.S. District Court for the Southern District of Florida against approximately 50 companies and individuals that have either invested in DraftKings and FanDuel or facilitated DFS gaming.

That's according to SI.com.

The defendants include the above-mentioned brands as well, Major League Baseball ventures, NBA, NHL, J.P. Morgan, VISA and several other household name brands.

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

Two Florida-based DFS customers, Antonio Gomez and John Gerecs, filed the lawsuit. They are represented by Florida attorney Ervin Gonzalez, who authored the 132-page complaint.

According to SI.com, "Gonzalez's basic theory of liability is that DraftKings and FanDuel have engaged in illegal gambling and deceptive practices under Florida and federal laws and that the banks, leagues and other companies negligently failed to realize that they were investing and partnering with illegal gambling operations.

These other companies, according to Gonzalez, now owe damages to Gomez and Gerecs."

Regardless of how the legal action unfolds, the companies named in the suit most likely will have to explain to consumers the nature of their relationships with the daily sports fantasy leagues.

While DFS has come under fire in several states, no court has ruled, at least yet, that DFS gaming is unlawful under a state's law, SI.com said.

But the court of legal opinion often will pale in comparison to the court of public opinion (which can be sympathetic or unforgiving, depending on how the issue is communicated and/or explained).

PR managers and directors at the various companies named in the lawsuit will have to provide air cover, as the lawsuit wends its way through the system, and keep senior managers apprised of the optics.

The annual dinner of the Committee to Protect Journalists, the “1% of the 1% of U.S. journalism,” had its Waldorf blowout last week, the same week that CareerCast dubbed newspaper reporter the worst of 200 jobs that it ranks.

The contrast could hardly have been starker. A black-tie crowd of 1,000, including the 27 CPJ staffers, dined on the finest Waldorf cuisine. About five working press were confined to the balcony where they had cold cuts, cheese and soft drinks. If any of them but us wrote stories, we have yet to see them.

It's not as though CPJ is pressed for funds. Revenues exploded 93.5% to \$7.2M in 2014 from \$3.7M in 2013. The gain was from “contributions and grants” which grew 95% to \$6,331,771 from \$3,247,036. We have asked CPJ for an explanation but it answers few questions.

The gush of funds boosted CPJ's net assets 12.8% to \$16.7M. They include \$11.7M in stocks and bonds.

The new revenue total meant that pay packages of staffers, totaling \$2,719,929 in 2014 and averaging \$100,078, took 37.6% of revenues. The \$2,394,937 payroll of 2013 amounted to 64% of revenues, far above the usual 35%-45% staff pay proportion of non-profits. Executive director Joel Simon had a salary of \$206,039.

Are Reporters “Advocates” or Not?!

Contrasting views of reporters' duties were presented by the 2015 and 2014 winners of the Burton Benjamin Award for lifetime achievements in journalism. The 2015 winner, Kathy Gannon, who spent more than 20 years in the Middle East for the AP, was seriously wounded by “friendly fire” on April 4, 2014, in Afghanistan.

Journalists, she said, “are the champions and guardians ONLY (her caps) of the right to ask questions, investigate, understand and disseminate information...it is about choosing to dig deeper, ask tough questions, researching and understanding our subject...it is about refusing to be intimidated and having the courage to step away from that ‘good vs. evil’ precipice that has at times tainted reporting, and impacted how conflicts are covered.”

“It is not about being an advocate, a torch bearer of human rights of a crusader for some vaguely laid out set of values that is so often linked to the West, as if we have a monopoly on all that is good and right,” she said.

Gannon was shot six times and photographer Anja Niedringhaus was killed when an Afghan police officer, who supposedly was protecting them, opened fire on their car.

Her message was poles apart from the one delivered at the CPJ dinner last year by Univision and Fusion anchor Jorge Ramos who was the 2014 Burton Benjamin winner.

“I think the best journalism happens when we stop pretending that we are neutral and recognize that we have a moral obligation to tell the truth to power,” he said. “Reporters must get the facts straight but they must also

side against oppression. This could be dictators or politicians abusing their power.”

Ramos, who was escorted from a Donald Trump press conference Aug. 25 by a uniformed guard after he disagreed with Trump's views on immigration, said, “The best of journalism happens when we take a stand: when we question those who are in power, when we confront politicians who abuse their authority, when we denounce an injustice...when we side with the victims, the most vulnerable, with those who have no rights...when we purposely stop pretending that we are neutral and recognize we have a moral obligation to tell truth to power... silence is the enemy of journalism.”

Gannon thanked AP CEO Gary Pruitt and others at AP “who have been so much more than my employer.” AP is a perennial sponsor of PRSA's annual conference which refuses to allow an exhibit of O'Dwyer products. Attempts to interest lawyer Pruitt in PRSA's O'Dwyer boycott have gone nowhere.

Despair Grips World of J

At about the same time that CPJ attendees were feasting at the Waldorf, CareerCast came out with its annual ranking of the best and worst jobs, again putting “newspaper reporter” at the bottom.

The flight of readers from print to online crashed ad revenues, CareerCast notes. “Poor job prospects, low pay and layoffs have plagued the newspaper industry for years.”

However, it says that many of the lowest ranked jobs, in terms of pay, stress and/or dangers, benefit society. These include, besides reporting, military soldier, corrections officer and firefighter.

Consider PR is CareerCast's advice. Skills such as “talking to complete strangers and writing clean copy on a tight deadline can be valuable in PR,” it says.

PR's Outnumber Press; Resistance Stiff

PR people now outnumber J's by about five-to-one, according to the U.S. Dept. of Labor. Reporters need ingenuity to sidestep various barriers.

Although championing the rights of reporters to be able to cover institutions, the CPJ works hard at keeping a low profile for itself.

Having its dinner on the Tuesday night before Thanksgiving cuts the potential audience because of the ensuing two-day holiday. By the time people return to their normal routines the next Monday, the CPJ dinner is old news.

Not pitching the mainstream press hard is another tactic. The *New York Times* may run a couple of photos of the event a week or two later. No mainstream coverage of this year's event appeared the next day.

“Credentialing” Is a Barrier

CPJ requires “credentials” of reporters and only allows one reporter per medium. The International News Safety Institute, Brussels, says journalists' freedoms should not depend on “accreditation” by entities being covered since it's a tactic that can be used to block critical press.

– Jack O'Dwyer