



Jack O'Dwyer,
Editor-in-Chief

O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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

October 10, 2016 Vol. 49 No. 41

HAWAII CALLS FOR PR SERVICES

Hawaii's state tourism agency, the Hawaii Tourism Authority, has issued a request for quotation in response to its need for an agency that can handle PR, communications and "outreach services."

HTA wants an agency to conduct an assessment of the state DOT that highlights key areas of needed improvement as well as potential future partners.

The agency also wants an agency that can provide "ongoing, proactive, strategic counsel to the HTA on issues relating to the agency, tourism and Hawaii," which includes targeting key constituents, identifying and implementing communications activities, drafting press statements, coordinating media activities and monitoring media, providing strategic counsel on issues related to safety, security and crisis management, submitting reports and attending meetings as needed, among other duties.

Deadline for proposals is 4:30 p.m. (HST) on October 24. Applicants should provide a detailed cost breakdown of the services offered, including monthly expenditures.

Chief procurement officer for the RFQ is Ronald D. Rodriguez, ronald@gohta.net.

RFQ: <http://bit.ly/2e1TNjJ>.



HUNTSWORTH APPOINTS GLOBAL CEOS

Huntsworth Health, the health and science division of international PR group Huntsworth, has promoted two of its agencies' senior executives, Maryellen Royle and Jon Clark, to the role of global CEO.

Royle has been named global CEO of Huntsworth healthcare agency Tonic Life Communications. Royle, who previously led the North American practice for Tonic as President, North America, will now be responsible for integrating and expanding the Philadelphia- and London-based agency's offerings on a global scale.



Royle, Clark

Prior to joining Tonic in 2009, Royle was stationed at Huntsworth property Dorland Global Corporation, where she worked for nearly 18 years.

Clark has been listed as global CEO of healthcare agency nitrogen. Formerly nitrogen's managing director, Clark was responsible for founding nitrogen London in 2008. He was previously an associate director at Huntsworth Health.

As nitrogen global CEO, Clark will lead the growth and development of the agency's worldwide team with a focus on its New York and London offices.

Royle and Clark both report to Huntsworth Health global CEO Neil Matheson.

Huntsworth Health is London-based Huntsworth's largest division.

ISRAEL TOURISM NAMES MWWPR

The Ministry of Tourism of Israel has moved its North American PR account, reportedly worth a half million, from Geoffrey Weill Assocs., New York, to MWWPR, headed by Michael Kempner, a fundraiser for Hillary Clinton.

Weill, which had the account since 2006, had succeeded MWW and 5W PR. It did not seek a new contract.

Uri Steinberg, who was named Tourism Commissioner in 2014 to succeed Haim Gutin, made the announcement. Before joining the Ministry in 2005, he was senior assistant to the spokesperson of the Interior Ministry of Justice and Israel's Attorney General for four years. He served in the Ministry's North American tourism unit in Jerusalem before moving to New York.

"MWWPR has deep expertise in the travel sector and a proven record of successfully executing large-scale tourism efforts, which makes it the perfect strategic communications partner as we work to increase awareness of

(Continued on page 2)

RIPP HANDLES PR FOR COSBY DEFENSE

Ripp Media is handling PR for Bill Cosby's demand that charges against him by Andrea Constand be dismissed on the ground that the Montgomery County D.A.'s office reneged on a promise not to prosecute Cosby.

A press release by the New York firm notes that Cosby waived his right to invoke the Fifth Amendment when testifying in a civil case brought by Constand which was made because the D.A. had vowed not to prosecute him.

The D.A. had found there was "insufficient credible and admissible evidence" to charge Cosby.

A motion by Cosby's law team, Liner LLP and Brian McMonagle of McMonagle, Perri, McHugh & Mishak, says that in July 2015 the judge overseeing Constand's earlier civil case "improperly unsealed extensive

(Continued on page 4)

ISRAEL TAPS MWW (Continued from page 1)

Israel's offerings through a multifaceted media campaign," said Steinberg.

Kempner's firm had named former New York Congressman Anthony Weiner to its board of advisers on July 23, 2015 but ended the tie in mid-September. The *New York Post* said an internal memo described Weiner as a "victim of the media who left of his own accord to start his own company."

Weiner's alleged "sexting" to women became the subject of a media firestorm including a Sept. 3 column by the *New York Post*'s John Podhoretz. Focus was also put on his wife, Huma Abedin, one of Clinton's top aides. She recently announced she was divorcing him.

CASSIANO FLIES COMMS. IR FOR KITE

Christine Cassiano, head of healthcare for W20 Group, has shifted in-house to Kite Pharma, a publicly traded Santa Monica-based biopharmaceutical company focused on treating cancer.

Cassiano takes the role of VP of corporate communications and IR, a new position at Kite. President and CEO Arie Belldegrun said in a statement that the company is at an "inflection point" as it moves toward a "commercial organization."

The company received a big boost last month on solid Phase II results for its Non-Hodgkin lymphoma treatment.

Cassiano joined W20 when it acquired her then-three-year-old firm, ARC2 Communications and Media, which she founded with a former Hill+Knowlton colleague, Andrea Rothschild. W20 brought back Emily Poe last month to head its healthcare practice.

Cassiano held corporate posts at Amgen and Allergan and worked IR for Tickets.com.

HOLLYWOOD'S PARADIGM CASTS AMMER

Mia Ammer, VP of national publicity for Relativity Media, is moving to Hollywood's Paradigm Talent Agency to head corporate communications.

Ammer takes a VP role after the summer at Paradigm of executive VP of corporate communications replacing Brad Turell. Turell, a former executive VP of worldwide corporate communications at Turner Broadcasting, started his own shop.

Ammer is a former VP of national publicity for Fox Filmed Entertainment and director of publicity for Columbia TriStar. She started out on the agency side with Wolf Kasteler and Associates.

Privately held Paradigm is based in Beverly Hills with clients like Stephen King, Mark Harmon and Antonio Banderas.

BRIEF: FleishmanHillard has appointed **Mike Cearley** to the role of global managing director, social and innovation. Cearley, who's been with FH since 2009, formerly held the title of senior vice president and senior partner, where he led the social practice group in the agency's Dallas, Austin, Houston, Atlanta, Charlotte and Detroit outposts.

MEDIA/SOCIAL MEDIA NEWS

MAGAZINE READERSHIP RISES IN '16

Average magazine audiences have picked up more than nine percent in the last year, according to the latest Brand Audience Report from industry metric Magazine Media 360°.

The report, which is published by magazine industry trade group The Association of Magazine Media, shows that the average audience for magazine brands is currently up 9.3 percent from a year ago, the largest increase that medium has experienced since early 2015.

The audience report, which measures print, digital, web, mobile and video magazine editions, shows that print magazines, when combined with digital editions, has accounted for year-over-year audience growth of 1.2 percent.

More than two-thirds of the titles analyzed in the report revealed higher average audience numbers compared to the same period in 2015.

The biggest gainers this year were *New York Magazine* (46.6%), *The Atlantic* (49%), *Runner's World* (50%), *Esquire* (61.6%), *The New Yorker* (69.2%), *Marie Claire* (82%) and *W* (131.5%).

Of course, mobile web use has contributed to a sizable amount — 28.5 percent — of this audience growth. On the other hand, however, web editions of magazines viewed on desktop and laptop shrunk 5.5 percent in the last year. Video — which currently represents the smallest magazine viewing audience — boasted the largest year percentage gains this year, surging 64.7 percent from the same period in 2015.

Magazine Media 360°'s report includes 137 magazine media brands from 34 publishing companies, representing 95 percent of the magazine reading market.

BEACON READER SHUTS DOWN

Beacon Reader, founded in 2013 to fund independent journalism, said it is no longer offering services to journalists and has cancelled all subscriptions.

Adrian Sanders, co-founder of the site, based in Oakland, Calif., thanked supporters and said, "We expect and hope others will learn from and build on our efforts."

Sanders said 25,000 backers helped Beacon to pay out \$3 million "to some of the best journalists across the globe...Beacon grew to become a home for hundreds of journalists and publications."

Topics covered included initiatives like Climate Confidential, coverage of events in Yemen and Kurdistan, and efforts to influence policy on net neutrality, mass incarceration, and immigration. Beacon had a local reporter on the scene during the Ferguson protests when "national media was slow to respond," said Sanders. Wikipedia says other models of funding journalism, such as Huffington Post and The Texas Tribune, "have been more successful in raising funds."

BRIEF: Bell Pottinger for years worked alongside the U.S. military in a covert propaganda campaign in Iraq, according to a report from the Bureau of Investigative Journalism in conjunction with News UK flagship *The Sunday Times*. Link: <http://bit.ly/2egM8B6>.

NEWS OF PR FIRMS

AKIN GUMP ADVISES MILLENNIUM HEALTH

Millennium Health, one of the nation's largest clinical laboratories, has hired law firm Akin Gump Strauss Hauer & Feld for help with health and Medicare related issues on Capitol Hill.

The San Diego-based drug-testing company, formerly known as Millennium Laboratories, has recruited Akin Gump to promote "awareness of the critical role of medication monitoring to inform federal policy-making," as well as for the purpose of advocating "sustainable coverage and reimbursement policies under Medicare," according to lobbying disclosure documents filed in October.

REFUGEE GROUP RETAINS LOBBYING FIRM

Global Strategic Alliance, a Wellington, FL-based non-profit ministry focused on the global refugee crisis, has hired lobbying firm J.M. Burkman Associates for help with refugee issues on Capitol Hill.

The faith-based organization bills itself as "a voice advancing Judeo-Christian values, addressing concerns and advocating for the marginalized," and seeks to provide a platform that will "bring together the global networks of Christians and Jewish believers worldwide."

GSA backed H.R. 1568, otherwise known as "Protecting Religious Minorities Persecuted by ISIS Act of 2015," which would have directed the Secretary of State to establish refugee processing mechanisms in countries such as Iraq and Syria for those who or may be persecuted by ISIS or a similar terrorist group.

NEWS OF SERVICES

UPSTATE NY DOT SEEKS BROADCAST HELP

The Warren County Tourism Department, the tourism authority for upstate New York's Warren County, which includes the Lake George area in the Adirondacks, is looking for a company to provide broadcast and digital media buying services.

The DOT is looking for an agency that can provide these services so as to "strategize, implement, negotiate and purchase" broadcast and digital media spots for the consumer market.

The scope of the requested services includes purchasing seasonal broadcast media, identifying media buying opportunities, tracking ROI, providing a successful media strategy and consulting and collaborating with Warren County Tourism Department as needed, as well as other criteria.

Timeline for the services is slated to commence on January 1, 2017 and terminate on December 31.

The Warren County Tourism Department's annual media buying budget has been allocated for up to \$1 million.

Proposals are due by 3 p.m. on October 25 and must be mailed to: Julie Butler, Warren County Human Services Building, 3rd Floor, 1340 State Route 9, Lake George, NY 12845.

RFP: <http://bit.ly/2d1umBB>.



NEW ACCOUNTS

East

Buffalo.Agency, Reston, Va./United Soccer League, North American pro soccer league, for PR, including a communications plan with media outreach that supports digital and social content integration, with the agency publicizing the league, its owners and players in mainstream consumer and trade press outlets. The agency is the first PR firm to partner with the league.

Midwest

KemperLesnik, Chicago/The State Farm Chicago Legends, a new annual college basketball doubleheader, as the agency seeks to create an annual college basketball event for Chicago.

West

JMPR Public Relations, Los Angeles/EVgo, which runs the nation's largest network of more than 750 charging stations in 66 markets for electric vehicle drivers, as AOR. EVgo split from utility company NRG earlier this year and was acquired by Vision Ridge Partners. JMPR will work closely with EVgo's social media team as well as potential industry partners and policy makers.

International

Edelman, Tokyo/Prime Minister's Office of Japan, to provide media relations support for the government's global comms. activities surrounding international conferences and events. Edelman is providing its services to Japan's NTT Advertising Inc. per the scope of the work, and will plan its PR programs and strategies toward the goals outlined by that company.

PEOPLE

Transition

Hill+Knowlton Strategies Americas president and CEO **Michael Coates** is moving toward retirement and is taking a global vice chairman role. H+K said Coates will focus on strategic clients and new business in Canada until his retirement next year. Goldy Hyder, Claudia Gioia and Beth Balsam, CEOs of Canada, Latin America and the U.S., respectively, take the reins reporting to global chairman and CEO Jack Martin. Coates has been the Americas CEO for more than two years.

Joined

Jim Roberts, former *New York Times* assistant managing editor, to Mercury, as a managing director. He joined the New York Times in 1987 as an assistant managing editor and left in 2013 to join Reuters Digital, where he was named executive editor. He later became chief content officer and executive editor at digital media site Mashable. He most recently served as consulting editor for Washington, D.C. political tabloid The Hill. At Mercury, Roberts will head global operations for the Omnicom unit's digital strategy. He'll work across Mercury's global offices and will provide guidance to clients regarding the use of digital platforms. He'll be based in Mercury's New York office.

Promoted

Danni Dichito to assistant A/E, MMI, Raleigh, N.C. She joined in July 2015.

GLUCK JOINS GLOVER PARK IN SENIOR ROLE

Carolyn Gluck, former senior policy advisor to Senator Harry Reid (D-NV), has joined Democratic lobbying giant Glover Park Group, where she's been appointed senior advisor.

Gluck will be stationed in the Washington, D.C. firm's Health + Wellness practice.

Gluck was senior policy advisor to Senate Minority Leader Reid for a decade, where she handled public health, healthcare appropriations and reproductive policy issues. Prior to that she served in the Senator's office in the roles of deputy legislative director and legislative assistant, and advised the Democratic leader on legislative activities and initiatives related to public health, Medicare, Medicaid, Social Security, education and women's issues.

At Glover Park, Gluck will provide the firm's Health + Wellness practice strategic political and legislative counsel.

Glover Park managing director and government relations practice head Joel Johnson referred to Gluck's knowledge of healthcare policy as "a huge asset," and said she "has played a pivotal role in negotiating some of the most important health issues before Congress for more than a decade." Glover Park is owned by WPP.

SAUDI ARABIA CONTINUES LOBBYING SPREE

On the heels of signing several high-profile contracts with Glover Park Group and Squire Patton Boggs in September, Saudi Arabia has continued its lobbying push on Capitol Hill, hiring law firm King & Spalding as well as public affairs powerhouse Podesta Group.

King & Spalding is representing Saudi Arabia's Ministry of Commerce and Investment, the body that regulates and develops domestic and foreign trade in Saudi Arabia.

RIPP AIDS COSBY DEFENSE (Cont'd from pg. 1)

portions of Mr. Cosby's confidential testimony. The excerpts were widely misreported by the press and social media, raising an enormous presumption of guilt in the public's mind."

The 27-page brief was the subject of a 613-word article by Julie Miller in the Oct. 6 online "Vanities" of Vanity Fair.

The brief, says the Ripp press release, charges that "a decade's delay and political posturing by the County's current D.A. have further prejudiced Mr. Cosby. The motion makes a strong Constitutional argument for tossing the criminal case against him...the absence of valid reasons to justify the late filing of charges will mandate the trial court to dismiss those charges."

Cosby's primary PR counsel is longtime family representative Andrew Wyatt. Ripp is collaborating with Wyatt, who remains Cosby's primary media contact.

Ripp Media in July helped Gretchen Carlson in her sexual harassment/retaliation lawsuit against Roger Ailes of Fox News.

PR OPINION

The Clinton/Trump debate hit new lows of personal remarks Oct. 9 with moderator Anderson Cooper of CNN immediately bringing up Trump's vulgar comments about women that he made 11 years ago.

That led Trump to describe the sexploits of Bill Clinton, saying that what Trump did was words, while Clinton was involved in actions that resulted in him paying an \$850K penalty. Cooper pressed for more details from Trump—was he a groper, did he force himself on women?

This writer was a member of a debating team in college and the No. 1 rule was personal remarks were barred. Only subject matter could be discussed.

It's no coincidence that the CNN/ORC poll on the debate found that Clinton won by a margin of 57% to 34%. ORC was formerly Opinion Research Corp. A Variety poll that garnered 113,357 votes as of Monday a.m. had 63% saying Trump won and 36% saying Clinton won.

Bob Shieffer of CBS: "Disgraceful"

Bob Shieffer of CBS captured our view of the "debate" when he called it "just disgraceful" and said it was a blot on what is "supposed to be a campaign for the most powerful office in the land."

He thought Trump gets "most of the blame" but "doesn't see much to be proud of on either side." A 30-member CBS focus group had 21 voting that Trump had the "greater positive impact."

"Trump Comes Out Swinging and Wins Second Debate," says the head on a posting by William Whelan, research fellow at the Hoover Institution, Stanford University, writing for FoxNewsOpinion.

Major Issues Missed; PR Values Needed

There was not enough time for major topics such as tax reform and the economy. "Race, the Supreme Court, guns and abortion were all pureed into one serving at the 86-minute mark," noted Whelan. Trump said immigrants to the U.S. must be closely vetted while Clinton defended her plan to expand the Syrian refugee population from 10,000 to 65,000.

The degraded, dysfunctional nature of public discourse, as evidenced by Sunday's debate, reflects the withdrawal of governments, corporations and institutions from previous press relations practices that were led by PR departments. It's common for institutions to have no PR people at all.

Cordial, if careful, relations with media were the norm. Corporations and institutions did not wait for press calls to come in but reached out to reporters.

Both sides seemed to be in "armed camps" currently. Trade associations, including those in PR, have opted to have either no press relations or only those with media deemed "friendly." An example of this conflict is the *New York Post's* relationship with Mayor Bill de Blasio. NYP says he won't answer questions about sensitive topics such as the 264 "special assistants" that supposedly have "vague titles and responsibilities."

America needs the politeness and the conciliatory approach of PR. PR associations should lead in returning these values and practices to public life. — Jack O'Dwyer