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O'Dwyer's Newsletter

**The Inside News of
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BELLWETHER PITCHES FOR PANAMA

The Republic of Panama has hired New York-based consulting and communications agency Bellwether Strategies Inc. on a \$50K-a-month pact to promote the Central American country's commercial and diplomatic objectives with a worldwide outreach and media relations campaign.

The Embassy of Panama has hired Bellwether to represent the Panamanian government as it mounts a global communications response to the "Panama Papers" scandal, the media-dubbed nickname given to the leaked cache of 11.5 million documents belonging to Panama City-based law and corporate services firm Mossack Fonseca, which specializes in helping foreign clients establish offshore shell companies, some of which were created to hide assets and evade taxes.

Bellwether's work will include communication activities with news organizations and civil society organizations such as trade groups and think tanks. The agency will also write press releases, provide crisis services and act as a strategy planner for the government's communication activities. Bellwether will report directly to the Office of the President of the Republic of Panama in coordination with the Ministry of Foreign Affairs and the Embassy of Panama in the United States.

Services will be provided by Bellwether Strategies president Mike Holtzman, a former Weber Shandwick and Brown Lloyd James executive, along with a team based in Washington, New York, London, Paris and Geneva.

FL AIRPORT SEEKS PR PITCHES

The Panama City – Bay County Airport and Industrial District, the authority that owns Bay County, FL's Northwest Florida Beaches International Airport, is seeking proposals from agencies that can perform advertising, marketing and PR services for that public airport.

Northwest Florida Beaches International Airport, which is located about 19 miles north of Panama City Beach, opened for commercial flights in 2010.

Services outlined in the RFP include brand development, media relations, community affairs and brand marketing, as well as design, layout and printing capabilities, either provided by the hired agency or through a qualified subcontractor. The chosen agency should also be able to attend monthly meetings.

A three-year non-exclusive contract with the option to extend for an additional two years is possible. Assuming budget for the contract is currently \$225,000 for the first year of work. Proposals are due Nov. 3..

RFP: <http://bit.ly/2eH6ALv>.

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HANNEGAN BECOMES BRUNSWICK PARTNER

Christopher Hannegan has joined corporate advisory giant Brunswick Group, where he's been appointed partner.

Hannegan arrives at Brunswick from number-one independent agency Edelman, where he served as executive VP and led that agency's Employee Engagement offering in the U.S. He also penned an internal communications blog for the firm. Prior to that he was a principal at global strategy consulting firm Booz & Company (now Strategy&), a senior consultant and team leader at management consulting firm Gagen MacDonald and a communications manager at Bayer AG.

At Brunswick, Hannegan will lead the firm's global employee engagement division, which helps companies better connect with their workforces. He'll also provide counsel to clients in support of transactions, crises and business strategy and will work to build communications functions.

He'll be based in Chicago.



Hannegan

PHAROAH MOLDS CORP. AFFAIRS FOR MARS

Andy Pharoah, who has led corporate affairs for Wrigley for the past seven years, has moved up to parent company Mars as VP of corporate affairs and strategic initiatives.

He takes over for David Kamenetzky, who is stepping down to start an investment business focused on the food and beverage sector.

Mars is the US' largest confectioner, including brands like M&Ms, Dove and Twix.

Mars said Kamenetzky's corporate strategy role will shift to CFO Claus Aagaard. CEO and office of the president Grant Reid praised Kamenetzky's ten years of service to the company's leadership team and board. "He has helped Mars engage with the external world more effectively, and pushed us to incorporate external insights into the business," said the CEO.

Pharoah joined Wrigley's corporate affairs unit in Munich in 2008 from Hill+Knowlton Strategies, before shifting to Chicago a year later.

Mars said this week it will buy out Berkshire Hathaway's 19% share of Wrigley in a de facto merger. Mars first took a stake in Wrigley in 2008.



Pharoah

COMPTON CALLS FOR COMMUNICATIONS

Compton, the city of 100,000 located in southern Los Angeles County, is seeking a firm or consultant with experience in internal and external communications, brand management and strategic partnerships.

The hired agency would work with Compton's city council to develop a "comprehensive and unified" public communications campaign produced and distributed by the city, according to RFP documents.

Compton is looking for a consultant or agency to perform and provide input, feedback and development on the city's communications strategies by assisting with the development of an internal and external communications plan, as well as to provide crisis communications assistance and to serve as a public information officer for messaging and assist in the development and design of print and web materials.

Proposals are due by 5 p.m. PST on November 15.
RFP: <http://bit.ly/2eH6ALv>.

GERANTABEE HEADS DIGITAL AT LT

Lippe Taylor is pushing a new service model termed "Public Relevance" which will combine content marketing, communications and influencer management with digital capabilities such as virtual reality, augmented reality and tech-enabled experiential marketing.

Fred Gerantabee, former Grey Advertising digital leader, will serve as chief digital officer, leading accounts in the health, lifestyle and beauty sectors. His experience includes campaigns for CoverGirl, Pantene, Marriott Hotels, Eli Lilly, Volvo and Canon USA.

While at Grey Gerantabee worked under Tor Myhren who became Apple's VP of marketing communications earlier this year.

CEO Maureen Lippe insists the firm is not abandoning its PR communications roots, but feels evolving digital capabilities will "turbocharge" existing expertise.

"Lippe Taylor's heritage as a PR agency doesn't limit us – in fact, it gives us a unique and advantageous view of the digital ecosystem, which allows us to use our strengths in large-scale media, strategy, and creativity in a much more impactful way than a pure-play digital or traditional agency may," Gerantabee said.

Other key hires are VP of digital George Wright and insights manager Michael Hansberry. Wright came over from digital marketing agency 360i where he led their NBCU account, working on Bravo, Oxygen and USA networks. Hansberry managed digital panel and qualitative research at Deep Focus.

ITALY'S MAILANDER JOINS PROI

Italy's advisory and PR agency Mailander has joined global communications partnership PROI Worldwide.

The Turin-based agency, founded in 1987, specializes in corporate communications for listed companies, as well as financial PR and tourism. It staffs 30 and is led by partners Bruno Caprioli, Monica Mailander, and Carolina Mailander, the latter two founders. The agency said it joined the global partnership of independent PR firms to collaborate with independent agencies in other countries and to support clients entering the int'l market.

MEDIA/SOCIAL MEDIA NEWS

THE ATLANTIC ASSIGNS GOLDBERG EIC

Longtime *Atlantic* correspondent Jeffrey Goldberg has been named that magazine's newest editor-in-chief.

The appointment is effective immediately. *The New York Times* reported on Goldberg's move today.

Goldberg, who writes primarily on foreign affairs and has served as an Atlantic correspondent for nearly a decade, has penned nearly a dozen cover stories for the magazine and was partially responsible for its recent Clinton endorsement, the third endorsement made by the D.C.-based print mainstay since it was founded in 1857. He was previously a contributing editor at *New York Magazine*, a contributing writer at *The New York Times Magazine*, a Washington correspondent of *The New Yorker* and New York bureau chief of *The Forward*. He began his career as a police reporter for *The Washington Post*.

Goldberg succeeds James Bennet, who joined the Atlantic in 2006 and held the editor-in-chief title since 2012. Bennet left the magazine in May to become editorial page director of the New York Times, kicking off an extensive search for a top editor replacement headed by chairman David Bradley.

The Times reported that Bradley received nearly 500 recommendations for the position and considered "several dozen" candidates.

In a memo to staff, Atlantic Media Chairman David Bradley said "as with James Bennet and Michael Kelly before him, Jeff was first a great journalist. He is, in himself, the property we prize. Our confidence in Jeff is that, understanding talent, Jeff will lead a great-talent enterprise."

PITCHES SHOULD SHOW BENEFITS

PR people pitching media should do this in terms of what will benefit consumers and should "eliminate jargon," reporters told a "Meet the Media" event on Oct. 12 at G&S Business Communications.

Yuyu Chen, brands reporter for Digiday, online media covering advertising and marketing, said PR people have to relate to the audiences that are following Digiday and avoid jargon.

Minda Smiley, who covers media and marketing for the New York office of *The Drum*, said the company operates on the principal that "marketing can change the world."

It strives to show how marketing affects the "everyday lives" of consumers. The job of PR people, she said, is to find out what is on the minds of consumers. "Watch what consumers are engaging in and are commenting on," she told the audience of 25.

On the subject of branded content, she said, "Maybe you have to pay to play."

Chen, a former digital marketing reporter for Clickz.com, said that PR people have to know what's on the minds of the audiences they are trying to reach. Instead of a B2B model, there is a "B2H" model, meaning "business to humans," she said.

G&S managing director Audra Hession was moderator.

Full coverage is at odwyerpr.com.

NEWS OF PR FIRMS

MCBEE EVOLVES INTO SIGNAL GROUP

McBee Strategic Consulting has been offering government relations and strategic communications services for the past 15 years, but growth over the past few years, including acquisition by Wiley Rein LLP, necessitated a new name to better describe the firm's mission and diversity of services.

"A signal can take countless forms, but at its core, it is a means of effective communication. That's precisely why we chose the name to represent our brand," John Procter, executive VP, said.

The firm bolstered its digital expertise this past spring with the addition of Garth Moore, former senior director of North American digital operations for non-profit advocacy group ONE Campaign.

Other key hires are Robert Marcus, former special assistant for legislative affairs for President Barack Obama, insurance industry veteran Kim Dorgan and financial policy expert Langston Emerson.

"Signal drives positive outcomes for our clients," Eric Bovim, managing director, said. "We deploy strategies that break convention and create new possibilities. That is what Signal represents."

BRIEF: Fort Lauderdale-based Hemsworth Communications has opened a second office in Atlanta. The new outpost, which will be located in Atlanta's up-town district of Buckhead, opens in November. Georgia native Kathryn Thompson will service current accounts in the Atlanta office.

NEWS OF SERVICES

GOULD GOES ABROAD WITH UK ADVISOR

New York-headquartered PR mergers and acquisitions consultancy Gould+Partners has established a presence across the pond with the appointment of a London-based partner who will focus on driving the firm's business in the UK markets.

Sally Tilleray, a Cognito Media non-executive chairman, has been named Gould senior advisor, London/UK. Tilleray, who joined Cognito's board this year, was previously finance director and group chief operating officer at international PR giant Huntsworth. Prior to that she was Europe CFO at IT and services company Predictive Systems. Last year she founded her own consultancy, Sally Tilleray Consulting.

As senior advisor, Tilleray will be responsible for helping the M&A management consulting firm identify buyers and sellers in the UK marketplace, as well as facilitating transactions and establishing a UK presence for the firm.

Gould+Partners managing partner Rick Gould told O'Dwyer's that London maintains a growing PR market where many U.S. firms have recently opened offices.

"Many other firms have shared with us that they hope to open an office there or acquire small UK firms and build organically off the infrastructure of those firms," Gould said.

He added that Tilleray knows the M&A landscape and has many contacts throughout the UK PR marketplace via her tenure at Huntsworth.

NEW ACCOUNTS

M&C SAATCHI PR GETS IT'SUGAR

M&C Saatchi PR has signed on to help irreverent candy and gift retailer IT'SUGAR tell its unapologetic story.

Campaigns under way now are One Scary Election featuring a lollipop shaped like Donald Trump's hair and BEASTMODE® chocolate bars with the likeness of former Seattle Seahawks running back Marshawn Lynch on the packaging.

There are nearly 100 IT'SUGAR locations throughout the U.S. in New York, Las Vegas, Los Angeles, San Francisco, Miami, Denver, San Diego and Palm Beach.

"The opportunity to work with a brand that is not afraid to take risks and speak their mind does not come around very often," Jen Dobrzelecki, executive VP, M&C Saatchi PR U.S., said.

IT'SUGAR aspires to a world with fewer rules and more sugar. The account will be led out of the M&C Saatchi PR New York office.

Diffusion, New York/Liligo, global travel comparison search engine, as AOR, following a competitive pitch. The firm is charged with expanding Liligo's presence beyond the European market and into the US travel market.

Ideas That Evoke, Madison, Wisc./North Central Group, as AOR for the AC Hotel by Marriott in downtown Madison, including creative development, social media, PR, event marketing, influencer programs and partnerships.

PEOPLE

Joined

Kat Friedman, senior VP for Ogilvy PR, to Crosby, Washington, D.C., as senior VP for the healthcare, government and nonprofit agency. She was PA director for the District of Columbia Fire and EMS Department and corporate comms. assistant at Seagram Company Ltd. during its merger with Vivendi and Canal Plus. At Crosby, Friedman is charged with providing direction and team leadership to the agency's national communications programs.

Erin Del Llano, VP, MSLGroup/Boston, and **Nick Chow** of engagement firm Sullivan, to CXO Communication, Boston, as a communication strategist and brand strategist, respectively.

Claudia Fritsche, a veteran Washington diplomat and former Resident Ambassador of Liechtenstein to the US from 2002-2016, to APCO Worldwide's International Advisory Council. She also repped Liechtenstein at the United Nations.

Promoted

Amy McHugh and **Brad Puffer** to VPs, Greenough Brand Storytellers, Boston, McHugh, who joined in 2009, is a former TV anchor and reporter, and for seven years produced, wrote and anchored live weekend newscasts at Maine CBS-affiliate WABI TV, in addition to serving as weekend managing editor. Puffer, who for four years was director of comms. for the Massachusetts Office of the Attorney General, joined Greenough in 2015.

JENSEN TO HEAD CITADEL COMMUNICATIONS

Julie Andreef Jensen, a partner and key player in the buildup of Brunswick Group's Washington, D.C., operation, will join investment giant Citadel in its top communications role in December.

Jensen, a former aide to the late Sen. Ted Kennedy (D-Mass.) and presidential campaign staffer for John Kerry's 2004 bid, spent the past seven years at Brunswick. She also worked as a get-out-the-vote director for President Obama's 2008 campaign after serving as a senior advisor to ex-Sen. Chris Dodd's 2008 bid.

At Chicago-based Citadel, Jensen takes the title chief corporate affairs and communications officer, starting Dec. 5.

Citadel, led by Ken Griffin, manages about \$26B in assets, in addition to its market making business. While a key part of its operation is a large hedge fund, it maintains a higher profile than many in the sector. Its recovery from near ruin during the financial crisis has been applauded in the financial press.

Managing director and global corporate communications chief Katie Spring stepped down in August.

NYWICI HONORS SEVEN 'RISING STARS'

New York Women in Communications honored seven "rising stars" in communications at ceremonies Oct. 11 in the Bloomberg building, 120 Park ave., with opening remarks by Jackie Kelly, COO of Bloomberg Media.

They included: Elaine Welteroth, Editor, Teen Vogue; Erin Quintana, EVP Client Managing Partner, J3 UM; Julie Hochheiser Ilkovich, Co-Founder, Managing Partner and President of Editorial Operations, Masthead Media; Lauren Wesley Wilson, President, ColorComm; Melody Lee, Director, Brand and Reputation Strategy, Cadillac; Sarah Personette, Head of Global Business Marketing, Facebook; Tammy Tibbetts, Founder & CEO, She's the First, girl's education and youth leadership nonprofit.

More than 150 were present to honor those who "have made significant contributions to their companies and industry and are admired by peers and employees. They embody the values of NYWICI and are actively involved in the communications industry."

STUMPF STEPS DOWN AT WELLS FARGO

Wells Fargo chairman and chief executive officer John Stumpf, who has faced a firestorm of controversy ever since that San Francisco institution was subject to an enforcement action by federal regulators over "widespread unlawful sales practices," is retiring from the company and its board.

Stumpf's resignation is effectively immediately. A statement following a *Wall St. Journal* report confirmed the news. The ouster follows September reports that thousands of low-ranking employees allegedly created more than two million fake accounts in a bid to boost sales figures, allegedly billing customers for financial services they never authorized.

PR OPINION

Canadians Colin Duetta and Michael Salvatori

have created a website they hope will launch a "competitive kindness movement to inspire the next generation of social responsibility."

The pair, partners in Spedassist, Hamilton, Ontario, which markets a special education software product, have a start-up that asks people if they are using their "superpowers for good?"

The community called "xocial" (pronounced soh-shul), aims to inspire do-gooders to complete challenges and then recognizes them for their efforts.

The site aims at "curating competitive kindness to help mere mortals out-nice each other, and make the world a better place." Their slogan is: "See Good. Do Good. Feel Good. Measure Good."

Visitors to the site participate in existing campaigns or create their own. It is being used in homes, classrooms and workplaces. Participants build a "social impact score."

The site caught our attention because the battle for the U.S. Presidency has reached new lows in incivility including an obsession with personal attacks while major national and international issues get short shrift.

Major media, including NYT, have played up the personal attacks, counting on them to boost circulation. Open battles are taking place with media. *New York Post* columnist John Crudele, accusing the NYT of chronic unfairness, canceled his subscription. NYP says Mayor Bill de Blasio refuses to answer questions.

PR for many decades performed a conciliatory role between clients in business and the government and the press. Only a few traces of that role are left as marketing and legal considerations have come to dominate.

Corporate and institutional PR contacts, when there are any, are under the watchful eye of legal, marketing and corporate executives. Calls and emails to institutions are often returned by outside PR counsel, if at all.

Most institutions had formal outreach programs aimed at initiating press contacts. But that practice mostly disappeared decades ago. Informal contacts between press and PR dwindled. The 25 PR/press luncheon/dinner groups in the New York area disappeared. PR Society: New York, which had 68 mostly corporate members, held its last monthly lunch on April 22, 2013.

PR Roundtable was PR reps from 35 New York PR firms that had monthly lunches at which reporters spoke. It also had a major holiday party. The reps reached out personally to media on a regular basis. There is currently no such job at any New York PR firm. Press conferences by companies or institutions became a rarity. Just about vanished are jury trials. Most court cases are argued in judges' private chambers in a series of "pre-trials." This undermines the practice of law and is a threat to democracy, say critics.

Hillary Clinton went 277 days without a press conference. Donald Trump had 17 press conferences in 2016 but then went two months without one.

— Jack O'Dwyer