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O'Dwyer's Newsletter

The Inside News of
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MONTEREY EYES TOURISM MARKETING

California's Monterey County is dangling a \$100K contract to boost tourism to the region.

The 3,350-square-mile, central California coast area, including the Salinas Valley, wants to tout agricultural, hospitality, recreation, tourism and winery activities to generate revenue.



Monterey's Economic Development Department released an RFP on Oct. 14 for a one-year contract to include various marketing and PR services.

Proposals are due Nov. 17.

RFP: <http://odwpr.us/1LwHmF3>.

EX-WHITE HOUSE, TPG PR EXEC TO MERCURY

Adam Levine, the former communications exec for private equity giant TPG locked in a legal battle with the firm, has joined Mercury to set up a San Francisco outpost.

TPG sued Levine in January, accusing the former Goldman Sachs and Bush White House PR staffer of leaking information to the press to harm the firm. Levine countered with a whistleblower suit, claiming TPG violated securities laws and made misrepresentations to investors.

Levine takes a managing director role with Omnicom-owned Mercury. Partner Fabian Nunez said Levine brings "incredible talent and leadership" to the firm.

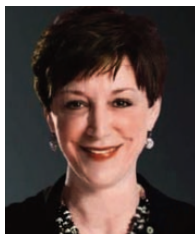
In addition to the TPG post, he was VP and spokesman for Goldman Sachs and assistant White House press secretary and director of TV news for President George W. Bush. He started out on Capitol Hill and moved into TV journalism with NBC News and ABC TV.

HALLMARK TAPS BIWER AS SVP, PA, COMMS.

Molly Biwer, VP of corporate communications and PR at Carlson, has been named senior VP of public affairs and comms. of Hallmark Cards, starting Nov. 9 and reporting to president Dave Hall.

Biwer succeeds Steve Doyal, who is retiring.

Biwer will lead Hallmark's communications, public relations, government affairs and community involvement programs. She also will be responsible for the Hallmark Visitors Center and the philanthropic activities of the Hallmark Corporate Foundation.



Biwer

SUSTAINABILITY ORG EYES GLOBAL COUNSEL

The Seoul-based global organization focused on sustainable development in emerging economies is in the market for a global PR agency.

The Global Green Growth Institute, set up in 2012 at the Rio+20 UN Conference on Sustainable Development, released an RFP this week for a global



firm to support communications for and after its presence at the 21st Conference of the Parties, the international climate change confab slated for Paris this year.

The work includes media monitoring, outreach, distribution, strategic PR counsel and digital PR, among other tasks. Proposals are due Oct. 26.

RFP: <http://odwpr.us/1LwIys1>.

ASGK, M PUBLIC AFFAIRS BECOME KIVVIT

ASGK Public Strategies, the Chicago-based shop of Eric Sedler and David Axelrod, has merged with its New Jersey-based sibling M Public Affairs under the name Kivvit.

Sedler said his firm, which backed M PA founder and campaign strategist Maggie Moran in 2010, outgrew its name. He and Moran serve as managing partners for the expanding firm, which reached Miami in January and counts 60 staffers and \$12.5M in 2014 revenues, with additional outposts in Washington and New York.

Axelrod cashed out of ASGK after the 2008 election, when he moved to the White House.

Kivvit is an Alaskan Native word for "valuable" and "durable," the firm said.

Sedler, a former AT&T and Edelman PR hand, said the combined firm is set to work seamlessly at the national, state and local levels.

Moran is a former campaign manager for Gov. Andrew Cuomo and ex-Govs. Jon Corzine and Jim McGreevey, among other Democrats.

FINN PARTNERS APPOINTS KUHL

Kristie Kuhl, who formerly filled executive vice president slots at Cohn & Wolfe and Makovsky & Company, has moved to Finn Partners, where she assumes the role of senior partner of that agency's health shop.

Kuhl will now be responsible for Finn Partners' range of pharmaceutical efforts, which includes biotechnology, pharmaceutical, and specialty pharma.

Gil Bashe is managing partner and global health practice director at FP.

US BUOYS NEXT FIFTEEN

Next Fifteen Communications Group reported revenue grew 18.4% to \$94.2M (£61.8M) for the six months ended July 31 on the strength of its North American business.

Next Fifteen, which owns firms including Text 100, Bite, OutCast and M Booth, saw operating profit climb 30.9% to nearly \$11M (£7.2M). Chairman Richard Eyre singled out North America's 10.3% organic revenue growth as a key driver of the company's success during the period.

OutCast, M Booth, Beyond and Blueshirt led a strong US showing that included 38% growth to nearly \$61M. UK operations were up 5%.

Key business wins included Autodesk, Intel, Airbnb, West Elm and Trainline.

Debt rose to \$30M from around \$18.5M a year earlier. Acquisitions during the period included IncrediBull World Ltd, Republic, Beyond, Encore and Animl.

Next Fifteen claims more than 1,000 staffers across 35 offices in 18 countries.

BIC CONSUMER SEEKS RFP FOR BRANDING

BIC Consumer Products USA is looking for a PR agency to help the company grow its consumer business and jumpstart its brand PR programs.

Based in Shelton, Conn., BIC manufacturers stationery, lighters and men's and women's shavers.

According to the RFP, the PR agency will work with the BIC marketing department to build awareness for each product category's brand platform, promote marketing initiatives and raise awareness for new product offerings through media relations and influencer programs.

In its proposal, BIC points out that the company's brand PR team is part of the marketing department and is separate from corporate communications/corporate PR.

Brand priorities for 2016 include continuing to build awareness and support for the company's multi-year equity program, BIC Fight for Your Write.

"While our BIC Fight for Your Write mission resonates with consumers, we have yet to achieve the number of media impressions and quality of coverage that we believe the program is capable of achieving," the RFP said.

The company is also looking for sharper coverage of its shavers.

"Hosting events and having more face time with media throughout 2015 has helped us to begin to break through a cluttered product environment, in both the men's and women's categories," the RFP said. "However, we have yet to achieve the number of impressions or quality of coverage that we would like to see and that have been achieved historically."

BIC is looking for PR capabilities in the beauty and lifestyle sectors, relevant case studies and fee estimates. A successful track record with Spanish-speaking media is a plus.

The company also wants to reach influencers to include in its editorial content. Editorial content from influencers will be measured based on impressions, quality of coverage, accuracy of coverage and sentiment.

MSLGROUP HIRES KUNDRED AS WEST MD

MSLGroup on Thursday named PR and marketing veteran Curt Kundred as managing director for the Western Region as well as Global Head of Strategic Partnerships and Acquisitions.

Kundred, who is based in the agency's San Francisco office, will lead MSLGroup's West Coast operations that include PR offices in the Bay Area, Seattle and Los Angeles.

Prior to joining MSLGroup, Kundred served as President for the West Coast, East Coast and Canada for FleishmanHillard and President of the Western Region for Edelman.

"Curt's strong agency experience, deep industry expertise and proven leadership abilities will be critical as we strengthen and significantly expand our business on the West Coast and around the globe," said Ron Guirguis, U.S. CEO, in a statement.

In his strategic partnerships and acquisitions role, Kundred will help to develop MSLGroup's growth plans, and report to Global CEO, Guillaume Herbette.



Kundred

SANOI'S THOMAS TO MAKOVSKY

Megan Thomas, global head of communications for Sanofi Oncology, has moved to Makovsky as senior VP in its health practice.

Thomas, who remains based in Cambridge, Mass., for the New York-based firm, spent five years with Sanofi after a stint as senior director of global PR for Novartis Oncology.

She was previously director of US PR for Novartis Pharmaceuticals.

Thomas serves under Makovsky health practice leads Alexandra Peterson and Tom Jones.



Thomas

WH, FACEBOOK PRESS AIDE DIES AT 32

Brandon Lepow, a White House spokesman who volunteered for Barack Obama's campaign for the Texas primary in 2008, died Oct. 12 after a two-year battle with leukemia. He was 32.

President Obama called Lepow "hardworking, cheerful, one of the most unfailingly kind and gracious people I've had the honor to know."

Lepow moved up from volunteer to media advance man for Obama and later became a regional communications director for the White House. He departed for Facebook in 2013 and served as policy communications manager.

Added Obama: "To know Brandon Lepow was to know that he didn't need to get into politics to change the world, after all. He made his thirty-two years count. And those of us who knew him are better for it."

Lepow is survived by his wife, Theresa, and parents, Kenny Lepow and Cindy Schmerin.



Lepow

REPORTER AMONG 'MOST ENDANGERED' JOBS

Newspaper reporters now occupy one of the scarcest jobs in America, a designation listed alongside professions such as meter reader, mail carrier, farmer, and logging worker, according to a recent ranking of "endangered jobs" by CareerCast.com.

The latest CareerCast report claims newspaper reporters currently yield an annual median salary of \$37,090, and the profession has a projected growth outlook of -13%.



The job search site claimed the profession has yet to recover from a severe decline in hiring that hit the media industry nearly a decade ago, an industry still "undergoing a profound transformation as outlets work to keep up with evolving technology."

"The newspaper industry reached its advertising revenue peak near the turn of the millennium, but according to the Newspaper Association of America, began a dramatic decline right around 2000 — coinciding with an increase of internet usage among Americans of 74% by 2006, per the Pew Research Center," the report said.

The CareerCast report also mentioned that "dwindling opportunities for newspaper reporters past and present don't mean their skills are not sought after in the job market," and while translating a reporter's skills to another field might prove difficult, "former newspaper reporters have opportunities to migrate from print into digital media, marketing, advertising and public relations — fields where their skill sets transfer nicely."

The U.S. Bureau of Labor Statistics estimated that the profession faces a 13% decline in employment by 2022.

Report research was compiled based on hiring outlook and contributing economic factors. Other jobs that rank high on CareerCast's list of endangered jobs include flight attendant, jeweler, insurance underwriter, drill press operator, and seamstress/tailor.

It's the second time this year a report by the job search site has heralded bad news for the industry. In April CareerCast deemed newspaper reporter among the "worst jobs in America," behind professions such as lumberjack, cook, and military personnel.

TWITTER READIES LAYOFFS

Twitter is planning company-wide layoffs, with the cuts likely to affect most, if not all, departments.

Twitter said it would jettison up to 336 people, or roughly 8% of its workforce, as part of a restructuring CEO Jack Dorsey says will place the social network "on a stronger path to grow."

The move comes less than a week after Dorsey was named permanent CEO of the microblogging platform.

According to Re/code, Twitter reported roughly 4,100 employees last quarter, more than double the roughly 2,000 employees it had in Q2 2013 just before the IPO. However, Twitter's user base has grown less than 50 percent in that time.

The bulk of the cuts may come from the engineering department, which makes up about half the staff, according to Re/code.

Dorsey takes charge of Twitter at a critical time. Twitter's user base has started to stagnate, while its stock price continues to decline.

Also on tap for Dorsey: Creating more effective ad vehicles for marketers. Right now, Google and Facebook maintain the lion's share of online advertising budgets.

SMEDLEY JOINS FACEBOOK

Christine Smedley, PayPal's VP of global brand and communications, is joining Facebook to run its Messenger unit. That's according to Tech Crunch.

Smedley has been working at PayPal since 2012, where she was instrumental in developing rebranding efforts across Web and mobile, resulting in 5 percent boost in customer and business signups and 8 percent hike in account activations, according to *Silicon Valley Business Journal*. Prior to PayPal, Smedley ran global comms for Amazon and also had a stint at Edelman as executive VP and global chair of the agency's consumer marketing unit.

Facebook Messenger, which debuted in 2011, is an instant messaging service and software application that provides text and voice communication. It recently added video calling, as well. According to Facebook, the service now has 600 million users.

PITCHFORK MEDIA SOLD TO CONDE NAST

Condé Nast has acquired Chicago-based indie music stalwart Pitchfork Media. The acquisition, which takes effect immediately, includes the entirety of Pitchfork's digital and analogue media properties (pitchfork.com, online video imprint pitchfork.tv, print quarterly magazine *Pitchfork Review*), as well as the company's Pitchfork Music Festival concert series.

The financial terms of the acquisition were not made public.

It's a calculated grab by Condé Nast — which owns *Vogue*, *Glamour*, *Wired*, *Bon Appetit*, *The New Yorker*, *Vanity Fair* and many other household publications — a move intended not only to add a big-name online music imprint to its hefty playbook, but one that also seizes on Pitchfork's coveted millennial appeal.

Fred Santarpia, Condé Nast chief digital officer, told the *New York Times* that the acquisition brings "a very passionate audience of millennial males into our roster."

In an email to Condé Nast's staff, president (and soon to be CEO) Bob Sauerberg said the acquisition "reinforces our commitment to building Condé Nast's premium digital network, focusing on distinctive editorial voices and engaging high-value millennial audiences."

Pitchfork, which turns 20 next year, remains the most popular underground music-related publication on the Internet, with an audience consisting of more than 240,000 readers per day, and more than 1.5 million unique visitors each month. The site's influential album reviews have become a "make" or "break" to up-and-coming bands — and cited and helping spur appeal for Arcade Fire, Broken Social Scene, and Titus Andronicus.

VW MUST CHANGE PR GEARS OF INDUSTRY

By Patrick Hillman

As the VW scandal comes into clearer focus, we see a company that prioritized financial considerations over customers. The *New York Times* recently shared the insights of a former VW executive who said the scandal was “all but inevitable” because the company “will look the other way about anything” in deference to its “national mission to provide employment to the German people.” This preoccupation apparently led VW executives and engineers to knowingly install defeat devices meant to skirt regulatory emissions standards.

Why is this a “there but for the grace of God go I” moment for the rest of the industry? It’s because nearly every automaker in the world has to varying degrees made similar missteps as VW and car companies can no longer take customers for granted.

The next time an automaker lets its devotion to reputation delay a potentially life-saving recall, the regulatory environment will be far less forgiving. The next time a Detroit automaker can be painted as putting profits ahead of safety, the marketplace may prove far more resistant to forgive them. The price paid for putting customers second is rising, and as a result carmakers need to change their mindset.

By necessity, Volkswagen will go first, and its actions to reaffirm its consumer commitment will have as significant an impact on its prospects as any other factor moving forward.

Job One is for the company to address consumers’ immediate concerns and communicate clearly how VW intends to address the foundational flaws in its software with minimal impact to consumers. This should be followed by concise actions to make consumers financially and environmentally whole again.

An antiquated option would be to simply offer a cash back refund or gas credit based on the total miles driven by the individual consumer.

A more creative option would be to offer affected consumers a retail-rate buy-back program that includes a deep discount on their new line of hybrids and electric cars.

This would not only address both the financial and environmental concerns of the affected consumers, but would also create an opportunity to highlight another line of vehicles that could help offset the fines and lawsuits that will eventually come.

Empirical evidence shows that if Volkswagen can accomplish these two immediate objectives, it may be able to mitigate a great deal of potential risk to its reputation and bottom line.

Indeed, the cultural changes VW makes to ensure customers come first are also what VW dealers, shareholders, suppliers and other stakeholders will be watching as they determine the future of their business with the company.

More important, those changes and how they are communicated—or lack thereof—will ultimately decide how VW is viewed by consumers who often remember the response to a crisis far longer than the crisis itself.

Patrick Hillmann is a VP at Levick.

MEDIA GIVES FIRST DEBATE WIN TO CLINTON

By Jon Gingerich

It’s hard remembering a Presidential debate performance that provoked so much mainstream media fawning. Reading the headlines today, the pundits appeared so enamored with Hillary Clinton you’d think she’d unveiled a cancer cure during last night’s first Democratic Party debate in Las Vegas.

“Hillary Clinton towers over her debate rivals,” read the *Washington Post*. “Hillary Clinton Dominates First Democratic Debate, Analysts Say,” according to the *Wall Street Journal*. “Hillary Clinton Schools Her Rivals,” said Bloomberg. “Hillary Clinton’s Democratic Debate Magic,” wrote the *New York Times*’ Frank Bruni.

The political blogs were also smitten over Clinton’s execution. Politico championed Clinton the “clear winner” in the debate: “A runaway victory for Clinton,” its headline read. Slate, meanwhile, charged that “Hillary Clinton Won the CNN Debate With a Surprisingly Spectacular Performance.”

One thing is certain: after stewing in turmoil for months, after enduring yet another politically motivated witch hunt disguised as a Benghazi investigation, or the ongoing scandal regarding her email use while Secretary of State, Clinton finally turned the tables last night. Make no mistake, she put on a stunning show, which isn’t a surprise, given Clinton’s mastery as a speaker and her decades of debate experience (she’s been married to Bill Clinton for forty years, after all). She appeared poised, practiced, presidential. But regarding those accolades: what was it that makes her the clear victor of last night’s debate? After taking in the deluge of pundit-gushing over her performance, I’m left wondering if this is another case of a mainstream media that latches onto image and willfully ignores substance in the process.

By far, Clinton’s biggest score came pretty much out of the gate, after Anderson Cooper put her on high-alert with his first question, regarding her history of routinely switching stances — as they apply to same-sex marriage, her policies on immigration, the Trans-Pacific Partnership Agreement. What followed was misdirection so thick you could cut it with a knife, as she used the question to deflect onto Senator Bernie Sanders’ gun control voting record. Sanders, who appeared unprepared for this, didn’t adequately recover from the blow.

The tactic proved to be a template for the rest of the evening. After stating she’d been politically consistent her entire career (a joke?), then calling herself as a “progressive” (I must have missed that meeting), she qualified that statement with the claim that she belongs to a new breed of progressive who likes to “get things done” (a line she liked so much she ended up using it twice). She also implied that being a woman somehow disqualifies any association with the status quo.

As the *Atlantic* wrote, Clinton’s experience is actually her worst enemy right now. Her voting record counterbalances many of her claims, renders them hollow messages, and though she definitely brought the rhetoric last night, it left me wondering if that’s all we were getting.

Jon Gingerich is an editor for O’Dwyer’s.

NEWS OF PR FIRMS**OGILVY LAUNCHES TRADE GROUP UNIT**

Ogilvy has launched a specialty unit focused on trade groups, dubbed Association Works.

The firm said its practice will focus on reputation management, marketing and member communications for associations.

Ogilvy's trade experience includes the American Chemistry Council, American Petroleum Institute, National Crop Insurance Services and the National Association of Broadcasters.

The WPP-owned agency said the trade group practice will operate across its North American network.

LESIEUTRE HELMS WALL STREET

Chris Lesieutre, founder of Salt Lake City-based Wall Street Communications, has returned to the president post at the 20-year-old firm.

Lesieutre spent the last few years at parent Dundee Hills Group, adding content marketing operations in verticals and the marketing automation firm Kokoro Marketing.

WSC focuses on clients in the TV and digital media space, including ChyronHego, Harmonic and Quantum.

CUNNINGHAM SWAYS TO SWAY

Courtney Cunningham, founder and president of Cunningham Group, has been named CEO of Miami PR and PA shop Sway.

Cunningham played a key role in the formation of the minority-owned holding company Commonground/MGS, which included his firm, as well as MGSCOMM, Commonground, The Vidal Partnership, and Sway.

C/M CEO Sherman Wright called Cunningham "a highly experienced leader" whose strong integrated communications background fits well into the holding company's growth plan.

HAWKINS INT'L EARNS INC 5000 SPOT

Propelled by 52 percent revenue growth during the last three years, Hawkins International Public Relations has earned a spot on the 2015 *Inc.* 5000 list.

The PR agency, which specializes in the travel and hospitality sectors, placed number 4,687 on this year's *Inc.* 5000, an annual list of the fastest growing small businesses (link).

In 2014, the agency generated \$3.5 million in revenue. This year it added 7 jobs to its roster for a total of 28 employees. The shop also has wracked up several new travel accounts, including The Carillon Hotel & Spa (Miami), Hilton Head Health, JW Marriott Venice, Mountain Top Inn (Vermont) and Solage Calistoga (California)

"Our clients rely on us to help them win, and that means taking the time to really understand their business challenges and having our teams seamlessly operate as extensions of their in-house teams. Our future growth hinges on making sure we deliver for our clients every day," said Jennifer Hawkins, President of Hawkins International, in a release, adding she looks "forward to more growth and successes ahead."

NEW ACCOUNTS**New York Area**

PCG Advisory Group, New York/Pivot Pharmaceuticals, biotechnology, as AOR for financial communications, digital and social media comms., as well as PR.

North 6th Agency, New York/CredSimple, healthcare credentialing solutions, as AOR for PR, including media training, messaging, editorial support, and go-to-market positioning. Media relations will focus on business media, tech and healthcare trades, and local outlets. The platform allows healthcare orgs to credential providers and facilities quickly, reducing administrative burden.

Magrino, New York/Matthew Kenney Cuisine, chef, author and educator known for raw, plant-based cuisine, for PR.

East

French/West/Vaughan, Raleigh, N.C./Trailways Transportation System, bus carrier with operations in 35 states, as marketing AOR. The company will mark its 80th anniversary next year.

Southeast

Brandware, Atlanta/Pellisari, Italian speaker designer, as AOR for PR. The work includes support for the North American market launch of its ZEMI Aria system, as well as media strategy, PR and consumer marketing.

The Gab Group, Boca Raton, Fla./The Little Chalet, prime steakhouse and fondue dining, as AOR for PR for its US launch in South Florida.

Midwest

AutoCom Associates, Bloomfield Hills, Mich./The NORMA Group, German engineering joining technology leader and maker of clamps, connectors and fluid systems, as North American AOR. TNG's components are used in light trucks, aircraft, trains, ships, water pipelines and off-highway equipment.

Mountain West

Wall Street Communications, Salt Lake City/VOGO, mobile tech products for live-media experience and in-venue spectators, for conte marketing, PR and communications.

Southwest

Estipona Group, Reno, Nev./American Higher Education Development Corp., career college with campuses in Wisconsin, Minnesota, Florida, Ohio and Illinois, as AOR, including online ads, PR, social media and grassroots. Message is AHED prepares students for "in-demand" careers.

West

ID Media, Los Angeles/Capital Brands, multichannel marketer behind NutriBullet and Magic Bullet, as AOR for media.

International

WPIC, Beijing/US Meat Export Federation, as digital agency of record for China. The USMEF notes China now consumes twice as much meat as the US while its domestic food industry has faced numerous scandals, providing an opening for US producers. The work includes a new website, interactive games and event promotion via social media, as well as video and other content.

NEWS OF SERVICES**HISPANIC PR ASSN SAYS BRAVO!**

The Hispanic Public Relations Association gave out its annual ¡Bravo! Awards Oct. 8 in New York, recognizing Hispanic communications.

Andy Checo, president of HPRA's National Board, said the group is proud to provide a platform for such work to be recognized and celebrated.

Laura Stylez, co-host of a morning radio drive show on HOT97 in New York, hosted the event.

Mike Fernandez, corporate VP, corporate affairs at Cargill, was honored with the group's inaugural "Pioneer of the Year" Award.

Agency winners included:

Technology Campaign of the Year: Cohn & Wolfe Infuse

Healthcare & Nutrition Campaign of the Year: Balsera Comms. for UnitedHealthcare

Fashion & Beauty Campaign of the Year: HAVAS PR North America for Media Makeovers By JcPenney's Escudron Glam

Public Education Campaign of the Year: Cohn & Wolfe Infuse for Colgate

New Product Launch Campaign of the Year: Sway PR for the 2015 Hyundai Sonata

Food & Beverage Campaign of the Year: Havas Formulatin for Nestle

Integrated Marketing Campaign of the Year: Conill for Toyota

Media Event Campaign of the Year: Telemundo for the 2015 Billboard Latin Music Awards

Sports Campaign of the Year: Havas PR North America for JcPenney

Digital Campaign of the Year: Telemundo for the Super Series Launch of "DUEÑOS DEL PARAISO"

Internal Communications Campaign of the Year: Havas Formulatin for Mi Pueblo

CSR Campaign of the Year: D Exposito & Patners for Child Hunger Ends Here Con Agra Foods

Public Affairs Campaign of the Year: Balsera Comms. for National Hispanic Landscape Alliance

Non-Profit Campaign of the Year: D Exposito & Patners for the AARP Caregiving Campaign

Multicultural Campaign of the Year: Cohn & Wolfe Infuse.

JELLYFISH TAPS HAMILTON

Jim Hamilton, former VP and managing director for iCrossing, to Jellyfish Online Marketing, as managing director, head of US. He is based in Baltimore and leads staff in New York and San Francisco, as well. He is responsible for digital strategy, continued market expansion and evolution as a leading edge, full-service agency.

Jellyfish claims \$100M in revenues.

Hamilton started out as a marketer for tech companies APC and Sun Microsystems before moving to the agency side.

BRIEF: Teads, the outstream video advertising and a global monetization platform for publishers, has partnered with SaaS analytics company **Moat** to provide real-time analytics on viewability and audibility.

PEOPLE**Joined**

Matthew Felling, strategic communications director for Sen. Lisa Murkowski (R-Alaska), to H+K Strategies, Washington, D.C., as a VP. He was a print and broadcast journalist, working as the anchor and chief political reporter for KTVA-CBS (Anchorage, Alaska).

Patrick Ryan, formerly with Fox Business Network and CNBC, joins as a senior A/S. Ryan joins from Braithwaite Communications, where he managed media relations and crisis communications and earlier was a producer at Fox, CNBC and Thomson Reuters.

Ann Smith, senior director of corporate comms., Express Scripts, to Coyne PR, Parsippany, N.J., as a VP in its healthcare practice. In addition to Express Scripts (formerly Medco), Coyne's top healthcare business includes Humana, Atlantic Health, and the Christopher and Dana Reeve Foundation, among others.

Anthony Freed, director of publications, Norse Corp., to Evident.io, Dublin, Calif., as director of corporate communications.

Christine Heenan to Burson-Marseller, New York, as a member of its US-based creative council. She heads Clarendon Group, based in Boston, and is currently senior communications adviser at the Bill and Melinda Gates Foundation. She is also former VP of PA and communications for Harvard University and a senior policy analyst on the White House Domestic Policy Council during the Clinton administration.

David Snowden, senior VP of PR for the US and global affiliates at Natixis Global Asset Management, to Argo Group International Holdings, as senior VP, group comms. and PR.

Justin Nicolette, former VP for Taylor, to IMRE, as GM of its Raleigh, N.C., outpost. She was previously an A/E at Golin.

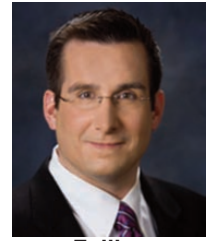
Sonia Abdulkaki, a Middle East PR exec for Havas and Rawaj International, to Daly Gray PR, Herndon, Va., as a VP focused on hotel accounts.

Promoted

Kristin Cahill to president, North America, GCI Health, New York. She was EVP and market leader of the firm's New York office. Sherry Goldberg takes the reins as New York market leader. GCI also promoted Kim Sammons, to EVP, director of advocacy & patient engagement, David Chadwick to SVP, digital, Craig Heit to SVP, and rin Kaiserova to SVP.

Lesley Cerwin, who handles PR for NBC's reality shows like "The Voice" and "The Biggest Loser," to senior VP of entertainment publicity for NBC Entertainment. Cerwin joined NBC Universal from Buena Vista TV in 2005 and started out publicizing "Law & Order" at Universal Network TV. Under NBC's "alternative programming," her PR purview has included the Golden Globes and network specials.

Sarah Davasher-Wisdom to senior VP of PA and strategy, Greater Louisville Inc., the metropolitan chamber of commerce and business development organization.

**Felling**

WEBER WINS VAUXHALL UK

Weber Shandwick has won a competitive bid for the United Kingdom social media account of Britain-based Vauxhall Motors.

The agency will drive social strategy, develop social-first campaigns, content creation and community management on behalf of Vauxhall, whose brands include Astra, Corsa, ADAM and Mokka.



“Vauxhall is a brand that really understands the major opportunity that social presents from a commercial perspective,” said Adam Clyne, head of digital at Weber Shandwick, in a statement.

“We are looking forward to partnering with them to develop campaigns with big ideas at the heart that have a real impact on business results.”

Weber Shandwick’s head of social, Danny Whatmough, will lead the Vauxhall, along with James Nester, executive creative director for the UK and EMEA (Europe, Middle East and Africa).

UAW HIRES FIRM TO DRIVE MESSAGE

The United Auto Workers has hired New York-based PR agency BerlinRosen to help the union get its message out about the proposed contract with fiat-Chrysler to its members, according to several reports.

The UAW hired Berlin-Rosen after its members decisively rejected a tentative agreement it reached last month with Fiat Chrysler Automobiles.

“We don’t consider this a setback; we consider the membership vote a part of the process we respect,” UAW President Dennis Williams, told the *Wall Street Journal* after the vote.

The agency, which was hired by Detroit to handle the city’s bankruptcy process, is helping the union explain and communicate a new tentative agreement the UAW reached last week with the automaker.

BerlinRosen includes several former Barack Obama campaigners and administration officials and also has previously worked for New York City Mayor Bill de Blasio.

OGILVY TO WORK INDONESIA TRAVEL

Ogilvy PR’s Jakarta shop has been appointed the official agency of record for Indonesia’s Ministry of Tourism.

The agency will enact a five-year strategic communications plan for that country’s ongoing “Wonderful Indonesia” campaign, for the purpose of boosting Indonesia’s visibility as an international tourism destination.

The plan, referred to by Indonesia Minister of Tourism Arief Yahya as “an aggressive awareness campaign for Indonesia’s branding,” includes the goal of increasing Indonesian tourist numbers to 20 million “within the next few years.” Ogilvy’s network of global offices will contribute to the effort.

According to Indonesia Minister of Tourism Arief

Yahya, Ogilvy’s account win followed a highly competitive pitching process that included the review of nearly two-dozen agency requests for proposal.

B+H PHOTO HIRES 5W AMID UNION PUSH

B+H Photo management has retained public relations agency 5WPR in light of a unionization drive at the retail company.

The unionization drive was announced last week in response to unsafe working conditions, widespread discrimination and wage theft, according to the Laundry Workers Center United’s (LWCU) website.

Workers allege they were pulled aside throughout the day to meet with anti-union consultants demanding information about the union campaign and its “leaders,” threatening those who would not speak, LWCU said.

Workers also report that management demanded workers sign paperwork, and were told to leave the premises when they did not. Faced with this strong display of solidarity from workers, community allies, and angry customers, the company subsequently claimed employees were never fired and could return to work on Friday, LWCU added.

B+H workers publicly announced their intent to organize with the United Steelworkers last Sunday, representing more than 150 warehouse workers employed in B&H’s two Brooklyn facilities.

Among other practice areas, 5wpr specializes in public affairs and crisis communications.

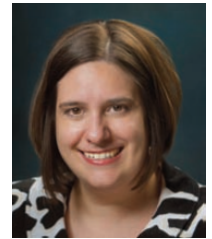
ALLEY CONDUCTS CA HIGH-SPEED RAIL PR

The California High-Speed Rail Authority has named Lisa Marie Alley chief of communications, elevating the three-year authority vet from a deputy slot.

Alley is a former TV journalist who moved into PR in 2008 with Blanning & Baker Associates.

The authority oversees the state’s embattled proposed \$98B bid to build a high-speed rail line between San Francisco and Los Angeles.

“No infrastructure program of this size and importance can be successfully implemented without effectively communicating its purpose, progress, and benefits to the public and stakeholders,” said Authority CEO Jeff Morales.



Alley

MADSEN JOINS BRAVO GROUP

Communications veteran Megan Madsen has joined Bravo Group, one of the largest independent PR agencies in Pennsylvania, as managing director.

Madsen, who works at the agency’s Harrisburg office, was executive VP for integrated services at advertising agency Laughlin Constable.

During her tenure at the firm in Chicago and Milwaukee, Madsen oversaw content development and platform integration for national clients in the healthcare, insurance and major retail sectors.

Before joining Laughlin Constable, Madsen held various executive positions at Neiman Group—now Allen & Gerritsen—in Philadelphia and Harrisburg.

PR OPINION

The \$17.7 billion purchase of Cablevision and properties *Newsday*, News 12 Networks, and *amNewYork* by non-U.S. media giant Altice, headed by Israeli-French citizen Patrick Drahi, worries Long Islanders including Jaci Clement of the Fair Media Council.

FMI's mission is to insure that companies and institutions get a fair shake from media. One company controlling too many media works against that, it feels.

Clement, executive director of FMC, writing in the Sept. 28 Long Island Business News, said Altice may run into problems with its purchase because Direct TV and other satellite services are cutting into hard-wired TV access and *Newsday*'s aging readership "could prove problematic over time."

She sees a possible spin-off of *Newsday* in the future which she calls "exactly what Long Island needs most: a system of checks and balances within its media voices."

Hundreds to Attend "Connection Day" Oct. 23

The Altice purchase of Cablevision is sure to be a topic at "The Future of Your Local News" FMC breakfast panel Friday at Briarcliffe College, Bethpage.

Hundreds of media and communications pros are gathering for the annual "Connection Day" of FMC.

Clement will moderate the breakfast panel that includes Tim Scheld, news & program director, WCBS News Radio; Eric Lerner, president, NBC/New York, and N. J. Burkett, WABC-TV reporter.

The Altice purchase will also no doubt be discussed by luncheon speakers Bruce Lambert, *New York Times*; Kieran Crowley, *New York Post*, and Bob Keeler, *Newsday*. Cost is \$375 for members and \$425 for non-members.

Drahi's Rep: "Cost Cutter"

Drahi has a reputation as "a ruthlessly efficient operator who runs a lean business," wrote Andrew Ross Sorkin and Michael de la Merced in the Sept. 16 NYT.

Media analyst Rich Greenfield of Wall Street house BTIG, told CNBC Sept. 17 that "Altice is known as an incredible cost cutter and there's probably some fat in Cablevision."

The Wikipedia bio of Drahi puts his net worth at \$15 billion as estimated by Forbes. He was born in Casablanca to a Moroccan Jewish family and holds French and Israeli citizenships. Altice is the second largest telecom company in France with U.S. capitalization valued at \$34 billion.

Cablevision, owned by the Dolan family, resisted efforts by Altice to include *Newsday*, News 12 Networks and *amNewYork* in the deal but Altice "insisted" on it, said the Sept. 16 NYT article.

Newsday, sold to Cablevision in 2008 by the Tribune Co., has weekday circulation of 397,973 (2013 figure) while *amNewYork*, a free daily, has circulation of 335,000.

News 12 Networks, comprised of stations reaching Long Island, New Jersey, Westchester, Connecticut, Hudson Valley, Brooklyn and the Bronx, has an estimated au-

dience of 3.8 million. It says it is the "largest 24-hour TV news network in the nation."

News12 Long Island lists 25 reporters and anchors.

"Fair" Media Council Needs New Mission

The FMC, founded in 1979 to foster a "media savvy consumer" in the words of Clement, needs to expand its charge to include "fair" treatment of the media by news sources. The tables have turned since 1979 with media now under tremendous technical and financial pressures which have damaged their independence.

The sale of Cablevision to a non-U.S. company plus other upheavals in the media are cause for concern. Pew and others have documented the shrinkage of newspaper staffs and circulation. Reporters as well as PR people have to contend with an increasing amount of clout by lawyers in communications.

We have emailed to Clement as well as some of her board members the videos of us being limited to five minutes of speaking at Westhampton Beach Trustee meetings.

We were shouted and otherwise interrupted when we tried to speak. Mayor Maria Moore and WHB trustees, citing advice of legal counsel, refuse to answer our questions.

The record of WHB outside lawyer Stephen Angel shouting at me is at one hour and 11 minutes of the Sept. 3 tape and the record of lawyer Anthony Pasca repeatedly interrupting me is at 29 minutes of the Oct. 8 tape.

Since their behavior is documented in a video, it can be reviewed just like disputed umpire calls are "appealed" in baseball and other sports. We are asking "umpires" at the Fair Media Council to judge whether we were treated fairly or not.

FMC directors include Ernest Bartol, senior partner, Murphy, Bartol & O'Brien law firm; Dolores Fredrich, VP for legal affairs and general counsel, Hofstra University, and Jordan Darrow of Darrow Assocs. financial PR firm.

Eruv Is \$1Million+ Threat

The main financial threat to WHB is the more than \$1 million in fines and legal costs it might have to pay to the East End Eruv Assn. which wants to erect an eruv Jewish religious boundary in WHB. The threat was described by outside counsel Brian Sokoloff at the Sept. 3 WHB trustees' meeting.

An eruv is a complicated religious and legal concept that needs thorough understanding by the affected public. It's in the courts because they accept that any municipalities that oppose an eruv are violating a "civil right" of the religious group. Losers in civil rights cases pay all the costs.

The WHB website has some of the legal decisions on eruvim but ignores many articles in the media that provide needed interpretations of what are often dense, highly-technical decisions loaded with links and references to cases going back to 1971.

A role could be played by local libraries in this matter but they are paralyzed by politics.

— Jack O'Dwyer