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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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OCEANIA SAILS TO SPRING O'BRIEN

New York travel and hospitality PR shop Spring O'Brien has been hired by luxury cruise line Oceania Cruises to handle North American PR.

Miami-based Oceania Cruises operates a half-dozen cruise ships worldwide (Insignia, Marina, Nautica, Regatta, Riviera and Sirena). The shipping company, which was founded in 2002, is a subsidiary of Norwegian Cruise Line Holdings Ltd.



Spring O'Brien will field earned media opportunities to raise Oceania's profile, focusing on its cuisine, design, service and destinations offerings. The account will be led by senior VP Lauren Kaufman, who previously oversaw Spring O'Brien's PR work for Oceania sister brand, Regent Seven Seas Cruises (formerly known as Radisson Seven Seas Cruises).

Spring O'Brien, which celebrates its 34th anniversary this year, was acquired last year by Los Angeles-based Myriad Marketing.

FORMER DE BLASIO SPOX MOVES TO FENTON

Karen Hinton, former press secretary to New York City Mayor Bill de Blasio, has joined Fenton as chief strategy officer and managing director of that progressive PR shop's New York office.

Karen Hinton was appointed de Blasio's press secretary in 2015, succeeding Phil Walzak, who shifted to a senior aide position on the mayor's team. Hinton left that post in June after a year of service.

Hinton was previously acting assistant secretary for public affairs at the U.S. Department of Housing and Urban Development during the Clinton administration, which was then headed by now NY Governor Andrew Cuomo, and was also formerly president of PR firm Hinton Communications, which handled the multi-billion-dollar human rights legal battle against Chevron for its alleged contamination of Ecuador's Amazon region. Hinton Comms., which had offices in Washington, D.C. and New York, in 2013 merged with Omnicom's Mercury/Clark & Weinstock operation, where Hinton assumed the title of managing director.



Hinton

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FTI REVENUES TUMBLE IN Q3

FTI Consulting today reported a 3.8 percent dip in revenues during 2016's third quarter to \$438 million, compared to \$455 million during the same period of 2015.

Faring worse was FTI Consulting's Strategic Communications unit, where revenues fell 17.7 percent, or \$9.9 million, to \$45.8 million compared to last year's \$55.7 million. It's a stark contrast to activity seen in the second quarter, where Strategic Communications revenue jumped 15 percent in Q2 to \$49.9 million, as well as the year's first quarter, where FTI's communications revenue ticked up 7.1 percent to \$45.1 million. The consulting company attributed the Q3 dip primarily to \$8.5 million in lower pass-through revenues compared to 2015's Q3.

Operating income at the Washington-based corporate services company was similarly down in the quarter to \$35 million, compared to \$46 million during 2015's Q3. Operating income for the nine months of the year ending Sept. 30 was \$131.4 million, compared to 2015's \$141 million.

On the other hand, net income skyrocketed in Q3 to \$21.7 million, a 110 percent leap from 2015's Q3 net in-

(Continued on page 4)

WELLS FARGO ROLLS OUT LATEST PR PITCH

Slow-motion footage of the iconic Wells Fargo stagecoach set to a calming soundtrack sets the scene for the bank's latest attempt to get beyond the scandal that erupted in early September over widespread identity theft.

Wells Fargo chairman and chief executive officer John Stumpf stepped down Oct. 12. Leading up to this announcement he had agreed to forfeit \$40 million worth of stock, his annual bonus and part of his salary for the year.

The commercial promises that "Wells Fargo is making changes to make things right" by:

1. Fully refunding all customers who have been impacted.
2. Proactively sending confirmation of any new checking, savings or credit card account opened.
3. Eliminating product sales goals for retail bankers to ensure the customers' interests are put first.

A study released by consulting company cg42, which specializes in brand vulnerability, shows that even though only 3% of Wells Fargo's customers said they were affected by the scandal, 14% are expected to switch away from the bank in the next year to year and a half which could result in a loss of \$99B in deposits and \$4B in revenues.

GRANZ TO GROW R&C CONSUMER BIZ

Alisa Granz, 16-year veteran of the marcom industry, has been named executive VP and will spearhead Rogers & Cowan's consumer practice.

Most recently as sr. VP at Ketchum, Granz headed the media relations behind award-winning "Doritos Crash the Super Bowl" campaign, which was ahead of its time for accepting user-generated content. Other experience includes combining social and traditional media, branded content and influencer-based activities for TOMS, StubHub, Frito-Lay and Activision.



Granz

"Her expertise in millennial marketing, social impact and strategic communications will continue to put our clients at the forefront of public relations," Mark Owens, CEO of Rogers & Cowan, said.

R&C, which represents A-list celebrities to content creators to spirits brands, quick serve restaurants and retail, is part of the Octagon Sports and Entertainment Network, within the Interpublic Group of Companies.

PETRIKIN TO EXIT 20TH CENTURY FOX

Chris Petrikin, chief communications officer for studio giant Twentieth Century Fox, will step down at the end of the year to start his own firm.

Petrikin said he will handle crisis communications and corporate brand development for clients including Fox. "With the media and technology industries evolving at such a rapid pace, it's an exciting time to venture out on my own to help clients protect their brands, define themselves and get their messages out," he said.

Petrikin is a former editor and reporter for *Variety* and *Inside.com*. He jumped to the PR realm as head of corporate communications for the William Morris Agency and joined Fox Filmed Entertainment in an EVP role in 2007.

Stacey Snider, who took the chairman and CEO role at Fox in June, said in a statement that Petrikin's contribution to the company "is almost impossible to measure," adding the post required "coalition building, focus and the ability to be calm in a storm."

Petrikin will aid the transition to a replacement.

FOODMINDS NAMES CHIEF SCIENCE OFFICER

Food and nutrition science communications and consulting shop FoodMinds has hired Dr. Mitch Kanter to serve in the role of chief science officer.

Kanter succeeds former USDA Center for Nutrition Policy and Promotion associate executive director Dr. Robert Post, who served as FoodMinds chief science officer until 2014 and subsequently became senior director at the Chobani Nutrition Center.

Kanter joins FoodMinds from the American Egg Board, where he served as executive director. He was also previously director of health and nutrition at Cargill, director of clinical nutrition research and scientific communications at Quaker Oats, director of the Gatorade Sports Science Institute and director of health and nutrition sciences at General Mills.

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MEDIA/SOCIAL MEDIA NEWS

HARPO'S REINGLASS TO TELL UNITED'S STORY

Dana Brooks Reinglass, a veteran producer for Oprah Winfrey's Harpo Studios, has joined United Airlines in the new role of chief storyteller.

United, which saw its CEO exit last year amid the "Bridgegate" scandal in New York and New Jersey, recruited top Starbucks communications exec James Olson in January.

Olson told the *Chicago Tribune* the airline wants to draw attention to a "new, united United" by using stories "to give employees and customers a window seat" into the company.

Reinglass spent more than 20 years producing Winfrey's show and other projects under the Harpo juggernaut before stepping down in December.

TAILOR PITCHES TO PIQUE MEDIA'S INTEREST

Washington Women in Public Relations' annual media roundtable Oct. 21 at the American Chemical Society in Washington, D.C. offered the 90 attendees valuable insight into how media pros like to be pitched story ideas, what their day is like, the process of how stories make it into print, on the air and online and how they keep up with the tsunami of news coming at them 24/7.

"My day starts always the day before and it's continuous all day long, 24 hours," Melinda Woolbright, planning/news assignment editor, NBC4 Washington, asserted. "I'm always on my phone."

Woolbright explained that e-mails from viewers provide a great source of original story ideas, as does the latest news on the social media sites. "I am scouring everywhere. I can't think that there's one place that I don't look," she said.

Michele Remillard, executive producer, C-SPAN's *Washington Journal*, said she begins her day with a planning meeting and by looking at the other cable networks and going through stacks of newspapers. "Twitter is a big information source for me," she added.

Laura Helmuth, health, science and environment editor, *The Washington Post*, oversees a team of about a dozen reporters who turn their stories in the night before and then follow up the next morning regarding any breaking news that would affect the copy.

Helmuth explained she gets a lot of news from Twitter and added, "European Twitter has been going bananas while we were sleeping, so if anything exciting happened in Europe, we would know about it first thing in the morning. If anything big happened, we would redistribute the effort."

Eleanor Clift, Washington correspondent for *The Daily Beast* and formerly with *Newsweek* and *The McLaughlin Group*, explained that she executes story ideas that come from the "higher-ups" in Washington and New York and that she also pitches her own original story ideas. She stated that she doesn't get many phone calls as most communication is by e-mail. "For everyone, phone traffic is down."

When discussing potential story ideas for her show, C-SPAN's Remillard stated that since her show is guest-based, she does receive many pitches.

Read the full report at <http://bit.ly/2fb8KnR>.

NEWS OF PR FIRMS

FOODMINDS SCIENCE CHIEF (Cont'd from 2)

As chief science officer, Kanter will help advise clients on science and evidentiary issues facing the food, beverage, nutrition, health and wellness sectors. He'll also co-lead FoodMinds Global ExpertBench nutrition network, which is located in 30 countries across six continents.

FoodMinds co-founder Sue Pitman said Kanter's "proven track record of success in developing and sustaining effective clinical research and nutrition affairs programs, coupled with his deep insights into the state-of-the-science across multiple food and beverage categories, will be a tremendous asset to our clients and our talented team members."

Dr. Kanter will be stationed in the Minneapolis headquarters of FoodMinds' parent company, PadillaCRT. That Midwest independent PR giant acquired FoodMind in June.

PAN LOOKS TO FROST TO DRIVE DIGITAL

Boston-based PAN Communications is looking to new VP of Digital Michele Frost to integrate the firm's digital offerings across all forms of PR, marketing and media for its tech, healthcare and consumer clients.

Frost joins the agency from marketing and recruiting management experts Blackboard.

Prior to that she was director of marketing at Boston Children's Hospital and VP of digital marketing at Forrester Research.

PAN is led by Phillip Nardone.

NEWS OF SERVICES

CISION LAUNCHES CLOUD PLATFORM

Chicago-based industry software giant Cision today announced the launch of a new integrated platform titled the Cision Communication Cloud.

The new cloud-based user interface integrates earned media with paid and owned channels into a single platform, allowing communication pros better insights and the ability to establish a stronger multichannel content strategy.

The automated, data-driven platform incorporates Cision's suite of services, giving users the ability to better monitor trending topics with access to millions of news stories across online, print, broadcast and social channels. It also provides content management and media outreach performance tools that allow users to better target and engage audiences and influencer communities, ultimately leading them to make better real-time decisions.

Cision CEO Kevin Akeroyd told O'Dwyer's that the Cision Communication Cloud platform represents a first for the communications industry.

"While communicators have adopted some technology and data to date, these tools live across a number of solutions — and without the ability to attribute the business impact of communications," Akeroyd said. "With the Communication Cloud, we are offering a first-of-its-kind, streamlined ecosystem for managing earned, paid and owned campaigns in a cohesive way under one umbrella."

NEW ACCOUNTS

Midwest

Maccabee, Minneapolis/Flyover America, to promote its Halloween and Christmas events at Bloomington, Minnesota's Mall of America; Edina Realty, real estate company with more than 75 offices and 2,350 realtors throughout Minnesota and western Wisconsin, and Minneapolis Marriott Southwest hotel, for award-winning chef Seth Bixby Daugherty's Blue Birch restaurant located within the Minneapolis Marriott Southwest hotel in Minnetonka.

VML, Kansas City, Mo./Greater Miami Convention & Visitors Bureau, as global marketing AOR. VML won the account after Miami's tourism marketing organization initially kicked off an extensive open review of its advertising, marketing and digital account in February. VML will work with that city's DOT to craft a strategy to raise Miami's visibility and drive domestic and international visitors to the city and its beaches. The work will include brand strategy, strategic planning, media planning and buying as well as creative development. VML was awarded a four-year contract, with an additional one-year option. The agency will work in concert with GMCVB's AOR for PR, Chicago-based Current. Tourism remains Miami's number one economic driver: the seaport city last year saw more than 15.5 million visitors, accounting for an economic impact of \$24.4 billion. VML, part of WPP, which has 28 offices worldwide, was founded in 1992.

PEOPLE

Joined

W. Allen Shapard, senior VP, global partners, WME|IMG, to APCO Worldwide, Washington, D.C., as sr. director, chair of public engagement strategies as the firm looks to expand its corporate responsibility and social impact services. He spent 20 years at WME, counseling clients like Alwaleed Philanthropies, BP, Volvo, UNHCR and Cantor Fitzgerald.

Arielle Bernstein Pinsof, group VP, health, Makovsky, to partner, Finn Partners, Chicago, in the firm's health practice. She is a former research manager at the University of Chicago's Biological Sciences Division. She reports to Midwest managing partner Dan Pooley and health practice senior partner Kristie Kuhl.

Jennifer Brohinsky, project director at Abt Associates, to Crosby, Annapolis, Md., as senior integration manager. She guided a multi-million-dollar federal health care communications contract at Abt and will focus on the U.S. Dept. of Health and Human Svcs. at Crosby.

Promoted

Della Sweetman to chief business development officer, FleishmanHillard. The senior partner and business development head for the Americas takes the new global post for the agency, where she earlier managed its San Diego and Los Angeles outposts and joined the firm in 2003. She's now charged with leading a global new business growth culture across the agency and will continue to serve as client leader for top clients.

HINTON MOVES TO FENTON (Cont'd from pg. 1)

Hinton began her career as a reporter at the *Jackson Daily News* and was later an aide to for Rep. and agriculture secretary Mike Espy (D-MS).

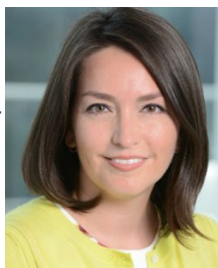
In a statement, Hinton said "no other public relations firm in the country offers the range of progressive issues to promote than Fenton."

"Social change" agency Fenton, which has conducted advocacy campaign work for MoveOn.org and Greenpeace, holds offices in New York, Los Angeles, San Francisco and Washington, D.C. It was acquired last year by holding group Collegium.

OBAMA ADMIN ALUM GOES TO GSG

Marissa Padilla, a former Obama administration appointee and top aide to Senator Tom Udall (D-NM), has been named vice president at independent public affairs shop Global Strategy Group.

Padilla joins GSG from the U.S. Department of Health and Human Services, where she was principal deputy assistant secretary for public affairs. Prior to that, she was appointed by President Obama to serve as director of communications and PA for the U.S. Department of Transportation's Federal Motor Carrier Safety Administration. She was previously communications director to Sen. Udall and served as press secretary and spokeswoman during Udall's 2007 Senate run, and was also deputy political director for Secretary of State John Kerry's 2004 presidential campaign.



Padilla

At GSG, Padilla will focus on public affairs and communications campaigns. She'll be based out of the agency's Washington, DC office. Executive VP Jim Papa runs GSG's D.C. outpost.

New York-based Global Strategy Group, which was founded in 1994, last year accounted for more than \$31 million in net fees.

The agency earlier this year gained the addition of a corporate responsibility practice.

ROUGH QUARTER FOR FTI (Cont'd from pg. 1)

come of \$10.3 million. Net income for the year was \$78.4 million, compared to 2015's \$56 million.

FTI president and CEO Steven Gunby in an earnings statement said the global advisory firm is "pleased with the ongoing progress our businesses are making towards becoming, on a multi-year basis, real engines for growth. During the third quarter, our billable headcount grew 3.9 percent from the second quarter of 2016 as we continue to attract the best professionals across the globe and extend our offerings into new adjacencies and geographies."

FTI Consulting, along with advisory firm Brunswick Group, led global M&A PR advisors for the first half of the year, according to an August report by financial analysis media company MergerMarket.

PR OPINION

Hampton Bays, N.Y., voters on June 14 rejected a \$15.8 million new library by a 719-507 margin, shocking officials who had made 30 presentations for it. Libraries, like newspapers, have been upstaged by the web.

The owner of a \$350K house would have paid \$326 yearly over the next 20 years or a total jump of \$2,400 (\$120 additional each year). "We put up a project that the public basically told us they wanted," said library VP David Zimmerman, showing that the board was out of touch with public sentiment.

We were glad to see HB citizens putting a lid on library expansionism since the people in Westhampton, where we reside most of the year, have been unable to do so.

HB's population of 13,000 is much larger than the 3,000 population of WH. The WH income level is far higher. Slightly higher library taxes are no problem to WH residents. Many go to Florida and other warm climates for the winter.

There is organized opposition to the self-appointed WH library board at wlflectedboard.com.

Citizens Fight Self-Appointed Board

The group, which is demanding that the board switch from appointed to elected status, charges it with "lack of transparency and accountability" and denounces its plans to spend \$3 million+ renovating a six-year-old, \$7.8M building including building out the second floor.

The residents did not have enough votes to block the library budget May 17, 2016 but the "no" vote was a record 35% of the total whereas the "no" vote for the 2015 budget was 20%.

Libraries are fighting the web by providing banks of computer stations and promoting a host of "community services" such as exercise classes, games like bridge, canasta and Mah Jong, cooking and art classes, yoga lessons, "meditation" sessions and other forms of education and entertainment.

Teen Asks: "Are Libraries Obsolete?"

"WritingRabbit," writing on "Teen Ink," asked whether libraries are "obsolete?" The writer has not been to one "in months."

"Why would I need to when there's iBooks, Kindle, Nook, and much more; all with their own extensive library of ebooks, and all that can be accessed right from my own home...I can go to Goodreads.com and look at lists of books while getting feedback from previous readers...I can go to Wattpad and choose from millions of fun, purely enjoyable stories of every type--and for free as well."

The writer says some see libraries as "a social gathering place, for lectures or cooking classes...if I want to hear a lecture, I'll download a podcast. If I need a cooking tutorial, I'll go to YouTube. The internet is my social gathering place. Google, Bing, and Yahoo are a man's best friend...I can do everything the library can do, and as long as I have my iPad, from the comfort of my own home. If that's the only argument for a library...then libraries really are obsolete."

— Jack O'Dwyer