



Kevin McCauley  
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](http://www.odwyerpr.com); [jobs.odwyerpr.com](http://jobs.odwyerpr.com)

September 4, 2018 Vol. 51 No. 35

## PARK CITY, UTAH LOOKS FOR PR FIRM

Park City is looking for a PR firm interested in handling a three-year effort to pitch Utah's premier ski location to US and Canadian media outlets.



The city's Chamber of Commerce/Convention and Visitors Bureau has issued an RFI to gather information about the history of prospective firms, total staff, staff bios of those expected to handle the account, summary of media "hits" in US and Canada and client lists

The Zimmerman Agency currently handles a \$9K monthly effort. That fee excludes expenses involved in managing fam trips and deskside media visits to at least six cities per year.

Dan Howard, director of communications at the Park City Bureau told O'Dwyer's that Zimmerman is eligible and expected to re-pitch the business.

Deadline to respond to the RFI is Oct. 15. Agencies with strong demonstrated national media capabilities will be asked to respond to a formal RFP by Jan. 10.

Finalists will present in Park City on Feb. 12/13.

Howard is collecting electronic responses to the RFI at [dan@visitparkcity.com](mailto:dan@visitparkcity.com) and by mail at Park Chamber/Bureau, 1850 Sidewinder Drive, Park City UT 84060. His phone number is 435/658-9609.

## APCO SIGNS ON TO PROMOTE GERMANY IN US

APCO Worldwide has agreed to represent the Goethe-Institut's Washington office and its participation in Deutschlandjahr (Year of Germany) 2018-2019, which kicks off in October.

Financed by the German Federal Foreign Office, Federation of German Industries and G-I, the Deutschlandjahr campaign is designed to deepen Germany's ties with the US via displays across America.

It will highlight culture, business/industry, science, education, civil society and sports, according to a blog from Germany's US embassy.

Evan Kraus, APCO president/managing director-operations, and Mariam Bruns, G-I's director of partner relations, signed the "authorization to begin work" document on Aug. 20.

APCO has agreed to a fixed fee of \$2.2M, though a formal contract is not yet finalized.

G-I's mission is to promote the study of German abroad and encourage the formation of cultural exchanges. There are 159 G-I offices in 98 countries.



## WPP OFFICIALLY CROWNS READ CEO

WPP made Mark Read, who shared the COO title with Andrew Scott since the ouster of founder Martin Sorrell, CEO of the ad/PR combine.



Mark Read

He will be paid a \$1.3M annual salary with a bonus up to 250 percent of pay, with 40 percent of it payable in shares deferred to a two-year period.

The board thanked Scott, who will continue as COO, for his efforts during the transition period.

It conducted a rigorous selection process of internal and external candidates, according to Roberta Quarta, executive chairman.

Quarta stressed that Read has strong support among WPP staff and clients, and lauded his digital experience gained through leadership of Wunderman, WPP's global digital firm based in New York.

"He understands the importance of culture in creating successful organizations," said Quarta, who will resume his non-executive chairman role of WPP.

Read joined WPP after graduating from Cambridge. He handled IR and business development at the holding company before joining WPP's Ogilvy & Mather ad unit.

Read then departed for management consultant Booz Allen Hamilton, founded WebRewards, which was sold to Bertelsman, and rejoined WPP in 2002 as digital chief. He became Wunderman's CEO in 2015.

## FACEBOOK'S WHETSTONE HEADS TO NETFLIX

British executive Rachel Whetstone is joining Facebook to head global communications, replacing Jonathan Friedland, who was fired in June for using the N-word in a staff meeting.

The move comes as Netflix is spending a big chunk of its \$8B programming budget outside the US and unveiled plans to shell out \$1B for original productions in Europe, according to the *Financial Times*.

Whetstone joined Facebook a year ago as VP-communications in charge of Instagram, WhatsApp and Messenger.



Rachel  
Whetstone

Earlier, she did a two-year stint at Uber and spent a decade at Google as senior VP-communications and public policy.

At Google, she was front and center as Google tangled with the European Commission over its market leadership position.

## **KETCHUM WORKS PUERTO RICO BIZ PUSH**

Ketchum is promoting InvestPR, the non-profit entity established by Puerto Rico's government to bring new businesses and jobs to the island, which is still recovering from Hurricane Maria.

Launched Aug. 27, Invest Puerto Rico Inc. will connect new businesses with local suppliers to acquire needed goods and services. .

It works with Puerto Rico's Dept. of Economic Development & Commerce and other government agencies.

InvestPR will eventually assume the promotional activities of the DEDC, such as representing the island at trade shows, fielding informational requests from potential investors and helping existing businesses to grow.

Ella Woger-Nieves, who has a management consulting background serves as director of operations of InvestPR. Ketchum's Julie Crimmins works media for InvestPR.

## **NFL KICKS MARKETING TO ACTIVISION'S ELLIS**

The National Football League has hired Tim Ellis as chief marketing officer to boost the fortunes of the league as it struggles with declining TV revenues, player protests, criticisms from president Trump and player health issues.

He joins the NFL from Activision Blizzard, where he spent seven years before exiting as CMO of the Santa Monica-based interactive entertainment outfit.

Upon joining the NFL on Sept. 17, Ellis will take charge of content development, branding, research, consumer engagement, marketing operations, advertising and promotional activities.

He will report to COO Maryann Turcke.

Ellis replaces Dawn Hudson, who left the NFL early this year.



**Tim Ellis**

## **DIOCESE OF HARRISBURG NAMES PR CHIEF**

The Roman Catholic Church's Diocese of Harrisburg named Rachel Bryson to the newly created position of executive director for PR just ahead of the release of its report that found more than 70 of its priests and clergy members were accused of sexual abuse or inappropriate contact with children going back to the 1940s.



**Rachel Bryson**

Pennsylvania Attorney General Josh Shapiro criticized the Diocese, which covers most of the central part of the state, following the release of the Aug. 1 report for failure to be transparent about its past.

Before joining the Diocese, Bryson was director of communications for the American Trauma Society's Pennsylvania division and communications director for Cumberland County.

At the Diocese, she handles communications for its strategic plan, does media relations, guides digital expansion and oversees content for *The Catholic Witness*.

## **MEDIA MANEUVERS**

### **CBS SUBPOENAS CONE FOR MEDIA CONTACTS**

Boston-based Cone Communications has been hit with a subpoena from lawyers for CBS, demanding communications between Cone and journalists that pertain to the legal battle between CBS and its largest shareholder, National Amusements Inc. (a Cone client), according to a story published on CBSNews.com.



**Mike Lawrence**

The subpoena is part of an attempt by NAI to compel CBS to release more documents connected to the merger suit's discovery phase. NAI claims that many of the documents it is asking for discuss CBS's attempt to strip NAI of its ability to control a majority of voting stock in CBS. The trial over CBS's plan is set to begin on Oct. 3.

In addition to requesting "all documents concerning communications between (Cone) and any reporter, journalist or other member of the media concerning: (a) CBS; (b) Viacom; or (c) any of the NAI Parties," the subpoena asks for messages sent between Cone and employees of National Amusements.

It also names Cone executive vp and chief reputation officer Mike Lawrence, who has served as a spokesman for NAI majority owner Sumner Redstone, telling the company to consider the request a "personal subpoena" to Lawrence.

NAI has previously charged CBS executives with using "disappearing" messaging app TigerText to effectively delete messages sent between executives. NAI also said a CBS board member secretly recorded video of Sumner Redstone in his home.

### **VILLAGE VOICE TO CEASE PUBLICATION**

The *Village Voice*, the famed New York newspaper that birthed the media category known today as alternative weeklies, has ceased publishing new material.

The news comes less than three years after Peter Barbey, owner of the Reading, PA-based daily newspaper *Reading Eagle*, purchased the Voice from Village Voice Media spin-off Voice Media Group, and almost a year to the day after the Voice killed its print edition.

The Village Voice was launched in 1955 by five co-founders, one of whom being author Norman Mailer. The publication saw a revolving door of owners in the decades that followed — Rupert Murdoch being one — before it was purchased in 2005 by AZ-based newspaper company New Times Media (later Village Voice Media).

Audio obtained by New York-based news and culture website Gothamist intimated that Barbey has "been having conversations with other entities for months now," regarding a potential sale of the paper, and that today's shutdown was "something we have to do ... before they could talk to us any further."

Barbey said he's now dedicated to the creation of an enormous, digitized archive of the paper's past print editions.

## **U.S. COMPANIES IGNORE INTERNAL COMMS**

U.S. companies are underinvesting in internal communications functions, according to a report published by insurance brokerage/risk management combine Arthur J. Gallagher & Co.

With the U.S. economy reaching its lowest unemployment levels in decades, attention has shifted to a tightened labor market, where attracting and retaining quality talent has become a concern.



However, the Gallagher report found that companies in the U.S. and Canada haven't made internal communications processes much of a priority compared to

their counterparts in other parts of the world. Only about two in five internal communicators polled (43 percent) said they're tasked solely with internal communications functions, compared to 57 percent globally.

Most (60 percent) said their organization has no long-term internal communications strategy in play, and 93 percent said they spend a substantial amount of their time sending out corporate announcements instead.

In fact, only about one in 20 U.S. respondents (five percent) reported being part of a dedicated internal communication and employee engagement team, about half the global average. Instead, 86 percent said the internal function in their organization is part of a larger department such as corporate affairs, marketing or HR.

Of those who are part of a dedicated internal communication unit, about a third said they report to other departments, such as HR (21 percent) or marketing (nine percent). Eight percent said that their company's internal communications functions are scattered across a number of departments.

On par with global findings, North American internal communicators also aren't placing much emphasis on measuring their impact. Slightly more than a quarter of respondents (27 percent) said they do little more than regular reports on the immediate impact of their activities. About one in eight (12 percent) don't measure their communication effectiveness at all, and only nine percent have completed an internal communication audit with the help of an external agency in the past three years.

The report also found that while 89 percent of North American internal communicators recognize face-to-face channels and events as an effective feedback channel, only 38 percent measure impact this way.

One bright spot for internal communications functions at U.S. and Canadian organizations involves mobile phone policies. The report found that 59 percent of North American companies allow staff to use their personal devices to access organizational communications, compared to just 38 percent of companies in the U.K. and 29 percent in continental Europe.

Research for Gallagher's latest "State of the Sector on Internal Communication" report was conducted by London-based internal communication and employee engagement consultancy Gatehouse Consulting. Responses were aggregated from more than 650 internal communicators globally, including more than 100 from North America. Gallagher acquired Gatehouse last year.

## **REGULATORS NIX NEWSPRINT TARIFFS**

The U.S. International Trade Commission voted to overturn the tariffs on Canadian newsprint put into place earlier this year by the Trump administration.

In January, anti-dumping and countervailing duties were levied on Canadian paper after the U.S. Department of Commerce determined that Canadian imports of uncoated groundwood paper — which is used by U.S. newspapers, book publishers and other commercial printers — was being subsidized by the Canadian government by an average of 6.53 percent and sold in the U.S. at less than fair value.

Duties of 4.42 percent to 9.93 percent were levied on that paper in January, driving up costs for U.S. newspaper publishers. The *Tampa Bay Times* blamed the tariffs as the reason it was forced to cut 50 jobs in July. That publisher said the cuts were needed to compensate for what amounted to \$3.5 million in new paper costs.

The USITC in a statement said it had determined that paper imports from Canada do not hurt U.S. paper producers. As a result of the commission's unanimous decision, the USITC said no countervailing duty orders would henceforth be issued on imports of this product.

The decision was hailed as a win for newspaper publishers of all sizes, including advocacy groups such as Stop Tariffs on Printers & Publishers, a coalition of printers, publishers, retailers, paper suppliers and distributors which was formed in a bid to oppose the newsprint tariffs.



"The ITC's decision will help to preserve the vitality of local newspapers and prevent additional job losses in the printing and publishing sectors," News Media Alliance president and CEO David Chavern said in a statement.

"From the start, we knew this tax on newsprint would immediately harm commercial printing companies, book printers, service companies, equipment suppliers and ultimately, consumers," Printing Industries of America president and CEO Michael Makin said. "After analyzing the facts, the ITC has issued the right decision to protect American jobs across the country. Small businesses that are part of the printing industry can breathe a sigh of relief."

The Commerce Department initially imposed those duties after a petition was filed by Longview, WA-based paper producer North Pacific Paper Company, which claimed that Canadian uncoated groundwood paper producers were benefitting from "significant levels of government subsidies," creating unfair competition that has caused nearly a dozen U.S. mills to shutter and America's groundwood paper industry's production capacity to plummet nearly 70 percent since 2012.

NORPAC, a leading manufacturer of newsprint and publication paper products, had commended the Commerce Department's initial January decision, saying countervailing duties would "offset the unfair advantage provided by Canadian government subsidies."

## JOELE FRANK BOOKS B&N FIGHT WITH EX-CEO

Joele Frank is working with Barnes & Noble in the bookseller's nasty squabble with former CEO Demos Parneros, who was fired in July after serving 15 months.

Parneros fired back at B&N by filing a federal suit in Manhattan on Aug. 28, charging the bookseller breached his employment contract by denying severance and claiming misconduct, which he denies.

The suit contends that Paneros was making progress at improving the company's performance and was canned because a deal to sell B&N fell through.

New York-based B&N released a response to Parneros' suit, calling it nothing more than "an attempt to extort money from the company."

B&N suffered a \$125.5M loss for fiscal 2018 (ended April 28) compared to a year earlier profit of \$22M. Revenues for fiscal 2018 dipped six percent to \$3.6B. Fiscal 2019 first-quarter financials will be released Sept. 6.

Joele Frank, Wilkinson, Brimmer Katcher has Kelly Sullivan, Jamie Moser and Tanner Kaufman working on the legal battle. They are assisting B-N's Mary Ellen Keating (senior VP-corporate communications) and Andy Milevoj (VP-investor relations & corporate finance) in the Parneros matter.

## NETFLIX HIRES 'INCLUSION' EXEC

Netflix has hired Verna Myers for the new post of VP-inclusion strategy in the aftermath of the June firing of communications chief Jonathan Friedland due to his use of the N-word during meetings.

Myers, who graduated from Harvard Law, has been running an eponymous diversity and inclusion consulting firm in Baltimore for the past 21 years.

Jessica Neal, Netflix chief talent officer, expects Myers to be "an invaluable champion of our efforts to build a culture where all employees thrive."



**Verna Myers**

## HEALTH UNLIMITED ADDS CREATIVE HEFT

Health Unlimited has brought on advertising veteran Jon Watson as executive creative director.

With more than 25 years of experience in Europe and the U.S., Watson served as group creative director for Ogilvy Healthworld, executive CD for Publicis Lifebrands and executive CD at Sudler & Hennessy.

Most recently, Watson was working at freelance consultancy Darkside Communications of London.

Tim Bird, CEO of HU, said Watson will "further build the global creative capabilities and integrated offer and grow the London-based creative team."



**Jon Watson**

Watson, who joins HU's health board, reports to Bird. HU is No. 4 in O'Dwyer's healthcare rankings with fee income of \$25.9M.

## RASKY NAMES MURRAY SENIOR ADVISOR

Former Massachusetts Senate president Therese Murray has joined Boston's Rasky Partners as a strategic advisor.

The politician has been a member of the public affairs firm's advisory board for two years.

Murray served as President of the Massachusetts Senate from 2007 to 2015. Initially elected to the Massachusetts Senate in 1992, Murray served on various committees prior to becoming Senate President, previously chairing the Joint Committee on Human Services and Elder Affairs, the Joint Committee on Insurance, and the Senate Ways and Means Committee. She was the first woman to lead a house of the Massachusetts General Court.

After leaving office, Murray founded educational nonprofit MassIgnite, which promotes Massachusetts' economic sectors internationally.

Murray will serve as a consultant in Rasky's public affairs practice and will focus on business development and growth opportunities in a bid to bolster the agency's presence across Massachusetts and New England.



**Therese Murray**

## PEOPLE ON THE MOVE

**BerlinRosen** has brought on **Alex Field**, **Samantha Lasky** and **Jessica Siegel** as senior VPs. Field, who will focus on digital advocacy, comes to BerlinRosen after 11 years at Burness, where he founded and grew the firm's digital practice. Lasky, who will focus on corporate social responsibility initiatives, joins BerlinRosen from AT&T, where she was director of communications and marketing for the company's CSR team. Siegel, who is taking on the newly created role senior vice president of broadcast strategy, was previously senior editorial producer for Katie Couric and Bianna Golodryga at Yahoo! News and an editorial producer at Katie Couric's talk show, "Katie," and at ABC News' "20/20."

**ACTIVATE**, influencer marketing platform, has hired **Lauren McGrath** as VP of **ACTIVATE Studio and Strategy** to lead influencer strategy and help drive product innovation. McGrath comes to **ACTIVATE** from Lippe Taylor, where she was head of talent and influencer engagement. McGrath's hire comes as **ACTIVATE** announces the launch of **ACTIVATE Collaborations**, a set of product offerings that include first-to-market support for IGTV, Instagram's standalone vertical video application.

**Caliber**, a strategic marketing communications firm focused on the fintech, financial services and professional services sector, has brought on **Bryan Yurcan** as a senior strategist. Yurcan comes to the firm from the daily newspaper and website *American Banker*, where he was a senior writer. He was previously a content strategist at both ValueMomentum and Cognito. At Caliber, he will work on creating communication strategies.



**Lauren McGrath**

## COMMENTARY

### MEDIA BENEFIT FROM THE TRUMP EFFECT

Donald Trump deserves accolades for the terrific job that he's done in restoring the public's confidence in the media, which is on the upswing just as action heats up over the tenuous nature of his presidency.

The Poynter Institute survey released Aug. 27 reveals a surge in people's trust in the media during the last two years. Trust is up 22 percent since roughly the time that Trump stormed onto the Washington scene.

Poynter noted the upswing really began to take off in 2017, which was when the tweeter-in-chief unleashed "Operation Fire Comey" and "rigged witch hunt" assaults on special counselor Robert Mueller's probe into Russian meddling in the 2016 election with possible collusion from Team Trump.

Poynter's poll comes on the heels of an Aug. 15 survey by Quinnipiac University that found a solid majority of Americans rejected Trump's attack on the media as "the enemy of the people."

A healthy 65 percent of respondents rebuffed Trump, calling the media "an important part of democracy." Only 26 percent of those surveyed bought the enemy of the people line.

The Quinnipiac results also should make the president think twice before firing Mueller, as he steps up the investigation that threatens to torpedo Trump's presidency and toss some of his most trusted lieutenants in jail.

More than half (51 percent) of those polled believe the special counsel is conducting a fair investigation into the possible coordination between the Trump presidential campaign and the Russian government.

Both surveys show Americans rallying around the media in defiance of Trump's relentless attacks on "fake news."

Unlike Trump's current lawyer, Rudy Giuliani, a majority of Americans understand that truth IS truth.

They say "nyet" to Trump's advice to ignore what you see and hear in the media.

Meanwhile, the president has either a very warped sense of humor or an unlimited amounts of chutzpah.

In an impressive lesson in obfuscation, he came up

with this doozy on Aug. 30: "I just cannot state strongly enough how dishonest much of the Media is. Truth doesn't matter to them, they only have their hatred & agenda."

It's a shame Trump doesn't read the *Washington Post*, which he has trashed as a PR mouthpiece for owner Jeff Bezos, a charter member on the president's "enemy of the people" list.

WAPO counted more than 4,200 Trump lies or mis-statements since he moved into the White House. That scorecard undermines the president's contention that the media are the ones guilty of spewing nothing but lies. Trump's relentless attacks on the media's truthfulness are an example of the pot calling the kettle black.

Bezos' pride and joy picked up on one of the president's major misstatements of last week, reporting an Associated Press story about Trump falsely claiming that Google shunned his State of the Union speech, while it lavishly promoted Obama's SOTU addresses.

The Wayback Machine, however, shows that Google not only covered Trump's 2018 speech, but advertised it with "Live! Watch President Trump's State of the Union Address on YouTube."

But it really doesn't

matter to the president. Truth is what he says it is.

Meanwhile, the "failing" *New York Times* reported that Trump tried to buy all the dirt on him gathered by his former favorite news outlet, the *National Enquirer*, and his ex-publishing buddy David Pecker, who has jumped off the Trump Train.

Pecker, CEO of American Media Inc., has been granted federal immunity and subsequently flipped on Trump, telling the feds that the president knew about payments to women whom he allegedly had sex with.

No more invites to Mar-a-Lago for Pecker.

The *National Enquirer's* treasure trove allegedly includes juicy tidbits about Trump's lawsuits, marital troubles and alleged affairs.

The former reality TV star denied the shenanigans attributed to him.

He certainly does have a lot of chutzpah.

—Kevin McCauley

