



Jack O'Dwyer,  
Editor-in-Chief

# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## VISION COUNCIL EYES PR FIRM

The Vision Council is circulating an RFP covering its \$300K "Eyecessorize" consumer and social media publicity campaign.

The Alexandria-based trade group has more than 750 manufacturers and optical industry suppliers as members including consumer eye/sunglass powerhouses as Luxottica (Ray-Ban, Chanel, Burberry brands), FGX International (Foster Grant) and Safilo Group (Saint Laurent, Jimmy Choo, Gucci).



The RFP states the selected firm will not have direct contact with member companies.

The Eyecessorize program generated more than 325M media impressions via placements in outlets like *SELF*, *O*, *The Oprah Magazine* and *forbes.com*.

The Council wants proposals by Sept. 30.

## QORVIS WORKS TO SORT OUT SYRIA MESS

Qorvis MSL handles media and Congressional outreach for the Syrian Opposition Coalition in a bid bankrolled by Saudi Arabia. The Washington firm has been the Kingdom's go-to PR firm since the days following the Sept. 11 terror attacks when Qorvis replaced Burson-Marsteller on the business to position the Saudis as a staunch ally in the war on terror.

The Coalition is trying to topple Syria President Bashar al-Assad, defeat Al Qaeda-backed rival factions and wipe out the ISIS terror organization.

Qorvis has coordinated media activities for Saudi Arabia officials, Coalition staffers and members of Egypt's interim government, according to its federal filing.

It also has handled US Congressional meetings for Coalition members and managed its official Twitter account.

Saudi Arabia made a single \$500K payment to Qorvis to cover work from October through December of 2013.

Qorvis continues Mideast work for the Kurdistan Regional Government, which is fighting ISIS and positioning for a post-Iraq future, and human rights-challenged Bahrain, a satellite state of Saudi Arabia.

Publicis Groupe owns Qorvis.



الائتلاف الوطني لقوى  
الثورة والمعارضة السورية

## EX-US SENATORS SPEAK FOR PUTIN

Former Democratic Senator John Breaux of Louisiana and Republican Trent Lott of Mississippi are trying to torpedo US sanctions against Russian natural gas giant Gazprom as a punishment for Vladimir Putin's invasion and possible annexation of eastern Ukraine.

President Obama has accused Russia of launching a "brazen assault on the territorial integrity of Ukraine, a sovereign and independent European nation."

The European Union, which slapped a ban on raising capital in its markets on Russian state banks, may extend it to Russian state companies including Gazprom.

Gazprom supplies Europe with a third of its natural gas. Putin has launched a drive to step up natural gas exports to China.

Gazprombank, the financial arm of Gazprom, are paymasters of Breaux and Lott for their anti-sanctions work. The duo are at Squire Patton Boggs.

Ketchum, which represents Putin and Russia, has done work for Gazprom.

## TEXT100's US CHIEF OPTS FOR BURSON

Rowan Benecke, executive VP-North America region at Text100, will join Burson-Marsteller Oct. 6 as chair of its global technology practice.

The more than 20-year PR veteran has run tech and consumer campaigns in the U.S., Asia-Pacific and EMEA markets for IBM, Vodafone, Lenovo, ScanDisk, Airbnb, Philips and PayPal.

He's handled corporate branding, digital media, executive identity, mergers/acquisitions, product rollouts and crisis situations. Prior to Text100, Benecke was at Waggener Edstrom Worldwide and Zeno Group.

At B-M, he reports to CEO Don Baer.

Lisa Poulson previously held the global tech chair job. Next Fifteen owns Text100, while WPP owns B-M.



Benecke

## SUNEDISON SHINES ON GRAYLING

SunEdison, a top solar technology company, has named Britain's Grayling as its agency of record.

The Los Angeles and DC offices of Pete Pedersen's firm will handle traditional/social media activity, thought leadership programs and digital marketing for the Missouri-based client.

SunEdison's Gordon Handelsman, who is senior director/brand and corporate comms., said Grayling "won the business because they know our business."

Peter Harris heads Grayling USA, owned by Huntsworth.

## **EDELMAN DOUBLES DOWN ON FRANCE**

The world's largest PR firm said it will merge ELAN with its Paris operations and create a 140-staffer agency with billings north of \$18M.

Edelman opened a Paris office in 1989 and counts 70 PR staffers there competing with France's dominant advertising players and PR units like Havas, MSLGroup (Publicis), Interpublic's Weber Shandwick and WPP's Burson-Marsteller.

Edelman CEO Richard Edelman said his firm is committed to being a "big player in France" over the long term, noting the country is the fifth largest economy in the world. He said Edelman intends to "challenge" the French communications sector in a new era for integrated marketing communications.

Darrietort, president and partner at ELAN, was a managing director for Edelman/Paris and deputy director for Omnicom's TBWA before setting up ELAN in 2008.

"We are proud of the reputation we have built over the last six years, and now look forward to capitalising on our roots in PR to seek new market share and international presence," she said.

ELAN clients include Accenture, Electrolux, Toshiba, L'Oreal, and ING. Edelman's Paris work includes Symantec, Mylan and Janssen.

## **OREGON COUNTY SEEKS TRAVEL PR HELP**

Oregon's Clackamas County, the outdoor recreation mecca that includes Mount Hood, is looking for outside PR help to woo travel writers.

The county's tourism and cultural affairs entity has released an RFP for PR firms well-versed in developing and conducting desk-side media tours and other media events that will lure reporters to the region.

Clackamas, part of the Portland metropolitan area, boasts the country's only year-round ski resort on Mt. Hood and a bevy of other outdoor recreation choices, in addition to the Willamette Valley wine country.

Proposals are due Sept. 10. RFP: <http://bit.ly/1uGglr>.

## **ABBVIE'S LEWIS TO ASTELLAS**

Pharma pro Andrew Lewis has moved to Astellas to head communications for the drug maker's global medical & development unit.

Lewis led public affairs and global communications for the therapies group at AbbVie, which is merging with Shire in a \$54B "inversion" deal.

Northbrook, Ill.-based Astellas has revamped its communications since the hire of chief communications officer Winton last October. The company, the US unit of Japan's Astellas Pharma that does \$2.3B in North American sales per year, brought in PhRMA's Karl Uhlerdorf in June.

Lewis, in the newly created post, guides internal and external comms. for the GMD operation that includes clinical development, regulatory and medical affairs, and "pharmacovigilance" (drug safety).

He previously directed international affairs at Abbott Laboratories and held corporate communications posts at Baxter and Elan Pharmaceuticals.

## **US SOUGHT PROPOSALS TO BURNISH NATO**

The US State Dept. reached out to third party organizations like NGOs and think tanks month to boost public engagement and burnish the North Atlantic Treaty Organization's 2014 summit as the alliance faced a hefty slate of issues last week in Wales.

The State Dept., acting for the US Mission to NATO, was offering federal grants of up to \$45K for groups to hold conferences, public debates, competitions and other events centered to highlight the importance of NATO and discuss the outcomes of the Sept. 4-5 event.

CNN noted the NATO Summit is being billed as the "most important gathering of NATO leaders in more than a decade."

"Additional goals include combating misinformation and delivering clear messages about the important of the NATO Alliance and its mission to a broad audience including the general public, youth and future leaders, the security and defense community, policy makers and opinion shapers," reads an RFP circulated last month.

The Russia-Ukraine standoff, ISIS and Afghanistan are likely to dominate the Alliance's summit this week.

*The New Yorker's* Robin Wright wrote of the summit: "It may be the most important such meeting since the organization—the world's mightiest military alliance—was created, in 1949. And it may determine what the United States does next on a trifecta of particularly troubling crises."

## **HAVAS REVENUES TICKS UP 2.7% IN 1H**

France-based ad/PR conglomerate Havas reported first half revenue ticked up 2.7% to \$1.14B.

Organically, revenue was up 5.7% for the period -- 7.9% in the second quarter -- while net income was up 7% to \$81.7M.

CEO Yannick Bolloré called the results "very satisfactory" with double-digit growth in the UK, Asia Pacific and Africa.

Key business wins in North America this year included Biogen, Green Mountain Coffee and Dish Network. Disney and Barclays were key European pickups. Net new business for the first half was \$1.7B.

Headcount at the end of the second quarter was 16,162. Debt is €222M.

## **SV DELIVERS PR TO HARRY & DAVID**

Sard Verbinnen is delivering media relations work to fruit basket delivery service Harry & David Holdings as it's purchased by Jim McCann's 1-800-Flowers.com for \$143M cash.

If consummated, the deal would create a \$1B gifting colossus with \$1B in annual revenues.

Harry & David is noted for its signature royal Riviera pears, fruit-of-the-month club, Tower of Treats, Moose Munch and caramel/chocolate popcorn snacks.

Current management under CEO Craig Johnson will join McCann's team.

The Medford, OR-based fruit courier also runs 47 retail outlets throughout the US.

Harry & David went belly-up in 2011 due to heavy debt and lousy economic conditions.

**GRAHAM ERA ENDS AT DC POST**

Katharine Weymouth, granddaughter of longtime *Washington Post* publisher Katharine Graham, is stepping down from the publisher spot as Amazon founder and chief Jezz Bezos puts his stamp on the media property.

Bezos bought the struggling paper a year ago for \$250M.

Fred Ryan, a former Reagan administration official, Politico CEO and Allbritton Communications president, will take Weymouth's job on Oct. 1.

Ryan, who shares mutual friends with Bezos, told the paper the "primary job of the publisher is to support the newsroom and to lead a news organization forward with a shared sense of mission, innovation — to, in this case, encourage forward thinking."

The 59-year-old executive said the Post—backed by Bezos' fortune-- is "better positioned than any other media organization because it's got a mandate to innovate, to experiment and to do it for the long term."

Ryan was an "advance man" in Reagan's White House run in 1980.

He went to Washington to handle Reagan's scheduling and serve as liaison to the US and international business community.

Ryan returned to California with the President to chair the Ronald Reagan Presidential Foundation and Library and Ronald Reagan Centennial Commission.

He returned to Washington in 1995 to join Allbritton and co-founded Politico in 2007, where he built the business strategy for its editors and former Post reporters John Harris and Jim Vandehei.

The Post called Ryan a "member of the Washington firmament," which stands in sharp contrast to widespread speculation that Bezos would hire a high-tech wizard to position the Post in the digital age.

Weymouth, 48, sent a note to staffers to say it is "time for new leadership."

She's said the Post has already benefitted from "an infusion of energy and ideas" under Bezos' ownership.

Weymouth believes "this is just the beginning of a wonderful new chapter" for the Post.



**Weymouth**

**BLOOMBERG'S BACK AT BLOOMBERG**

Michael Bloomberg will resume his role at Bloomberg LLC, where he owns an 88 percent stake, at the end of the year as his deputy, Dan Doctoroff, steps out of the picture.

The 72-year-old billionaire left office as NYC's Mayor eight months ago after serving three terms.

Bloomberg said he never intended to return to the helm of the media and financial data company, but after spending more time there during his retirement from public service discovered he really missed the place.

Since exiting City Hall, Bloomberg has been busy tackling issues such as public health, gun control and immigration reform.

Doctoroff, 56, served six years as NYC's Deputy Mayor for Economic Development and Rebuilding be-

fore joining Bloomberg as president in 2008. He became CEO in 2011.

Bloomberg called him one his closest colleagues and friends for the past 13 years.

He thanked Bloomberg "for giving me the honor of being the steward of his great company."

Bloomberg LLC, according to Doctoroff, "has always been Mike's company and given his renewed interest and energy, it only makes sense for him to retake the helm."

Prior to Bloomberg, Doctoroff was managing partner at Oak Hill Capital and investment banker at Lehman Brothers.

He led NYC's unsuccessful effort to win the 2012 Olympic Games.



**Bloomberg, Doctoroff**

**'THE VIEW' LOOKS TO EX-BUSH PR PRO**

Nicolle Wallace, a former top White House and campaign communications aide to President George W. Bush, will join a revamped "The View" for its new season as the roundtable talk show geared toward women premieres on Sept. 15.

Wallace, the lone politico on a panel of three entertainers, has been an analyst for MSNBC and ABC News in recent years and penned two political novels, *Eighteen Acres* and *It's Classified*.

"I have watched 'The View' for many years and now to be seated alongside three women that I have admired is both humbling and incredibly exciting," said Wallace, referring to the actress Rosie Perez, moderator Whoopi Goldberg and panelist Rosie O'Donnell.

She was communications director for the Bush White House and held that same title for the 2004 re-election campaign. She later was a senior advisor to the McCain-Palin campaign in 2008 and was a prominent media spokeswoman for the bid.

Bill Wolff is executive producer of "The View," which has been overhauled amid the departures of long-time conservative panelist Elisabeth Hasselbeck (2013), as well as Sherri Shepherd and Jenny McCarthy (2014).

Creator Barbara Walters retired from an on-screen role in the program earlier this year.



**Wallace**

**VICE SCOOPS UP ANOTHER \$250M**

Brooklyn-based Vice Media, known for its edgy programming, scooped up a \$250M cash investment from a Silicon Valley venture capital firm.

TCV, which has made past investments in Facebook and Netflix, gets a 10 percent in Vice for its outlay.

The Hearst and Walt Disney-owned A&E Networks earlier invested \$250M in Shane Smith's news and entertainment company.

(Continued from page 4)

**MEDIA NEWS****VICE SCOOPS UP \$250M (Cont'd from pg. 3)**

The TCV and A&E investments give Vice a valuation of \$2.5B.

Smith said the new cash would bankroll outlays needed for technologies and content production facilities in the US and 35 other Vice markets.

Vice says it reaches 150M people in the US per month.

Rupert Murdoch's 21st Century Fox owns a five percent chunk of Vice.

**ABC NEWS DC BUREAU CHIEF TO PR ROLE**

Robin Sproul, Washington bureau chief for ABC News, is moving to the VP of public affairs role to lead external relations for the news division in the capital.

ABC News said Sproul will "transition" to the PA post and continue to serve as executive-in-charge of "This Week." She will serve as ABC's emissary with the federal government, the Walt Disney Company's government relations unit, journalism groups, and other external entities, ABC said.

"I am thrilled she will continue to represent ABC News in Washington," said News president James Goldston.

Jonathan Greenberger, executive producer of "This Week" who oversaw the Sunday morning show's ratings vault ahead of NBC's "Meet the Press," was promoted to Sproul's role of VP and Washington bureau chief. He'll continue in the "This Week" EP role, as well.

Sproul joined ABC News Radio in 1981.



Sproule

**LAT PRO ENROLLS AT CAL STATE**

Peter Hong, a 15-year veteran of the *Los Angeles Times*, has joined Cal State LA as director of strategic initiatives and deputy chief of staff.

His job is to strengthen the school's relationships with government and industry groups.

Hong, most recently, was senior deputy for LA county supervisor Mark Ridley-Thomas.

Prior to the LAT, Hong wrote for the *Washington Post*, *BusinessWeek* and reported for ABC in DC.

He joins 22-year LAT veteran Robert Lopez, who joined Cal State in August.

Bill Covino is the new president of Cal State.

**TBS' WRIGHT GOES HOLLYWOOD**

Michael Wright, a former programming executive at Turner Broadcasting's TBS, TNT and Turner Movie Classics cable TV channels, is moving to Steven Spielberg's Dreamworks SKG studio as its chief.

He takes over for Stacey Snider, who is exiting for a post at 21st Century Fox's Twentieth Century Fox film operation.

Dreamworks has struggled on the financial front due to a string of flops, which has reduced its release schedule to two films of year.

Under Wright, it wants to up the release tempo to at least four per year.

Spielberg owns a minority stake in Dreamworks, which has received funding from Reliance Entertainment of India.

**GOOGLE'S SMITH NAMED WHITE HOUSE CTO**

Megan Smith, a Google executive, is the new chief technology officer at the White House to guide its information technology initiatives, taking over for outgoing Todd Park, who helped stabilize the Obamacare's website.

"Megan has spent her career leading talented teams and taking cutting-edge technology and innovation initiatives from concept to design to deployment," said a statement from Obama. "I am confident that in her new role as America's Chief Technology Officer, she will put her long record of leadership and exceptional skills to work on behalf of the American people."



Smith

Smith, a mechanical engineer, served as VP at Google[x], the lab for next-generation products.

Earlier, she helped develop Google Earth and Google Maps.

Prior to Google, she was CEO of PlanetOut, the website targeted at the LGBT community.

Smith will be the WH's third CTO.

**BBC TRUSTS FAIRHEAD**

Rona Fairhead is expected to be the first female chairman of the BBC Trust, according to Sajid Javid, UK Culture Secretary.

The former head of the Financial Times Group called the Beeb a "great British institution packed with talented people."

She helmed the FT from 2005 to 2013 during her 12-year career at its parent company, Pearson.

Chris Patten, the last British ruler of Hong Kong, stepped down as BBC in 2011 due to health concerns.

Fairhead, a non-executive director at HSBC and PepsiCo, will face questions by the media select committee of Britain's parliament, on Sept. 9.

After receiving input from Javid, Queen Elizabeth will ultimately decide on Fairhead's appointment.

**BERKE RESIGNS POLITICO EDITOR JOB**

Richard Berke, executive editor at *Politico*, is leaving after a ten-month stint due to a disagreement over strategy with its founders.

He informed staffers--via a Sept. 7 email—that he has agreed to disagree over strategy with Jim VandeHei and John Harris.

The former *New York Times* assistant managing editor said there is "no acrimony and no drama" connected to his departure.

VandeHei and Harris, in their note, praised Berke's editorial skills, but "we were in agreement that a vibrant and growing publication must have a leadership team that is fully in sync on its mission and how to achieve it."

Bill Nichols, editor at large, will take over Harris' duties on an interim basis.

**NEWS OF PR FIRMS****PROI ADDS CROATIAN MEMBER FIRM**

Croatia's Communications Office Colic, Laco & Partners has joined the PROI Worldwide network of firms to cover the Central European sub-region.

PROI has also added Nairobi-based Corporate Talk Group as its first member in the East Africa market.

Oliver Wanyama is CEO of CTG, an integrated comms. firm which also has an outpost in Uganda.

In Central Europe, PROI, which has 65 member agencies, has existing members in Hungary, Poland, Czech Republic, Romania, Slovak Republic with Bulgaria on tap. Andreas Fischer Appelt, PROI's German chairman, said the addition of Croatia is important as the group represents regional as well as global clients with an interest in the region.

COCL&P has worked with Allianz, Coca Cola, the Croatian Banking Association and the Croatian Red Cross.

**ZAPWATER PLANTS L.A. FLAG**

Chicago-based boutique firm Zapwater Communications has expanded to the West Coast with a Los Angeles outpost, its second office.

Nora Sarrawi, a VP in Chicago, has relocated to lead the office and its expansion for Zapwater, which works with Ball Horticultural, Forum Studios and Gilt City, among other clients.

Zapwater L.A. is at 11601 Wilshire Blvd, Suite 500, Los Angeles, CA 90025.

Firm president and founder David Zapata said work with several Southern California clients hastened the move. "In an industry built on relationships, we firmly believe in the importance of face-to-face meetings," he said.

**JSH&A MARKS 25 YEARS**

JSH&A Communications, Oakbrook Terrace, Ill., is marketing 25 years this month.

GolinHarris senior VP Jonni Hegenderfer founded the Chicago-area consumer marketing specialist in September 1989 and went on to count ConAgra Foods, Beam Suntory, Robert Bosch Tool Corp. and Master Lock as clients.

Hegenderfer said the firm is sharing its good fortune with clients and the community over 25 days in 25 ways as each week, it will conduct "expressions of sharing that celebrate good will, good fortune, good counsel, good taste and good times."

A scholarship program created with Northwestern University's Medill School of Journalism also includes participation in its journalism residency program and classroom discussions. Other events will include a food, book and clothing drive to support Chicagoland charities and mentoring at Queen of Peace High School.

An interactive timeline and photo album is at [www.jsha.com/about-us/25years](http://www.jsha.com/about-us/25years).

**BRIEF: Bianchi PR**, Troy, Mich., is providing pro-bono media relations assistance to Alex's Arcade, a non-profit organization working to make chemotherapy treatments and hospital stays easier for children by providing them with video games and equipment to give them a sense of comfort.

**NEW ACCOUNTS****New York Area**

**5W PR**, New York/Feedvisor, algorithmic pricing and business intelligence platform for online retailers, as AOR for PR. The campaign includes strategically placed company and executive profiles, thought-leadership positioning, media relations tactics targeted towards different industries including advertising, technology/mobile apps, and business.

**Southeast**

**Conundrum**, Tampa, Fla./Van Gogh Imports, as AOR for PR for its Molinari portfolio of Italian spirits, including Molinari Sambuca Extra; Molinari Caffè, a Sambuca-coffee blend, and Limoncello di Capri. The firm guides external communications with trade and consumer audiences.

**JeffreyGroup**, Miami/Victaulic, grooved mechanical couplings and pipe-joining systems, for a pan-regional communications program. Victaulic has manufacturing facilities in Mexico and sales operations in Brazil, where JeffreyGroup has offices. Account includes B2B PR and social media, trade show support, and influencer outreach.

**Brustman Carrino PR**, Miami/Emeril's Homebase, as AOR to oversee national media opportunities in conjunction with regional PR partners for the TV chef and restaurateur's eateries, and to spearhead regional PR for his three New Orleans restaurants –Emeril's Restaurant, NOLA and Emeril's Delmonico.

**Midwest**

**KemperLesnik**, Chicago/Vistage, peer advisory membership organization based in San Diego, for PR to tout the benefits of peer advisory boards among business owners and executives in the US, and to provide media exposure for Vistage and its members and chairs. Work includes media relations and executive social media strategies and will leverage the Vistage CEO Confidence Index and WSJ/Vistage Small Business CEO Survey.

**French/West/Vaughan**, Raleigh, N.C./Osceola County (Fla.), Experience Kissimmee and the Silver Spurs Arena for advertising, promotional and PR services for the RAM National Circuit Finals Rodeo, slated for Kissimmee, Fla., for the first time in 2015. Osceola County this year inked a 10-year deal with the Professional Rodeo Cowboys Association to host the RNCFR, a championship to feature eight events over four days March 25-28, 2015.

**Antenna**, San Francisco/ClearSign Combustion Corp., technology to reduce emissions from the combustion of gas, solid and liquid fuels; Ecoppia, water-free robotic cleaning process for large solar energy installations; Nexant, global utility software solutions and consultancy services; OneEnergy Renewables, middle-market solar photovoltaic (PV) projects; SolarEdge, solar power optimizers and PV inverters, and Stem, behind-the-meter energy storage and predictive analytics to reduce electricity costs for commercial and industrial customers and enable utilities to more efficiently manage loads.

**PMBC Group**, Los Angeles/Private.me, privacy platform that features a free secure Internet search engine and online privacy tools.

**NEWS OF SERVICES****UBM FORMS AMERICAS UNIT**

UK-based UBM has consolidated its North and South American operations into a single division, UBM Americas, although its PR Newswire unit is unaffected.

The New York-based UBM Americas contains its events-led marketing business and is led by Sally Shankland, former CEO of UBM's Connect technology business. It counts revenues of \$355M with 800 staffers across 14 locations.

UBM said the move completes a restructuring of the events-led marketing services operations that leaves the Americas unit operating alongside UBM Asia and UBM Live (Europe, Middle East and Africa).

Tim Cobbold, UBM CEO, said the move better equips UBM "to be more innovative and more agile in serving the commercial and professional communities of which we are part."

**WOOD TAKES TOP MILLWARD BROWN ROLE**

WPP research division Millward Brown has tapped Robin Wood as chief solutions and marketing Officer.

Wood moves from Sara Lee's Sanex Global personal care business, where she was global brand president. Based in London, Wood reports to CEO Travyn Rhall as a member of MB's global board.

She previously held senior brand and marketing roles at Revlon, Procter & Gamble, L'Oreal and Bacardi, in both U.S. and Europe.

Gordon Pincott, 25-year vet of MB and global head of solutions, will work with Wood on the transition and remain with the company.

**BOOM ADDS DIRECTOR**

Agency vet Shari Germershausen has moved to Boom Broadcast, Denver, as director, client creative & strategic planning.

Germershausen, based in New Jersey, exits Zeno Group and earlier held posts at Eisai Pharmaceuticals (assoc. dir., brand comms.) and FleishmanHillard.

Joan Winkler is founder and partner at Boom.

**BRIEF:** Valeria Piaggio has joined The Futures Company, Chapel Hill, N.C., as VP of multicultural insights for its flagship consumer insights service, Yankelovich MONITOR. Piaggio launched a Latino service for CEB Iconoculture and was lead strategist for its global team serving *Fortune* 500 clients.

**AD: CONTENT PROVIDER AVAILABLE**

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**PEOPLE****Joined**

**Angela Megrey**, senior A/D, The Marketing Arm, to Blaze, Santa Monica, Calif., as VP of social media and marketing for the firm and parent Davies Public Affairs. She has worked with NBC, ABC, Disney and Sony.

**Sarah Flocken**, outreach coordinator, Center for Responsive Politics, to Atlantic Media's Defense One, Washington, D.C., as director of comms., effective Sept. 10, to oversee PR for the publication and AM's Government Executive Media Group. Flocken reports to AM VP of global comms. Emily Lenzner. Yvonne Dudley, who ran events for Gannett Co, was named dir. of events for Defense One.

**Mark Clegg**, evening co-anchor for KSHB-TV Kansas City, to real estate and development company Hines, Houston, as director of media relations and comms.

**Harlan Gulko**, former VP of national publicity for Focus Features, to ID PR, Los Angeles, as VP, film, ahead of the industry's award season. He worked campaigns last year for "Dallas Buyers Club" and "The World's End." Gulko was senior publicist at Fox Searchlight and started out at BWR PR.

**Suzanne Hatcher**, dir. of corporate coms., Life Technologies, to Cubic Corp., San Diego, as director of corporate comms. for the publicly traded defense contractor. She leads the company's corporate comms. and PR function, and reports to Jay Thomas, EVP and CFO. Life Technologies was recently acquired by Thermo Fisher Scientific. Hatcher was previously at CareFusion and Sempra Energy.

**Promoted**

**Molly Mulloy** to US head of technology, MWW, San Francisco. Mulloy, who joined the East Rutherford, N.J.-based firm from Zeno in April, continues as San Francisco GM, as well. "In just a few short months, Molly has made a tremendous impact on our operations in San Francisco as well as the technology practice across the entire agency," said CEO Michael W. Kempner. The office has won Chinese e-commerce company DHGate and Opera Software among three other key accounts since April.

**Lisa Button** to VP, DVL PR & Advertising, Nashville, Tenn. She joined in 2013 and handles healthcare and utilities accounts.

**Elected**

**Mark Friedlander**, head of corporate comms., The Main Street America Group, to president, Insurance Marketing & Communications Association. The former sports reporter was previously with Arthur Andersen, Prudential Financial and HSBC North America.

**Megrey****Clegg****Mulloy****Friedlander**

## **CVS GOES COLD TURKEY**

Drugstore chain CVS Health staged a Sept. 3 celebration in Manhattan's Bryant Park to mark its new corporate name and decision to quit the cigarette business a month earlier than expected.

CEO Larry Merlo promised in February the chain would stop selling tobacco products Oct. 1, resulting in the loss of \$2B in annual revenues.



Effective Sept. 3, CVS no longer sells cigarettes, a decision that earned praise from Campaign for Tobacco-Free Kids, which wants Wal-Mart and Walgreens to follow suit.

Merlo anticipates more than filling the cigarette sales void by providing a broader range of health services.

Changing the CVS Caremark name to CVS Health is a way to reflect a broader healthcare commitment and "expertise in driving the innovations needed to shape the future of health," according to the company.

Ad agency BBDO, which unveiled a new corporate ad campaign for CVS, handled the Bryant Park event, according to Kym White, who heads Edelman's health unit, which does PR for CVS.

"That is a BBDO crew – the agency behind the new ad and digital campaign #onegoodreason – but Edelman continues to support CVS Health and this initiative," White told *O'Dwyer's*. "We're very pleased with the media coverage and the attention that this bold public health move continues to command as CVS Health shows its leadership in the evolution of healthcare."

The Wall Street Journal, New York Times, USA Today, Forbes and NPR were among outlets to cover the CVS name change and early end of cigarette sales.

Merlo told Forbes that "changing the name catches up with what we've been doing."

## **SRI LANKA SWEETENS MADISON'S POT**

Human rights-challenged Sri Lanka has upped Madison Group's \$15K, one-year contract effective June 1 to \$25K-a-month beginning Aug. 1.

Madison's work is to assist the Ministry of External Affairs in "creating situational awareness of current affairs and strengthening its relationship with the US."

The *New York Times* on Aug. 22 equated the government of Sri Lanka to that of repressive North Korea and Syria.

Sri Lanka's US ambassador Prasad Kariyawasam responded Aug. 26 to the Times editorial that blasted his country for not cooperating with a UN probe of abuses it allegedly carried out in the long-war with the Tamil Tigers rebel group.

He rejected the investigation because "its intrusive nature exceeds its mandate" and "challenges the sover-

eighty of our country."

The Ambassador faulted the Tigers for their organization's "intransigence affected the whole country" in his letter-to-the-editor published by the NYT on Sept. 3.

Two Sri Lankan charities today blasted UN peacekeepers for failing to protect civilians during the 2009 wind-down of the civil war, which resulted in an estimated 40,000 deaths.

The Times editorial said Sri Lanka's president Mahinda Rajapaksa's barring of the UN investigators "puts Sri Lanka in the company of North Korea and Syria."

## **WILSON MOVES TO ABERNATHY IN LA**

Heather Wilson, a Weber Shandwick and Ogilvy corporate PR pro, has moved to The Abernathy MacGregor Group's Los Angeles office as an executive VP.

Wilson spent the last year in Chicago for Weber Shandwick and earlier did a six-year stint in the firm's Los Angeles office. In between, she led Ogilvy PR's Chicago corporate and social media groups.

Abernathy vice chairman Ian Campbell, who founded the firm's West Coast offices, is based in Los Angeles. Jim Lucas is managing director in LA.

Wilson is a former paralegal who moved into journalism with CBS MarketWatch before jumping to PR with the LA law firm Jeffer Mangels Butler & Mitchell.

TAMG is owned by Havas.

## **EHEVESTE RETIRES FROM VPE**

John Echeveste, founding partner of 26-year-old Los Angeles-based Hispanic PR firm VPE Tradigital Communications, is retiring.

Echeveste takes the reins as CEO of LA Plaza de Cultura y Artes, the three-year-old Mexican-American museum and cultural center in Los Angeles.

Patricia Pérez continues to lead VPE as managing partner.

"I've had an extraordinary opportunity over the last 26 years to work with a talented group of staff members, clients and colleagues who all share the common commitment to serve the Latino community in a meaningful and respectful way," Echeveste said.

VPE reps Verizon, Southern California Edison, Disneyland and the Los Angeles Theatre Center, among others. Pérez joined VPE in 1990 and has been a partner since 1992.

## **HOTEL INDUSTRY BOOKS SMITH**

Chandler Smith, communications director to Sen. Dean Heller (R-NV), has booked the VP of communications slot at the American Hotel & Lodging Association.

Smith, who starts Sept. 8, will be focused on promoting the hotel industry trade group's government relations and advocacy efforts, as well as the industry's contributions to jobs and economic impact.

AH&LA CEO Katherine Lugar said Smith was hired as Congress returns to work and elections loom, "a vital time for our industry to be front and center." FleishmanHillard alum Rosanna Maietta joined AH&LA in June as SVP, comms. & PR.

The New York chapter of PRSA hosted a panel Sept. 8 to decide whether PR people “practice deception” although there’s plenty of evidence indicating that is what the public thinks.

The national Society and Rockefeller Foundation in 1999 unveiled the results of a \$150K study of credible sources of information that placed “PR specialist” 43rd on the list.

A total of five years was spent on the research which included interviews with 2,500 members of the public. Another indication of the public’s view that PR is “spin,” a polite word for deception, is the ten books about PR and PR people that have the word “spin” in the title.

These include *Deadly Spin* by Wendell Potter, who spent 20 years with Cigna; *The Father of Spin*, a book about Edward Bernays; *Spin Sisters* by Myrna Blyth, and *All the President’s Spin*, a book about President George W. Bush. The eight PRSA/NY ethics panelists, seven of them self-employed, have been sent a story on the 1999 study and other materials.

PR specialists ranked just above “famous entertainer” and “TV talk show hosts” in credibility. They were lower than “political party leader” and “head of a national interest group.” At the top of the list were Supreme Court justice, teacher, national expert, member of the armed forces and national business owner.

#### **Study Was a Pivotal Society Moment**

The study was a watershed moment for the Society that had a huge and long-lasting impact on it. This is history that the ethics panelists should know about.

The Society was so embarrassed by the results that no press conference was held. The results were revealed at a session in Rockefeller Foundation offices just before the Fourth of July to which the O’Dwyer Co. was not invited. Technically, it was a study of the Foundation of the Society.

No Society publication ever carried the list of the 45 sources studied. There was only a brief story on an inside page of Tactics.

The Society at that time had only one senior PR person on the staff to combat the wave of negative comments that ensued—Richard George. He quit in September, just before the national conference.

Other negatives that hit the Society that year were charges by the Exterior Insulating Finishing System industry that the firm of treasurer Lee Duffey was operating a front group for brick interests that were attacking EIFS, and a two-year study by the Fellows showing that accreditation had little impact in the job market.

Duffey normally would have moved up to president-elect but the Assembly picked Kathy Lewton.

Sam Waltz, 1999 president, beset with questions from the O’Dwyer Co. on the credibility study and the charges against Duffey, said O’Dwyer staffers were taking up too much staff time and declared a formal boycott against the company, sanctioned by the board. A member then formally charged the board with violating five articles of the Ethics Code. Rather than take up such charges

or investigate EIFS industry charges against members of the Duffey firm, the board scrapped the Code which had been in effect since 1954.

A new Code, sans enforcement provisions, was created at a cost of \$200K.

Society membership was 19,266 in 2000. Currently it is about 21,000 or virtually no growth in 15 years. PR specialists, meanwhile, grew 21% from 166,630 in 2004 to 202,530 in 2013, according to the U.S. Dept. of Labor.

#### **“PR” Has Ethical, Image Problems**

The more relevant question is where is PR today and where are PR people?

The term has almost disappeared from major companies, replaced by corporate communications, public affairs, etc. The blue chip PR Seminar inducted 35 new members in June and not one had PR in his or her title.

Companies, PR firms and ad agencies a couple of decades ago had a dedicated person available 24/7 who could at least chat on the phone with newspeople and provide some help. Communication now is almost all via e-mail. Reporters post questions on boxes on corporate websites, hoping for a reply.

PR people are not only interfacing far less with the press these days but also far less with each other. Almost none of the 25 New York agency corporate PR groups that met a couple of decades ago still exists. PR Society: New York gave up the ghost last year after 50 years.

The Centre for Corporate PA, Australia, a blue chip group similar to the Arthur W. Page Society, declared in a five-page essay last year that “PR Is Dead.”

Author Wayne Burns, who had 20 years in corporate PR, journalism and politics, including a stint with Hill+Knowlton, said PR’s usefulness has been “terminal since the late 1990s,” surviving only on the “tactical fringes of marketing communications.”

#### **Social Media Influencers Replace PR**

PR specialists are now called “social media influencers,” Richard Batyko of the Akron chapter of PRSA noted in his pitch to join the 2015 national board. All candidates stressed the importance of social media including the one by chair-elect candidate Mark McClenan, who says he “helped lead the social media adoption at our agency.”

Significant is that seven of the eight panelists are self-employed or head their own firms—writers Randy Cohen, Fran Hawthorne and Paul Holmes; Steve Cody of Peppercomm; Doug Simon of D S Simon Productions; and Jacqueline Brevard and Delbert Spurlock who have their own firms. The only one with a job is Michael Schubert, chief innovation officer of Ruder Finn. Fellow RF executive Emmanuel Tchividjian is conducting the panel.

Conspicuous by their absence is anyone from a major company or from another major PR firm. The topic of ethics can get into highly controversial subjects and the byword in the PR industry these days is “keep your head down.”

The panel also comes during PRSA’s “Ethics Awareness Month.”

— Jack O’Dwyer