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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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DELAWARE BRIDGE COMMISH TROLLS FOR PR

The Delaware River Joint Toll Bridge Commission is seeking a "well-established" PR/marketing firm to handle its varied communications needs.

The work may involve media/community relations, special events, marketing, monitoring, social media outreach, website content and development of publications, according to the Commission's RFP.



Toll revenue is the Commission's sole revenue source.

A major PR priority would be promoting the completion of the final design and the 2017 beginning of the Scudder Falls Replacement Project, which is the hallmark of the Commission's expansion program.

The PR campaign will target commuters/travelers, residents/toll payers within the 140-mile service jurisdiction, investors, E-Z pass users, government officials, employees (Commission has 350 workers) and the tolling industry. Secondary audiences are historians, bridge enthusiasts and recreationalists.

The Commission, a government entity of Pennsylvania and New Jersey that serves 2M people in the region, owns 20 bridges spanning the Delaware River.

Yearly fees for the three-year PR contract are set at \$60K.

The closing date for submitting proposals is a very firm Oct. 16. The contract award will be awarded in November.

For more information, contact Joe Donnelly at jdonnelly@drjtbc.org.

RENEWABLE POWER GROUP SEEKS PR CHARGE

The Oregon entity funded by electric power companies to support energy efficiency and renewable sources is on the hunt for PR support.

The Energy Trust of Oregon released an RFP on Sept. 10 for a PR and communications contractor for consumer outreach in Oregon and Washington.

The 13-year-old agency says it helped customers of Portland General Electric, Pacific Power, NW Natural and Cascade Natural Gas save more than \$1.9B on energy bills through installations, cash incentives and other solutions.



Proposals are due Oct. 8.

RFP: <http://odwpr.us/1F8PoXJ>.

GLOVER PARK SUPPORTS IRAQ'S SUNNIS

Glover Park Group has agreed to advocate on behalf of Iraq's minority Sunni population, a sect historically at odds with the country's 60 percent majority Shiite Muslims.

Iraq prime minister Haider Al-Abadi depends on a coalition of Shiite militias to fight the ISIS terror group, which is largely composed of Sunnis.

The United States has been urging Sunni tribes to take up the fight with ISIS.

Glover Park Group is working on behalf of Dubai-based Adalid Business Consulting, which is funded by Iraqi business leaders.

The DC firm provides public diplomacy, strategic communications counsel and government relations services to ABC. The overall goal is to build support for Iraqi Sunnis among US government officials, NGO audiences and the media and facilitate exchanges between American and Iraq-Sunni leadership.

WPP owns Glover Park Group.

MA BELL'S MCGIVERN DIALS UP OGILVY

Tim McGivern, a 15-year veteran of AT&T, has shifted to Ogilvy Government Relations' DC office.

The WPP unit billed McGivern as "an expert relationship builder and problem solver" who helped a corporate giant "navigate a multitude of legislative, regulatory and political initiatives."

Chris Giblin, Ogilvy principal, praised McGivern's "strategic experience in Washington," which is "deep and wide" along with his "genuine and extensive" relationships. Prior to AT&T, McGivern served as chief of staff for Congressman and Senator Sam Brownback, who is now governor of Kansas.

Ogilvy signed AT&T as a lobbying client in April for issues before the Federal Communications Commission ('Net Neutrality, spectrum) as well as general tax matters.

LAFORCE + STEVENS SPLITTING UP

LaForce + Stevens, a 20-year-old fashion and lifestyle firm, is dissolving, according to a report in the *New York Post*.

CEO James LaForce told Page Six he filed a petition for dissolution that was granted by a court on Sept. 9.

He anticipates an "orderly and graceful transition" to split up the client base with president Leslie Stevens.

The firm has worked for Target, AT&T, Perry Ellis, Grand Hyatt, Banana Republic, Johnson and Johnson, Swarovski, 3M, Linked In and Williams-Sonoma.

BRUNSWICK BACKS A-B INBEV'S M&A MOVE

Brunswick Group is handling media for Anheuser-Busch InBev's takeover approach to SAB Miller, a proposed deal to unite the two top global beer companies which would create a \$70B colossus.

A-B InBev, which is headquartered in Leuven, Belgium, released a statement Sept. 16 to confirm it made an overture to SABMiller's board regarding a combination of companies and its desire to work closely with the directors to complete a deal.

The marketer of Budweiser, Skol, Corona and Stella Artois, which generated \$47B in 2014 revenues, warned that it's uncertain of its takeover success.

SAB issued a statement to note press speculation about a takeover and acknowledge AB-InBev's inquiry. A-B InBev must make a firm offer by Oct. 14

The \$22B maker of Peroni, Pilsner Urquell, Grolsch and investor in MillerCoors said its suitor has not yet made a formal proposal.

Brunswick's Steve Lipin (New York) and Richard Jacques (London) represent A-B Bev, while SAP Miller's Christina Mills (group communication director) and Richard Farnsworth (business media relations manager) work the media for the London-based brewer.

HILL CLIMBS TO APCO

Denise Hill, who has more than 30-years of corporate communications experience, has joined APCO Worldwide's international advisory communications.

Before taking the assistant professor slot at Elon University's School of Communications in 2014, Hill's most recent corporate job was a four-year stint as VP-corporate communications/PR at the US arm of Delhaize Group, Belgium-headquartered supermarket chain that runs 1,300 stores here under the Hannaford and Food Lion banners.

Hill worked at Wyndham Worldwide (senior VP-communications), Novartis (VP-corporate communications), Quest Diagnostics (VP-communications) and Cigna (VP-communications).

At APCO, she'll work at IAC's corporate communications strategies unit.

FAR EAST LINES SHIPS LOBBYING TO PPG

Hong Kong-based Far East Lines Limited ocean shipping company signed up Prime Policy Group for a 40-day US lobbying blitz.

PPG CEO Scott Pastrick and chairman Charlie Black inked the consulting agreement that aims to promote greater trade between the US and the Far East.

The Trans-Pacific Partnership proposal covering a dozen Pacific nations would dramatically bolster trade in the region. FELL, which is a privately held Korean company, has routes heavily skewed between Asian and European ports.

Prime Policy Group provided communications/political consulting services to boost trade, commerce and security cooperation between Korea and the US. It also arranged meetings for 11 members of Korea's National Assembly with Members of Congress and the executive branch.

NEW WRINKLE IN SUBWAY SCANDAL

It's a stark reminder for PR managers not to downplay any information or concerns they receive related to their brand reputation: Subway saying that it received a "serious" complaint in 2011 about Jared Fogle when he was the company spokesperson, but did not act on it because the complaint did not imply any criminal sexual activity.

Associated Press reports that Subway issued a statement Sept. 12 saying it has completed an internal investigation into whether it was alerted to concerns about Fogle, who agreed last month to plead guilty to having paid for sex acts with girls as young as 16 and having received child pornography. Subway has severed ties with Fogle.

Subway spokeswoman Kristen McMahon told AP that the company received the "serious" complaint in 2011 from Rochelle Herman-Walrond, a former journalist from Florida who revealed publicly to WWSB-TV in Sarasota last month that she also took her concerns to the FBI and secretly recorded her phone conversations with Fogle for more than four years to assist the agency's investigation.

McMahon said the 2011 complaint "expressed concerns about Mr. Fogle," but included "nothing that implied anything about sexual behavior or criminal activity involving Mr. Fogle," according to AP.

Nevertheless, the company said in its statement that it regrets that the complaint was "not properly escalated or acted upon." The Subway saga underscores two important issues for communicators to keep in mind.

First, when helping to select a corporate spokesperson PR managers have to be extra vigilant in their due diligence and make sure (as humanly possible) the spokesperson doesn't have any skeletons in his or her closet.

Second, whether it's a complaint about the corporate spokesperson or the company, in general, don't be too quick to dismiss any charges. Take them seriously. Contact your legal counterpart and get it out in the open. C-level executives—whether they admit it or not—will be grateful to you should those charges eventually take on a life of their own.

\$300M SCIENCE MUSEUM MULLS PR

The Patricia and Phillip Frost Museum of Science, the new \$300M downtown Miami facility under construction, wants to hear from PR firms.

The planetarium, aquarium, science and education center wants an established agency with local, national and global contacts, crisis experience, brand and celebrity wrangling savvy.

The museum traces its roots to the 1940s and was known as the Miami Science museum. Pharmaceutical billionaire Phillip Frost donated \$35M to build a new downtown facility in 2011 and a campaign brought the total up to \$103M as Miami-Dade County pitched in another \$165M. It is scheduled to open next summer.

Copies of the RFQ can be obtained from Paol Villanueva at pvillanueva@frostscience.org.

Deadline is Sept. 29.

CABLEVISION FALLS TO ALTICE FOR \$18B

Cablevision, which generated \$6.5B revenues for the year ended June 30, is being acquired by European cable giant Altice for \$17.8, which includes assumption of \$14.5B in new and existing debt.

The *New York Times* called Long Island-based Cablevision "one of the last remaining trophies of the American cable industry."



The acquisition of Cablevision's 3.1M customer base in New York, New Jersey and Connecticut combined with Altice's recently acquired Suddenlink makes founder Patrick Drahi's company the No. 4 cable system in the US with 4.6M users in 20 states.

"The strategy of Altice in the large and highly strategic US market is reinforced by Cablevision," he said in a statement. "We will be in a stronger position, as in all other markets in which we operate, to deliver the best services, invest in the most advanced technology, and develop innovative products for the benefit of our customers."

The acquisition includes Cablevision's News 12 Networks, local news network reaching 3.7M households in metropolitan New York, *Newsday* and *amNewYork*.

James Dolan, Cablevision CEO, released the following statement from his family.

"Since Charles Dolan founded Cablevision in 1973, the Dolan family has been honored to help shepherd our customers and employees through the most extraordinary communications revolution in modern history.

"Now, nearly half a century later, the time is right for new ownership of Cablevision and its considerable assets. We believe that Patrick Drahi and Altice will be truly worthy successors, and we look forward to doing all we can to affect this transition for our customers and employees. We expect that Cablevision will be in excellent hands."

Teneo Strategy's David Vermillioin is handling press for Altice, which has cable systems in France, Belgium, Luxembourg, Portugal, Switzerland, Israel, Dominican Republic and French Caribbean.

NEWS CORP'S MURDOCH GETS UNRULY

News Corp is spending \$175M to acquire Unruly Holdings Ltd, London-based social video ad platform with regional hubs in New York and Singapore.

The deal will extend the digital/mobile video expertise of the newspaper publisher of the *Wall Street Journal*, *New York Post*, *The Sun*, *Times of London* and *The Australia* and owner of HarperCollins Publishers.

"Unruly complements our traditional editorial and commercial expertise with contemporary insight into how people read, watch, buy and sell in the digital era," said a statement from Robert Thomson, CEO.

Rebekah Brooks, CEO of News Corp UK will oversee Unruly, which has 200 staffers working for clients such as Renault, Dove, T-Mobile and Evian.

GELLER SUCCEEDS TASSLER AT CBS

Nina Tassler, who helmed CBS Entertainment since 2004, will step down by yearend and serve as consultant through 2017.

Glenn Geller, 43, programming chief at CBS Entertainment and TV studios group, has moved into the president post and creative affairs chief.

Les Moonves, CEO of CBS Corp., who has known Tassler for 25 years, said, "Nina is a creative executive with the instincts of an artist."

CBS is "grateful and proud" of her success at the company "and will be her biggest fan in all of her future endeavors," added Moonves.

Tassler, 58, has enjoyed programming hits such as "Madam Secretary," "The Good Wife," "Criminal Minds," "Blue Bloods," "Elementary," "The Big Bang Theory," and "Late Show with Stephen Colbert."

Under her guidance, CBS ranked as the top network for 12 of the past 13 years.

Moonves considers Geller the "obvious successor" to Tassler. "Glenn brings outstanding skills to all parts of the creative and production process and he has led large programming teams both at the network and studio that oversee our biggest franchises and hit programs," said Moonves.

NOLA GROUP RESTRUCTURES, CUTS JOBS

Call them media cuts du jour. NOLA Media Group, publisher of the *Times-Picayune*, on Sept. 17 announced a restructuring that will result in the loss of 28 full-time jobs and 9 part-time content staffers, or 21 percent of the company's content operation.

A statement by NOLA Media Group President Ricky Mathews, regarding the staff cuts, struck a decent tone: "It's a difficult day for us and our colleagues who are losing their jobs," he said. "We wish them the very best. Aligning our costs with the business realities faced by media organizations around the country is a tough challenge. But it's also important for our readers to know that we remain the largest and most experienced news staff, and the most widely read newspaper and website in the area."

The newsroom restructuring creates teams dedicated to metro and state politics, business and criminal justice and establishes a new metro reporting team assigned to cover education, health care, the environment and other quality of life issues.

For communicators, the cuts will mean there will be fewer reporters and editors at the *Times-Picayune* to pitch, of course, but the subject matters covered by the publication will be in sharper focus, with more PR opportunities via digital and social channels.

Indeed, like most every traditional publisher, NOLA is boosting expenditures for its digital platforms, as print media continues its gradual, yet steady decline.

Since 2012, NOLA.com has increased its average daily readership by 74 percent and now reaches more than 700,000 followers on Facebook, Twitter and Instagram through its social media channels, Mathews said.

PR & SOCIAL MEDIA VIEWS

CHANGES AT TRIB. WSJ AFFECT PR PITCHES

The PR gods giveth and taketh away. Two major publishing companies reportedly are making strategic moves that will both expand and contract the pitching opportunities at some of the nation's most popular media outlets.

In the first case, Tribune Publishing—which publishes *Los Angeles Times*, *Chicago Tribune*, *Baltimore Sun* and other dailies—is looking to reduce editorial costs by \$10 million, and to do that roughly 80 staffers might be let go. That's according to Poynter. Any staff cuts will be precipitated by newsroom reductions via buyouts.

The cuts at Tribune mean PR execs will have to be more pointillist in their story pitches to the LA Times and other Tribune titles because there will be fewer editors and reporters to listen to them.

Any job cuts at Tribune's media properties will spur the need for so-called branded content, as newspapers reconfigure how they're going to fill their inventory with fewer resources in-house.

Yet, despite ongoing cutbacks, running branded content is still a tough sell editorially among many newsrooms.

In the second case, the *Wall Street Journal* will beef up its Money and Investing and Greater New York sections, in print and online, and launch a product in the United Kingdom, according to a memo obtained by *Politico*.

Journal editor Gerard Baker wrote that the new Money and Investing section will feature “faster and more lively real-time commentary on global markets and deeper analysis of the powerful trends moving the world of business and finance.”

The Journal's Greater New York section will be updated to include a wider range of news and features, the memo said.

The Journal recently cut newsroom costs by eliminating jobs and operations that were no longer seen as essential to its core mission while creating new positions and products referred to in the memo, according to *Politico*.

Still, the pending editorial moves increase the opportunities for PR pros and communicators to get their stories and/or mentions of their clients inside the venerable media title.

While trying to get a story into the Journal is like nailing Jell-O to the wall, expanding certain editorial content gives PR pros some additional lanes to get their message into the highly circulated title (2.3 million total average circulation, print and online). WSJ is owned by News Corp.

ALIBABA PR CHIEF BLASTS BARRON'S

Jim Wilkinson, the veteran corporate PR hand who leads global corporate affairs for Chinese e-commerce titan Alibaba, penned a lengthy rebuttal to a critical piece in *Barron's* last week, hitting the magazine and its reporter for a “lack of integrity, professionalism and fairness.”

Wilkinson's letter to the editor, published on Al-

ibaba's news site, *Alizila.com*, ripped the Barron's piece for what he said are “factual inaccuracies and selective use of information.”

Barron's story, “Alibaba: Why It Could Fall 50% Further,” written by Jonathan Laing, outlined a litany of problems for the company with a warning to “expect more trouble ahead.” The release of the article sparked a slide in Alibaba's share price on Sept. 13.

Wilkinson, a former Bush administration PR hand, joined Alibaba in 2014 after top roles with PepsiCo and Brunswick Group.

STEEL STAYS AT CNBC

Brian Steel, senior VP of PR at CNBC, will stay at the financial news network despite recent reports that he was exiting.

CNBC chairman Mark Hoffman said in August Steel “is leaving to take on a challenging new position that will be announced in the coming days.”

O'Dwyer's has confirmed Steel is going nowhere—at the moment.

The New York Law School alum joined CNBC in 2007 following a five-year stint at Citicorp, where he held the director of corporate affairs position.

He did a four-year tour of Washington in the Justice Dept. as spokesperson/domestic policy advisor, exiting in 2002.

TIMES LAUNCHES DAVID CARR FELLOWSHIP

David Carr, the *New York Times* media columnist who died earlier this year, left a legacy of excellent media reporting and mentoring younger journalists. Now the Times will honor that legacy with the David Carr Fellow, the newspaper announced Sept. 14.

The David Carr Fellow, the Times said, will “spend two years in Times newsroom covering the intersection of technology, media and culture.” It is an opportunity, the Times added, “for a journalist early in his or her career to build upon Mr. Carr's commitment to holding power accountable and telling engaging, deeply reported stories.”

Carr's “Media Equation” column in the Times was considered a must-read even among the most seasoned media mavens. In addition to writing deeply reported stories about the growing nexus of media and technology, Carr also brought a unique perspective to writing about Hollywood and politics.

Dean Baquet, the executive editor of the Times, said, the paper will be looking for candidates who share Carr's interests, and his openness to new ways of telling stories, “and also people who maybe have an unusual background. David Carr was a recovering drug addict who came to us from the alternative news media world. That's very unusual for the New York Times.”

Carr wrote about his struggle with addiction in his best-selling memoir, “The Night of the Gun.”

Carr died, at 58, after collapsing in the newsroom in February. The cause was later revealed to be complications arising from lung cancer, the Times said. Two months later, he was cited as a finalist for the Pulitzer Prize for commentary.

NEWS OF PR FIRMS

EDELMAN NIXES COAL, CLIMATE DENIERS

After a two-year review, Edelman said it will ban coal companies and climate change deniers from its client roster.

The firm has taken heated criticism and suffered high-profile resignations due to its representation of companies that contribute to global warming.

Those defections include the embarrassing departures earlier this year of the New York, Chicago and San Francisco leaders of its “business & social purpose group,” a practice designed to “help clients bring together profit and purpose.”

Critics found it disingenuous for Edelman, an early adopter of internal carbon accounting systems and strong sustainability advocate, to work for climate change deniers such as the American Petroleum Institute and American Legislative Exchange Council, a stalking horse for the Koch Brothers’ anti-green agenda.

API and ALEC left Edelman before its just-installed ban.

The firm says such clients are bad for business and a blow to its legitimacy. CEO Richard Edelman personally decided that the firm founded by his father, Dan, should get out of the coal business, the No. 1 contributor to climate change.

COO Matthew Harrington wrote in a memo that climate deniers and coal producers threaten Edelman’s reputation and business prospects.

The ban on coal and climate deniers extends to front groups organized to spread misinformation and half-truths of “greenwashing” in order to spread doubt on the existence of warming.

RF MAKES CHINA MOVES

Ruder Finn’s China operation has promoted Gao Ming to national luxury practice head. The 10-year RF alum was GM of Shanghai, a role taken over by Tony Dong.

The firm also tapped Grace Liang as GM for Guangzhou. She joined in 2003 focused on South China healthcare business.

Elan Shou is EVP and managing director for RF Greater China.

BRIEFS: **Weber Shandwick** promoted Jennifer Sosin to chair, global strategy & insights, based in Washington and responsible for the firm’s strategic planning operation. Also, Josh Gilbert was upped to executive creative director, global practices, based in New York. The firm said Gilbert will drive the agency’s creative programming. He was previously executive vice president of creative....**Hedgeweek** named New York-based Prosek Partners “Best North American Public Relations Company” in its annual U.S. Awards. The publication’s 40,000 subscribers determine the winners. ...Integrated marketing firm **The O’Hara Project**, Morristown, N.J., is looking nationally for a non-profit to add to its pro bono roster. The firm is offering 12 months of PR at no charge. Organizations can file applications at oharaproject.com/pro-bono-search.html by Oct. 15.

NEW ACCOUNTS

MASS TECH ENTITY SEEKS HEALTH IT PR

The Massachusetts eHealth Institute, a multimillion-dollar, state-backed effort to foster an electronic health record industry and usage, is calling for PR proposals.

The Institute wants an agency to support its outreach and operations for communications, messaging and other media outreach.

The MEHI wants a firm well-versed in health IT communications.

Proposals are due Sept. 28. RFP: <http://odwpr.us/1NFYeNx>.

New York Area

Corbin-Hillman Communications, New York/GoViral’s Dibly.com, social entertainment news platform; Zazen Bear, lifestyle brand with retail home in Manhattan’s SoHo, as AOR for PR, and Tommy John, men’s clothing brand, for re-launch.

5W PR, New York/Kora Rae, high-end women’s line launched by designer Rachel Turzer in 2013, as AOR for PR. The brand is collaborating with country singer Jessie James Decker for a line called Kittenish.

Emerging Media, New York/Advantages, design, marketing and branding firm, for messaging, thought leadership and PR.

East

GYMR PR, Washington, D.C./The Advisory Board Company, for ongoing comms. support for the org that partners with more than 3,300 hospitals and health systems to improve care delivery, following a competitive bid to target media, policy makers, and healthcare influencers. The firm also picked up the Child Life Council, for re-branding; Kate B. Reynolds Charitable Trust, for ongoing comms. support; Physician Advocacy Institute, for comms. planning, and Society to Improve Diagnosis in Medicine, for nat’l outreach and coalition building.

Southeast

Trevelino/Keller, Atlanta/PayGIS, for launch of its public notice management platform, InkLynk, via messaging, web presence and lead generation. The platform is aimed at legal professionals and publishers as a platform to buy, sell and manage legal ads.



Mountain West

Backbone Media, Carbondale, Colo./Vista Outdoor, outdoor sports and recreation products marketer, as AOR for comms. strategy and PR. Publicly traded Vista’s brands include Bushnell, Promis, Gold Tip and Champion.

West

Blaze, Santa Monica/Yunee International, for traditional and social media relations for its E-GO electric skateboard. Blaze president Matt Kovacs called the device “the skateboard of the future” with “vast potential to influence the social sphere and tech culture.”

NEWS OF SERVICES**UKRAINE FIRM, CEO PAY \$30M IN WIRE HACK**

A Ukrainian company and its CEO agreed to pay \$30M to settle federal charges of profiting from a massive, \$100M newswire hacking scheme unveiled in August.

Jaspen Capital Partners Unlimited and CEO Andriy Supranonok allegedly reaped \$25M by using information gleaned from press releases stolen from Business Wire, Marketwired and PR Newswire from 2010-15.

**Supranonok**

The SEC charged 34 in August in the large scheme, rocking the newswire companies with revelations of the data breach.

Jaspen and Supranonok were among defendants whose assets were frozen in the wake of the charges.

The scheme involved the sale of contracts-for-differences, or CFDs, a derivative that lets traders place highly leveraged bets on the direction of a stock's price movement, according to the SEC.

Jaspen's website describes the firm as a boutique investment banking firm based in the Ukrainian capital, Kiev.

EX-PR NEWSWIRE CEO TRAVELS TO TLG

Ninan Chacko, who was ousted as CEO of PR Newswire in July, has been named CEO of Travel Leaders Group, the Minnesota-based retail travel agency giant. Chacko, who also takes a board seat, replaces Barry Liben, who steps down after seven years to return to TLG unit Tzell Travel Group as president and CEO.

**Chacko**

Chacko is a travel industry veteran, serving as chief commercial officer of Worldspan and SVP for Sabre Holdings. He led PRN for six years.

TLG claims a \$20B business and 30% of all wholly-owned, franchised or member travel agencies in North America.

BIGELLI TO FALCON & WOLF

Robin Bigelli, who led strategic brand sponsorship programs for Time Inc., has joined brand consulting firm Falcon & Wolf in New York as senior VP, brand programs.

Bigelli handled programs for *Time*, *Fortune*, *Sports Illustrated* and *Money* at Time Inc.

F&W CEO Amy Wolfcale said Bigelli will be key to "linking content and community strategies with brand engagement programs and integrated opportunities that drive participation, awareness, and ROI."

**Bigelli**

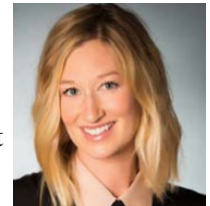
BRIEF: Call it the digital generation gap. Younger generations are more likely to trust social channels than their older counterparts, according to a new survey conducted by Acquity Group, part of Accenture Interactive. Full coverage at <http://bit.ly/1V4dNz9>.

PEOPLE**Joined**

Tim Turpin, GM for Sparkpr, to Method Communications in San Francisco as an executive VP. The OutCast Agency alum joins the tech firm to advise some of its largest accounts and bolster its San Francisco presence. Turpin started out in the agency realm with Wilson McHenry Co. and Blanc + Otus PR. He spent the last eight years at spark, the past year as head of SF.

**Turpin**

Shannon Olivas, VP of corporate communications for consumer packaged goods producer The Honest Company, has moved to film and TV producer Skydance as senior VP of corporate communications. Olivas worked the agency side at Sard Verbinen & Co. before moving into the corporate realm in corporate comms. and IR posts with DreamWorks Animation. She spent the past year with Honest Company For Santa Monica, Calif.-based Skydance, she oversees domestic and international PR.

**Olivas**

Felicia Brown, events director for the *San Francisco Business Times*, to Chase Communications, San Francisco, as a VP and operations manager. **Jonathan Amar**, former comms. director for Washington, D.C., Congresswoman Eleanor Holmes, joins the firm in D.C. as A/M and PA specialist. **Jill Mierke**, comms. assistant, Kate B. Reynolds Charitable Trust, joins as A/C in San Francisco.

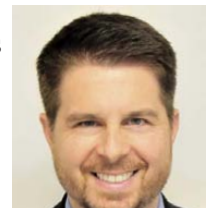
Alexia Bunce, who managed accounts at MWW and Cohn & Wolfe, to JMPR Public Relations, Woodland Hills, Calif., as an A/S handling consumer lifestyle and automotive work.

Jonathan Richman, former brand leader for AstraZeneca, to Northlich, Cincinnati, as chief brand officer, partner. He writes the Dose of Digital blog.

Jamie McGarvey, comms. lead for global process and systems implementation programs, Baxter Int'l, to Astellas Pharma, Northbrook, Ill., as senior manager, employee comms. She held internal comms. roles at US Cellular and Swedish Covenant Hospital.

Promoted

Brian Burlingame to CEO of Jeffrey-Group, Miami, effective Oct. 1. He has been COO since 2005 and takes the reins from founder Jeffrey Sharlach, who continues as chairman of the firm and managing partner of its holding company, Intercom Americas. Sharlach started the firm in 1993.

**Burlingame**

Debra Forman to president of Ketchum Digital, reporting to senior partner and NA CEO Barri Rafferty. She joined in 1998.

Kai Fang, executive creative director, Pappas_DMI, to Ogilvy Washington as executive creative director, reporting to NA CEO Robert Mathias.

**Fang**

VOLKSWAGEN DRIVES TO RECALL CRISIS

The Obama administration on Sept. 18 directed Volkswagen to recall nearly half a million cars from the road, saying the German automaker used software intentionally designed to circumvent environmental standards for reducing smog.

The Environmental Protection Agency issued the company a notice of violation and accused the company of breaking the law by installing software known as a “defeat device” in 4-cylinder Volkswagen and Audi vehicles from model years 2009-15, the Times said.

“Using a defeat device in cars to evade clean air standards is illegal and a threat to public health,” said Cynthia Giles, the E.P.A.’s assistant administrator for the Office of Enforcement and Compliance, was quoted in the Times. “Working closely with the California Air Resources Board, E.P.A. is committed to making sure that all automakers play by the same rules. E.P.A. will continue to investigate these very serious violations.”

The allegations cover roughly 482K diesel passenger cars sold in the United States since 2009.

Volkswagen CEO Martin Winterkorn on Sept. 20 apologized for customers’ “broken trust.” He pledged the automaker would “cooperate fully” with the EPA investigation and conduct “an external investigation” into the matter.

Winterkorn’s said in a statement that he’s “deeply sorry” and stressed, “We do not and will not tolerate violations of any kind of our internal rules or of the law.”

Volkswagen has stopped selling the vehicles at issue.

TWITTER ENTERS DC LOBBYING FRAY

Twitter has hired a trio of firms as its first outside lobbyists to work the DC legislative and regulatory thicket.

The San Francisco-based micro-blogging operation has hired Mehlman Castagnetti Rosen & Thomas to deal with government surveillance and countering violent extremism, cybersecurity, privacy, immigration reform and open Internet, according to its federal filing.

Bruce Mehlman (former Commerce Dept. assistant secretary for tech policy), David Castagnetti (former staffer to Democratic politician Sen. Max Baucus and Congressman Norm Mineta), Dean Rosen (ex-health policy counsel for Senate committee on labor and human resources) and David Thomas (ex-FTC Congressional director and VP Al Gore aide) head the 10-member team from their firm.

Twitter tapped Millennial Bridge’s Lauren Culbertson (former deputy communications director for Republican Sen. Johnny Isakson) for ‘Net Neutrality, patent reform and government surveillance issues.

The microblogger selected The Joseph Group’s Kevin Joseph (former staffer on House and Senate commerce committee) for electronic communications privacy, patent reform and government surveillance.

Twitter spent \$160K for lobbying during the first-half.

GALLICHO TAKES CHICAGO ARCHD. PR POST

Grant Gallicho, associate editor of Catholic magazine *Commonweal*, is joining the Archdiocese of Chicago in a new post managing its print and digital media.

Gallicho, an Illinois native, has covered events for the Diocese of Brooklyn’s TV and radio programs in ad-

dition to 15 years at *Commonweal*.

He’s been published in the *New York Times*, *National Catholic Reporter* and *New York Observer*, among others.

Gallicho takes up the new role on Nov. 1, charged with reviewing the Chicago Archdiocese’s publications strategy.

The Chicago Archdiocese counts 2.2M Catholics in more than over 1,400 square miles. Blase J. Cupich was recently installed its Archbishop.

MWW TAPS HOLLAND

Matthew Holland, most recently executive director of public health solutions at WebMD, moved to MWWPR as senior VP in its corporate health practice in August.

At WebMD, Holland led a team that worked with federal, state and local governments to develop and measure impact of PR programs and educational activities.

Holland, who did a one-year stint at MWW in 1992, worked as business development director at Tynan Group, group publisher at Advanstar Life Sciences, and executive director at Medscape.

SITRICK AIDS BANKRATE THOUGH SEC PROBE

Bankrate, the New York-based personal finance information provider charged with accounting fraud by the SEC, relied on Sitrick and Co. for PR counsel through the probe.

The company settled the SEC charges for \$15M Sept. 8, while former CFO Edward DiMaria reached a deal to pay more than \$180K. Two other Bankrate execs, former accounting director Matthew Gawsey and ex-VP of finance Hyunjin Lerner, continue to face SEC charges.

All of the charges related to allegations that the company fraudulently increased its revenue on paper to meet analyst expectations in 2012.

Sitrick firm member Thomas Mulligan, a former senior financial writer for the *Los Angeles Times*, has advised Bankrate from New York on the PR front.

Bankrate, which restated its 2012 earnings in June 2015, in a statement said it did not admit or deny the SEC’s findings in agreeing to pay the civil penalty.

ZENO NAMES KERR FIRST DIGITAL CHIEF

John Kerr, who heads the Asia-Pacific region for Zeno Group, has become the tech/consumer/healthcare/corporate shop’s first chief digital officer.

“Kerr’s appointment reflects our ambition to strengthen our position as the agency partner that consistently brings forward innovation, disruption and measurable business value to our clients, through transformative digital and integrated communications,” CEO Barby Siegel said in a statement.

Based in Singapore, Kerr will spearhead Zeno’s effort to globalize its digital offerings by expanding current capabilities and increasing the scope of client engagements.

Kerr spent 15 years at Text100 before joining Zeno in 2012. Daniel J. Edelman Co. owns Zeno.

PR OPINION

Westhampton/New York and most other brick and mortar libraries are fighting it tooth and nail but the handwriting is on the wall: they've been replaced by something better: the web.

Libraries we've encountered in our spring/summer/fall home in Westhampton Beach are mired in local politics, cronyism and inability to accept the new role of libraries as hosts and initiators of discussions as advocated by none other than the American Library Assn.

The WH library, housed in a beautiful new \$7.5 million building and sitting on \$4.1 million in cash and deposits, sees itself as an aloof referee of topics that others "bring in."

It does not want to "dirty its hands" actually touching or initiating any of the topics, which might be compromising its precious neutrality and detachment.

It hosts, "but does not plan" events, says library director Danielle Waskiewicz. She gives as examples a program dealing with environmental concerns at the local airport and discussions by authors.

Proposals are to be submitted to the board which will then decide whether the topics will be allowed at the library, she says.

If a firefighter saw a nearby house on fire, and occupants who needed saving, would he or she wait for a neighbor to call the fire department? Or would the firefighter do whatever he or she could to help the situation? If you were swimming and saw someone in trouble, would you call the lifeguard or help them?

WHB Is Under Assault: Help Is Needed Now

The WH library's own community is under ferocious assault by the East End Eruv Assn. which is not only falsely charging residents with being hostile to ultra-Orthodox Jews but is threatening WHB with more than \$1 million in legal costs and penalties. The fight has dragged on since 2008.

This is a national issue because stopping an eruv in WHB would jeopardize hundreds of eruvim throughout the nation.

Is the library waiting for someone to describe the legal extortion that Southampton has succumbed to in agreeing to allow an eruv in return for a promise by the East End Eruv Assn. not to extract \$1 million+ in legal fees and penalties? Are we supposed to provide a program that the board will take it up at its next meeting?

Broken Courts, Lax Media, AWOL Schools

Topics that need public pow-wows include the courts that make judgments about eruvim that fail to see their visibility on websites, lax local media that skip this topic, and local schools and colleges that are also AWOL.

Abandoning citizens on this are Verizon and Long Island Lighting. They have sued WHB, SH and Quogue, demanding that the towns not fight eruvim even though they know more than 90% of their customers are against religious symbols on public property.

An especially relevant topic for citizens and students in the East End is income disparity and what might be done about it. The Hamptons are known as the land of the

"one percent of one percent."

Citizens Are Interested

Citizens, if kept informed, are interested in WHB governance and what goes on at the library.

More than 60 showed up at the WHB board meeting Feb. 5 block attempts by the Maria Moore Administration to appoint "twin police chiefs" at a cost of \$350K.

WHB was hit by criticism last year when it was revealed that Police Chief Ray Dean, then 53, retired with a \$403K payout for 521 unused sick, vacation and holiday days plus a \$142K annual pension and final pay of \$226K. *The New York Post* headlined: "Huge, Criminal Payout."

Residents passed out 200 flyers in front of the library saying the appointed board lacked "accountability, transparency, financial oversight and diversity." Employee Sabina Trager claims she was unfairly fired June 23. Staff voted 31-3 for a union Aug. 21.

Virtually all those at the board meeting Sept. 16 cheered and applauded when suggestions were made that board president Joan Levan resign.

Why Are Libraries Printing So Much?

Among those speaking at the Sept. 16 meeting was Michael Lennon, president of the library from 2004-2011.

He spoke mostly in support of the work the library is doing, although he said he was "embarrassed" by current efforts to oust Levan. He does not agree with such efforts although he said complainants have made some "valid points." But this has "quite a ways to go" before he would form any kind of opinion on this, he added. He has no opinion at the moment on converting the appointed board to an elected board.

Lennon is a leading library figure in the East End, sitting on the board of the Suffolk Library Cooperative System which includes 62 libraries counting branches. He represents 13 libraries in East Hampton, Shelter Island and Southampton.

Lennon heads Pine Barrens Printing which prints the bi-monthly WHB four-page, color, 11X17-inch "newsletter" that goes to 14,000 members. Issues cost \$4,700 or \$28,200 yearly. Pine Barrens also prints stationery, business cards, invitations, envelopes and other materials for the library.

Waskiewicz says Pine Barrens "specializes" in printing for libraries. We don't doubt that since he is in a close relationship with virtually all the libraries in the East End via his post on the SLCS board.

We are seeking a rundown of all the business he does with the libraries and how they go about picking printers.

Why is all this printing being done in the Age of the Web?

The WH library emphasizes services to children and young adults. The entire second floor, about as big as the first floor, is for children accompanied by a parent. A large room on the first floor is reserved for teenagers.

But what will children learn in such a library? To keep their mouths shut and avoid challenging The Establishment. We bet most local high school and even grade school students know exactly what is going on.

— Jack O'Dwyer