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O'Dwyer's Newsletter

The Inside News of
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CALIFORNIA THERAPISTS REVIEW PR

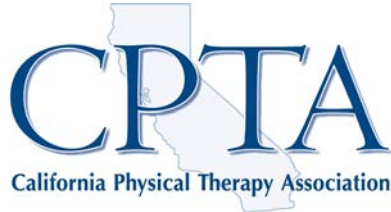
The professional organization for physical therapists in California is on the hunt for a PR firm under a periodic review of its outside counsel.

The Sacramento-based California Physical Therapy Association released an RFP to support the 8,000-member organization as the voice of the profession in the state. ACS Quantum Strategies is the incumbent.

The work covers media relations, legislative materials and other communications, including the development of an overall PR plan.

Budget is \$200K.

Proposals are due Sept. 30. RFP: <http://bit.ly/2cy7JjV>.



WE INSTALLS SHIFT'S ALLEN IN BOSTON

Catherine Allen, executive VP for Shift Communications in Boston, has moved to WE Communications as senior VP and GM for the Seattle-based firm's Boston office as it eyes the Northeast healthcare sector.

Allen led Shift's Boston and New York account teams and helped build a healthcare roster within the firm, which was acquired by National PR in May.

WE said the hire reflects a "fortified" presence in the key healthcare markets of the East Coast. Allen will oversee marketing and business development in the New England region. WE North America president Kass Sells called Allen "an established transformation artist" and an "instant asset" as the firm looks to build up healthcare business in Boston-centric fields like biotech and pharma.

Former senior VP and Boston GM Chris Stamm departed in April 2015 for Vertex Pharmaceuticals.

Allen spent 13 years at Shift after starting out in PR with Sterling Hager.



Allen

HYNES AND KOTCHER HONORED BY PAGE

Aedhmar Hynes, CEO of Text 100, received the Distinguished Service Award of the Arthur W. Page Society and Ray Kotcher, non-executive chair of Ketchum, was inducted into the Page Hall of Fame. Brexit was also discussed at the 33rd annual conference of the Page Society Sept. 11 in London.

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CHANDLER NAMED WESTERN UNION CCO

Bill Chandler, former top communications executive for retailer Gap Inc., has landed at Western Union as senior VP and chief communications officer.

He takes a role vacated last year by Luella Chavez D'Angelo, who is now a vice chancellor at the University of Colorado Denver.

Chandler leads the publicly traded, Denver-based payment services giant's global communications organization and serves as its top spokesman.

The 52-year-old Chandler, has been consulting for the past year since leaving Gap in 2015, where she served the clothing retailer for 11 years in San Francisco.

He was previously VP of communications for Charles Schwab and DIRECTV Broadband, and worked on the political side for seven years as state and communications director for Sen. Diane Feinstein (D.-Calif.).

At Western Union, he reports to executive VP, chief strategy and product officer Elizabeth Chambers.

WU posted 2015 revenue of \$5.5B.



Chandler

BULLY PULPIT GETS INCITE AGENCY

Washington-based Bully Pulpit Interactive, a Democrat-aligned digital marketing shop, has acquired The Incite Agency, the PR agency of former Obama administration communications hands Robert Gibbs and Ben LaBolt.

Seven-year-old Bully Pulpit, which has outposts in Chicago and New York, was backed by Chicago private equity firm Svoboda Capital Partners in the deal.

BPI president Andrew Bleeker said the move is the firm's first in a bid to become "first chair" counselor to clients.

LaBolt, a former press secretary for Obama in the Senate and national press secretary for the president's 2012 re-election, takes a partner role with BPI alongside its five founding partners as the firms plan to integrate starting in the fall through 2017. Gibbs left Incite last year to head communications for McDonald's.

BPI has worked with the Democratic Party, World Food Programme, Alliance for Climate Protection, Exelon, VF Corp. and Royal Bank of Canada.

Bleeker and LaBolt wrote about the acquisition on Medium, noting:

"We are trying a new approach. Instead of joining a traditional agency—and we both had the opportunity to do



LaBolt

(Continued on page 2)

PROSEK PICKS UP MUIRFIELD PARTNERS

Prosek Partners has acquired Los Angeles-based corporate communications and investor relations agency Muirfield Partners.

Financial terms of the deal were not publicly disclosed.

Muirfield, which represents clients in the asset management, investment banking, private equity, tech and real estate sectors, was founded in 2001 by president Mickey Mandelbaum.

A former general manager at tech and digital PR firm Connors Communications, Mandelbaum was also previously VP of corporate communications at European banking group Banco Santander.

He also served as an associate at New York-based corporate and crisis communications firm Kekst and Company, part of Publicis.

The deal gives New York-based Prosek its first West Coast outpost.

Muirfield's Wilshire Blvd. offices will remain in operation under the Prosek name. Mandelbaum now takes the title of Prosek partner.

Prosek last year added Andy Merrill, former senior managing director at global strategic consultancy Teneo, to the agency's partner roster as well.

"Muirfield gives Prosek a top-notch financial communications team on the West Coast that shares our vision and values," Prosek Partners managing partner Jennifer Prosek told O'Dwyer's. "This will benefit our clients with West Coast needs and will also bolster our transactions and special situations capability across the firm."

Prosek Partners, which specializes in financial, healthcare and professional services PR, in 2015 accounted for \$24.4 million in net fees, according to O'Dwyer's rankings of PR firms, revealing 20 percent year-over-year growth from 2014.



Mandelbaum

POE TO W20 ATOP HEALTHCARE PRACTICE

Emily Poe, executive VP for healthcare at Cohn & Wolfe, has returned to W20 Group as global practice leader for healthcare communications.

Emily Poe, a veteran healthcare communicator, spent five years at W20 before departing in 2013 as a group director for C&W.

W20 notes her client experience spans healthcare blue chips like Pfizer, Merck, Bayer and Boston Scientific. COO Jennifer Gottlieb said Poe has experience in healthcare's "biggest launches and toughest issues."

She previously held VP roles with Vox Medica, Cohn & Wolfe and Noonan/Russo Communications after starting out in the publishing realm as an assistant editor for Nature Publishing.



Poe

FINANCIAL PR PIONEER RINEHART DIES AT 86

Jonathan Rinehart, former journalist for *Time* and *Newsweek* who carved out a career in investor relations and corporate takeover strategy, died in New York Aug. 30 at age 86.

A graduate of Yale University, Rinehart joined Eastern Airlines in the early 1950s where he became senior VP-PR. He started his own firm in 1974 and merged it with Mel Adams & Assocs. to form Adams & Rinehart. Ogilvy & Mather Worldwide acquired it in 1986 and renamed it Ogilvy Adams & Rinehart.

After serving as chairman until 1994, Rinehart headed the New York office of Powell Tate, Washington, D.C., firm. In 1998 he joined Abernathy MacGregor in a consulting role. The firm advised clients such as Seagram, AT&T, Chevron, American Brands, Gillette, BP and Salomon Brothers, investment firm that became part of Citigroup. Two prominent financial communications firms, Sard Verbinnen and Joele Frank, Wilkinson Brimmer Katcher were founded by former employees of the Rinehart firm. He gave PR a voice in dealings that were often left to lawyers, said an obit in the Sept. 9 *New York Times* by Leslie Picker. "Rinehart carved out a lucrative niche, advising companies how to communicate with shareholders and the news media during takeovers."

Sard Verbinnen CEO George Sard told NYT that Rinehart's firm "was a great school and I learned the business" from him. Joele Frank, managing partner of the firm bearing her name, said "I've built my firm in a lot of his image."

TITANS PR CHIEF EXITS

Tennessee Titans VP of communications Jimmy Stanton has resigned after the NFL's first week of games and following his second tenure with the team.

"There are other career opportunities and endeavors I am interested in pursuing at this time, and I look forward to watching all of the future success on the horizon for this team," Stanton said in a statement. "He will be missed and we wish him and his family the best in what lies ahead."

Titans president Steve Underwood thanked Stanton for his service to the team and said the Titans will conduct a search to fill the post at the end of the 2016-17 season.

Stanton was with the team for two seasons earlier in his career and returned in June 2015 in the VP role. In between he was director of media relations for the Houston Astros and worked collegiate athletic PR at the University of Kentucky and Univ. of Tennessee.

BULLY PULPIT ACQUIRES INCITE (Cont'd from pg. 1) so—we are building something new. Digital is the new foundation that connects the various silos and channels of marketing and communications.

"We believe teams will be more successful by adding specific skills and services to a solid digital strategic base than the alternative. We believe that organizations are most likely to succeed by communicating a unified message across divisions and channels."

AdMedia Partners advised the transaction.

PR EXEC AMONG 'MOST OVERRATED JOBS'

The prospect of landing a career as a public relations executive may not be as glamorous as it seems. The profession, along with advertising account manager, was ranked as one of the most overrated jobs in a new report by



job search site CareerCast.

The findings come as part of CareerCast's annual "Most Overrated Jobs of 2016" report, which scores professions by factoring in U.S. Bureau of Labor Statistics numbers on growth outlook and pay, as well as variables such as workplace environment and stress.

The report also relied on an informal reader survey, which included respondents' dream jobs, as well as majors popular at U.S. colleges (as reported by U.S. News and World Report & The Princeton Review), in determining which low-rated jobs were currently popular among potential job seekers.

According to CareerCast online content editor Kyle Kensing, PR careers appeal to young job seekers, as evident by the current popularity of PR-related majors among college students. However, it's also a job known for long hours and a stress-inducing environment (a common theme among jobs deemed "overrated"), which were among the reasons for its inclusion in the list.

"What the Jobs Rated report scores tell us is that PR executive is a high-stress job, due to the around-the-clock nature of the work and the unpredictability," Kensing told O'Dwyer's. "PR executives must also work heavily in the public eye; given an estimated three-quarters of Americans have a fear of public speaking, this contributes to the 'overrated' consideration commensurate to the field's popularity with potential job seekers."

PR executives earn a median annual salary of \$104,140 and have a seven percent growth outlook through 2020, according to the report, scoring 121 on CareerCast's 2016 jobs ranking. Advertising account managers earn \$124,850 and have a growth outlook of nine percent, and was ranked 137.

Other professions to make CareerCast's "overrated" list this year include author, event coordinator, photographer and stockbroker. A separate report published by CareerCast listed dietitian, environmental engineer, financial analyst, HR manager and physical therapist among "underrated" jobs: vocations that don't receive as

much attention as they might deserve.

This isn't the first time the jobs site has put the public relations profession in the crosshairs. CareerCast last year also named PR manager among one of "the most overrated jobs of 2015," along with ad account executive and event coordinator. A separate CareerCast report from 2015, however, listed PR manager as one of the best career choices for women.

THE HILL DEBUTS HEALTHCARE VERTICAL

Capitol Hill political tabloid *The Hill* has launched The Hill Extra: Healthcare, a new vertical that focuses exclusively on policy and regulation news in the health-care sector. The service debuted last week.

The ad-free vertical is the first from The Hill's forthcoming offering, The Hill Extra, a paid subscription service that promises specialized coverage and behind-the-scenes access. Five more specialty verticals are planned for this new offering.

The Hill Extra, whose launch was first announced in May, is led by former Prometheus Global Media VP Meghan Milkowski.

The Hill in June also announced it would soon debut a new opinion section.

NYWICI: GET FINANCIAL ADVICE: START EARLY

Commit to an investment plan no matter what your stage in life, 165 members of New York Women in Communications were told Sept. 12.

Five authorities in the financial arena gave advice and answered questions for nearly two hours at Scandinavia House, 58 Park ave. Investing in one way or another is the surest way to achieve a higher quality of life, they were told.

Panelists advised starting an investment plan as



(L to R) Moderator: Hannah Storm, journalist, producer & director; Dyllan McGee, founder & executive producer, MAKERS; Elisabeth Rosario, director of comms., Spark Capital; Kathy Murphy, president, personal investing, Fidelity Investments, and Kristine Welker, media consultant.

early in life as possible. Information from brokers should include descriptions of various plans and upfront and ongoing costs. The brokers should also tell customers how much they are making from the account both upfront and on an ongoing basis, the panelists said.

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PR & SOCIAL MEDIA NEWS & VIEWS

NYWICI: GET FINANCIAL ADVICE (Cont'd from 3)

Members were advised to take full advantage of 401K plans that are offered by employers. Under such plans, as spelled out on the IRS website, employees can contribute part of their wages, escaping taxes until redemption. Employers may also make contributions.

Recommended was BrokerCheck, which provides a checklist for those thinking of retaining a broker. It is a service of the Financial Industry Regulatory Authority which is not part of the government. It provides employment and disciplinary history of brokers and displays their certifications and licenses.

Panelists Shared Personal Stories

Panelists shared their personal stories. Afterwards, guidance for investing was given by panelist Kathy Murphy, president, personal investing, Fidelity Investments.

Other panelists were Hannah Storm, ESPN, journalist, producer and director; Dyllan McGee, founder and executive producer, MAKERS; Elisabeth Rosario, director of communications, Spark Capital, and Kristine Welker, media consultant.

NY Women in Communications Questions included what percentage of income should be invested and how investments are to be handled by a married couple. Attendees asked how they can approach employers about salaries and bonuses. They were told to check with friends and other sources to make sure they are being paid the market rate for their services.

Members said that more money than ever seems to be going to the government from their paychecks.

The next big NYWICI event is the WiCi Awards Oct. 11 from 8-10 a.m. at Bloomberg, 120 Park ave. Created in 2013, it recognizes "the career achievements of rising stars in communications."

Recipients have made significant contributions to their companies and industry and are admired by peers and employees. They embody the values of NYWICI and are actively involved in the communications industry.

EX-CTIA COMMS. CHIEF TO LEAD IWF

Stephanie Mathews O'Keefe, who stepped down in February as chief communications officer of wireless industry trade group CTIA, has been named CEO of the International Women's Forum, the women's networking group.

IWF, born in New York in 1974 by the civic leader and child advocate Elly Guggenheimer, aims to connect preeminent women "of significant and diverse achievement" around the world to provide a forum to exchange ideas and experiences. The group claims 6,400 women leaders in 34 countries and 75 affiliates. Its board includes prominent women in business and politics from the US, Egypt, Jordan, Canada, Mexico and Germany, among other countries.

O'Keefe previously led communications for the American Bankers Association, the Export Import Bank of the United States, and the Local Initiatives Support Corp. She worked on the agency side as a principal for the Podesta Group.

She follows Marilyn Johnson as CEO of the Forum. The appointment comes as the IWF prepares for its

annual leadership conference Sept. 28-30 in Chicago.

CTIA in June tapped Live Nation senior VP Becky Relic to lead communications and public affairs.

CHARTER COMMS. CALLS MCBEE

Cable giant Charter Communications, which acquired Time Warner Cable and Bright House Networks earlier this year for \$65.5 billion, has hired public affairs outfit McBee Strategic Consulting for Capitol Hill issues involving telecommunications and broadcasting.

According to lobbying disclosure documents filed in September, the cable TV operator has retained the government relations shop for help with "issues related to cable and telecom and merger integration."

Charter's May mega merger with Time Warner Cable and Bright House Networks now makes the cable telecommunications company the third-largest in the country. Charter re-branded its residential services under the name Spectrum.

The Charter account will be led by Robert Chamberlin, who was previously chief counsel to the Senate Commerce, Science, and Transportation Committee under chairman John McCain (R-AZ) and assistant counsel on the House Committee on Transportation and Infrastructure; Julie Bertson, former associate director to the U.S. Department of Transportation in the Office of the Assistant Secretary for Governmental Affairs and staff assistant to the Senate Commerce, Science, and Transportation Committee under Chairmen Daniel Inouye (D-HI) and John Rockefeller (D-WV); and Samuel Whitehorn, former deputy staff director and general counsel to the Committee on Commerce, Science, and Transportation and senior counsel and staff director to the Committee's Aviation Subcommittee.

BENEFITS OF WORKING FOR A SMALL AGENCY

By Gabrielle Jasinski

Breaking into the PR world can be an overwhelming endeavor. With so many big-name agencies with multiple departments, offices and specialties to consider, the small agencies are sometimes overlooked. But they shouldn't be.

Having previously worked for one of the "big guys," I've come to learn that there are many benefits to working at a small agency.

While big agencies force you to climb the corporate ladder before participating in many agency and client activities, small agencies allow you to participate in every aspect of the business. From media relations to social media strategy and management and from new business presentations to direct interaction with existing clients, you have the opportunity to learn through a variety of first-hand experiences.

There are many benefits to working for a small agency, but here are a few that I find most valuable:

You get to know your entire team

Working at a small agency gives employees the opportunity to get to know each other extremely well, because all staffers — from account coordinators to principals — are collaborating on the same projects.

(Continued on page 6)

NEWS OF PR FIRMS

CITIGATE FORMS GLOBAL HEDGE FUND UNIT

PR shop Citigate Dewe Rogerson has set up an international hedge fund practice as the funds become more global in focus, capital and trading.

CDR said the new unit will be centered on London, New York, Hong Kong and Singapore as each region plays a key role in the global hedge fund sector. Said managing director Patrick Donovan: "If you're an American manager, we can build your profile in Europe and in Asia. If you're European, we can help build your brand in America and Asia. And if you're based in Asia, we can tell your story in America and Europe for you."

Senior Director Christen Thomson, former deputy CEO of the Alternative Investment Management Association, heads the unit for the London-based firm. At the AIMA, he oversaw strategic communications for the group of 1,700 corporate members, including large hedge funds and investors.

The firm notes the hedge fund industry faces a challenging external environment where funds must manage reputation, how they are perceived by investors and the market, and their own brands.

Vivian Chen is managing director of Citigate Dewe Rogerson in New York, where most of the world's largest funds and investors are based.

SILICON VALLEY TARGETS PAYDAY LENDING

The well-funded Silicon Valley Community Foundation is calling for proposals to advocate for policies to curb payday lending, the high-interest loans that target low-income workers.

The foundation, which is supported by a large bulk of Facebook shares donated by Mark and Priscilla Zuckerberg, released an RFP open through Sept. 30 and calling for support of its "economic security strategy," a two-pronged approach that includes financial education and anti-payday lending policy advocacy.

The RFP urges respondents, whether they be non-profits, public sector agencies or other entities, to partner with PR or law firms to tackle the problem in San Mateo and Santa Clara counties.

"In our two-county region there are wide disparities between those who enjoy financial well-being and those who do not," reads the RFP, which notes payday lenders offer a "short-term solution [that] can quickly spiral out of control." The foundation notes that cash-checking and payday loan outlets now outnumber Starbucks and McDonald's in number of outlets.

View the RFP: <http://bit.ly/2de2rxR>.

LYONS LAUNCHES SAN FRANCISCO OFFICE

Kensington, MD-based agency Lyons Public Relations has expanded to the West Coast with the addition of a San Francisco office.

The D.C.-area firm, which specializes in broadcast media relations, radio and satellite media tours, PSAs and video production, opened the financial district outpost in August.

Lyons PR president Dan Lyons told O'Dwyer's that the broadcast firm embarked on a Bay Area location to better serve its clients in that region.

NEW ACCOUNTS

New York Area

5W PR, New York/kidpik, fashion box delivery site for girls ages 3-12, as AOR for PR. The firm will guide a company to position the company in the "push commerce" marketplace and pitch it at the forefront of the children's fashion sector.



The Halo Group, New York/itslearning, a global learning management system provider, for branding, advertising, PR, events and social media working with the company's education market PR shop Nickel Communications.

Berk Communications, New York/The Meatpacking Business Improvement District, as AOR for ongoing communications strategy, media relations and events. Berk is part of MWWPR. VP of travel and tourism Alexandra Spang leads the work.

North 6th Agency, New York/Green Flower Media, online source for cannabis education, for a media relations and content program focused on national, consumer, business and trade media.

Nancy J. Friedman PR, New York/One Aldwych, London luxury hotel, for national and regional PR; Pod BK, Brooklyn hotel; Hyatt Key West, slated for a multimillion-dollar renovation and re-launch as the Hyatt Centric Key West, and Mah-Ze-Dahr, online bakery, for its first brick-and-mortar location in New York.

East

Devine + Partners, Philadelphia/National Wildlife Federation, to raise awareness of the Nature Center Network, a network of nearly two dozen environmental education centers whose aim is protect and improve the water quality of the Delaware River watershed. The firm will help coordinate a series of grant-supported events titled "River Days," and implement a plan that elevates awareness of the centers as community resources for action on cleaner water in the Delaware River Watershed.

Southwest

Amendola Communications, Scottsdale, Ariz./Con-necture, web-based information systems used to create health insurance marketplaces, to effectively serve as the company's PR arm.

West

JMPR, Woodland Hills, Calif./Prestone Products Corp., top automotive fluids brand, as AOR for PR. Lake Forest, Ill.-based Prestone is owned by private equity firm Centerbridge Partners, which acquired the company in April for \$230M. The auto-sector-savvy JMPR will pitch the benefit of Prestone's anti-freeze, brake fluid and power steering fluid, plan events, and promote the overall brand. Firm president Joseph Molina called Prestone an "iconic aftermarket brand" with a long history in the marketplace. Dallas-based Richards Group was the PR incumbent.

NEWS OF SERVICES**SYSOMOS TAPS HEFFRING AS CEO**

Analytics platform Sysomos has tapped Peter Heffring as CEO, a year after the San Francisco-based company acquired social marketing service Expion, which Heffring co-founded and led.

Sysomos, which split from Marketwire last year, said Heffring will lead the company into its "next phase" as it looks to combine acquisitions like Expion and the visual listening application Gaze into its social media analytics software.

Heffring spent 14 years at IBM before founding an enterprise CRM company that was sold to NCR in 2000 for \$90M. He co-founded Expion in 2010.

WEBER WINS U.K. MOBILE APP SHOP

Weber Shandwick has acquired London-based mobile and digital agency Flipside.

Financial terms of the deal were not publicly disclosed. Flipside specializes in mobile app development, web design and social media work. The agency has developed mobile apps and digital strategies for global clients such as Capcom, GlaxoSmithKline, Honeywell International, Novartis and Radisson Hotels, among others. It maintains a second shop in the southern county of Surrey.

Flipside will retain its name and brand. Agency managing directors Marcus Dyer and Tim Drake will continue to lead the operation.

"If you look at where the media world is and where it's headed, social and digital platforms are driving new user behaviors and new ways creating media," Chris Perry, Weber Shandwick chief digital officer, told O'Dwyer's.

SMALL AGENCY BENEFITS (Cont'd from pg. 4)

And, because the teams are smaller, employees are able to learn from each other's successes and mistakes. This also makes it easier to build strong relationships with colleagues at all levels.

You can explore many aspects of PR to discover what you love

Instead of handling just one component of a larger project, you're involved in every piece of the project: from brainstorming to program development and execution to launch. This gives employees the opportunity to discover what they like most. For example, I found that I'm passionate about media relations and am often brought in to help pitch on other accounts.

Your input matters

Big agencies and corporations often rely on specific departments and sectors to get work done. At small agencies, employees contribute on a project from start to finish, with more input on the final product. This means that your voice is heard during every brainstorm and client call and that your opinion matters.

As the old saying goes, it can be far more gratifying to be a big fish in a small pond. At a small agency, your actions are more significant, and you have the opportunity to feel like your contributions can make a difference.

Gabrielle Jasinski is an account manager at Bospar.

PEOPLE**Joined**

Karen Clyne, senior VP for Eastwick Communications, has been recruited by MWWPR to lead its US technology practice and serve as GM for San Francisco. MWW chief Michael Kempner said praised Clyne's success as a client relationship manager and strategist, adding she will be an "extremely valuable" member of the firm's senior management team as it eyes tech growth in the US. The firm has picked up Sol Republic, Launchpad Digital Health and Payworks, among others, in the Bay Area.

**Clyne**

Sheryl Victor Levy, senior director, digital strategy, Phil & Co., to Global Strategy Group, New York, as a VP focused on digital communications. She ran her own shop, Savvy Strategy, for 10 years and is a former director of new business for Hearst Magazines.

**Levy**

Barbara Brancaccio, director for press and communications for Gov. Andrew Cuomo's Office of Storm Recovery, also joins as a VP. She was executive deputy commissioner for communications at the New York City Human Resources Administration and handled external affairs at the NYC Dept. of Homeless Services.

RoseMarie Terenzio, founder and head of RMT PR Management, to Kivvit, New York, as a director. She is former executive assistant to John F. Kennedy Jr.

Travis Reynolds, director of PR, Time Warner Cable, to Hartville Pet Insurance Group, Akron, Ohio, as director of media relations and content marketing.

Michelle Revuelta, director of media relations for Tourism Toronto, to Choose Chicago, destination marketing org for the Windy City, as VP of media relations. She is a former assoc. VP of media relations for the Greater Miami Convention & Visitors Bureau.

**Reynolds**

[photo in email] Sawyer Lipari, publicist for the UJA-Federation of New York, to Lambert, Edwards & Associates, Detroit, Mich., as a senior associate.

Frank Buscemi, director of global marketing and communications, TI Automotive, to Near Perfect Media, Birmingham, Mich., as partner and executive VP. He started out at the Oakland Press and moved to PR with John Bailey & Associates.

Elaine Kolish, former VP and director, Children's Food and Beverage Advertising Initiative of the Council of Better Business Bureaus, to APCO Worldwide's International Advisory Council. She was also a member of the Federal Trade Commission for nearly 25 years, serving as associate director of enforcement.

Promoted

Katherine Croft to VP of IR, Casteel Schoenborn, Williamsville, N.Y. She continues as director of media relations for the firm, which she joined in 2011 from Travers Collins.

HYNES, KOTCHER HONORED (Cont'd from pg. 1)

The conference focused on the vote to withdraw the U.K. from the Common Market, a move that brought from Martin Wolf, chief economics commentator of the Financial Times, the remark that "It was all insane. The referendum was an asinine idea... I think we are screwed."

Wolf provided numbers that showed Brexit as a rebellion of young against old, educated against less educated, provinces vs. cities, and well-off vs. less well-off.

Simon Walker of the Institute of Directors talked about the rise of populism, excessive executive pay, waning public trust in institutions, and companies evolving but failing to adequately retrain employees to meet new demands.

Management is wrestling with a workforce that has a deficit of "soft skills," meaning "creativity, collaboration, emotional intelligence and resourcefulness—the human skills that will be at a premium as companies modernize their operations and attempt to bridge divides," he said.

Erin Mayer, who teaches about cultural intelligence at INSEAD, graduate business school with campuses at Fontainebleau, France, Singapore and Abu Dhabi, said that for companies expanding into new markets, navigating new cultures is a top requirement of the CCO. They need to develop understanding of how the different cultures operate, he said.

The Distinguished Service Award honors those who have strengthened the role of PR in business and society through service, writing, research, speaking or teaching. Most recent recipients include Frank Ovaite of the Institute for PR, John Onoda of Fleishman-Hillard, and Maril MacDonald of Gagen MacDonald.

Hynes, a Page trustee, has served as co-chair of its Thought Leadership Committee which aims to improve the strategic leadership role of the chief communications officer. She is co-chair of the Page Globalization Committee which is "dedicated to making Page truly a global organization with a critical mass of members in all major world geographies."

Becoming more global will help Page to achieve its mission in an increasingly global world and greatly enrich the peer learning and networking experience for Page members, she said.

"Throughout my career I've been passionate about telling stories, giving my clients a voice and seeing the impact that effective communication can have on a company's success," Hynes added.

"Aedhmar has been instrumental in advancing the mission of the Society through her active involvement in many of our most notable initiatives," said Dave Samson, general manager of public affairs for Chevron Corporation and chairman of the Arthur W. Page Society. "But what makes Aedhmar stand apart, is her selfless leadership style that has earned her the widespread admiration of her clients, Text100 colleagues and industry peers."



Hynes



Kotcher

Kotcher: "This Is Our Time"

Kotcher, in his acceptance remarks, which were titled, "This Is Our Time," reflected on the development of the discipline and looked out at the years to come.

"For more than a century, all of us in this industry – agencies, clients and educators - working together around the world, through mutuality of endeavor, defined a new industry," he said.

"We have come far. Yet much remains to be done to realize the opportunity that awaits us. Let all of us remain committed to our common interests and leverage our collective strength with the spirit of community that brought us to today.

We will not realize our great purpose without the human resource – talent. Talent with the right skills and importantly, character. Character counts. A strong sense of integrity must be the core value of our work. We must do it right – with verity, credibility, truthfulness. High standards must remain our guiding principles. For us and those to come, this is the clear path to continued, sustainable success for our great profession."s

Kotcher spent 32 years at Ketchum, 12 of them as Global CEO and eight as president before that. He oversaw the expansion of the firm's global client service footprint and helped broaden and deepen Ketchum's offerings. During his tenure, he also strengthened the agency's corporate practice, client service proposition, inculcated new approaches to program development and enriched the agency's own social responsibility activities.

His counsel—in collaboration with some of the best CCOs in the business—elevated the importance of reputation in major companies, said Page chairman Dave Samson, general manager of public affairs, Chevron Corp.

He worked as part of Ketchum's FedEx team that developed reputation metrics that became a component of the incentive program for FedEx's top executives. They identified the key reputation drivers and then activated an ongoing program to drive improvement that was precisely measured every year.

Kotcher also brought the same focus and systematic approach to reputation in his counsel with Hyundai, which over 15 years went to the top of the quality ratings and became one of the fastest-growing car companies during the recent Great Recession. Additionally, he also guided the firm to provide clients with breakthrough ideas that earned numerous industry accolades, including several PRWeek and SABRE awards, Public Relations Society of America Silver Anvils, as well as Cannes Lions for work done with clients such as MasterCard, Frito-Lay, Michelin, IKEA and Pfizer.

"Over the course of his career, Ray was never satisfied with the status quo," said Samson. "He continually reinvented himself and the agency he led. As a result,

"Ray firmly established himself as one of our profession's great leaders and Ketchum as one of the world's leading consultancies. I can think of no one more deserving of this extraordinary honor."

The crumbling wall between the “business” and “editorial” sides of media, which has helped credibility in media to plummet from 69% in 1974 to 21% last year, (Gallup) is the topic of a *Daily News* panel Wednesday Sept. 21 at 6 p.m.

Editor-in-chief Jim Rich, who joined the paper in 2004 from the *New York Post* where he was deputy night sports editor, will be on a panel with Priya Ganapati, director of platform products, *Quartz*, and Kate Ward, editor-in-chief of *Bustle*. Jay Rosen, professor of journalism, New York University, is moderator.

Quartz is a digital global news medium owned by Atlantic Media Co., publisher of *The Atlantic*, *National Journal*, and *Government Executive*. It has 175 staffers who cover business topics worldwide.

“Americans with a great/fair amount of trust in media” is a current chart on *Quartz* showing that it fell from 70% in 2005 among Democrats to 52% currently, and among Republicans, from 53% in 1998 to 12% currently. The average is around 30%.

Bustle, founded in 2013 by Bryan Goldberg, co-founder of *Bleacher Report*, reaches an estimated 40 million women monthly. It was described as “hugely successful” by *Slate*.

The *Daily News*, in announcing the panel, said “As media companies increase their focus on business models, economic realities are affecting the way journalists work. Instead of a ‘strict separation’ between the business and editorial sides, journalists are being asked how they create value for the company that can be monetized, while still meeting their responsibilities to public service and truth telling.”

An O’Dwyer website poll on branded media resulted in 52% of respondents saying it is a “necessary evil,” 29% saying it is “a great PR practice,” and 19% saying it is “unethical.” Comedian John Oliver, on his HBO Dec. 4, 2013 show, said the practice is a threat to the editorial independence of newsrooms, tends to mislead readers, and erodes trust. HBO does not take ads.

“Ads are baked into content like chocolate chips into a cookie,” he said in an 11-minute segment, adding, “Except it’s more like raisins into a cookie—because nobody f---ing wants them there.”

Cellphone Warnings Debated in Calif.

The 2015 Berkeley, Calif., “right-to-know” law, passed in May 2015 and requiring retailers to warn cellphone customers against wearing or using the devices next to their bodies, was argued in a federal appeals court in San Francisco Sept. 13.

Questions and remarks by the three judges indicated to those who advocate the safe use of cellphones and computers that the judges are leaning to reinstating a preliminary injunction that would temporarily block implementation of the law.

Judge Michelle Friedland said, “It seems there is a real downside to having unsupported warnings all over the place.” Judge William Fletcher said, “I read that message to say, ‘Uh-oh, I’m in trouble if I put it in my

pocket. I may not be in trouble at all.” Judge Morgan Christian said “the strongest argument” of CTIA-The Wireless Assn., previously called the Cellular Telephone Industries Assn., “is that people are going to be misled.”

The Federal Communications Commission standards for cellphone emission provide an “enormous safety margin” and FCC has never said that wearing a cellphone close to the body is unsafe, said CTIA attorney Theodore Olson. Judge Mitchell said non-thermal effects of cellphones have been shown.

“Rights” of Retailers Being Violated

Olson said the warning is misleading and violates the free speech rights of retailers, according to a report in the *Berkeley Daily Planet*. “It presents an alarming point of view intended to change consumers’ behavior,” he told the court. It is also “contrary to science,” he said.

Harvard Law Professor Lawrence Lessig, representing Berkeley, said the message is accurate and provides information that consumers need to know about their cellphones. The law just repeats what the FCC is saying about cellphones, he said. The hearing, before the Ninth U.S. Circuit Court of Appeals, lasted 45 minutes. No deadline has been set for a ruling on the issue.

The cellphone industry heard FCC Chairman Tom Wheeler call for rapid deployment of new “5G” technology at the CTIA “Super Mobility” conference in Las Vegas Sept. 7. Wheeler, for 12 years CTIA president, said 5G “is not a technology, it is a revolution.” He called for a “light-touch regulatory approach.” He wants ample spectrum availability which will foster competitive infrastructure provision, especially for backhaul for Internet of Things micro-cells and “to remove unnecessary hurdles to [antenna] siting.

A preliminary injunction against the law was issued by a Federal District Court last September pending removal of the sentence, “This potential risk is greater for children.” The injunction was lifted after that sentence was removed. CTIA’s slogan is “Everything Wireless.” Its website notes the industry spent \$166 billion on cell towers and networks from 2009-14. There are currently 594,304 cell towers in the U.S., many of them in residential districts, according to *thekillzones.com*, which says they are a major health hazard.

The Assn. of National Advertisers on March 7 joined CTIA in seeking to block the law that forces disclosure of possible radiation hazards to users.

Those who buy or lease phones would be told: “To assure safety, the Federal Government requires that cellphones meet radio frequency (RF) exposure guidelines. If you carry or use your phone in a pants or shirt pocket or tucked into a bra when the phone is ON and connected to a wireless network, you may exceed the federal guidelines for exposure to RF radiation.”

“Why It’s Not Time to Panic about Cellphones and Cancer” was May 31 *New York Times* headline. It noted a study finding a link between cellphones and cancer in rats could be interpreted in several different ways and said more research is needed.

— Jack O’Dwyer