



Jack O'Dwyer,  
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# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## U.N. PUSH FOR E-PAYMENTS SEEKS PR

The U.N. is on the hunt for agency help to tout a global project by Citigroup, Ford, the Bill & Melinda Gates Foundation and Visa, among others, to push a shift from cash to electronic payments for salaries, aid and emergency relief programs.



The initiative, called the "Better than Cash Alliance," is administered by the New York-based U.N. Capital Development Fund, which has released an RFP for a firm to guide a communications campaign.

Fleishman-Hillard currently supports the program's PR.

Drafting press releases, media relations, collateral materials and other documents, as well as blog posts, events and social media are all covered in a scope of work outlining the assignment.

Backers of the program contend that electronic payments are cheaper to disseminate, more transparent, faster, and foster more inclusion in the formal financial system.

A contract is expected to run from May through December 2014. Proposals are due April 10.

View the RFP: <http://bit.ly/10srywj>.

## H+K VET JOINS MACKENZIE AS COO

Jeff Raleigh, a 25-year veteran of Hill+Knowlton Strategies during two separate stints, has joined MacKenzie Communications in San Francisco as chief operating officer.

At the WPP unit, Raleigh ran operations in New York, SF and south Asia; headed client services/global accounts, and served as chancellor of the H+K College.

Raleigh managed strategic communications for the U.S. Embassy in Afghanistan and the counter-narcotics program.

He also counseled Pakistan's former president Pervez Musharraf.

In 2011, Raleigh established his own firm, and earlier this year became an adjunct professor at the Annenberg School of Communications teaching a course about PR in conflict environments.

He has also been of counsel for Levick Strategic Communications.

Janis MacKenzie believes Raleigh's "demonstrated leadership, business acumen and extensive experience" will be a great boost for her firm.

MC has done work for Well Fargo Bank, Mills College, Golden Gate National Parks Conservancy and the British Consulate General.

## DCI PITCHES JAPAN FREE TRADE PUSH

DCI Group is promoting an educational campaign by Japan's U.S. embassy to pitch the benefits of its entering the Trans-Pacific Partnership free trade agreement that is being hammered out by 11 nations.

On March 15, Japan's prime minister Shinzo Abe announced his country's intention to enter ongoing talks between the U.S., Australia, New Zealand, Chile, Peru, Mexico, Canada, Malaysia, Brunei, Singapore and Vietnam. The next sessions are in Lima in May.

That current TPP grouping represents more than 650M people and a combined gross domestic product of \$20T. Some observers view the TPP as a counterweight to the growing economic clout of China, Japan's key regional economic and political rival.

DCI, as subcontractor to Japan's law firm Akin Gump Strauss Hauer & Feld, receives a \$25K monthly retainer and works on a month-to-month basis.

Separate work orders may be drawn up for PA programming such as field/surrogate operations, phone outreach and direct mail.

The pact calls for the Japanese to reimburse Republican powerhouse DCI for ad buys of more than \$100K within three days.

DCI's five-member Japan lobbying team includes Paul Ryan, Ryan Grillo, Grant Olson, Oliver Wolf and Ed Patru. It reports to ambassador Kenichiro Sasae.

## C&W FEASTS ON SONIC BURGER

Cohn & Wolfe has picked up Sonic Corp., the country's biggest chain of drive-in restaurants.

Founded in 1953 as Top Hat Drive-in, Oklahoma-based Sonic has more than 3,500 units.

The WPP unit will handle PR, cause/local marketing, issues management and social media strategy. It will service the business from Austin.

Patrick Lenow, VP-PR at Sonic, said C&W won the account due to its relevant quick service restaurant/retail savvy, fresh thinking and quick-turn agility.

Joanne Davis Consulting handled the review.

Sonic has worked with Kansas City-based Crossroads for PR, as well as its former advertising AOR Barkley.



Tables on pg. 7



## **COMPANIES RISK IMAGE WITH ENGAGEMENT**

Most Americans want businesses to take action or participate in debates over political and social issues relevant to their respective industries, but companies viewed as politically moderate are viewed as more favorable, according to a study of business in politics by Global Strategy Group.

Seventy-eight percent of adults said it's appropriate for companies to take a political stance on an issue facing their industry, but only 51% say it's okay for issues that do not pertain to their field. More skepticism surfaced over social issues. While 72% said businesses should take action to address important issues in society, only 31% said it's acceptable with controversial issues like abortion or same-sex marriage.

Nordstrom president Blake Nordstrom, for example, conveyed the company's support for full benefits for gay and lesbian employees in an email to staff, pitching the policy as in-line with public opinion and good business practice.

While only 31% of Americans said they think it's appropriate for a company to chime in on such an issue, Nordstrom got 68% approval of its position.



“Because Nordstrom framed the position in the context of the company's business, the company was able to take a stance on a social issue that may have otherwise been perceived as inappropriate,” said GSG.

Another example is Coca-Cola's opposition to New York City's proposed ban on large sodas. The soda maker came out against the policy by saying "New Yorkers ... can make their own choices about the beverages they purchase," making its stance about choice rather than selling large sodas. The company was rewarded with 83% of respondents viewing its public statement and position as appropriate.

Perceptions of companies' politics can affect reputation, GSG found. Companies that are viewed as left-leaning or right-leaning tend to be characterized more unfavorably than those in the middle of the spectrum.

GSG gave respondents a list of 27 companies – from Apple to Wells Fargo -- and asked whether they thought the firms would be a Democrat or Republican. MTV, Nickelodeon, Whole Foods Market and Amazon.com came out as the most Democratic (from 74% to 60%), while Hilton, Tiffany & Co., Wells Fargo and News Corp. were the most Republican (from 71% to 75%).

GSG noted hospitality and luxury goods companies were seen as Republican, while entertainment skewed Democratic. Notably, the perception of Whole Foods as a left-leaning company flies in the face of its CEO's staunch opposition to Obamacare. Companies in the

middle of the road – Microsoft, Disney, Coca-Cola – drew some of the highest levels of favorability.

But GSG contends that companies can improve public views by taking stances on issues with carefully weighed positions relevant to a corporation's interest, as the Nordstrom and Coca-Cola cases showed.

GSG urges four steps to take for a company to engage an issue. First, know where public opinion comes down. Second, anticipate the public reaction and how it will affect a brand and reputation by planning out scenarios. Third, stay as close to the core of a business' interest as possible. This can be achieved, for example, by tying a position to commercial success or to employees.

And finally, companies should know what employees think before going public. Scanning social media and even polling employees can avoid a backlash among the workforce.

## **ROCKSTAR HIRES DC HELP**

Rockstar, the Las Vegas-based marketer of energy drinks in more than 30 countries, has hired Podesta Group in its bid to fend off heavy-handed federal regulation of its business.

The move comes as 18 doctors, researchers and public health officials penned a letter last month to Food and Drug Administration commissioner Margaret Hamburg urging her to require drink makers to limit the amount of caffeine in their products.

The FDA plans to decide in June whether it should regulate energy drinks.

On another front, Democratic Sens. Richard Durbin (IL) and Richard Blumenthal (CT) are calling for energy drink companies to end sponsorship of high school sporting events.

Rockstar is an active sponsor of motorsports and “actionsports” (skiing, snowboarding, surfing, mountain bike) events.

Tony Podesta spearheads his nine-member lobbying team that represents Rockstar concerning legislation and oversight of energy drinks. Other key members are Izzy Klein, former comms. dir. for Sen. Chuck Shumer (D-NY), Elizabeth Morra (ex-press secretary for Sen. Thad Cochran (R-MS), Stephen Northrup (ex-health policy advisor for Sen. Mike Enzi (R-WY) and Nora Connors (ex-legis. assist. for Sen. Diane Feinstein (D-CA).

Podesta has also repped Monster Energy in D.C.

## **CONSUMER PRO SHANK GOES TO PN**

Fred Shank, VP on some of Edelman's top consumer accounts, has moved to Porter Novelli in New York as a senior VP in its consumer unit.

Shank embedded with Heineken USA and Starbucks while at Edelman, and also worked its Kraft, TIAA-CREF and Citi accounts.

He previously directed PR and public affairs for Whole Foods and spent two years as a public information officer for the civil rights organization Lambda Legal Defense and Education Fund.

Earlier stints included SFX Sports Group and Octagon. At PN, he reports to EVP Darlan Monterisi.

**CHRON COLUMNIST MOVES TO PR**

*Houston Chronicle* business columnist and Bloomberg vet Loren Steffy is jumping to PR as a Houston-based senior writer for 30 Point Strategies, the Maryland and Atlanta-based firm started by another Bloomberg News alum.

Steffy until last week penned a three-day-a-week business column for the *Chronicle*, where he's been for the past nine years. He was previously Dallas bureau chief for Bloomberg News after posts at the *Dallas Times Herald*, *Dallas Business Journal* and *Arlington Daily News*.



Steffy

30 Point is led by Bloomberg Atlanta bureau chief Adam Levy and George W. Bush speechwriter Noam Neusner. Senior writer Will Edwards is also a former Bloomberg staffer.

He is the author of "Drowning in Oil: BP and the Reckless Pursuit of Profit" (McGraw-Hill 2010) and "The Man Who Thought Like a Ship" (Texas A&M 2012).

**HMH PR HEAD BECOMES FIRST CONTENT CHIEF**

Mary Cullinane, executive VP-corporate affairs and social responsibility at Houghton Mifflin Harcourt, has been named the first chief content officer at the Boston-based publisher.

Prior to joining HMH, Cullinane served as head of innovation at Microsoft's education unit, where she developed programs such as its school of the future initiative in Philadelphia.

At HMH, Cullinane will lead the team dedicated to the creation of new products and education services across multiple platforms geared to K-12 education.

Her goal, according, to CEO Linda Zecher, is to make sure that HMH remains "at the forefront of product innovation at this tipping point of our industry."

Cullinane, co-author of "What's Next?", retains her corporate affairs duties.

HMH calls itself a "global learning company" that serves the needs of "passionate, curious learners" in 120 countries.



Cullinane

**ANTHONY LEWIS DIES AT 85**

Anthony Lewis, a long-time liberal voice for the *New York Times*, died March 25 from renal and heart failure at his home in Cambridge, Mass. He was 85.

For more than 30 years, Lewis wrote his op-ed columns "At Home Abroad" or "Abroad at Home" until 2001.

His topics dealt with justice issues and the role of a free press in a democracy.

Lewis made his mark as a Supreme Court reporter remembered for bringing context to its rulings.

In 1963, he won his second Pulitzer Prize for his high court coverage. He picked up his first prize at the



Lewis

*Washington Daily News* in 1955.

Lewis wrote two books on landmark decisions made by the Earl Warren Court, which spanned from 1953 to "1969. "Gideon's Trumpet" was about the 1963 Gideon vs. Wainwright decision that guaranteed legal representation to poor people charged with serious crimes.

"Make No Law" focuses on the *New York Times vs. Sullivan* libel ruling that requires public officials to prove "actual malice" when suing media critics.

Lewis joined the NYT in 1948, but left four years later to work on Adlai Stevenson's presidential campaign.

He worked at the WDN until 1955 when he was recruited by then-NYT Washington bureau chief Scotty Reston.

Lewis took the London bureau chief position in 1964 and became a NYT op-ed columnist five years later.

His second wife, Margaret Marshall, is the retired chief justice for the Massachusetts Supreme Court. She stepped down in 2010 to care for her husband.

**MYSPACE RAMPS UP**

MySpace has named Christian Parkes, VP-global marketing, and Joseph Patel, VP-content/creative, as the online music site plans a re-launch.

Parkes served as global senior director of Levi's, where he handled the jeans company's "We Are All Workers Go Forth" campaign about rebuilding Braddock, Pa., a faded Rust Belt town.

He also helped launch Nike Sportswear's creative campaigns that featured Kobe Bryant, Lance Armstrong and Shepard Fairey.

Patel joins Myspace after a four-year stint at Vice Media, where as senior producer he handled partnerships with Heineken, Red Bull, Nike and Intel.

He also worked on Vice's collaborations with MTV and HBO.

A highlight: Patel's team was detained by Yemen's national security office and had to sneak out of the country.

**SF CHRON LAUNCHES PREMIUM SITE**

The *San Francisco Chronicle* has launched a premium website, SFChronicle.com, to feature in-depth articles, photos and content from all of its columnists.

The paper will continue its free site, SFGate.com, that carries breaking national, international and local news, plus weather, traffic, weather and sports.

Mark Adkins president of the 148-year-old *Chronicle*, says the premium site will feature articles on cultural

events, urban design, environment/climate change, business/technology, health, food/wine and entertainment.

The new site can be purchased separately for \$12 a month or bundled with a print subscription.

"SFChronicle.com is one more step in this *Chronicle's* journey through the digital age," said Adkins.



**MEDIA NEWS continued****JUDGE: MEDIA MONITOR VIOLATED COPYRIGHT**

Media monitoring service Meltwater infringed on Associated Press copyright in the course of providing excerpts of news stories in search results for clients, a federal judge said March 20.

PR service providers, some of which operate like Meltwater in the gray area of fair use doctrine, have closely watched the suit filed last year by the AP.

In a 91-page decision that includes a detailed description of the nuts and bolts of online news monitoring, Judge Denise Cote of U.S. District Court for the Southern District of New York said Meltwater competes with the AP and its licensees for business, including monitoring competitors like BurrellesLuce, Cision, LexisNexis, and Google News, which all hold AP licenses while Meltwater does not.

Cote found that Meltwater's use was not "transformative," as required under fair use doctrine, noting "Meltwater copies AP content in order to make money directly from the undiluted use of the copyrighted material," and that Meltwater's own marketing materials "convey an intent to serve as a substitute for AP's news service."

Cote said that while commercial news clipping services like Meltwater perform an important function for clients, the public interest of such a business does not outweigh "the strong public interest in the enforcement of copyright laws or justify allowing Meltwater to free ride on the costly news gathering and coverage work performed by other organizations."

Meltwater vows an appeal.

"We're disappointed by the court's decision and we strongly disagree with it," said CEO Jorn Lyseggen. "We're considering all of our options, but we look forward to having this decision reviewed by the court of appeals, which we are confident will see the case a different way."

Meltwater contends that its monitoring service operates under fair use like a search engine in that it displays excerpts of information displayed publicly online. But Cote said the service, unlike a search engine, is not public and did not show that it directs users to the original source of content.

Cote highlighted a paltry click-thru rate -- .05% was suggested in some cases -- for links in Meltwater's summaries, noting the service did not show it drives traffic to the original websites of the news articles. "Instead of driving subscribers to third-party websites, Meltwater News acts as a substitute for news sites operated or licensed by the AP," wrote the judge.

**Articles 'Scraped'**

The AP suit centered on 33 articles "scraped" by Meltwater's service and delivered to customers through thousands of excerpts, often the first few lines of a story.

Dawn Conway, executive VP for customer experience and global content licensing for Cision, which holds an AP license and is unaffected by the ruling, said the structure of an AP news article is unique because it puts so many details in the first paragraph. "The AP, in contrast to other publishers, delivers 'the heart of the story' in the lead and therefore the lead can be a substi-

tute for full text," she said. Conway was hired last year from LexisNexis after Cision reached an out-of-court settlement with Dow Jones over alleged copyright infringement that cost the monitoring company about \$6.5M in fees, production changes and the payout to DJ.

In the Meltwater case, the AP sued on four counts of copyright infringement, as well as "hot news" misappropriation, and removal or alteration of copyright management information. Meltwater counterclaimed for the court to declare its use okay, as well as for a count each of libel per se and tortious interference with business relations.

The suit drew interest from prominent advocates on both sides. Meltwater, which began offering news monitoring in 2005, was backed by the Electronic Frontier Foundation and Public Knowledge, which received legal help from Stanford Law School's Center for Internet and Society.

On the AP side, an amicus brief was filed by the *New York Times*, Gannett, McClatchy, BurrellesLuce, the Newspaper Association of America and Advance Publications.

BurrellesLuce, which acquired Cision's print monitoring operation after the DJ episode last year, in the brief noted that it is at a "significant competitive disadvantage" because it pays license fees to publishers, adding that it "expects and hopes the resolution of this dispute will eliminate that disadvantage and make the rules of the copyright road plain, while strengthening the economic health of AP and other news organizations on which it depends for the provision of its own services."

**ECONOMIST SAYS PR**

*The Economist's* March 30 issue has a take on the "state of the news media 2013" report issued last month by Pew Research's Project for Excellence in Journalism about the diminishing news hole found in America's newspapers and TV stations.

In that piece, the British publication makes the point that newspapers and magazines are "relying on outsiders to fill up space as their staffs shrinks."

For instance, the magazine notes that think tanks are providing content, which apparently conforms to the lofty standards of the Economist.

But stuff supplied by PR firms: perish the thought. Here's what the Economist wrote:

"A more pernicious trend is the growing number of workers. In 1980, PR flaks and journalists prowled in around equal numbers; in 2008 the ration of PR folk to journalists was nearly four to one."

When it comes to providing material to the media, The Economist is applying a double standard. Think tanks have their own political/social agendas. They are advocates, just as PR people push to promote a client or viewpoint.

If a struggling newspaper is forced to rely on content, it shouldn't matter if the material came from a PR firm or think tank, as long as the information is clearly labeled with a sponsor identification.

It's a new world in medialand. The 170-year old magazine has to get with the times. — **Kevin McCauley**

**NEWS OF PR FIRMS****WEBER SHANDWICK UNVEILS CONTENT UNIT**

Weber Shandwick is the latest firm to create a division focused on content creation and distribution to tap into the “branded” media frenzy.

The Interpublic unit said Jason Wellcome, an EVP and Edelman and MWW alum, will serve as GM of Mediaco, which focuses on editorial planning, production, paid media and technology like SEO and production supporting content.

Wellcome acknowledged content is the “hot topic” in media and marketing of late, but said there is less understanding of how complex it can be, especially regarding scale and a sustained approach. He will work with digital chief Chris Perry to guide the new practice.

Mediaco will also lean on partners like social engagement specialist Adaptly and content recommendation engine Outbrain.

**BAUSCH + LOMB FOCUSES ON IPO**

Bausch + Lomb is working with outside PR counsel as the Rochester, N.Y., eye care company slates an initial public offering worth up to \$100M.

B+L, following a major recall of contact lens solution, was acquired and taken private in 2007 for \$3.7B by Warburg Pincus, which would retain a majority stake following the IPO.

Abernathy MacGregor Group is supporting B+L's in-house team, which is led by VP of global comms. and IR Adam Grossberg.

The 160-year-old company, which had revenue of more than \$3B last year, in late 2012 hired Goldman Sachs to explore a sale and reports indicated WP was looking for as much as \$10B for B+L. It announced the IPO filing on March 21.

Abernathy COO Carina Davidson is handling B+L.

**RF, BRUNSWICK HANDS PPR'S MAKEOVER**

Ruder Finn and Brunswick Group are handling the corporate name change of Paris-based PPR SA, the luxury apparel and accessories marketer, to Kering, Paul Michon, head of press relations told O'Dwyer's.

RF handles PR in the U.S., while Brunswick takes charge of Asia and the U.K. Michon said Kering's in-house team will do the honors in France and the rest of the world.

Omnicom's TBWA is responsible for the corporate ad campaign to launch the new name.

Kering is pronounced “caring” in English. “Ker” means “home” in Breton, which is a nod to the company's roots in Brittany.

The makeover includes the adoption of the owl as Kering's corporate emblem. The company wants to identify with the owl being a symbol of wisdom. It also is a discreet and protective animal.

Kering's stable of brands include Gucci, Saint Laurent, Alexander McQueen, Puma, Stella McCartney and Bottega Veneta.

Kering shareholders are expected to approve the name change at the annual meeting in June.

Also, the company announced the acquisition of a majority stake in France Croco, a Normandy-based supplier of crocodile skins for watches, leather goods and shoes.

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

**Co-Communications**, Mount Kisco, N.Y./Hudson Valley Tourism, as AOR partnering with branding shop Harquin Graphics to promote the National Heritage region to leisure and biz travelers. Work includes PR, adv. and online mktg. and social media.

**Mfa, Ltd.**, New York/American Vintage Beverage, to launch American Vintage Hard Tea with a sweepstakes including spokesperson Mike Wolfe, host of “American Pickers” on the History Channel. Mfa also picked up Waves for Water for PR on the non-profit organization's Hurricane Relief Initiative in response to Super Storm Sandy.

**KCSA Strategic Communications**, New York/R. M. Santilli Foundation and scientist Ruggero Maria Santilli, for a PR campaign including media outreach to highlight Santilli's work, including the development of the novel fuel MagneGas.

**5W PR**, New York/MitoQ, beauty and skincare brand, for PR targeting beauty and consumer media.

**The S3 Agency**, Boonton, N.J./Spyker, Dutch carmaker, for international PR to launch the new B6 Concept car at the Geneva International Motor Show.

**East**

**Calypso Communications**, Portsmouth, N.H./Ogunquit Playhouse, not-for-profit historic theater, for PR for a second year.

**GYMR**, Washington, D.C./HealthPocket.com, to launch the consumer marketplace for assessing health insurance costs and quality; National Association of Social Workers Assurance Services, for marketing comms. for a new professional liability insurance offering to social workers, and The SCAN Foundation, to help plan and execute a national conf.

**Southeast**

**JoTo PR**, Clearwater, Fla./American Cancer Society – Relay For Life; Sunscreen Film Festival; Humane Society of Pinellas County; Tampa Bay Veterans Alliance; Boys & Girls Clubs of the Suncoast, and MLK Community Center, for pro bono PR.

**Midwest**

**Ruane Communications**, Chicago/Chicago White Sox, for writing assignments for the baseball team's community relations department.

**Martin Flory Group**, Gurnee, Ill./Falvey Insurance Group, boat insurance, and Panolin America, producer of marine gear oil and lubricants, for North American PR.

**Mountain West**

**Red Jeweled Media**, Denver/Outlets at Castle Rock, open-air outlet shopping center, as AOR for PR and social media.

**West**

**Christie Communications**, Santa Barbara, Calif./LoSalt, maker of a natural, reduced sodium salt alternatives, for a national PR, marketing, advertising, social media, and consumer education campaign.

**Bolt PR**, Irvine, Calif./BASI Pilates, global fitness program; Redpath Consulting Group, cloud computing consulting, and Animation Vertigo, outsource management for animation and motion capture sectors, as AOR for PR.

**NEWS OF SERVICES****CPB SEEKS ANNUAL REPORT HELP**

The Corporation for Public Broadcasting is on the hunt for a firm or contractor to help with content, design and production of its fiscal 2012 annual report.

The CPB has released an RFP for firms with experience in marketing communications and PR, web design and writing for business, education or non-profits.

The CPB, a non-profit authorized by Congress to receive federal appropriations, wants the report to be in the form of a website, as well as a printable booklet. The report is due June 14. Proposals are due April 5.

Download the RFP: <http://bit.ly/10sMDa2>.

**THOTH AWARDS OPEN TO ENTRIES**

PRSA/National Capital has opened its annual Thoth Awards to entries through July 5.

Named after the Egyptian god of communications, the awards mark PR programs and components developed and produced in the greater D.C. area in 35 categories.

The awards will be presented at a gala event in September. An "early bird" discount (\$120/first entry for members; \$160/non-members) applies to entries received by June 7.

For rules and deadlines, visit: <http://bit.ly/ZwzOJf>.

**PR TRAVEL CONF SEEKS DESTINATION**

PRSA has released an RFP to host the 2015 Travel and Tourism/Society of American Travel Writers' Associates Council Conference.

The group's travel and tourism section partners with the SATW to rotate the conference between a major media market (at least 100 working travel journalists) and other large/mid-sized destinations.

The event, which draws from 200-300 participants, was held in San Antonio, Tex., in 2011 and Columbus, Ohio, in 2012. It is slated for Memphis this year, but 2014 has not yet been determined.

RFP: <http://bit.ly/XByAkZ>.

**BW TAPS I ETUI I E FOR PARIS**

Patrice LeTulle was promoted to Business Wire's regional manager for southern Europe and the Middle East, reporting to senior VP Ken Bouton.

LeTulle, who speaks French, English and Arabic, joined BW in 2008 will lead the company's Paris office. He also serves as local liaison with Agence France-Presse. He noted southern Europe and Mideast represent "tremendous" growth potential for the company.

**CCNY UNVEILS BRANDING MASTER'S**

The City College of New York Dept. of Media and Communication Arts will welcome its inaugural class for its master's degree in Branding + Integrated Communications – "BIC" in September 2013.

The 36-credit, portfolio-driven master's program was created with input from New York's advertising and PR community and is aimed so working professionals can pursue the degree.

The program officially got off the ground in January with a "Curriculum Summit" attended by organizations like Edelman, Ketchum, Landor, McCann, GroupM Global and Young & Rubicam.

**PEOPLE****Joined**

**Katie Matulonis**, A/E and social media manager, Goldstein Communications, to Rubenstein PR, New York, as social media manager. She was previously PR manager at Penny Benjamin Productions.

**Noah Black**, director and lead digital strategist, Harbour Group, to the Association of Private Sector Colleges & Universities, the Washington, D.C.-based trade group for for-profit colleges, as VP of comms. reporting to president and CEO Steve Gunderson, a former Republican Congressman who took the reins in January 2012. The APSC&U changed its name from the Career College Association in 2010. Bob Cohen held the senior VP/comms. post at the APSC&U until November 2011 under its former head. The group has worked with DDC Advocacy on media relations support since then.

**Ashley Walker**, who oversaw the Obama campaign in Florida and was also Florida director for Organizing for America, to Mercury, Fort Lauderdale, as a managing director role with the Omnicom firm which has aligned with Florida Partners in the state. Walker is a former staffer to Sen. Bob Graham (D-Fla.) and worked in his presidential bid. In Washington, Mercury added Republican National Committee political director **Rick Wiley** as a managing director. He worked the Romney/Ryan campaign at the RNC, overseeing a \$178M grassroots budget. He earlier worked for the Giuliani presidential campaign and led the Wisconsin Republican Party.

**Tricia Marion**, an intern for Eisbrenner PR, Royal Oak, Mich., has been hired as an A/C handling The Michigan Science Center, MSX Int'l, Pangea LNG and Robert Bosch LLC.

**Michelle Parks**, account manager, Phase 3 Media, to sister unit EOS, Atlanta, as an A/E. **Kristin Ott**, an intern at Newell Rubbermaid, joins as an AA/E.



**Parks, Ott**

**Promoted**

**Mónica Talán** to executive VP of corporate communications, Univision Communications, New York. The Fleishman-Hillard vet continues to oversee all corporate and internal comms., programming OR and company media relations reporting to president and CEO Randy Falco.



**Talán**

**Laura Pesin** to president and COO and **Jessica O'Callaghan** to executive VP, DeVries Global, New York. They are nine and 13-year veterans of the agency, respectively. **Stephanie Smirnov** is CEO, North America of the Interpublic shop.

**Rosie O'Hara** to managing director, PR, Miller Brooks, Zionsville, Ind.

**Austin Fremont** to event manager, Mfa Ltd., New York. He joined in 2010. Also, **Kori Kalbacher** (2005) to director, media specialists, and **Samantha Lacher** (2006) to deputy director, travel, hospitality & culture.

## O'DWYER'S RANKINGS OF NEW YORK PR FIRMS

Firm	2012 Net Fees	Employees
1. Edelman	129,735,759	889
2. Ruder Finn	33,698,000	138
3. DKC	32,896,560	154
4. W2O Group	30,783,000	140
5. MWW Group, New York Metro	30,293,000	146
6. FTI Consulting	22,488,500	77
7. Cooney/Waters Group	18,961,000	65
8. Finn Partners	17,109,000	134
9. Prosek Partners	15,019,717	60
10. Hunter Public Relations	14,554,310	82
11. 5W Public Relations	14,188,564	92
12. Makovsky	13,000,000	51
13. RF Binder Partners	12,023,798	70
14. Taylor Global	11,557,243	58
15. Kaplow Communications	10,850,000	59
16. APCO Worldwide	9,450,827	38
17. Allison+Partners	9,100,000	45
18. Development Counsellors Int'l	8,619,000	46
19. ICR	8,551,292	33
20. Text 100 Global	8,500,000	46
21. Lou Hammond & Assocs.	6,318,272	40
22. Bliss Public Relations	5,698,000	39
23. Zeno Group	5,021,592	30
24. CRT/tanaka	4,780,000	N.A.
25. The Horn Group	4,700,000	24
26. Gibbs & Soell	4,688,241	33
27. CooperKatz & Co.	4,622,315	31
28. Intermarket Communications	4,312,805	18
29. Dukas Public Relations	3,438,000	16
30. Morris + King Company	3,181,416	27
31. Widmeyer Communications	2,935,951	8
32. MMGY Global	2,522,452	19
33. Regan Communications Group	2,317,000	7
34. Text 100 Global, Rochester	2,225,000	15
35. Coyne PR	2,123,000	13
36. Alan Ripp Public Relations	2,057,821	7
37. LaunchSquad	1,869,973	16
38. Trylon SMR	1,605,194	6
39. J Public Relations	912,780	7
40. Padilla Speer Beardslley	903,321	N.A.
41. Wordhampton PR, E. Hampton	892,347	9
42. Butler Assocs.	857,225	5
43. Feintuch Comms.	613,607	4
44. Bridge Global Strategies	530,225	3
45. Stuntman Public Relations	378,267	2

## O'DWYER'S RANKINGS OF WASHINGTON, DC PR FIRMS

Firm	2012 Net Fees	Employees
1. Edelman	57,813,382	278
2. APCO Worldwide	56,924,169	212
3. Qorvis Comms.	29,500,000	102
4. FTI Consulting	15,499,997	52
5. Levick Strategic Comms.	10,793,299	49
6. Merritt Group, Reston, VA	9,220,282	42
7. Crosby Marketing, Annapolis	7,146,709	42
8. Hager Sharp	7,092,797	48
9. Widmeyer Comms.	6,903,563	29
10. GYMR	6,002,402	26
11. Seven Twenty Strategies	5,440,107	23
12. Spectrum	5,330,489	32
13. Jones Public Affairs	4,516,759	23
14. MWW Group	4,459,000	15
15. Rasky Baerlein Strategic Comms.	2,654,000	10
16. Finn Partners	1,844,000	15
17. Allison & Partners	744,000	6
18. CRT/tanaka	679,000	N/A
19. Weiss PR Associates, Baltimore	382,289	2

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## 'REPUTATION DOCTOR' VS REPUTATION.COM

Mike Paul, CEO of MGP & Associates PR, wants an apology and compensation from Reputation.com for the alleged theft of his trademarked "Reputation Doctor" brand name.

The New York counselor told O'Dwyer's that he began using the Reputation Doctor brand in 1994 and had the term trademarked last July. On its website, the online service had billed itself as a Reputation Doctor, who knows how to employ SEO strategies correctly and how to improve the way a client appears in Google searches.

Paul says he made an effort to contact Reputation.com management to demand that it "cease and desist" from using his intellectual property.

This NL reached out to Reputation.com vice chairman Howard Bragman, founder of Bragman Nyman Cafarelli and Fifteen Minutes celebrity/crisis PR firms, on March 22 for input on Paul's charges. Bragman, via email, said he "was not aware of a legal issue" with Paul. He referred the site to Leslie Hobbs, who is Reputation.com's in-house PR counsel.

Hobbs responded on March 25, saying the company had looked into the matter. She noted that the company does not use the "term Reputation Doctor as part of our branding or core marketing." She continued: "After looking into this allegation, however, we did note that we do have a peripheral blog post that refers to the concept of a Reputation Doctor as someone helping to address problems with your reputation. The drawing of such an analogy, however, in a conceptual discussion is certainly not a trademark issue. Nevertheless, to avoid issues, we were happy to take this blog post down."

The takedown of the Reputation Doctor post does not soothe Paul, who believes his business and reputation has been damaged.

He says his attorneys are going over the matter with a "fine-toothed comb and microscope." Paul says Reputation.com can either settle the issue the "easy way or the hard way."

## 5W Flg HTS NYPD WATCHDOG

5W PR is handling police pushback over New York City Council president and leading mayoral candidate Christine Quinn's support for an inspector general to serve as an independent monitor over the activities of the 35K-member New York Police Department.

The firm represents the 11K-strong Sergeants Benevolent Assn., which last week ran full-page ads in the March 27 *Wall Street Journal*, *Daily News* and *New York Post* taking Quinn to task for her backing of the watchdog.

The ad blasts Quinn's position as "political pandering at its most reprehensible." It says the NYPD "already has the most oversight of any police department in the nation" in "addition to numerous media outlets that consistently chronicle the department's daily operations."

New York police commissioner Ray Kelly and Mayor Mike Bloomberg oppose the monitor. Kelly believes "another layer of so-called supervision or monitoring can ultimately make this city less safe," while Bloomberg promises to veto an inspector general bill.

**PR Society of America's history of unethical, undemocratic, anti-New York, anti-press and anti-information policies, practices and individual acts demands that its leaders not be allowed to hit on some 300 students at the Career Forum tomorrow at the school's Kimmel Center absent monitoring by the press. (A list of 20 such abuses is at the end of this blog).**

The Center, more properly called the "Helen & Martin Kimmel Center for University Life and the Global Center for Academic and Spiritual Life," was funded by real estate magnate Martin Kimmel, a Long Island native who started in real estate there but struck it rich building houses in Florida and buying properties. His 1,900 holdings included 1,100 strip shopping centers.

Kimmel Center is the "student union" of NYU where clubs meet and have offices, hold rehearsals, etc. It is no place for deception and spin.

As currently positioned, the main PR lesson of the Career Forum, hosted by PRSA/NY and PRSSA/NYU, is that the press is something to be avoided.

However, despite the best efforts of Society leaders, the press will not be avoided tomorrow. The sidewalk in front of Kimmel is public and this reporter and an O'Dwyer staffer will be stationed there the entire day. If others want to join us that will be fine but we are prepared to stand by ourselves and hold up not only O'Dwyer directories but directories and books of other publishers.

#### **Sponsor J&J Ducked Call**

One of the sponsors of Career Forum is Johnson & Johnson, where Ernest Knewitz, formerly at Euro RSCG, is VP of global media relations.

We had e-mailed the 16 other 17 sponsors of Career Day last week but could not do so with J&J because its website provides phones but no e-mails of corporate PR staffers. Nor is there a box in which a question can be placed which companies typically provide.

The only recourse was to call Knewitz on Saturday morning.

When his regular phone did not answer, we reached him on his cellphone. We needed his e-mail address so we could send him our coverage thus far of the Career Forum. He gave it to us. J&J, we told Knewitz, should not be party to any event involving press blockage because it would not jibe with the famed "Credo" of J&J that promises honesty, transparency and fairness.

Knewitz said he couldn't talk much to us because he was at a Little League game with his son. We could hear children shouting in the background. "Wait till Monday" was his message. Our message was that the media work 24/7 and many reporters work all weekend to have copy ready for Monday a.m. He should have called us back after the game.

#### **J&J Did Same Thing in 1982**

"Wait till Monday" was just about what J&J had told the world in 1982 when the murders of seven

Chicago-area residents via poisoned Tylenols was discovered.

Victims of the death pills started turning up on Sept. 30 and Oct. 1, 1982 (Thursday and Friday).

Police and press dived into the situation, police roaming the suburbs with bullhorns telling people to throw away any Tylenols (destroying evidence) while newspaper headlines across the nation screamed warnings about Tylenols.

Mostly silence emanated from J&J, which tried to confine a recall to two lots. Executives led by James Burke decided to pursue the matter Monday.

There was no press conference on the murders, not then and not ever. J&J's attitude was that this was something that happened to another company. It must have been some madman running from store to store, spiking Tylenol bottles, said J&J spokespeople.

The odds that there were only a few poisoned bottles and that capsules from these few bottles got into the hands of seven people on about the same day or two were astronomically low. Math suggested that there were poisoned bottles in hundreds of stores.

However, with people throwing bottles away and many other bottles sent to J&J, there was a catastrophic loss of evidence. Much evidence was sent to the suspect—J&J, a first in criminology.

J&J maintained its pose of non-involvement by only offering \$100,000 for evidence in the crime. It should have offered \$20 million.

Former seven-year employee Scott Bartz blew holes in the J&J pose in *The Tylenol Mafia*, which notes that new mother Lynn Reiner did not get her pills from a store but from the hospital. No "madman" broke into that dispensary.

The acetaminophen in Tylenols often passed through five sets of J&J/supplier hands on the way to stores, Bartz noted.

J&J/Tylenol needs to be examined by students because it shows how media flunked this story and continues to flunk it.

The *New York Times* has repeatedly praised J&J's handling of Tylenol. It ignored the 30th anniversary of the deaths last Sept. 30.

Bartz should speak at the PRSA Career Forum. The Society has a heavy debt in this area because it gave J&J a special Silver Anvil for crisis control in 1983 after it had lost in its category to Hygrade Hot Dogs.

The Anvil helped J&J sell its claims that it had nothing to do with the murders and had responded fully to the press.

Some of the abusive policies and practices of the Society show a group obsessed with what is legal as opposed to what is right and wrong.

Legal bills totaled \$558,824 in the past eight years.

Spending on ethics has virtually disappeared--\$1,406 in 2011. No one from the Society's New York or NYU chapters will come to O'Dwyer offices to view documentation of the 20 abuses we list at <http://bit.ly/ZXWLZx>.

— Jack O'Dwyer