



Jack O'Dwyer,
Editor-in-Chief

O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

271 Madison Ave., New York, NY 10016
212/679-2471. Fax: 212/683-2750
www.odwyerpr.com; jobs.odwyerpr.com

April 14, 2014 Vol. 47 No. 15

VIRGINIA REVIEWS YOUTH HEALTH BIZ

Virginia has launched a review of its \$3.5M social marketing campaign to discourage youth tobacco use and prevent obesity.

Administered by the Virginia Foundation for Healthy Use and modeled on practices by the Centers for Disease Control & Prevention, the effort was originally founded in 1999 with funds from the state's tobacco settlement. It added childhood obesity to its mission in 2009.



The foundation, which issued an RFP on April 4, plans to award a one-year contract capped at \$3.5M with four option years at the discretion of its board.

Richmond-based Barber Martin Agency is the incumbent. The foundation also works with Rescue Social Change Group on a \$1.2M pact covering social media and creative.

A separate RFP covers research and evaluation of the foundation's campaigns.

Daniel Saggee, director of marketing, is overseeing the review.

Proposals are due May 2. View the RFPs at vfhy.org.

STRATACOMM EXECS BUY BACK FIRM FROM FH

Partners at Washington-based Stratacomm have bought the firm back from FleishmanHillard, which acquired the transportation PR specialist in 2004.

Bill Buff, co-managing partner at Stratacomm, said the firm is now independent and operated by a partnership group. "This restructuring will allow us to invest in new talent and strategies both to benefit our clients and grow the firm," he said.

The firm, which has counseled all of the major US automakers, worked on Daimler's "Smart Car" in the US and counts recent business wins as Norfolk Southern and Nissan North America.

Buff is joined in the top ranks by co-managing partner John Fitzpatrick, senior partners Ron DeFore (a co-founder) and Travis Austin, and partners Kristin Calandro Tyll, Sharon Hegart, Charlotte Seigler and John Ude-land.

Fitzpatrick told O'Dwyer's FH has been a valued partner and remains a passive, minority shareholder.

Stratacomm, founded in 1995, also has a Detroit presence in Southfield, Mich.

DeFore's fellow co-founders Diane Steed and Jeff Conley are senior advisors.

US PR UNITS BOOST NEXT FIFTEEN REVENUES

Next Fifteen Communications Group reported today first half revenue rose six percent to £49.3m (about \$82.4M) on the strength of its US operations like Outcast, M Booth, Text 100 and Blueshirt, which saw 13% organic revenue growth for the period ended Jan. 31.

While US revenue hit £28.4M (\$47.5M), operations in the UK fell 4.5% to £9.7M as Lexis and Bite saw client losses.

Client wins for the period included GoDaddy, Hitachi Data Systems, Airbnb, Next, Sainsbury's and Stripe. CEO Tim Dyson pointed to social and digital assignments for American Express and Google as evidence that assignments are transitioning to digital.

NF, which is moving its financial reporting to a Jan. 31 yearend starting in 2015, ended the period with debt of about £11.6M (\$19.4M) against cash of about £6.2M (\$10.4M).

***Sports, City
and Regional
Rankings Issue***



Tables on pg. 4

PRIME POLICY GROUP CUTS UKRAINE TIES

Prime Policy Group has terminated its work for Ukraine, according to an April 4 filing.

As subcontractor to JAI Holdings, PPG has planned various communications services on behalf of Ukraine, but its work ultimately was restricted to contacts and communications with the International Monetary Fund designed to secure financing.

As the political situation evolved in Ukraine in late 2013, PPG began to contact U.S. federal offices to win support for a loan guarantee.

PPG, Burson-Marsteller's lobbying wing, has not yet received the \$500K retainer specified in its contract.

STANTON SERVES PR IN MANISCHEWITZ BUY

Bain Capital is relying on longtime firm Stanton PR & Marketing in its Sankaty Advisors unit's acquisition of kosher food titan Manischewitz.

Sankaty on April 8 said it acquired the 126-year-old, Newark, N.J.-based purveyor of matzo, gefilte fish and dozens of other products certified by the Orthodox Union. Terms of the private deal were not disclosed.

Stanton PR CEO Alex Stanton guides PR for Bain, which wants to expand the kosher brand to a more mainstream consumer market.

The Bender Group, an Upper Montclair, N.J.-based PR firm, reps Manischewitz.

GOV'T TECH CONTRACTOR WANTS PITCHES

Civergy, the government technology contractor that acquired New West Technologies and BION Enterprises this year, has kicked off an open RFP to tap firms for PR, marketing and advertising.

The Landover, Md.-based company, led by CEO and retired Air Force Brigadier



Gen. Mark Owen, wants to reach markets focused on SmartGrid energy, cybersecurity, national laboratories' R&D, and intelligence software. Civergy is focusing on firms with experience in forming strategic partnerships with government sector organizations, especially gov't services and tech firms.

PR firms receiving the RFP include APCO Worldwide, Linhart PR, MSLGroup-Qorvis, MWW, Ogilvy PR and Weber Shandwick, among others, although any agency is open to pitch. Proposals are due April 30.

IRAQ RENEWS PODESTA'S \$1M PR JOB

The Government of Iraq has renewed its one-year \$960K PR contract with Podesta Group to "promote a better understanding with the US of its priorities and concerns," according to the contract between the two parties.

The work, which runs through 2014, is designed to "further the purposes of the Strategic Framework Agreement" and facilitate a dialog with the American Congress and Obama Administration.

Podesta will develop a strategic communications and PR plan as well as other services agreed beforehand in writing. It will provide Iraq with monthly written reports to summarize its efforts and progress to reaching the country's objectives.

Iraq will pay Podesta \$240K quarterly, a sum payable in advance of each period.

Iraq has designated Ambassador Lukman Faily as its representative to the Washington-based firm.

Anthony Podesta inked the contract.

HILTZIK HANDLES J&R POST-MORTEM

Connected PR counselor Matthew Hiltzik is handling the shutdown of the legendary J&R electronics/camera/music store in downtown Manhattan.

The retail institution opened in 1971 in a 500-sq. ft. basement as a music shop and closed as a sprawling retailer with storefronts on Park Row between Beekman and Ann Streets.

J&R customers lamented its loss in the *New York Times* today, saying the shutdown is part of the real estate development wave in Manhattan that is turning rapidly vanishing "mom & pop" retailers into soulless glass condos for the affluent, a Duane Reade or bank.

Hiltzik, who once ran the U.S. arm of Britain's Freud Communications, now heads Hiltzik Strategies.

He was also senior VP for corporate communications/government relations at the Weinstein Brothers' Miramax Films and press secretary for the New York State Democratic Committee.

J&R owners Joe and Rachelle Friedman posted a note to customers on the store's website.

NH SEEKS HELP FOR FRAUGHT MEDICAID PUSH

The Granite State is reaching out for PR agency help as it implements the vaguely named New Hampshire Health Protection Program, the state's Medicaid expansion under the Affordable Care Act passed with a fragile bi-partisan alliance in Concord.

The NH Department of Health and Human Services released an RFP on April 4, calling for a comprehensive outreach and communications plan touting the program to serve low-income populations with health insurance. The state agency wants to reach beneficiaries, providers, employers, insurers, advocacy groups, local governments and the public with its PR push.

The agency search will be short as pitches are due April 18. A firm is expected to be in place by April 23 to serve a contract through the end of June 2015.

View the RFP at <http://bit.ly/1iN2DeJ>.

The insurance program was passed on March 27 under a compromise between Gov. Maggie Hassan (D), Democrats and Republicans in the statehouse, but national Republican groups and conservative media have criticized the move because it is part of the Affordable Care Act's expansion of the federal Medicaid program.

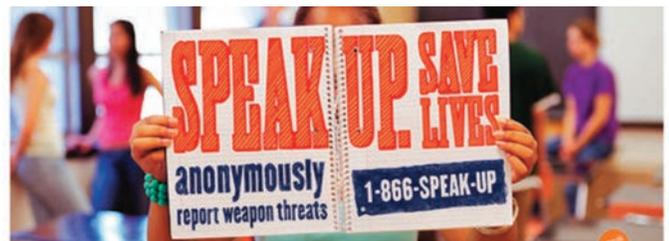
Manchester Union Leader columnist Garry Rayno wrote March 1: "Medicaid expansion will be on the minds of many in Concord in the next month, but you will not hear the words 'Medicaid expansion' spoken."

RUBENSTEIN ARMS BRADY CENTER WITH PR

The Brady Center to Prevent Gun Violence has engaged Rubenstein Associates as the Washington-based gun violence prevention group ramps up its campaign focused on youth.

The Campaign, named after Reagan press secretary Jim Brady and his wife, received an infusion of members and funds after the Sandy Hook Elementary School shooting in late 2012 and has lobbied in Washington and statehouses for more stringent gun safety laws.

"We are very pleased to be working with the Brady Center on its campaign against gun violence," Suzi Halpin, executive VP at Rubenstein, told O'Dwyer's. The firm began the work earlier this year.

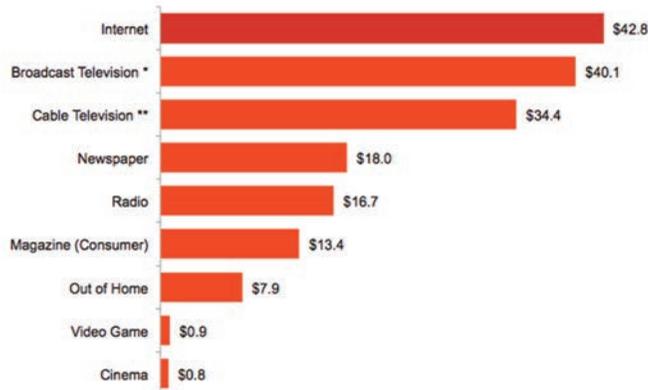


The Campaign last week rolled out a PSA and social media push, "Speak Up," coinciding with National Youth Violence Prevention Week, to urge students to report threats and warning signs of violence in schools. "When students speak up, they can save lives," said Brady Campaign president Dan Gross, adding that the PSA campaign "is about something real that students can do to help make their schools and communities safer."

Howard and Steven Rubenstein lead New York-based Rubenstein.

DIGITAL ADS TOP TV FOR FIRST TIME

Interactive advertising revenues for the first time surpassed annual broadcast television sales in 2013, powered by a 6.7 percent rise to a record \$42.8B, according to the Interactive Advertising Bureau. Broadcasters chalked up \$40.1B in revenues during the past year.



Sources: IAB/PwC Internet Ad Revenue Report, 2013; PwC

† The total U.S. advertising market includes other segments not charted here.

* Broadcast Television includes Network and Syndicated and Spot television advertising revenue.

** Cable Television includes National Cable Networks and Local Cable television advertising revenue.

A powerful 17% surge during the last quarter of the year put interactive spending on top.

“The news that interactive has outperformed broadcast television should come as no surprise,” said Randall Rothenberg, President and CEO of IAB. “It speaks to the power that digital screens have in reaching and engaging audiences.”

He noted the “staggering growth of mobile is clearly a direct response to how smaller digital screens play an integral role in consumers' lives throughout the day, as well as their critical importance to cross-screen experiences.”

Mobile ads jumped 110 percent for 2013 to hit the \$7.1B mark, while digital video climbed 19 percent to \$2.8B, search advanced nine percent to \$16.9B and display rose seven percent to \$12.8B.

PwC conducted the survey. Partner David Silverman said the triple-digit surge in ad revenues for mobile shows consumers are viewing information on-the-go.

ANCHORAGE DAILY SOLD

McClatchy Cos. has sold its *Anchorage Daily News* to Alaska Dispatch Publishing, an online outfit, for about \$35M.

Alice Rogoff, former CFO of *U.S. News and World Report*, is co-founder, majority owner and CEO of ADP, while co-founder Tony Hopfinger is president/executive editor.

Hopfinger said AD was established to “ensure the future of quality journalism in Alaska.”

He added: “We've established ourselves as a leader in investigative reporting, public service journalism, and in offering a variety of opinions and perspectives from around the state.”

ADP plans to sell the real estate assets of ADN, which is the biggest newspaper in The Last Frontier.

DOLAN APPOINTS BROTHER-IN-LAW PREXY

Cablevision Systems CEO Jim Dolan is yielding his president title to Brian Sweeney, a 20-year veteran of the firm. Sweeney, most recently, was senior executive for strategy and chief of staff to CEO in charge of corporate strategy and long-term planning. Earlier, he was senior VP for e-media and began his career in Cablevision's programming arm.

Charles Dolan, Jim's father, founded Cablevision. His six children are directors of the Bethpage, NY-based media company.

BOBIC TO HUFFPOST

The Huffington Post has recruited Igor Bobic as associate editor for its political team.

Ryan Grim, DC bureau chief, in a memo called the hire “awesome news.” Bobic also will cover breaking news. He is joining from TPM, where he was assistant editor. Bobic's family moved to the U.S. during the Bosnian war of the 1990s.

He starts at HuffPo on April 30.

SKD KNICK TARGETS COMCAST DEAL

SKD Knickerbocker reps Public Knowledge, the non-profit that is leading opposition to Comcast's mega-deal to acquire Time Warner Cable.

Gene Kimmelman, CEO of PK, testified during the Senate hearing probing the merger of the No. 1 and No. 2 cable TV companies that consumers and service providers will suffer “dire consequences” if the deal is approved.

“The vertical and horizontal market power at stake in this transaction could position Comcast at the crossroads of communications, television, and internet innovation,” said Kimmelman in his statement.

He said consumers “are beginning to see exciting new online services that give meaningful alternatives to the excessive prices and poor service they've come to expect from Comcast.”

PK is funded in part by Google, DirecTV and Dish Network.

Knickerbocker is the firm of Anita Dunn, former White House communications director, and Hilary Rosen, a Democratic operative.

NEWS CORP. ACQUIRES LUX SITE

News Corp. has acquired Handpicked Cos., a luxury shopping website in the U.K.

Launched in 2007, Handpicked sells children's toys, home décor items and gifts.

“Quality of engagement with readers is crucial in the digital age, and this acquisition helps to strengthen that bond through the development of a new retail platform that leverages the reach of our popular mastheads in the UK,” said Anoushka Healy, chief strategy officer of News Corp. said of the deal.

News Corp. expects to exploit synergies between Handpicked and the affluent readers of its *London Times* and *Sunday Times* properties.

British consumers are expected to spend more than \$175B in online shopping this year.

O'Dwyer's Rankings of Sports PR Firms

Firm	City	2013 Net Fees
1. Taylor	New York	\$10,775,000
2. French West Vaughan	Raleigh	\$5,500,114
3. Ruder Finn	New York	\$3,830,000
4. Edelman	New York	\$2,818,093
5. Coyne PR	Parsippany	\$1,459,000
6. SS PR	Northfield	\$1,350,000
7. Regan Communications Group	Boston	\$1,292,000
8. PadillaCRT	Minneapolis	\$993,000
9. Jackson Spalding	Atlanta	\$680,426
10. Formula PR	New York	\$495,237
11. Sachs Media Group	Tallahassee	\$436,037
12. CooperKatz & Co.	New York	\$342,119
13. Finn Partners	New York	\$315,731
14. Trevelino/Keller	Atlanta	\$300,000
15. Allison+Partners	San Francisco	\$200,000
16. Seigenthaler Public Relations	Nashville	\$170,561
17. Peppercomm	New York	\$159,803
18. LaunchSquad	San Francisco	\$153,000
19. BLAZE	Santa Monica	\$142,218
20. Hope-Beckham	Atlanta	\$136,060
21. VPE Public Relations	So. Pasadena	\$107,956
22. Rasky Baerlein Strategic Comms.	Boston	\$92,920
23. Rosica	Paramus	\$87,100
24. Gregory FCA	Ardmore	\$75,000
25. Levick Strategic Comms.	Washington	\$37,463
26. McNeely Pigott & Fox PR	Nashville	\$28,523
27. The Buzz Agency	Delray Beach	\$24,127

Washington, D.C., PR Firms

Firm	City	2013 Net Fees
1. Edelman	Washington	\$60,549,160
2. APCO Worldwide	Washington	\$55,417,500
3. Levick	Washington	\$12,273,537
4. Hager Sharp	Washington	\$10,484,939
5. Finn Partners	Washington	\$8,960,000
6. Crosby Marketing Comms.	Annapolis	\$7,759,162
7. Podesta Group Inc.	Washington	\$7,374,124
8. Spectrum	Washington	\$6,102,379
9. GYMR	Washington	\$6,064,518
10. SevenTwenty Strategies	Washington	\$4,841,480
11. MWW Group	Washington	\$3,511,400
12. Allison+Partners	Washington	\$1,200,000
13. Bendure Communications	Middleburg	\$723,439
14. Weiss PR	Baltimore	\$403,607

Western PR Firms

Firm	City	2013 Net Fees
1. Waggner Edstrom Comms.	Bellevue	\$117,600,000
2. Edelman	Seattle	\$48,236,665
3. Edelman	Portland	\$5,821,500
4. Linhart Public Relations	Denver	\$5,481,205
5. Allison+Partners	Phoenix	\$4,300,000
6. Bateman Group	San Francisco	\$4,235,039
7. Lane	Portland	\$4,109,561
8. GroundFloor Media	Denver	\$3,570,956
9. APCO Worldwide	Seattle	\$2,898,200
10. Maxwell PR + Engagement	Portland	\$1,769,189
11. Allison+Partners	San Diego	\$1,400,000
12. Catapult PR-IR	Boulder	\$1,095,785
13. Red Sky PR	Boise	\$1,005,511
14. Allison+Partners	Seattle	\$537,729

Northern California PR Firms

Firm	City	2013 Net Fees
1. Lewis PR	San Francisco	\$44,800,000
2. Edelman (Silicon Valley)	San Mateo	\$20,409,317
3. W2O Group	San Francisco	\$16,700,134
4. SparkPR	San Francisco	\$11,360,750
5. LaunchSquad	San Francisco	\$11,341,707
6. Edelman	San Francisco	\$10,074,564
7. Hoffman Agency, The	San Jose	\$9,150,000
8. Horn Group	San Francisco	\$8,000,000
9. Allison+Partners	San Francisco	\$6,600,000
10. Highwire PR	San Francisco	\$6,022,255
11. Singer Associates	San Francisco	\$5,063,344
12. Zeno Group	Silicon Valley	\$4,660,255
13. Edelman	Sacramento	\$3,449,336
14. APCO Worldwide	Sacramento	\$2,708,200
15. Finn Partners	San Francisco	\$2,444,000
16. APCO Worldwide	San Francisco	\$2,277,300
17. Perry Communications Group	Sacramento	\$1,543,858
18. MWW Group	San Francisco	\$1,360,200
19. Landis Communications	San Francisco	\$1,200,000
20. Peppercomm	San Francisco	\$1,188,520
21. Ruder Finn	San Francisco	\$420,000

Southeastern PR Firms

Firm	City	2013 Net Fees
1. French West Vaughan	Raleigh	\$18,801,845
2. Edelman	Atlanta	\$14,376,152
3. Jackson Spalding	Atlanta	\$13,471,600
4. PadillaCRT	Richmond	\$12,269,554
5. Taylor	Charlotte	\$7,164,248
6. Dodge Communications	Alpharetta	\$7,006,911
7. McNeely Pigott & Fox PR	Nashville	\$5,605,768
8. ReviveHealth	Nashville	\$5,300,000
9. Dye, Van Mol & Lawrence	Nashville	\$5,267,913
10. Jarrard Phillips Cate & Hancock	Brentwood	\$5,054,163
11. Seigenthaler Public Relations	Nashville	\$3,810,135
12. Trevelino/Keller	Atlanta	\$2,751,595
13. Hodges Partnership, The	Richmond	\$1,969,650
14. Allison+Partners	Atlanta	\$1,900,000
15. Hope-Beckham	Atlanta	\$1,656,000
16. Leverage PR	Austin	\$586,076

Midwest PR Firms

Firm	City	2013 Net Fees
1. PadillaCRT	Minneapolis	\$18,129,300
2. Fahlgren Mortine	Columbus	\$16,842,065
3. Airfoil Public Relations	Southfield	\$7,382,549
4. Lambert, Edwards + Associates	Grand Rapids	\$6,188,000
5. MorganMyers	Waukesha	\$3,912,098
6. Standing Partnership	St. Louis	\$3,704,065
7. Beehive PR	St. Paul	\$1,947,266
8. Kohnstamm Communications	St. Paul	\$1,720,480
9. MorganMyers	Waterloo	\$1,137,561
10. Maccabee	Minneapolis	\$1,049,985
11. W2O Group	Minneapolis	\$603,619

Pennsylvania PR Firms

Firm	City	2013 Net Fees
1. Gregory FCA, Ardmore, PA	\$7,300,000	42
2. Gatesman + Dave, Pittsburgh, PA	\$1,400,000	43

NEWS OF PR FIRMS

WPP EYES PUBLIC SECTOR CLIENTS

WPP has created a government and public sector practice across its agencies for assignments like development and policy communications, public sector recruitment; country branding and tourism, trade and investment marketing, and digital government efforts.

Martin Sorrell, CEO of WPP, which owns firms like Ogilvy PR and Hill+Knowlton Strategies, said: "I am proud of our agencies' role in supporting governments around the world, providing the communications that make public policy and public services work."

Michelle Harrison, CEO of UK-based research firm TNS BMRB, heads the new operation.

WPP said its firms work for governments in more than 60 countries, as well as for multilateral and public organizations.

The conglomerate said the practice does not include work for politicians, political parties or political causes, nor government relations and advocacy work on behalf of third parties.

RACEPOINT FORMS LIFE SCIENCES UNIT

Racepoint Global, Boston, has formed a life sciences practice under senior VP Marla Kertzman.

Racepoint president Peter Prodromou noted Racepoint's key bases in San Francisco and Boston are "epi-centers" of the life sciences sector.

Existing clients in the space include Accelrys, ACD/Labs, Appistry, Nabsys, Oraya Therapeutics and Thermo Fisher Scientific.

CHILD'S PLAY FORMALIZES TECH PRACTICE

New York-based Child's Play Communications has launched a practice focused on family-friendly tech products, CPC Tech.

CPC president Stephanie Azzarone said the move followed a spate of recent tech assignments from apps to tablets to technology-driven toys. "Technology is such an integral part of family life these days," she said. "It's crucial to understand the importance of technology for children and parents alike and to be able to communicate its benefits, whether to tech and business reporters, parenting media or directly to moms themselves."

The firm promoted the Time for Kids app from Time Inc., Peppa Pig apps, littleBits, a system of electronic modules that snap together with magnets to create circuits, and the smartphone-driven personal robot, ROMO, from Romotive.

TERZIAN MARKS 45 YEARS

Carl Terzian Associates, Los Angeles, is marking its 45th anniversary on May 1.

"I've been blessed by knowing and fulfilling my life's mission, bringing people together to help them become successful and work for the common good of our community," said chairman Carl Terzian. "Although we are a full-service PR agency, our niche is business networking and creating a greater awareness of professional services, businesses and nonprofit organizations.

He added: "We have represented more nonprofits than any other PR agency in the country."

NEW ACCOUNTS

New York Area

5W PR, New York/Allergy & Asthma Network Mothers of Asthmatics, to promote network and its advocacy outreach event, Allergy & Asthma Day on Capitol Hill on May 7, 2014, and YOGASMOGA, designer, manufacturer and retailer of Yoga-inspired athletic apparel and accessories, for PR.

MZ Group, New York/Ellomay Capital, Israel-based renewable energy and energy infrastructure company, for IR counsel focused on investor outreach and brand awareness in North America.

FischTank, New York/MacroSolve, mobile technology, intellectual property and app venture mentorship, to provide PR and marketing counsel to MS' clients.

Brushfire, Cedar Knolls, N.J./Remington, grooming and styling products, as AOR for the introduction of its revamped men's shaving and grooming line and to reinvigorate the men's brand. Work includes PR, adv., mktg., digital, cause-related, and social media.

CPR Strategic Marketing Communications, Elmwood Park, N.J./Scrip Companies, distributor of chiropractic, physical therapy, massage, spa and consumer home health supplies and equipment, for marketing comms.

East

Hollywood PR, Scituate, Mass./Parfums de Coeur, to help reinvigorate their fragrance and body care brands like Calgon, Designer Imposters, and BODman; and PlanetShoes.com, online footwear retailer, as AOR for PR.

French/West/Vaughan, Raleigh/USA Futsal, group promoting the game of futsal, a variation of soccer played indoors, in the US, as AOR for PR and marketing, including media relations and sponsorships.

Southeast

Brandware PR, Atlanta/Okabashi, injection-molded flip-flops and sandals maker, for brand and product PR.

Buffalo Communications, Vienna, Va./Keswick Hall, Virginia resort, for PR for its new Pete Dye golf course near Charlottesville, Va.

Southwest

Penman PR, Austin/Ambient Clinical Analytics, a Rochester, Minn.-based start-up bedside decision support platform by a Mayo Clinic academic clinical team and tech entrepreneurs, as AOR for PR to launch and provide ongoing counsel.

Integrity Media, Las Vegas/iHookup Social, proximity based mobile social platform, for investor and financial media relations.

West

J. Walcher Communications, San Diego/San Diego Council on Literacy, for pro bono PR support for a third straight year for its "Eat.Drink.Read" culinary event May 14.

Fineman PR, San Francisco/Mission Economic Development Agency, for community awareness of its Mission Promise Neighborhood initiative; The San Francisco Marathon; Fabric Restoration Service Team, as AOR for corporate and internal comms., and Faust Winery, for PR focused on California, Florida, Illinois, New York and Texas.

NEWS OF SERVICES

ESC HOPS TO SOCIAL FOR HOPSTEINER

Hop growing, trading and processing firm Hopsteiner has tapped New York-based The EGC Group as social media AOR.

EGC Group's craft beverage unit manages media relations and social strategy for the company, starting with the Craft Brewers' Conference last week in Denver.

Hopsteiner was started in 1845 and is now considered one of the largest international hop growing, trading and processing companies of its kind.

NYU PROGRAM COVERS COMPLIANCE

NYU School of Continuing and Professional Studies will offer a three-day summer intensive program, "Building Reputation in a Regulated Environment," in July.

The program is geared toward mid- to senior-level professionals in the legal field, corporate compliance, internal audit, IR, and corporate communications to better understand legal and IR's role in communications.

"As regulatory demands increase in complexity and as communication increases in volume and velocity, these practice areas require greater collaboration and mutual advocacy," said Paula Payton, director of the NYU-SCPS Dept. of Strategic Communication, Marketing, and Media Management.

Keynote sessions, panels and case study presentations are part of the curriculum. Instructors and guests include Robert DeFillippo, chief communications officer, Prudential Financial; Ann Kappler, VP, corporate counsel and chief regulatory officer, Prudential; Bill Healey, SVP Alman Group, and Paul Gennaro, SVP and chief comms. officer, AECOM Technology Corp., among others.

The summer session will run from Tues., July 8, through Thurs., July 10, from 9 a.m. to 5 p.m. Info: scps.nyu.edu/marketing.

EHRlich, WCBS NAB NY EMMY

T-Line TV president Todd Ehrlich and the WCBS TV news team won a New York Emmy Award for team coverage during Super Storm Sandy.

Ehrlich worked as a producer during the storm coverage, helping to bring the most up-to-date video to air as it came into the newsroom.

"I'm honored to be a small part of the best team in the business to bring that information to the New York market," said Ehrlich, who has won three awards in 15 nominations.



Ehrlich

BRIEF: Marketwired's

Sysomos unit has aligned with customer experience management solutions provider **Clarabridge** to let clients listen to conversations across channels like surveys, call center notes, emails, chat, or social media. "Creating the ultimate customer experience begins with listening to feedback and understanding the sentiment behind it," said Jim Delaney, Marketwired CEO.

PEOPLE

Promoted

Stephen Labaton to U.S. president, RLM Finsbury, New York. He joined from the *New York Times* in 2012 and takes over for Michael Gross, who was named CEO earlier this month. Also, Paul Holmes, a seven-year alum, to managing partner of RLM's New York office.



Labaton

Shannon Jacobs to senior VP, communications, CBS Corporation, New York. She joined from NBC Universal in 2005 as CBS Communications Group was preparing the separate from Viacom. Jacobs manages the New York-based corporate communications team and continues to lead media relations efforts for all of CBS TV's corporate functions.

Elena Cortesi to corporate communications manager, Ford Motor Company, Dearborn, Mich. She was based in Frankfurt for Ford of Europe and now reports to VP/comms. Ray Day. Cortesi joined the company in 2000 and was previously posted in Italy.

Tom Williams to senior VP, Buffalo Communications, Vienna, Va. He joined in 2003 from *Golf Journal*.

Joined

Terrones Dimant, senior VP of corporate communications, Edelman, to GolinHarris, New York, as executive director and corporate practice leader. He was previously at Burson-Marsteller in Argentina. **Jacqi Moore Richardson**, a 10-year GH vet, was promoted to a director of the Dallas consumer practice. She has handled PetSmart, Carnival Cruise Lines, Red Bull's Formula One racing sponsorship and Mattel, among others.



Dimant

Bettina Inclán Agen, director of strategic initiatives and coalitions, National Republican Congressional Committee, to Mercury Florida, Tampa, as senior VP. She was previously deputy comms. director to Florida Gov. Rick Scott.



Sikora

Susan Sikora, founder of Conduit Health Communications, to Boom Broadcast, Denver, as senior VP of business development, based in Raleigh, N.C. She previously handled PR at GlaxoSmithKline.

Ronald Watrous, PA director, Air Force Global Strike Command, to the Virginia Dept. of Transportation's Hampton Roads district, as communications director.

Jeff Dillow, A/D at Cone Communications, to Hollywood PR, Scituate, Mass., as an A/D. He was previously with PAN Communications and Neiman Group.

Ashley Merchant, PR manager, inferno, to Revive-Health, Nashville, as an A/S. Chance Strickland, A/E, GCI Health, and Lauren Cerra, A/C, MWW Group, join as A/Es, and Andrew Worthing as assistant A/E. Lana Taussig was promoted to A/S and Bethany Doty to A/E.

Alison Buckneberg to senior A/E, Maccabee, Minneapolis. **Samantha Tyson**, A/E, Jane Owen PR, to Morgan Marketing and PR, Irvine, Calif., as an A/C.

PUBLICIS' LEVY WANTS GOV'T HANDS OFF DATA

Publicis Groupe chief Maurice Levy called for a ban of the political use on data because interactivity is the “holy grail” of the advertising/PR world.

At a Cannes conference April 8, he criticized any ownership of information, saying everyone deserves to own his/her own data. The Frenchman decried any moves by a government, Google, Facebook, or Twitter to control information.

He's okay with those entities being “custodians” of information, as long as they are willing to share content with others. To Levy, sharing involves members of the Publicis family of firms eager to capitalize on personal data to market goods and services of clients.

Levy is aligned with his archrival & WPP chief Martin Sorrell in highlighting the potential threat of Google to the communication world.

At a March 31 conference in London, Sorrell once again rapped Google for a lack of transparency, accusing the search giant of stiffing media companies. He said Google wants to cut out the middle man and deal directly with clients to place advertising.

Levy couldn't resist taking a swipe at Sorrell. The opening question at his Q&A dealt with his English rival's contention that small, agile and smart companies represent the biggest threat to the communications conglomerate.

Levy rejected that notion, saying small companies spur creativity and new opportunities for Publicis, snarkily adding they might be a problem for Sir Martin.

Samsung Won \$1B in Earned Media

Levy said the famous selfie arranged by his firm that Ellen DeGeneres took at the Academy Awards ceremony was worth from \$800M to \$1B in “earned media” for client Samsung due to the massive press and social media coverage.



Her photo was a group shot of actors Bradley Cooper, Brad Pitt, Jennifer Lawrence, Meryl Streep among others. It reached more than 37M

in the Twitter community.

During his presentation, Levy also said Publicis was behind the controversial selfie taken by baseball slugger David Ortiz earlier this month during a White House visit by the World Series winner Boston Red Sox. Another member of the team also took a picture of Ortiz and Obama.

Ortiz tweeted the image of the two and Samsung retweeted it with the message that it was “thrilled to see the special, historic moment David Ortiz captured with his Galaxy Note 3 during his White House visit.”

The White House says it didn't know anything about the Samsung promotion and expressed its objection to the company. Levy declined to provide details about Publicis' handling of the product placements, refusing to provide the “recipe” to journalist and interviewer Kate Buckley.

NORTHROP FLIES TO FTI

Northrop Grumman Corp. has enlisted FTI Government Affairs for Washington work on defense and aerospace matters.

Bud Cramer, the former Blue Dog Democratic Congressman from Alabama, leads that effort.

He was a strong advocate for defense and missile programs while in Congress. His district includes Huntsville, home of the NASA's Marshall Space Flight Center, US Army's Aviation and Missile Command.

Jeffries Murray, Cramer's former chief of staff, also works the NG business.

In December, the Army awarded a \$20M R&D contract to NG's Huntsville operation for its integrated air and missile defense battle command system.

Grumman received approval this month to build five Fire Scout unmanned intelligence-gathering helicopters for the Navy. The company has carried out successful land-based flights of the Fire Scouts. Sea tests are slated for the summer.

NG spent \$20.3M in federal lobbying outlays during the past year. That budget included \$200K for Podesta Group and \$180K for Patton Boggs. It chalked up \$25B in 2013 revenues and \$1.9B in profit.

SINGER GUIDES SAN BRUNO-PG&E BATTLE

Singer Associates handles media for California's city of San Bruno, which is seeking compensation from utility giant PG&E over the 2010 pipeline explosion that killed eight of its citizens, injured 66 others and destroyed almost 40 homes.

On April 1, a federal prosecutor charged PG&E with 12 violations of federal pipeline safety laws.

Sam Singer told O'Dwyer's his firm “is seeking justice against PG&E.”

The firm, which helped San Bruno win \$70M in restitution from the company, is advocating the Golden State's Public Utility Commission to fine PG&E \$2.5B in penalties and fees and establish “an independent monitor to ensure PG&E actually makes changes to its gas transmission lines to ensure no one ever dies again at their hands or because of their gross negligence,” Singer said via an email.

He lauded the criminal charges lodged against the company for its “gross misconduct in pipeline maintenance and other issues that led to its deadly explosion and fire in San Bruno, which is the worst natural gas disaster in US history.”

PG&E said via a statement that the indictment has no merit.

It said employees did not violate the Pipeline Safety Act and “that even when mistakes were made, employees were acting in good faith to provide customers with safe, reliable and affordable energy.”

The company, according to CEO Anthony Earley, is “going to focus on the future.”

Noting that PG&E has spent \$2.5B during the past two and half years, Earley told ABC News the company has an unwavering commitment to safety and is “going to continue that whatever the outcome of the legal proceedings are.”

PR OPINION

It's "open season" for PR people on editors via services like Vocus, Cision, PR Newswire and Business-Wire. But memberships of PR groups are a closely guarded secret.

Our Spam Quarantine Summary for the week ended April 10 reported blocking 1,100 e-mails from commercial interests. Many of them were from the four companies named above.

Not only are editors' names, e-mails, phones, addresses and even cell-phones for sale by the four, but also personal info such as spouses, schools attended, hobbies, clubs and perhaps a dossier showing editorial track record.

However, when it comes to editors seeking info on PR contacts, it's an entirely different story.

Membership lists of virtually every PR group we know of are off-limits to non-members including PR Society of America and its 110 chapters, Int'l Assn. of Business Communicators, PR Seminar, National Investor Relations Institute and local Publicity Clubs. All except PR Seminar used to publish membership directories that anyone could purchase. That was about ten years ago for most of the above. "Contact" points on corporate websites rarely provide a name or direct e-mail but instruct reporters to place a question in box.

O'Dwyer Co. Seeks PRSA Membership

The O'Dwyer Co. seeks to break this PR Maginot line by obtaining membership in the PR Society which has 22,000 members. We're being rebuffed thus far but have not given up.

The Society's former membership "Blue Book" in the early 2000's was made available at no cost to reporters and was a goldmine of useful information—PR people sorted by name, employer and geographically. The Society stopped publishing it after the 2005 edition, a decision that was not run by its Assembly.

If the Society conducted a secure e-mail vote using Cordocet or some other system, we're sure the members would vote by a large margin to have their directory back in printed or PDF form. They would trade it for printed Tactics and Strategist which would be in PDF form (as they are now for new members).

Cision, Vocus, PRN, BW Bankroll PRSA

Part of our case for membership rests on the favoritism shown by the PR Society towards Cision, Vocus, PRN and BW, the perennial "gold" (\$20,000) sponsors of the annual Society conference.

Staffers of these supplier firms are members of the Society which at the same time prohibits reporters from joining. PRN has 17 employees who are Society members while BW has 12 who are members. The Society at one time did not allow people from suppliers as members.

BW employees Tom O'Connell and Katie Kennedy are on the boards of their respective chapters, Detroit and Cleveland.

The Society is blocking our membership because I'm a reporter. But who isn't these days? Lines are either

blurring or wiped out between PR and reporting because of economic pressures. PR people are performing editorial duties via "sponsored content." Writers have to work both sides of the street if they want to survive.

About 90 or nearly one-third of the membership of the New York Financial Writers Assn. are "freelance." No doubt many are working for companies or PR firms since the news hole has greatly shrunk.

Cision Becomes PR News Medium

Cision announced April 11 that its blog is "taking the next step in media and PR industry coverage" by covering "the latest news in the PR, marketing and media industries."

The "refined" blog will help users to "better navigate the ever-evolving media and PR industries with in-depth industry coverage, media and PR industry updates, best practices and advice from journalists, carefully curated top lists, and reporting on international influencers and trends." (emphasis added).

We welcome additional reporting on the PR industry because most of the remaining PR media (seven have gone out of business in recent years) sound like the PR equivalent of Martha Stewart, whose stock-in-trade is helpful hints for housework, decorating, food, fashion, etc. "How-to" articles and themes dominate such media.

If Cision employees can be members of the Society, then so should reporters from other media. O'Dwyer membership in the Society would end all attempts to frustrate coverage. We could access the quarterly and annual financial statements; research the membership lists; attend all events at the national conference, and audit the member teleconferences. No charges whatever could be leveled against us because the Society's bylaws forbid any "enforcement" unless a member has been "sanctioned by a government agency or convicted in a court of law," neither of which apply to us.

Cision, Vocus Have Their Problems

Selling editor contact points is not a bed of roses these days.

Cision saw Q3/2013 revenue fall 12% to \$31.8 million as net loss rose to \$49.6M because of a write-down of goodwill in North America.

CEO Peter Granat cited a decline in the traditional print and broadcast monitoring business in Canada. Q4 revenue fell 11% to \$33M.

GTCR Investment of Chicago offered Cision a takeover price that would be a 50% premium on its Stockholm-traded shares. The company has not yet accepted it and GTCR is acquiring Vocus in a cash transaction estimated at \$447M.

Vocus lost \$21.8M in 2013 following a loss of \$23.6M in 2012. Revenues rose 1% in 2013 to \$187M. Vocus stockholders will receive \$18 for each share, a 48% premium over the April 4 closing price.

Vocus CEO Rick Rudman and CFO Stephen Vintz own a combined 27.5% of the company.

The sale is expected to be completed by the end of April.

— Jack O'Dwyer