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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
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SINGAPORE TOURISM BOOKS EDELMAN

The Singapore Tourism Board has selected Edelman as its agency of record for Singapore following a competitive pitch that included eight firms. Burson-Marsteller was the incumbent.

The contract is for two years with an option for a third. It calls for the leading independent firm to enhance STB's overall destination brand and corporate image as a leading economic development agency in the tourism trade.

"Edelman demonstrated strong strategic competency" and was "mindful of integrating STB's existing plans and initiatives into their ideas," said Oliver Chong, director of STB's communications, in announcing the win.

Amanda Goh is managing director of Edelman Singapore.

MSL'S YEO TO FH

Jack Yeo, who was senior VP/corporate branding and midwest issues/crisis management chief at MSLGroup, has shifted to FleishmanHillard as senior VP and corporate practice leader in Chicago.

He takes over for Marjorie Benzkofer, who moved up to FH's global reputation management leader post.

Yeo is in charge of FH's B2B marketing, corporate social responsibility, labor communications, litigation support and investor relations efforts.

Prior to MSL, Yeo spent 13 years at Burson-Marsteller and directed its Chicago corporate practice. He began his career at Hill & Knowlton.

Maxine Winer is GM of FH Chicago.

MSLGroup is part of Publicis Groupe, while FH is an Omnicom property.

Publicis and Omnicom have plans to merge.

E&Y VET GOES TO GLOBAL STRATEGY

Charlie Perkins, who served nearly a decade as Americas PR director for Ernst & Young, is now at Global Strategy Group as managing director. He'll counsel clients on crisis and issues management.

At E&Y, Perkins handled PR/marketing campaigns, positioning, executive visibility and crisis communications.

Earlier, he headed Weber Shandwick's corporate reputation practice in New York and chaired Edelman's global corporate reputation offering.

Perkins also served in the political arena as press secretary in the campaigns of New York City major Rudy Giuliani and Jersey Senators Frank Launtenberg and Bill Bradley.

Jon Silvan, founding partner and chief of GSG, said Perkins' "experience speaks for itself."

KOCH BROS. HIRE DC FIRM TO SNUFF CARBON

The company of billionaire brothers Charles and David Koch has hired Republican firm Shockey Scofield Solutions to kill any effort to tax emissions from the burning of fossil fuels, which contributes to global warming.

Their Koch Industries -- America's second largest privately held company after Cargill -- is a major refiner/distributor of petroleum and chemicals.

On behalf of Koch Companies Public Sector LLC, SSS is lining up support for Congressional Resolution 24 that expresses "the sense of Congress that a carbon tax would be detrimental to the U.S. economy."

It claims a carbon tax would increase the price of gasoline, electricity, natural gas and home heating oil; fall hardest on the poor, elderly and those with fixed incomes; hamper American ingenuity; burden specific industries and geographical regions, and hinder global competitiveness.

Introduced by Louisiana Republican Steve Scalise, the resolution has influential conservative GOP co-sponsors like Michele Bachmann (MN), Louie Gohmert (TX), Bill Huizenga (MI), Steve King (IA) and Jason Chaffetz (UT).

Jeff Shockey (ex-GOP staff director on the House Appropriations Committee), John Scofield (ex-press secretary to New Jersey Republican Congress Frank LoBiondo) and Mike Ference (former strategic development director to House Majority Leader Eric Cantor) lead the charge for the Koch brothers.

KCPS spent \$5.8M in first-half lobbying fees.

SSC joins Koch's lobby shop roster that includes Mehlman Vogel Castagnetti, Hunton & Williams, MWR Strategies, Clark Lytle Geduldig & Cranford, Cyprus Advocacy, Palmetto Group and SIFF & Assocs.

Barry Neville is joining brewing giant SABMiller in October as worldwide director of policy, public and industry affairs. He is PA and European policy chief at Centrica, an integrated energy company.

SABMiller, which operates in 75 countries, is the world's No. 2 brewer after Anheuser-Busch Inbev.

Luc Beauregard, founder of Canada's No. 1 PR firm National Public Relations, died July 26, the night before his 72nd birthday. National, which is part of Burson-Marsteller's international network, has offices in Victoria, Vancouver, Calgary, Montreal, Toronto, Ottawa, St. John's, Quebec City, Halifax, New York, London and Copenhagen. A tribute to Luc Beauregard is slated for Mary, Queen of the World Cathedral, 1085 rue de la Cathédrale, Montreal, on Aug. 8 at 10 a.m.

ASIA-PACIFIC TRADE GROUP EYES PR

The Asia-Pacific Economic Corporation, the global free trade forum for 21 countries in that region, is on the hunt for an “internationally recognized” PR firm to draft a communications strategy for the next four years.

APEC via RFP released July 26 wants to hear from global firms as it develops a new overall strategic plan for the organization covering 2014-17. The group last put together a strategic communications plan in 2001, followed by a branding strategy in 2009.

English is the official language of the group, which is based in Singapore. APEC designates a “host economy” annual from among its members and outreach for the upcoming PR plan will have a particular focus on China (2014), the Philippines (2015) and Peru (2016).

Proposals are due Aug. 16.

LIVIDINI HELPS HUDSON’S BAY BAG SAKS

New York-based Lividini & Co., upscale retailer branding and PR shop, is working the press on behalf of Hudson’s Bay Co.’s \$2.9B acquisition of Saks Inc.

HBC, which is Canada’s No. 1 department store chain with 90 outlets, was founded in 1670 to rank as North America’s oldest continually run company.

Since 2008, it has been a part of HRC Equity Partners, owners of Lord & Taylor.

HBC sees an opportunity to expand its three retail brands across the luxury, mid-tier and outlet consumer spectrum.

Another priority is pushing Saks Fifth Ave. stores into Canada to satisfy the north of the border’s quest for upscale shopping.

Jacqui Lividini is CEO and founder of L&C.

She is a former senior VP fashion merchandising and communications at Saks and once counseled L&T as it reinvigorated its brand for a tonier positioning.

L&C’s Andrew Blecher, a veteran of Neiman Marcus and Saks, is handling the HBC/Saks deal.

RX PRO MOVES TO COYNE

Todd Forte, who spent 15 years at MCS Healthcare PR, has joined Coyne Public Relations to strengthen its pharmaceutical practice.

He began a healthcare career in 1992 as associate director of communications at Ciba-Geigy, which merged with Sandoz to form Novartis.

Forte has handled PR programs for pain management, central nervous system and gastroenterology categories for drugs such as Ritalin, Exelon, Tegretol, Actigall and Comtam.

Before jumping into the Rx arena, Forte was manager for nuclear information at the New York Power Authority.

As primary media contact, Forte handled PR regarding the operation of the Indian Point nuclear power plant, which is north of New York City.

Forte was in charge of public information within a 50-mile radius of the reactor.

Coyne’s client roster includes Pfizer Consumer Health, Novartis and Express Scripts. Kelly Dencker handles the PR firm’s healthcare group.

AIR PRODUCTS WHIPS UP PR

Publicly traded Air Products and Chemicals has bolstered its PR with outside counsel as it falls in the crosshairs of activist investor William Ackman.

Ackman has taken a 9.8% (\$2.2B) stake in the \$10B-a-year Lehigh Valley, Pa.-based supplier of specialty gases like hydrogen.

Air Products is relying on Sard Verbinnen & Co for PR support. George Noon, director of corporate communications, is spokesman for the company.

SV&C chairman/CEO George Sard and managing director Dave Reno are working with AP. The New York-based firm worked with Air Products in its failed \$5.1B hostile bid for Airgas in 2010.

Air Products last month adopted a poison pill shareholder rights provision as trading in its shares surged.

After Ackman went public with his investment through Pershing Square Capital Management, Air Products defended its performance “in a very challenging environment” and said it welcomes new investment. “Air Products maintains an active dialogue with and carefully considers the views of its shareholders,” the company said. “[AP] has not been contacted by Pershing Square Capital Management but welcomes new investors and looks forward to engaging with Pershing Square to understand its views.”

The *Wall Street Journal* reported that Ackman told investors he would be raising up to \$1B for a new investment fund targeting a single company, which he did not disclose at the time.

EX-OBAMA AIDE MOVES TO MWW

Elizabeth Lowery, who was deputy national finance director for President Obama’s 2012 re-election campaign, has joined MWW as senior VP in its Washington office.

She also served as finance director for the 2013 presidential inaugural committee and the Democratic Senatorial Campaign Committee.

Michael Kempner, CEO, believes Lowery’s “political and fundraising acumen and expansive network of relationships will be a major asset” to the firm.

Prior to joining Team Obama, Lowery was regional finance director for Hillary Clinton’s presidential run and aide to former Congressman Harold Ford, Jr.

ATOMIC TARGETS SEATTLE

San Francisco’s Atomic has opened a Seattle outpost under senior VP Nick Olsson.

He’s handled corporate, enterprise and consumer tech clients. That roster includes ETrade, Netgear, Verizon Wireless, ZDNet, Echelon, StudyBlue, Credit Karma and CMP Media.

Atomic’s Seattle team includes Ali Kramer, who has represented Visible Technologies, Big Door, Cascadia Capital and Integrate, and Cheryl Valdez (Universal Studios, and Seattle International Film Festival).

Atomic, which has eight offices, is headed by Andy Getsey. It is part of Grayling, a unit of U.K.’s Huntsworth.

SINCLAIR MAKES \$1B TV BUY

Sinclair Broadcast Group is buying seven TV stations and NewsChannel8, the satellite TV network covering metropolitan D.C., from the Allbritton family for \$985M.

The ABC-affiliated properties are in Washington, Birmingham, Harrisburg, Little Rock, Roanoke, Tulsa and Charleston.

They represent a combined 4.9 percent of U.S. households.

Following the expected fourth-quarter approval of the transaction, Sinclair's TV units will cover 38.2 percent of the country.

The NewsChannel property reaches more than 2M viewers with news, sports and weather reports.

Sinclair CEO David Smith said NewsChannel is a "perfect platform should we decide to expand it into other markets."

He said NewsChannel's "full-blown news operation in our nation's capital and an infrastructure that allows us to be connected to our branches of government and be at the pulse of national issues is a once-in-a-lifetime event."

Sinclair said ownership of the Allbritton stations would have increased its 2002 revenues by \$1.9B.

**HEARST HEISTS NYT'S HASKELL**

Hearst Magazines has recruited *New York Times* pro Todd Haskell for the senior VP and chief digital revenue officer slot.

Upon joining Sept. 3, he will be responsible for sales and revenue duties for the Hearst's 24 magazine sites, including *Cosmopolitan*, *Esquire*, *Seventeen*, *Popular Mechanics*, *Marie Claire* and *Good Housekeeping*. The group attracted more than 50M unique visitors in June.

Since 2007, Haskell was group VP/advertising for NYTimes.com in charge of advertising and cross-platform sales.

Earlier, he was advertising business development at the NYT, general manager of Meredith Corp.'s *Ladies Home Journal*, GM for *MORE* and advertising account manager at *McCall's*.

At Hearst, Haskell will report to Michael Clinton, president, marketing and publishing director.



Haskell

CUMULUS TO BOOT LIMBAUGH, HANNITY

Cumulus Radio, the No. 2 network, is planning to drop Rush Limbaugh and Sean Hannity by the end of the year with the expiration of their contracts, according to a report in Politico.

Renewal negotiations broke down due to the cost of distribution rights. Clear Channel distributes programs of Limbaugh and Hannity.

The conservative talking heads are heard on more than 40 Cumulus stations.

Cumulus says it doesn't comment on rumors or "negotiations with talent under contract."

NEW YORK TIMES UNLOADS BOSTON GLOBE

The New York Times Co. has sold the *Boston Globe* and *Worcester Telegram & Gazette* to John Henry, owner of the Boston Red Sox for \$70M.

It bought the Globe in 1993 for \$1.1B and the Telegram in 1999 for \$295M.

The company's New England group, which includes the papers, recorded \$94.4M in 2Q revenues, down 7.4 percent from 2012.

The NYTC, which expects to close the deal within 60 days, had been trying to sell the papers since February.

Meanwhile, the company reported a \$20.1M second-quarter profit, a swing from the \$87.6M loss suffered during the year earlier period. Revenue dipped 0.9 percent to \$485M.

CEO Mark Thompson attributed the profitable performance to the "ongoing evolution of our digital subscriptions initiatives on the circulation side, the moderation of revenue declines on the advertising side and the continued focus on managing costs."

He said the NYTC is "well under way in the ramp-up for the fall rebrand of the *International Herald Tribune* as the *International New York Times* and with the development work related to our paid products."

For the six-month period, NYTC earned \$23.7M compared to a \$45M 2012 deficit.

Revenues fell 1.4 percent to \$951.3M.

PLAIN DEALER AXES 45 STAFFERS

The *Plain Dealer*, which is Ohio's No. 1 newspaper, laid off 45 staffers on July 31 as the Cleveland daily ends its seven-day home delivery service.

The group, which included reporters, editors, photographers and clerks, was notified of the lay-off via morning phone calls.

Management said the cuts were needed to cope with the declining ad sales. It promised a revival under the newly formed Northeast Ohio Media Group umbrella to handle a digitally focused enterprise.

PD president and publisher Terry Egger said the company certainly feels for "some very wonderful colleagues who are affected by this, but we need to reset the business and we need to move on."

The paper will continue in daily print form with home delivery scheduled for Wednesday, Friday, Saturday and Sunday.

PD is owned by New York-based Advance Publications, which has been paring its nationwide newspaper holdings.

Advance also dropped 20 staffers at its Sun Newspapers chain in metro Cleveland.

BUSH NAMED ESSENCE E-I-C

Vanessa Bush, acting editor-in-chief of *Essence*, is officially in charge of the Time Inc. property covering the

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lifestyle beat of black women.

She assumes the job held until February by Constance White. The veteran of *WWD* and *Talk* held the *Essence* job for two years.

Martha Nelson, editor-in-chief of Time Inc., said of Bush that her “more than 10 years of experience as an editorial leader at *Essence* will ensure continued success for the pre-eminent African-American women’s media brand.”

In her statement, Nelson said Bush “has the full support of Time Inc. to execute on her vision to honor this loyal and cherished audience.”

VIACOM DOUBLES STOCK BUYBACK TO \$20B

Viacom on Aug. 2 doubled its stock repurchase program to \$20B following a bullish earnings report.

The cable TV (Nickelodeon, Spike, Comedy Central and BET) and filmed entertainment powerhouse (Paramount Pictures) reported a 20.4 percent surge in net income to \$643M on a 14 percent rise in third-quarter revenues to \$3.7B.

CEO Sumner Redstone said the upswing “demonstrated the value of our world-leading brands, global reach and devoted audiences.” He expects more growth due to the improving economy.

Wall Street responded to the stock repurchase news, bidding Viacom’s shares up six percent to \$78.69.

CEO Phillippe Dauman said, “the buyback program highlights the confidence we have in our business and the value of Viacom’s stock.”

Redstone, 89, controls 79.4 percent of Viacom’s shares.

AP, MELTWATER SETTLE COPYRIGHT SUIT

The Associated Press and Meltwater, news aggregator, have settled their copyright suit and agreed to join forces to create new revenues sold through Meltwater’s sales network.

AP had charged Meltwater with copying “substantial infringing excerpts” and distributing that material to its corporate subscriber base. On July 29, both parties resolved all pending disputes resulting from the AP suit filed against Meltwater in Feb. 2012, claiming copyright infringement, including all appeals.

Jorn Lyseggen, Meltwater CEO, said in a statement: “There is more to be gained by working together to develop new markets and reaching new customers than can be achieved through adversarial paths and we are eager to forge a strong relationship with AP.”

Gary Pruitt, chief of AP, looks forward to “partnering with Meltwater in a positive and constructive relationship.”

ATLANTIC TEAMS WITH APM

The *Atlantic* and American Public Media’s “Marketplace” have formed a reporting project called “American Futures” to feature the economic, technological and cultural changes that are underway in small towns across the nation.

James Fallows, national correspondent for The *Atlantic*, and his wife and pilot Deborah, will fly to small airports to report on local developments that are being overlooked by the mainstream media.

Kai Ryssdal, senior editor of Marketplace, and his team will represent APM’s input to the venture.

Among trends to be reported are how globalization affects small town USA and how the impact of immigration is impacting America’s interior.

The *Atlantic* and APM will use Esri, a mapping technology, to add a collection of interactive maps that merge real-time statistical information, text, pictures, audio and video.

The first American Futures report will air Sept. 2 on Marketplace. It will cover changes occurring in Holland, Mich., an old-line manufacturing center. Next stops will be in South Dakota, Wyoming, Missouri and Indiana.

DIGITAL VIEWERSHIP TOPS TV

People are spending more time using digital media than watching television, according to a survey by eMarketer.

Adults average five hours and nine minutes daily with digital, up four hours and 31 minutes a year ago. That growth is spurred by the increase in mobile usage.

Average TV viewing dipped nine minutes to four hours and 31 minutes, says the report.

Radio uses up an average of one hour and 26 minutes of a person’s time each day, while print captures 32 minutes—split between newspapers at 18 minutes with the 14 minutes balance used for magazines.

OPRAH, CBS ALUM JOINS DKC

Lisa Summers, who was VP-communications for OWN: The Oprah Network has joined DKC Public Relations in the VP capacity in charge of the New York firm’s media clients.

She had handled the national launch of Oprah Winfrey’s cable network.

Summers departed the CBS Television VP-communications post to join Winfrey.

At CBS, Summers launched the syndicated news magazine, “The Insider,” and managed PR for “Entertainment Tonight.” She also produced the ET Primetime Emmy party for seven years.

Earlier, she worked at TV Guide, Hilton Hotels, Vogue and Kate Spade.

At DKC, Summers will handle Meetinghouse Productions, Ora TV, Sprout, Gannett and “The X Factor.”

WAP0 PROFIT SLIDES 13%

Washington Post Co. reported a 13 percent slide in net income to \$45.1M on a three percent rise in second-quarter revenues to the \$1B mark.

The loss widened at the Washington Post-led newspaper unit to \$14.8M from \$12.6M a year ago. Unit revenues dipped one percent to \$139.2M.

WaPo print ad revenues dipped four percent to \$54.5M during the quarter as retail and general advertising declined. Online revenues from washingtonpost.com and slate.com rose 15 percent to \$29.8M.

The Post’s daily and Sunday circulation dropped 7.1 percent and 7.6 percent, respectively. Daily circ totaled 447,700, while the paper sold 646,700 papers on Sunday.

WaPo spent \$8.4M in Q2 for its voluntary retirement incentive program. That’s down from \$12.0 in Q1.

The paper recently began charging frequent visitors to its website. Results from that paywall construction will be reflected in the third-quarter financials.

NEWS OF PR FIRMS**JEFFREYGROUP EXPANDS IN BRAZIL**

Miami-based Latin American PR specialist Jeffrey-Group is moving to a larger space in São Paulo on Aug. 5 and opening a Rio de Janeiro outpost in Brazil.

Cristina Iglecio, managing director based in São Paulo, oversees the Brazil outpost with five-year staffer Silvia Dalla, who is in Rio.

CEO Jeffrey Sharlach noted the firm first opened in Brazil in 1993. It picked up Brazil duties for Nestlé's consumer brands this year and expects increased demand with the 2014 World Cup and 2016 Olympics in the country.

Sharlach said the firm's Brazil business is up 28% this year. Rio is JG's sixth office.

COYNE LOOKS WEST

Coyne PR, Parsippany, N.J., has opened a Santa Monica, Calif., outpost to support growth in sectors like consumer, entertainment and sports.

The firm counts The Walt Disney Company, ESPN, and Hard Rock International as clients.

CEO Tom Coyne said opening a West Coast office has been a longtime goal.

Heather Krug, a former EVP at Rogers & Cowan, has joined the firm to head the new office as GM of Coyne West Coast and senior VP. She recently led BGear Grylls Ventures, the company of "Man vs. Wild" star Bear Grylls.

JAKARTA AGENCY JOINS IPREX

Inke Maris & Associates, Jakarta, Indonesia, has joined the IPREX network of PR firms.

IM&A, founded in 1986, handles corporate/PA, issues and crisis management, financial, marketing comms. and social marketing assignments. Clients have included DHL, Pfizer, World Bank, Visa International and ConocoPhillips.

Said IPREX Asia Pacific president Marina Mathews of Fulford PR, Singapore: "This is a highly-respected agency with an outstanding track record."

DC FORESTRY GROUP PLANTS PR RFP

The Washington-based trade group for state foresters has planted an RFP for PR support to help position and pitch its large collection of data and statistics from around the country.

The National Association of State Foresters, representing the heads of 59 agencies and two-thirds of the country's forests, wants a strategic communications plan to pitch "compelling stories about state and private forests and important data trends with external audiences," according to the RFP released July 26.

The group also wants a firm to create a framework for future communications and help streamline the data reporting and benchmarking process. The outreach includes internal and external communications.

The 93-year-old NASF focuses on resource management (logging, timber sales), conservation, fire prevention and management. Proposals are due Aug. 23.

RFP: <http://bit.ly/18NfSd4>.

NEW ACCOUNTS**New York Area**

Lane and Cindy Riccio Communications, New York/Charles & Colvard, exclusive provider of the rare moissanite gem, for IR and PR, respectively.

MMGY PR, New York/Travel Portland, for national media relations, including a focus on the Portland culinary scene; **SONIFI Solutions**, formerly LodgeNet Interactive Corp., for strategic PR and social media, and **B Resort (Orlando)**, for media outreach and re-branding.

Hanna Lee Communications, New York/Pisco Control C, Chile's premium Pisco brandy. The work includes a three-city "Million Rays of Sunshine" education tour in New York (Aug. 1), Chicago (Aug. 5) and Miami (Aug. 6), event marketing, a bartender cocktail competition and social media strategy consulting.

FleishmanHillard, New York/Singapore Tourism Board, for North American PR, following a review.

East

Vision Media Marketing, Secaucus, N.J./Sheila Oliver for U.S. Senate campaign, for media relations, paid media and counsel for the candidate in the Garden State's Aug. 13 special primary election. A/E Michael Makarski serves as Oliver's spokesman.

French/West/Vaughan, Raleigh/NOCQUA Adventure Gear, lighting products for watersport and outdoor enthusiasts, for PR and marketing. Its flagship product launched this year, Nocqua 2000, is a lighting system that attaches to paddleboards, kayaks and canoes.

Southeast

The Gab Group, Fort Lauderdale, Fla./Prakas & Co., to launch the "Pop Up Las Olas" retail complex.

Midwest

Lambert, Edwards & Associates, Grand Rapids, Mich./Great Expressions Dental Centers, 30-year-old network of more than 200 dental practices in nine states, as AOR for strategic counsel, media relations and expert positioning.

Lola Red PR, Minneapolis/Magic Straws, flavored straws for milk, as AOR for PR and social media for the brand and its Milk4Education program.

Southwest

Crosby|Wright, Scottsdale, Ariz./The RoomStore, furniture merchant, for brand strategy, PR, events and social media.

Clearpoint Agency Inc., Encinitas, Calif./Troy Apps Software, developer of iPad catalog apps with fluency in mobile, enterprise IT and network connectivity, for case studies to drive part of business-to-business mobile sales strategy.

International

Clarion Communications, London/Mecca, female friendly gaming entertainment brand, for consumer PR, following a five-way pitch. The firm will pitch Mecca's U.K. chain of clubs, mobile and online offerings.

Madison PR, Mumbai, India/blueFROG, integrated music project, Apollo Health and Lifestyle Limited, health clinics, and Splash, fashion brand, for PR.

AsiaMedia, Shanghai/Napa Valley Vintners, trade group for 450 wineries in the Napa region of California, for PR and marketing in China.

NEWS OF SERVICES**TEXAS WANTS MEDIA MONITORING BIDS**

The Texas Parks and Wildlife Dept. has cast a net for an online news monitoring and distribution vendor with an RFP process through mid-August.

The department wants access for 15 users, customizable keyword search of news, social media monitoring and distribution, and media contact lists, among other options.

The agency anticipates a year-long contract with two option years.

Proposals are due Aug. 13.

View the RFP: <http://bit.ly/15brcAG>.

COGNITO CULLS FINANCIAL MEDIA EDCALS

New York-based financial PR firm Cognito has unveiled an analytics service listing upcoming print and digital editorial opportunities in the financial media space.

The service, dubbed Cognito Analytics Opportunities, is produced by Cognito staff who continuously update features and calendars from more than 100 financial publications around the world.

All data is tagged and searchable.

Info: cognitoanalytics.com.

NIRI RELEASES NEW EARNINGS GUIDELINES

The National Investor Relations Institute has released an updated set of its standards for IR practice for earnings release content, including updated data on practices for earning calls and guidance, as well as social media, XBRL, and the use of corporate websites.

NIRI says the guidelines are based on sources including Regulation FD, SEC rules and advisory committee recommendations, requirements of the Private Securities Litigation Reform Act, practitioners in the field, and feedback from media and the investment field.

The 24-page document includes a template for content in quarterly earnings releases, CFA Institute Recommendations, and a suggested checklist of actions, among other content.

NIRI members Matthew Stroud of Darden Restaurants, Maureen Wolff of Sharon Merrill Associates, Lois Yurow of Investor Communications Services, Carol Merry of Fahlgren Mortine, and Michael Becker of Business Wire were key to the update.

The volume is free for members (electronic copies) and hard copies available for purchase to both members and non-members for \$50.

Info: NIRI.org/standardsofpractice.aspx.

GEBBIE PUBLISHES PRINT MEDIA DIRS.

New Paltz-based Gebbie Press, founded in 1955 by Shell Oil and Pan Am PR veteran Conley Gebbie, is offering both printed and electronic versions of its 2013 directory of media contacts for PR pros.

GP also has a press release distribution service and provides lists and Excel format files of its data.

Print directory is \$165, while a set of electronic and print is \$315.

Info: gebbieinc.com/special.

PEOPLE**Joined**

Richard McKeown re-joins Cranford Johnson Robinson Woods, Little Rock, Ark., as chief PR officer. McKeown, who was with the firm from 1985-99 before leaving to run his own shop, will counsel clients and handle new business and staff development.



McKeown

Marty Richmond, VP of marketing and comms. for Cleveland-based real estate investment trust DDR Corp., to Innis Maggiore, Canton, Ohio, as PR director. He has held PR posts at telecom Charter Communications and Furniture Brands.



Richmond

Brad Herrick, director of digital marketing for Mercy Health System, to Jarrard Phillips Cate & Hancock, Nashville, Tenn., as a VP. He was CEO/president of Surge Agency and VP of marketing and product strategy at Vibe Solutions Group.

Charlotte Fisher, former comms. director for Ford Motor Company most recently running her own shop, to The Quell Group, Troy, Mich., as director, editorial and content development.



Herrick

Michael Krampe, director, strategic communications for Siemens Industry, to Cynthia Kay and Company, Grand Rapids, Mich., to counsel clients and lead marketing and demand generation.

Rob Haralson, managing director, Chlopak, Leonard, Schecter & Assocs., to The Herald Group, Washington, D.C., as a VP. He was previously at 463 Communications and worked on the Hill as comms. director and aide to Rep. John Duncan Jr. (R-Tenn).



Dávila-Dunne

Tiffany Dávila-Dunne, dir. of comms. and corporate responsibility for commercial bank BBVA Compass, to the Houston Independent School District, as chief communications officer. She replaces Aggie Alvez, who has decamped for D.C.

Promoted

Erin Bruce to senior VP and **Joanna Pinker** to senior A/E, Falco Ink, New York-based film and TV PR shop.

Lissette Capati to senior VP and **Megan Lustig** to VP, Spectrum. Washington, D.C. Capati continues to oversee all business development and takes on marketing duties for the firm. Lustig, in her eighth year with the firm, handles Procter & Gamble and Kennedy Krieger Institute, as well as pro-bono client Progeria Research Foundation.

Kristin Serio and **Ashley White** to senior A/Es, Uproar PR, Orlando.

Marissa Snow to director, corporate comms. and people programs, SkyWest Airlines, St. George, Utah. She is a 10-year veteran of the carrier, which runs 1,900 flights per day to 175 North American cities.

IR EXEC CHARGED WITH INSIDER TRADING

The former CEO of a Houston investor relations firm who authored his firm's policies against illicit trading has been charged with insider trading in the shares of multiple clients.

Stephen Gray, co-founder and former CEO of Dennard Rupp Gray & Easterly, was fired in October after the firm learned of a Securities and Exchange Commission investigation. The firm has been renamed Dennard Lascar Associates. "In each of our 20+ careers as investor relations professionals, we never imagined this situation could or would ever arise with someone we thought we knew well," DLA managing partners Ken Dennard and Jack Lascar said in a statement.

The SEC filed a complaint July 26 in federal court in Houston, alleging that Gray traded on info gleaned from helping clients like Men's Wearhouse and Powell Industries draft and publish press releases about earnings, mergers and acquisitions and other key events, the Securities and Exchange Commission said.

Gray earned profits of \$278K and avoided losses of at least \$35K over a 13-month period from 2011-12, the SEC said, adding that he traded in shares of at least six clients.

"Gray not only knew the firm's policies that prohibited employees from trading on confidential information gleaned from clients – he authored them," said David Peavler, associate director of the SEC's Fort Worth office. "While Gray was personally requiring firm employees to sign copies of the policies he wrote, he was insider trading himself."

The SEC complaint noted that in one incidence Gray made an electronic calendar appointment on April 29 with the subject, "Buy MW stock ahead of early June earnings release," a reference to Men's Wearhouse. He bought more than 4,000 shares a few days later on May 4 and sold them on May 5 for a \$17,397 profit, the SEC said.

Gray also traded on info from clients Powell Industries (earnings restatement), Superior Energy Services (merger), Mitcham Industries (strong earnings), C&J Energy Services (earnings), MRC Global (earnings), and Hyperdynamics (Guinea drilling project).

Dennard and Lascar said the firm was "shocked and extremely disappointed" when it heard about the inquiry last September. An internal probe resulted in Gray's termination a month later and the partners said the firm cooperated fully with the SEC investigation. "We have been assured that the SEC's inquiry and actions concern only this one previous administrative member of our former firm, who has no association with or involvement in [DLA]," they added.

The SEC is seeking civil penalties, disgorgement of profits and losses, as well as a ban on Gray serving as an officer or director of a public company, and an injunction against further securities violations.

Fifty-six-year-old Gray was CEO of publicly traded ION Networks before the former DPG&E, where he served as managing partner and CEO.

LEVICK DROPS \$400K SUIT

Levick has dropped its \$400K breach-of-contract suit filed against Pakistan's Fatima and its Midwest Fertilizer Corp.

The D.C.-based firm claimed it was not compensated for strategic communications counsel it had provided Fatima as it attempted to secure a \$1.3B Indiana bond offering to finance construction of a fertilizer plant in Posey County. The work also included a trip to Pakistan to shoot a video.

In its Aug. 1 dismissal notice, Levick said it was voluntarily dismissing the complaint.

Levick released a statement to *O'Dwyer's* to say that it has "fully resolved its contractual issues" with Fatima and MFC and ended its litigation.

The firm wishes Fatima and MFC the best as they work to "create a safer fertilizer and bring jobs to Indiana."

The Indiana project hit a snag after Fatima's fertilizer began showing up in explosives in Afghanistan.

SANITAS EYES ZIMBABWE VOTE FALL-OUT

Sanitas International inked an agreement with a South African non-governmental organization June 15 to promote the need for a "peaceful, free and fair election" in neighboring Zimbabwe.

The *New York Times* reported that the July 30 tally ranked as "the most pivotal election since Zimbabwe voted out white rule in 1980."

It featured a replay of the 2008 race between 89-year-old president Robert Mugabe, who has been in power for 33 years, and Morgan Tsvangirai, head of the Movement for Democratic Change.

Tsvangirai won the popular vote five years ago, but refused to stand for a run-off after a Mugabe-inspired crackdown led to the deaths of more than 200 of his supporters.

Mugabe apparently won last month's tally.

Hired by Johannesburg-based South African Democracy Network, Sanitas provided outreach to "top-tier media," Congress, Obama administration staffers and other key audiences.

It focused on efforts to "communicate current events in Zimbabwe, promote democracy and improve the lives of all Zimbabweans."

Sanitas co-founder Christopher Harvin signed the agreement.

FOR-PROFIT EDUCATION CO. ADDS GRONBACH

Tyler Gronbach, senior VP of marketing and communications for marketing and directory giant Dex One Corp., has moved to for-profit education company Education Management Corp. as senior VP of corporate communications.

EMC, the No. 2 for-profit educator with 110 schools, has struggled in the wake of clampdowns on student loans and a multibillion-dollar fraud suit by the Justice Department.

Gronbach, who joined Aug. 1, will report to EVP Joan Walker, the former Allstate corporate relations chief who joined EMC in April.

He is EMC's main media liaison with responsibility for external and internal communications.

“PR Day” Flops in U.K. but Need Continues

Saturday, July 27 was the first “PR National Awareness Day” (<http://tinyurl.com/mngczdw>) in the U.K. in case you missed it.

Almost everyone missed it in the U.K. and there is no evidence anyone at all knew about the effort in the U.S.

It was a feeble initial bid to tell PR’s story to U.K. businesses but touched off a chorus of mostly negative comments up to and including ridicule by journalists and PR practitioners themselves.

The “irony” of the failure of PR Day to get much publicity for itself was called “so delicious it has to be fattening,” in a tweet at #PR by Rhi_Jenks.

A similar blowback happened after 2011 PR Society of America chair Rosanna Fiske told New York Times ad columnist Stuart Elliott on Nov. 20, 2011 that she could not explain what she did for a living to her parents and needed help.

More than a dozen PR groups worldwide eventually were recruited for the task. However, the resulting definition, that PR “maintains mutually beneficial relationships between organizations and their publics,” satisfied almost no one.

Dave Rickey, 2012 PR Society secretary, admitted the failure in a posting on spinsucks.com that drew numerous comments. He said the question of what PR is remains open.

July 27 Recalled PR at Olympics Opening

Creators of PR Day said July 27 was picked because it marked the first anniversary of the 2012 London Olympics ceremony “which profiled PR at its very best.”

“The main aim,” says the website of PR Day, “is to encourage business to embrace the opportunity to make their mark, raise their profile and address their public. No matter how large or small, whether it’s a product or a service, everyone can use PR to their advantage.”

Examples of successful PR efforts were said to be Red Bull’s Cosmic Jump from Space; Dove’s Real Women Campaign; Calendar Girls of WI Ladies (veterans auxiliary group), and Cadbury’s drumming gorilla.

Taking part in the Day were said to be organizations all over the country with PR activities such as “free promotional merchandise, money off vouchers, bespoke events and parties, Olympic branded themes, social media marketing, and tweets.”

Interested parties were offered the e-mail of the group: pr.day@live.co.uk.

BBC, Financial Times Bust on PR

The abortive inaugural of “PR Day” in the U.K. brought out slams at PR in the *BBC News Magazine* and *Financial Times*.

Benjamin Webb of Deliberate PR, billed as a “long-serving PR expert” by the BBC, wrote “There is an irony that an industry all about the construction and manipulation of image might itself suffer from an image problem.”

His “heart sinks” whenever anyone asks him what he does for a living.

His 1,064-word essay, which quotes Ed Bernays as

saying those who “manipulate the opinions of the masses” constitute the “true ruling power of our country,” asks, “Why does this, the worst-paid of the marketing disciplines, engender such disdain, whereas other sectors are tolerated, even considered cool? Why has the negative phrase ‘It’s just a PR stunt’ entered common parlance to suggest something ephemeral and without substance, merit or legitimacy?”

He also wondered why Bernays did not consider “manipulating opinion” to be “socially corrosive.”

Among numerous comments to the essay is one by “Dev” of Manchester who notes Bernays “was also highly influential on Joseph Goebbels,” propagandist for Hitler.

Webb concludes by saying, “In the digital age, credible interactive content is king...”

Groom of FT Sees Death of PR

Brian Groom of the Financial Times, saying Webb’s remark that “The writing is on the wall for the traditional consumer-focused PR model” is a forecast of “the death of the sector,” wrote, “It looks like goodbye PR people. It was sometimes interesting, and often aggravating, to know you. I am sure we will miss you when you are gone.”

The Centre for Corporate Public Affairs, Melbourne, headlined “PR Is Dead” in a five-page article in its first 2013 issue.

Edelman Says Big Does Not Mean Better

Richard Edelman, CEO of Edelman, world’s largest PR operation, and one of the few spokespeople for PR in the U.S. along with Fraser Seitel and Mike Paul, congratulated Wren and Maurice Levy of Publicis in his blog (<http://tinyurl.com/ms7ugo9>) but said “Bigger does not mean better.”

He notes that the organic growth rates for the two firms have been in the low percentage points and that the “roll-up phase is over” as a means of growth for the conglomerates.

“The best people will want to work for a firm at which they can be entrepreneurial and creative,” wrote Edelman.

He notes that media are bypassing ad agencies and selling directly to clients. Google AdWords and other Google ad revenues were \$42.5 billion in 2012 and are forecast at \$50 billion for 2013. Advertisers outbid each other to obtain the top spots on product categories, often spending hundreds of thousands monthly.

Hits on PR Are Problem for Fairbairn-Smith

The attacks on PR present a problem for Hamden, Conn., consultant Laura Fairbairn-Smith who has been hired by the PR Society to refurbish (<http://tinyurl.com/mej8sv6>) the image of PR accreditation for its 50th anniversary in 2014.

There’s no used being “accredited” in an occupation with a bad image.

June 30 marked the completion of 10 years of the new computer-based multiple-choice exam of the Universal Accreditation Board.

Susan Barnes and Bey-Ling Sha, chair and vice chair, respectively, of the UAB, do not respond to phone calls or e-mails requesting the ten-year stats. — *Jack O’Dwyer*