



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

February 10, 2014 Vol. 47 No. 6

WHO EYES PR FOR ANTIBIOTICS RESISTANCE

The World Health Organization is in the midst of an agency search for a global campaign on antimicrobial resistance, the growing problem of infectious diseases adapting to modern antibiotics and similar drugs.

The Geneva-based global health entity has been developing an advocacy campaign since last year and has an RFP out for strategic communications support of the effort.

WHO hopes to present an outline of a "global action plan" to combat antimicrobial resistance, known as AMR, by its World Health Assembly in May.

A two-phase PR campaign is slated over the next two years targeting, first, the international political and health community about the threat and economic burden of AMR, and, later, the general public on infection control and curbing the overuse of antibiotics.

Media relations, stakeholder mapping and analysis, assessment of existing campaigns on AMR, and development of WHO's advocacy efforts are all included in the mandate.

WHO is collecting pitches through Feb. 11.

PR HEALTHCARE VET HIKES TO DUPONT

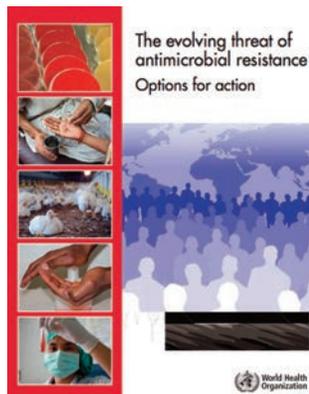
AnnaMaria DeSalva, the agency and corporate healthcare PR veteran, has moved to DuPont as VP of corporate communications.

The 45-year-old executive was VP of corporate affairs in Pfizer's biopharma innovation and outcomes operation. She joined Pfizer in 2010 from Hill+Knowlton Strategies, where she was global head of healthcare.

For Wilmington, Del.-based DuPont, she leads global strategic communications and brand management for the multibillion-dollar maker of chemicals, polymers, hybrid/GMO seeds and other products.

Previous posts included GCI Group (worldwide managing director, healthcare) and Bristol-Myers Squibb.

DuPont and Ogilvy PR won the top Silver Anvil Award last year from PRSA for global campaign centered on food security.



DeSalva

ZENO PRESCRIBES TYLENOL PR

Johnson & Johnson's McNeil Consumer Healthcare unit has awarded consumer PR duties for some of its Tylenol product lines to Zeno Group, following an RFP process.

The McNeil operation has endured a series of recalls since 2010 – most recently in September – that tarnished the trusted images of McNeil and J&J, which has responded with executive and supply chain changes.

J&J told O'Dwyer's that Zeno's consumer PR savvy will be a "complimentary addition to the ongoing work we do with other agency partners supporting Tylenol and other brands within our OTC business."

Barbara Montresor, former VP of corporate comms. for McNeil, moved to J&J's Vision Care operation last year. J&J also created a "corporate equity" post in the wake of the recalls to focus repairing its reputation. Longtime J&J communications executive Sarah Colamarino has served as VP in that role.

Zeno's consumer healthcare operation, led by Ame Wadler, includes AstraZeneca and Bausch + Lomb.

FLORIDA RAILWAYS SEEKS PR STEAM

The private equity-owned Florida East Coast Railway is dangling a \$200K/year PR account through an RFP process this month.

The freight railway, running 351 miles from Jacksonville to Miami, wants a firm to support the FECR and PortMiami marketing teams providing media contacts, guiding internal and external communications, and promoting the railway's services.

FECR was built in the late 1800s by Standard Oil exec Henry Flagler. It scrapped passenger service amid labor strife in the late 1960s. Fortress Investment Group bought the railway in 2007 for \$3.5B in a go-private deal. A three-year contract is capped at \$200K per year.

Proposals are due Feb. 10. RFP:
<http://bit.ly/1kvQHnf>.

ST. LOUIS TRANSIT RIDES OUT RFP

A 20-year-old St. Louis advocacy group seen as a national model for rallying public support for mass transit is on the hunt for PR help as it slates a year-long education campaign.

Citizens for Modern Transit, which is funded by grants and federal transportation dollars, wants a PR consultant to leverage various comms. channels to boost ridership through message campaigns, press outreach, social media and employer/community education initiatives.

The RFP (<http://bit.ly/1kvQHnf>) is open until Feb. 26.

EDELMAN HELPS CVS SNUFF OUT TOBACCO

Edelman is advising client CVS Caremark amid its Feb. 5 announcement that the pharmacy chain will stop selling tobacco products at its 7,600-plus stores in the U.S.

“Put simply, the sale of tobacco products is inconsistent with our purpose,” said president and CEO Larry Merlo, who said a decrease in the percentage of smokers has stalled over the past decade.



CVSquitsforgood

Merlo said the company could lose up to \$2B in revenue with the move, but said it has identified "incremental opportunities" expected to offset the profit hit. It will also kick off a national smoking

cessation program, he said in a widely covered announcement.

Edelman CEO Richard Edelman, an anti-smoking advocate who offers a financial incentive for employees to quit smoking, said he is proud of the firm's involvement with the client.

“To Mr. Merlo, I say bravo to a CEO willing to recognize a basic inconsistency and having the confidence to fix it,” said Edelman. Edelman handles CVS Caremark's corporate PR account. Carolyn Castel is VP of corporate communications for CVS Caremark and Eileen Howard Boone serves as senior VP, CSR and philanthropy.

After the CVS announcement, rival Walgreens said it has been “evaluating this product category for some time to balance the choices our customers expect from us, with their ongoing health needs.” Drug stores represent about four percent of U.S. cigarette sales.

DOMINICAN REPUB. DOCKS PR AT HARBOUR

The Dominican Republic has given The Harbour Group a \$260K six-month PR job to improve its reputation in the U.S.

THG fee covers “overall program management” for the Caribbean island, whose neighbor Puerto Rico just received a “junk” bond rating from Standard & Poor's.

The firm's contract features core elements such as message/strategy development, media relations, rapid response, media training and outreach to think tanks/business leaders/academics.

Through news stories, commentaries and analysis pieces, THG's focus is to position DR as a “good regional neighbor and regional economic success story.”

DR on Jan. 31 received bullish news on the economic front. The International Monetary Fund's Alejandro Werner, who heads the organization's Latin American and Caribbean region, rated DR's economic performance in 2013 “very good.” He expects better growth this year.

THG joins Steptoe & Johnson on the country's image team.

Since January, S&J has handled “international public opinion” for DR under a team that includes Luis Fortuno, former president of PR.

INKHOUSE PLANTS FLAG IN SF

Waltham, Mass.-based InkHouse has opened a San Francisco office led by Waggener Edstrom senior VP An-nemiek Hamelinck.

The outpost is the tech-focused firm's first outside of the Boston area. Tech PR vets Beth Monaghan and Meg O'Leary lead the firm.

O'Leary called the move a “natural next step in our growth,” adding that several clients maintain a dual presence on both coasts.

Hamelinck was stationed in London and San Francisco at WagEd, handling its flagship Microsoft account and counseling clients in brand strategy and marketing.

Previous postings included Bite Communications and Antenna Group in S.F. and Barr & Chan Communications in Singapore.

Seven-year-old Inkhouse, which has more than 30 staffers, has worked with GE Energy, Ascent Venture Partners and Raytheon among its clients.



Hamelinck

SURVEILLANCE WATCHDOG TAPS MONUMENTS

Monument Policy Group is working for a coalition of Internet companies that pushes for “sensible limitations” on Uncle Sam's ability to compel service providers to fork over user data.

The Reform Government Surveillance group wants guidelines that will respect the privacy rights of their customers. The Washington-based organization acknowledges the need for governments to “take action to protect citizens' safety and security.” At the same time, RGS wants “government law enforcement and intelligence efforts” to be “rule-bound, narrowly tailored, transparent and subject to oversight.”

Google, AOL, Microsoft, Facebook, Twitter, LinkedIn and Yahoo are members of the coalition, which believes the free flow of information is essential to robust growth in the world's economy.

OREGON TOURISM CHANGES PR LANES

The Oregon Tourism Commission has moved its six-figure PR account to Portland-based Lane PR, following a review.

Maxwell PR, also of Portland, was the incumbent.

The \$250K account with Travel Oregon will pitch the Beaver State nationally as it looks to build on the \$9.2B impact of tourism.

Lane president Wendy Lane Stevens said the firm's offices on both coasts will support the work. “Our Portland and New York offices will col-

laborate to deliver the best possible campaigns and results as we seek to build on Travel Oregon's momentum and increase travel to this diverse and exciting state,” she said. The OTC released an RFP in September.



NY TIMES SUFFERS 63% SLIDE IN NET

The New York Times Co. reported a 63.2 plunge in Q4 net income to \$65.7M on a 5.2 percent dip in revenues to \$443.9M.

Ad revenues slipped 6.3 percent to \$212.1M while circulation sales fell 3.9 percent to \$207.7M.

Net profit for the full-year plummeted 52.3 percent, while revenues sunk 1.1 percent to \$1.6B.

CEO Mark Thompson said 2013 was a "busy year for the company." NYTC unloaded the *Boston Globe*, re-branded the *International Herald Tribune* and revamped its advertising unit.

He said total revenues would have risen on a year-to-year comparison had it not been for the extra week in 2012.

Growing momentum in the growth of digital subscriptions encourages Thompson as Q4 revenue growth surpassed the two previous quarters. Paid digital-only subscriptions jumped 19 percent to 760K during Q4.

Thompson is stressing new digital ad products and international sales for the current year.

He anticipates first-quarter operating profit to rise in the low to mid-single digit range.

NYTC generated \$70M cash and a \$74M tax benefit in Q4 via the sale of the New England Media Group, which included the *Globe*, *Worcester Telegram & Gazette*, *Telegram.com* and a 49 percent state in Metro Boston.

NPR'S BROSS PITCHES THE ATLANTIC

Anna Bross, director of media relations for NPR, is moving to *The Atlantic* as senior director of communications in Washington.

Starting Feb. 20, she will oversee media/public relations for the magazine, *TheAtlantic.com*, *TheAtlanticWire.com* and *TheAtlanticCities.com*, as well as the publications event's unit, *AtlanticLive*.

At NPR, she led media relations for the network, its programs and digital and music properties, handling its 2013 website overhaul.

Bross reports to VP of global communications Emily Lezner.



Bross

JPMORGAN CHASE PRO CHECKS OUT NBCU

Mark Kornblau, most recently managing director/corporate communications director at JPMorgan Chase, will join NBCUniversal News Group as senior VP-communications on Feb. 17.

Reporting to chairman Pat Fili-Krushel, he assumes the spot held by Kathy Kelly-Brown, who now leads the broadcaster's global talent booking unit. Kornblau will promote NBC News, MSNBC and CNBC as innovators in the multiplatform news/information space.

At JPMC, Kornblau handled PR, government relations, media relations and corporate social responsibility.

Earlier, he was spokesperson for former United Nations ambassador Susan Rice and VP-corporate comms. at Zagat Survey.

CPJ RAPS US SPYING ON JOURNALISTS

Committee to Protect Journalists has ripped the Obama administration's policy of mass surveillance as a threat to freedom of the press worldwide.

In adding cyberspace as a category on its annual "risk list," CPJ noted that documents leaked by Edward Snowden showed that the National Security Agency hacked into the private communications of Arab satellite broadcaster Al-Jazeera.

The spy agency determined the AJ eavesdropping operation was a "notable success."

CPJ said an examination of documents stolen by Snowden shows "wide-ranging surveillance by the U.S. and its allies (specially Britain), a practice that presents a clear threat to global Internet privacy and therefore freedom of the press worldwide," according to its report penned by Maya Taal, who has handled PR for CPJ and Human Rights Watch.

CPJ maintains that digital communications is essential to newsgathering and the privacy of journals previously was protected due to the decentralization of the Internet.

The U.S. surveillance practices, according to CPJ, undermine America's global leadership in free expression and openness, especially "when it comes to battling efforts by repressive countries like China and Iran to restrict the Internet.

CPJ believes the government's collection of "metadata" gives authorities the means to "map a journalist's contacts and activity via transactional records such as time/date of phone calls, numbers called and location."

Press Freedom Set Back in Egypt and Russia

The Egyptian press under now ousted president Mohamed Morsi and the successive military junta has been increasingly muzzled.

CPJ counted 72 cases of intimidation of Muslim Brotherhood media critics while Morsi was in command from Aug. 2012 through July.

The harassment situation flipped against Brotherhood supporters once the military seized control.

Outlets such as CNN and Al-Jazeera were deemed by the regime to be unsympathetic to its goals.

Under military rule, 11 news outlets were raided, 44 reporters jailed, five killed and 30 assaulted.

Russia, with the onset of the 2014 Olympics, issued draconian laws and prosecuted critics, "resulting in the most oppressive and anti-Western climate since the Cold War," according to the watchdog.

Russian journalists told CPJ they're afraid to gather information from groups not condoned by the Putin regime.

Two Russian reporters were killed in 2013, heightening the climate of fear. There remain unsolved murders of 32 journalists

Syria, Vietnam, Turkey, Bangladesh, Liberia, Ecuador and Zambia are other countries that become riskier for journalists during the past year.



MEDIA NEWS**GEITHNER, KELLY EXIT TIME INC. IN REVAMP**

Time Inc. CEO Joe Ripp announced via a “moving forward” staff memo last week that executive VP David Geithner and American Express Publishing CEO Ed Kelly will depart in the revamp that will cut 500 people



Kelly, Geithner

from the payroll ahead of the TI spin-off from Time Warner.

The brother of former Treasury Secretary Timothy Geithner is a 21-year TI veteran and head of the now dis-

banded style and entertainment group.

As Ripp moves to merge AmexCo publishing into the TI fold, he praised Kelly for an “incredible run” as CEO for 25 years.

Ripp said the move to a single portfolio of TI magazines would provide “more operational flexibility, speed decision-making and spur the development of new cross-brand products and revenue streams to help stabilize and grow our top-line revenues.”

The CEO believes TI’s success as a re-launched public company depends “on how investors view the momentum we are generating.”

While print and individual brand performance will remain important, Wall Street’s focus will be on how the enterprise embraces new technologies, products, markets and customers, according to the memo.

Ripp also hinted that TI may abandon its pricey New York headquarters, writing: “we’re exploring our real estate options to find a workspace that allows us to operate more efficiently with a greater sense of community.”

WAPO TRIO TO JOIN VOX

The *Washington Post* is losing three more staffers to Ezra Klein’s Vox Media start-up venture.

Brad Plumer, a former associate editor at *New Republic*, covers the environmental policy beat for WaPo’s Wonkblog, which Klein oversaw.

Sarah Kliff, a *Politico* veteran, reported on health-care and the impact of the Affordable Care Act. They will exit Feb. 14. No replacements have been named.

Max Fisher, an Atlantic alum, launched the WorldViews blog in Oct. 2012. *Business Insider*’s Adam Taylor will succeed him Feb. 21.

WARNER BROS. PRO CHECKS IN AT REDBOX

Mark Horak, president of Americas at Warner Bros. Home Entertainment, will become president of Redbox, DVD rental kiosk company, on March 17.

At Warner, Horak progressed up the marketing ranks before shifting to manage its video/digital/games operation. Earlier, he was at Dole Packaged Food, StarKist Seafood and Nabisco Brands.

Scott DiValerio, CEO of Redbox’s parent Outerwall, said Horak “understands the physical and digital aspects of our business.” He is expected to “carve out our path to support the home entertainment ecosystem.”

Horak takes over for Anne Saunders, who exited last year as part of a corporate revamp.

PR PRO BEHIND CABBAGE PATCH CRAZE DIES

Richard Weiner, 86, a native of Brooklyn who built a PR firm that billed \$4.5 million and had 83 employees in 1985, and who sold it to BBDO in 1986, died in Miami Jan. 29.

His firm, No. 25 in the 1985 O’Dwyer rankings, in 1983 ignited the Cabbage Patch Kids craze of Coleco Industries that swept the country. The company was unable to keep up with demand for the dolls, each of which had its own “personality” and came with “adoption papers.”

Weiner, who had won the account from Hill and Knowlton, sparked the fad by winning segments on three network morning TV shows in early November. He had introduced the dolls at a press conference in the Central Park Zoo in June.

Despite the overwhelming publicity obtained for the product, Weiner later said his firm never made much money off it. Coleco, which also sold the Adam Home Computer, another product beset by supply problems, went bankrupt in 1988 and Hasbro and others took over production.

Weiner a Prolific Author, Lecturer

Weiner’s 23 books included *Webster’s New World Dictionary of Media and Communications* (1996); *Professional’s Guide to PR Services* (1998); *Professional’s Guide to Publicity* (1984), and *The Skinny About Best Boys, Dollies, Green Rooms, Leads and other Media Lingo* (2006).

He conducted more than 100 workshops for PR Society of America and other groups including the National Institutes of Health, and taught a three-credit course in PR at Fordham University Graduate School of Business Administration. It was the first such course for MBAs. He also taught at New York Institute of Technology.

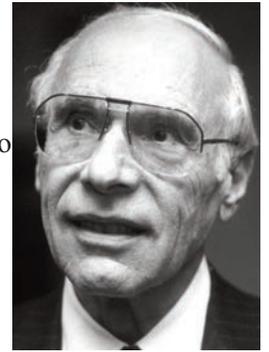
Weiner’s firm specialized in marketing publicity, working for clients such as Bristol-Myers, Cigar Assn. of America, GTE Telephones, General Foods, Hebrew National Foods, Mattel, Philip Morris, Smith-Corona, Squibb, Johnson & Johnson, Pepsi-Cola, Subaru, Volvo, Colonial Penn and AARP.

Weiner sold the firm to BBDO in 1986 which was then merged with Doyle Dane Bernbach and Needham, Harper & Steers to form the Omnicom Group. Omnicom merged the Weiner firm with BBDO-owned Doremus and the Porter Novelli PR unit of Needham Harper. Porter Novelli was the surviving name although Weiner was its biggest unit. Weiner left the firm in 1988 but kept an office in New York until he moved to Florida in 2002.

He received a B.S. in 1949 from the University of Wisconsin and an M.S. from the same school in 1950 with genetics as his major field of study. He took one journalism course—scientific news writing.

After living in Madison, Wis., from 1943-53, where he partnered with Morton Levine in a PR firm, he moved to New York where he obtained a job with Ruder Finn.

More on Weiner, including tributes, at odwyerpr.com.



Weiner

NEWS OF PR FIRMS**PA PROS MERGE FIRMS**

Public affairs pros Brad Luna and Kristofer Eisenla have formed LUNA+EISENLA media, a combination of their respective firms.

The firm focuses on public policy debates in the transportation, small business, tax reform, social justice, political and education arenas.

Luna and Eisenla worked on two-term Rep. Brad Carson's failed 2004 Senate bid.

Luna was director of communications for the Human Rights Campaign and worked on the Hill for Carson (D-Okla.). Eisenla was a VP at Widmeyer Communications and Hill staffer for Rep. Diana DeGette (D-Colo), and Rep. Sander Levin (D-MI). He also was a press deputy for Gov. Howard Dean in Iowa in 2003.

Clients include The International Bridge, Tunnel and Turnpike Association; the National Association for the Self-Employed, and The Washington Blade, among others.

LOBBYING, PR PROS UNITE IN DC FIRM

Lobbyists John Runyan, Craig Brightup, Thad Huguley and Rafe Morrissey set up E Street Partners in Washington to operate out of Runyon's offices on E Street.

Patrick Dorton and Beth Dozier from Rational 360 will support the operation by offering communications services to clients.

Runyan, who reps R.R. Donnelley, The Data Transparency Coalition and Rayonier, among others, is former senior manager of federal government relations at International Paper.

Brightup was director of Congressional relations for the Federal Trade Commission and reps the National Roofing Contractors Association and Association of Nutrition & Foodservice Professionals.

Hill vet Huguley handles clients like Stephens, Rayonier, Novo Nordisk, The Nature Conservancy, and Environmental Defense Fund.

Morrissey has repped American Business Media, the Newspaper Association of America, Cyren Call and Nextel, among others.

PORTER NOVELLI ADDS IRELAND PARTNER

Porter Novelli has forged a partnership with sister Omnicom firm Drury Communications of Dublin, Ireland.

Under the alliance, Drury becomes Drury Porter Novelli.

PN managing director Sally Ward, who becomes a non-executive director of Drury, said the longtime collaborators share a number of clients across various industries, including consumer, food, health care and technology.

Scholarships/Grants: **Axia PR**, Atlanta, and the **PRSA Foundation** announced a \$2,000 annual college scholarship for junior and senior students who are pursuing a career in PR. Axia has additional offices in Jacksonville, Orlando and Tampa. Info: prsafoundation.org/scholarships.html.

NEW ACCOUNTS**New York**

Cooney/Waters Group, New York/Alere, point-of-care diagnostics, for corporate and product communications via **Cooney/Waters**; Water Supply and Sanitation Collaborative Council, for strategic comms. and media relations for the U.N. agency via **The Corkery Group**, and Center to Advance Palliative Care, for executive comms. and support via **Alembic Health Communications**.

Bullfrog & Baum, New York/Bodega Negra, N.Y. offshoot of the popular London eatery offering upscale Mexican fare, for PR.

Child's Play Communications, New York/Bundoo, online parenting resource launched in 2013, for PR.

EGC Group, Melville, N.Y./Red Mango, yogurt and smoothie chain, for marketing and advertising, including digital and social media for its 220 U.S. locations.

The Acuity Project, New York/American Customer Satisfaction Index, for PR to position the index as a top indicator of economic and market performance.

East

Warschawski, Baltimore/ImQuest Biosciences, contract research, as marketing comms. AOR, including strategic planning, marketing, media relations, speaking opportunities, blog and e-newsletter management, and events for its 10th anniversary.

Dodge Communications, Atlanta/SigmaCare, electronic health record platform for long term and post-acute care providers, for development of new messaging, a custom website and marketing collateral, as well as executing an ongoing PR program.

Midwest

Volume PR, Denver/The Western Golf Association, as AOR for the PGA Tour's 2014 BMW Championship in September at Cherry Hills Golf Club in Colorado.

Southwest

Integrity Media, Las Vegas/Vape Holdings, holding company in the legal cannabis concentrate industry, for investor relations.

Bromley Communications, San Antonio, Tex./Enterprise Holdings, for a marketing comms. campaign to support its National Car Rental and Alamo Rent A Car brands in Latin America and the Caribbean.

West

Harvest PR, Portland, Ore./American Lamb Board, to manage its 2014 strategic comms. campaign, "Curriculum," aimed to inspire home cooks to buy more lamb.

MWW, Santa Monica/Edmunds.com, car shopping portal, for PR. The site kicked off its first national TV ad campaign in December.

JMPR, Woodland Hills, Calif./TruFuel, ethanol-free gasoline fuel made for small power equipment, for PR, including educating consumers about the negative effects of ethanol fuels on small displacement engines.

J. Walcher Communications, San Diego/Balboa Park Institutions, group of cultural entities in S.D. including the S.D. Museum of Art, Migei International Museum and the Timken Museum of Art, among others, to help maintain attendance as the Cabrillo Bridge undergoes retrofitting, limiting vehicle traffic through April.

NEWS OF SERVICES**WSJ: TRADERS USE NEWSWIRES TO GET EDGE**

So-called high-frequency traders are taking advantage of direct news feeds from Business Wire and Marketwired to gain an advantage on "less fleet-footed investors," according to a *Wall Street Journal* report.

The trades take advantage of a lag in time from when the newswires distribute the information and when media sends the same information out to the public.

The SEC's Regulation FD was written before the advent of such tactics and the *Journal* notes that it doesn't address "whether fractions of a second matter in terms of when information is distributed."

PR Newswire doesn't provide trading firms access to its disclosure feed, although the company said it receives frequent requests.

Business Wire senior VP Tom Becktold told the *Journal* "anyone" can get a direct data feed, while senior VP and PR chief Neil Hershberg said what users do with the feed is "beyond our control."

But trader Joseph Spano said subscribing to BW is advantageous because releases are pushed to his firm computers faster than they could be retrieved from a company website. Full report is at WSJ.com.

VOCUS LOSS WIDENS. SLIGHT Q4 REV GAIN

Vocus reported a slight one percent increase in fourth quarter revenue to \$47.5M as net loss widened to \$3.8M, up from \$3.2M for the same period of 2012.

Rick Rudman, CEO of the PR and marketing software provider, said revenue, earnings and cash flow exceeded expectations. He said the results reflect the "strength and stability of our PR product," as well as success targeting the mid-sized market.

The company ended the year with more than 16,800 subscription clients, down slightly from 2012. Rudman said selling higher value plans and "churn" from eliminating its small-business edition led to those results.

Net loss for the year was \$21.8M, down from \$23.6M a year earlier. Revenue for 2013 was just under \$187M, compared with nearly \$171M in 2012.

Vocus expects 2014 revenue from \$182M-\$183M.

MW ADDS TUMBLR DATA

Marketwired said it has integrated Tumblr's full set of data into its social media monitoring engine.

Acquired by Yahoo last year, Tumblr claims 80M posts per day across its social network. MW, which recently added Instagram data, noted its "youthful consumers that are both influencers and easily influenced themselves via their friends," in announcing the move.

Marketwired's Sysomos platform will integrate real-time access to the Tumblr data through a partnership with data company Gnip.

Lee Brown, head of brand partnerships at Tumblr, noted brands are finding Tumblr a "powerful way" to engage with their audience through "creative brand storytelling."

Added MW CEO Jim Delaney: "The wealth of information from this partnership will provide marketers with unlimited insights and perspective that will better inform their actions and marketing decisions."

PEOPLE**Joined**

Marc Litvinoff, vice chairman and CEO of market research firm ORC International, to Global Strategy Group, New York, as managing partner, overseeing all day-to-day operations. GSG founding partner/CEO Jon Silvan said the firm is at a "very exciting time in the growth of our business, and Marc is the ideal leader to take us to the next level." Litvinoff led a management buyout of ORC and was CEO of marketing research firm Guideline, where he led its sale.

Katie Laucks, A/M and senior media specialist, Mfa Ltd., to Rubenstein PR, New York, as a media department specialist. She was previously at DKC.

Katie Myles, senior A/S, Edelman, to MWW, Chicago, as VP, consumer lifestyle marketing. She was project manager and team leader for the National Dairy Council at Edelman and was previously marketing/comms. manager for Healthy Teen Network.

Dave Belote, VP for federal business, Apex Clean Energy, to Cassidy & Associates, Washington, D.C., as a senior VP.

Carmen Perez, former vice chair of the Democratic National Committee, and **Amy Yeager**, who runs public and government affairs shop Yeager Consulting Group, to Vectis Strategies, Los Angeles, as partners.

Jessie Cayabo, manager, amateur sports partnerships, Canadian Tire, to Inmedia Management, Alberta, as a communications strategist handling clients like CHARCUT Roast House, Eau Claire Distillery, Tourism Calgary, Vintage Group, and the Alberta Culinary Tourism Alliance, among others.

John Gonnella, VP, group creative dir., VML, and

Madlene Olander, dir. of operations, Cambridge Bio-Marketing, to Racepoint Global, Boston, as senior VP, group creative dir., and SVP, dir. of production services, respectively.



Olander, Gonnella

Promoted

Kathy Messina to CFO, Behan Communications, Albany, N.Y. CEO Mark Behan said Messina, who joined as a bookkeeper in 1990, will play a key strategic role in the firm's expansion and in assessing growth and acquisition opportunities.

Katie Lanegan to VP, PR, SundanceTV, New York, managing campaigns for programming and the network's award campaigns. Lanegan, currently handling PR for the network's upcoming (Feb. 27) scripted drama "The Red Road," will also help set the overall PR strategy for the network, reporting to Suzy Berkowitz-Weksel, SVP, PR.

Michael Christz to VP of public affairs, the Federal Reserve Bank of Atlanta, overseeing external relations and internal comms. He joined the Atlanta Fed in 1989 as a public information specialist. The bank's district includes Alabama, Florida, Georgia and sections of Louisiana, Mississippi and Tennessee.



Messina

PAUL FASTS FOR DIVERSITY IN PR, ADLAND

New York counselor Mike Paul will begin a two-day fast Feb. 12 to draw attention to what he sees as a lack of diversity among large PR firms, ad agencies and corporate communications departments.

He's tired of "all the lip service" paid to the issue, believing it's a "time of action."

Paul told O'Dwyer's that he's increasingly approached by well qualified minority executives who can't get a shot at a job in the communications sector.

His fast is aimed at highlighting the lack of people of color in top positions, beginning at the senior VP level at PR firms.

Paul's not overly impressed by firms that establish internship programs for non-whites. To him, those are dead-end jobs as the young staffer departs in two or three years because there are "no senior-level people who look like them."

Paul wants firms to "open their books" and disclose the number of non-white people in the executive ranks. He wants major firms to "hire dozens of executives of color" over the next year or two.

Before opening Reputation Doctor LLC, Paul did stints at MCI Communications, Hill+Knowlton Strategies and Burson-Marsteller.



Paul

GEPHARDT MINES DC FOR PLANETARY

Former House Majority Leader Dick Gephardt is providing Washington guidance for Planetary Resources, the asteroid mining operation in Seattle.

Planetary claims that 1,500 of the 9,000 near-Earth asteroids will be as easily reachable for its planned robotic mining spacecraft as the Moon.

The company believes asteroids house a potential \$1T market trove of water, platinum, gold, iron and nickel.

Gephardt Group Government Affairs represents Planetary, which is staffed with veterans of the Mars Mission, for aerospace, resources and science issues.

Peter Diamandis, CEO of the X Prize Foundation, and Eric Anderson, CEO of International Software Corp., co-founded Planetary.

Larry Page (Google CEO), Eric Schmidt, (Google executive chairman) and Ross Perot (son of the EDS founder and former presidential candidate) are among the space mining company's investors.

GGA's client roster includes General Electric, Boeing, Google, Peabody Energy, Planetary Power, ISC, and Goldman Sachs.

Its Planetary team includes Scott Brenner, who was chief of external affairs for the science and technology directorate of the Dept. of Homeland Security, and Kyle Mulhall, former trial attorney at the Dept. of Transportation.



FINN PARTNERS SELLS NFL PLAYER'S IPO

Fantex, the San Francisco company planning to sell shares of professional athletes, has kicked off its first IPO road show to back an offering for the San Francisco 49ers' Vernon Davis.

Finn Partners handles PR for Fantex and is supporting the 11-day road show from San Jose to New York through Feb. 14. FP managing partner Howard Solomon heads the account.

Fantex will peddle 421K \$10 shares in Davis, a start tight end for the 49ers, an investment representing 10% of his projected future income through salary, endorsements and appearance fees, among other deals.

The company first planned an IPO for Houston Texans' running back Arian Foster, but he was injured in the 2013 season.

CLEMENS LOSES BID TO PROTECT PR DOCS

Embattled former baseball star Roger Clemens must turn over PR documents in the defamation suit brought by his former trainer, Brian McNamee, a federal judge ruled Jan. 30.

Clemens had sought to protect correspondence with his former PR advisor, Joe Householder of Public Strategies Inc., and his agents under the attorney-client privilege.

McNamee sued Clemens for defamation in 2009, alleging the now-retired pitcher orchestrated a PR campaign against McNamee to brand him a "liar" and claiming that McNamee manufactured evidence that Clemens used performance-enhancing drugs.

But Judge Cheryl Pollak upheld a September order that the PR and agent communications related to McNamee, Major League Baseball's Mitchell Report, Congressional hearings on steroids, and a criminal probe of Clemens must be turned over in the discovery process.

The court in September said that Clemens' camp failed to show that the documents they sought to withhold were part of a litigation strategy and not just a media strategy. Clemens asked the court to reconsider its decision, prompting Pollak's Jan. 30 order affirming the earlier order.

Clemens' attorneys had argued in asking for reconsideration of the September order that his communications with the press were not designed to restore his public image but were meant to "make an inevitable criminal referral less attractive" to the U.S. attorney for Washington, D.C.

But the judge said Clemens' legal team previously said the PR firm was hired to "offer guidance and advice" in anticipation of legal action and Congressional inquiries and "in light of the intense public and media scrutiny of Clemens' litigation strategy."

Pollak also said Clemens' camp failed to produce an adequate log of the documents that it sought to keep from McNamee and ordered his team to produce the documents by Feb. 7, ahead of a March court date between the parties.

New York courts have held PR advice and documents can be protected under the attorney-client privilege when they are tied to legal advice and strategy, rather than simply shaping the image of the client.

PR OPINION

The appointment of Paula Payton as director of Strategic Communication, Marketing and Media Mgmt. programs at New York University, a title that drops "PR" although there is still an M.S. in PR and corp. comms., may herald a new era in this section of NYU.

Payton, who had her own marketing and communications firm in Annapolis for ten years, discussed the new title on the phone with us, a breakthrough for NYU. She also gave an interview to Marketwired at the PR Society of America conference last October.

She noted that this decision is in line with a trend in the profession toward more integrated marketing and communication. It also signals a commitment from NYU-SCPS to prepare its graduates to meet the needs of the ever-evolving PR and marketing professions in the current and future mobile, digital, and 24/7 communication environments.

An NYU PR staffer helped us with the story and has promised to visit our offices.

The direction for this is no doubt coming from Rosemary Anne Mathewson, who joined NYU in 2012 as division dean of the NYU-School of Continuing and Professional Studies. A lawyer, she was managing director of Duke Corporate Education in London from 2005-11.

The NYU PR/CC program, although located two-and-a-half blocks from us, might as well be in the Fiji Islands.

Founded by John Doorley, formerly at Merck, it has grown to 372 students paying \$65K for a two-to four year course of study (42 credits).

We have offered O'Dwyer facilities to the instructors and students of the sequence from the start and offered to speak to one of the classes.

There have been no takers in eight years. Communication with anyone at NYU has been about zip.

The NYU PR Society of America Student chapter and PRSA/New York hosted a career forum last April 2 attended by 150+ but the press was blocked from covering it. We offered to give out a half dozen *O'Dwyer's Directory of PR Firms*, a job-hunting source, but the chapter said we would first have to pay \$1,000 to exhibit.

PR Society CEO Bill Murray last year addressed the Ethics, Law and Regulation class of adjunct Prof. Jim Holtje, saying "Ethics needs to be part of our everyday lives and all of the work we do. It is that simple." Murray, as quoted in a department publication, said PR people must "always be truthful with ourselves and others."

Class Should Be at O'Dwyer's

We're hopeful the new NYU regime will open the doors fully to materials available on PR in the O'Dwyer library that has been building for nearly 46 years. It has more than 700 volumes on PR, journalism, marketing and financial reporting plus numerous articles and studies and 46 years of the weekly O'Dwyer NL, 27 years of the O'Dwyer magazine, and many other PR and ad trade publications and directories.

Best way would be for one of the classes to be brought to O'Dwyer offices where the materials can be

displayed and questions answered.

Another sign that NYU is interfacing more with the outside world is that nine of its students are members of the New York Financial Writers Assn., which has mostly attracted students and faculty of Columbia University for many years.

The 2013-14 members' book shows nine from NYU, up from three in 2011-12. There are 21 from Columbia, down from 29 in 2011-12.

Columbia J Grads Knock Journalists

Two Columbia J Grads, who are also past members of NYFWA, and who also have the same first name, are critics of financial journalists.

They are Denver journalist Dean Rotbart, who has been profiled by Talking Biz News, and Dean Starkman, who has just authored *The Watchdog That Didn't Bark*, which charges that the financial press did not adequately warn the public about excesses in mortgage lending.

The annual "Financial Follies" of NYFWA draws a black tie crowd of about 1,000 each November at which more than 400 financial journalists are guests of the financial houses and blue chip companies that they cover. Tickets are \$350.

Starkman is now busting on his former fellow NYFWA members just as Rotbart did in an open session at the PRSA conference in Orlando, Fla., Nov. 16, 1993.

Both attacks are unwarranted and unsupported by the facts. Rotbart, in his presentation that was based on his "Newsroom Confidential" seminars (attendees had to sign promises of confidentiality), gave a very negative view of financial reporters. Ads and news tips were accurately said to be influential in obtaining coverage. However, any influence on coverage besides the story itself was specifically barred under the PRSA Code. Coverage by this NL, which reported the conflict, resulted in the Society cancelling plans to sell videotapes of the Rotbart talk. A planned 22-city tour by Rotbart, who sued O'Dwyer's, was also cancelled.

Starkman's claim that "The U.S. business press failed to investigate and hold accountable Wall Street banks and major mortgage lenders in the years leading up to the financial crisis of 2008" is full of holes.

Blaming the press for the financial debacle is like blaming the press for the Iraq War.

Culprits in the mortgage mess, besides the banks, were the ratings agencies (Fitch, S&P and Moody's) that over-rated investments, and CPAs who allowed off-balance sheet entries. NYT columnist Floyd Norris, under the headline, "Accountants Misled Us Into Crisis," wrote Sept. 10, 2009 that "Major banks were hiding dubious assets off their balance sheets."

Stanley Sporkin, an SEC top enforcer from 1961-81, told a Columbia J School symposium Nov. 14, 2000 that financial instruments had become so complex and opaque that they were befuddling journalists.

Banks were also giving mortgages to almost anyone who showed up, knowing they could quickly off-load the risks to Fannie Mae and Freddie Mac.

— **Jack O'Dwyer**