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O'Dwyer's Newsletter

The Inside News of
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QORVIS COPS BIG CHINA PR CONTRACT

Qorvis MLS has signed a 26-month contract worth \$650K-plus in fees to represent the People's Republic of China.

The all-encompassing contract calls for its four-member team to provide communications services "including, but not limited to, PR, media training, survey & polling, advertising, social media communications strategy & implementation, crisis planning, event planning & management, and reputation and search management."

The PR push for China's D.C. embassy kicked off Dec. 24 and runs through Feb. 13, 2015. Monthly retainer is \$25,200 for the Publicis-owned PR firm.

Qorvis' deliverables include real-time monitoring of Twitter, Facebook, forums, blogs and other social media in English, along with "content capsule creation" and strategic counsel to help frame Chinese "public policy decisions for an American audience."

On the crisis front, Qorvis commits to creating a "war room to deal with challenges in times of crises." It covers issues related to "economic, trade, political and military crises from the media perspective."

"Proactive reporter engagement strategies about upcoming stories" and "specific responses to negative/untrue articles in first-tier publications as directed" are also on the to-do list for the Qorvis China team of Matt Lauer, Mark Duffy, Stefan Nagey and Grace Fenstermaker.

EDELMAN SNAGS OBAMA AIDE

Jamie Smith, White House deputy press secretary, has moved to Edelman/Washington as executive VP-media strategies and services.

In the newly created post, Smith takes charge of the firm's "creative newsroom" offering, encompassing traditional, social, owned and hybrid media channels.

Before Team Obama, Smith served as PA director at the Office of National Intelligence, comms. director for Sen. Jay Rockefeller, travelling press dir. for the Hillary Clinton for President campaign and comms. director for former Secretary of State Madeleine Albright.

The office, headed by Washington president Rob Rehg, also added Sean Neary, former comms. dir. at the Senate Finance Committee to lead its financial practice there.

Neary advised committee chair Sen. Max Baucus, who has just been confirmed as ambassador to China.

He has experience from Dittus Comms., America's Promise, *George* and *Rolling Stone*.



Smith

IPG'S PR UNIT CHARTS ROBUST GROWTH

Interpublic's PR revenues rose at a "double-digit clip" during the fourth-quarter, bolstered by strong results in the U.S., Brazil and across Asia, according to Andy Polansky, CEO of Weber Shandwick, PR flagship of the communications combine.

The WS, GolinHarris and DeVries-led PR arm of IPG's constituency management group was up in "high single digit" range for the full-year.

Polansky, who took over in November 2012, said the creation of Weber Shandwick's MediaCo content offering was among highlights of the year.

The unit consists of 300 staffers including former journalists, editors, designers, video producers, media planners and search pros to develop "completing story propositions" for clients.

Chobani, Kohl's and PhRMA were among big PR wins for WS.

IPG's Q4 net income tumbled 37 percent to \$212M on a 2.9 percent revenue uptick to \$2.1B.

Full-year net dropped 38 percent to \$288.9M on a 2.4 percent revenue rise to \$6.5B.

A \$60.6M restructuring charge to "better align" costs in Continental Europe impacted that performance.

CEO Michael Roth said IPG's results were hampered as "results in Europe fell short of expectations."

He expects a rebound due to "competitiveness of the new business front" and the "strategic cost reductions" taken in 2013.

Those cuts will generate a \$40M savings this year.

NJF PR POLISHES NY PALACE

Nancy J. Friedman PR has booked The New York Palace hotel, following a \$140M redesign of the historic property.

NJF PR's luxury practice was tapped to develop an integrated communications strategy for the hotel, which combines the landmark Villard Mansion and a 55-story modern tower on Madison Avenue known as The Towers.

DKC previously handled the account.

The hotel, featured in the CW drama "Gossip Girl," was originally developed by Harry Helmsley in the 1970s and later owned by the Sultan of Brunei, who sold it to Northwood Investors.

The New York firm will also tout the hotel's Rarities lounge and Tavern-on-51 cocktail bar.

NJF PR also recently picked up Marmara Park Avenue, opening in 2014, and Destination D.C., to promote its "DC Cool" campaign through two New York media events.

OMNICOM'S PR WING SLIPS IN Q4

Omnicom PR revenue declined 2% in the fourth quarter to \$340.8M, a 3.7% decrease organically. For the year, the conglomerate's PR operation was up 1.5% on an organic basis to \$1.3B, a 2.9% climb overall at firms like Ketchum, Porter Novelli and Fleishman-Hillard. OMC CFO Randall Weisenberger said the PR performance, although down, was "pretty good," adding the year-over-year decline in PR was more due to "exceptional performance" in the fourth quarter of 2012.

Across all OMC units, net income fell 2.1% to \$300.5M as revenue ticked up 2.9% to top \$4B for the quarter, including a 1.6% increase in U.S. revenue to nearly \$2.1B.

Overseas revenue climbed 4.3% to just under \$2B.

For the year, OMC revenue was up 2.6% to \$14.6B on a net income decline of \$7.2M to \$991.1M. Advertising climbed 2.6% to just under \$2B in Q4, while its customer relationship management operation -- The Integer Group, Agency.com -- soared 6.1% to \$1.4B on field marketing events and print and custom publishing.

Omnicom is in the process of merging with Publicis and took \$13.3M in charges related to that deal in the fourth quarter. "This transaction is highly complex and is taking longer than we originally expected," said CEO John Wrien in a conference call, adding closure "most likely will slip into the third quarter."

OMC, which spent \$112.2M on acquisitions and earn-outs in 2013, including Singapore PR operation Icon (now part of Ketchum), ended the year with \$4B in debt and \$2.7B in cash/investments.

PUBLICIS MISSES GROWTH TARGET

Publicis reported a 4% increase in fourth quarter revenue to \$2.6B but a slowdown in emerging markets and exposure to the luxury sector weakened its performance for the year.

Net income ticked up to \$1.1B (792M euro) as organic growth for the year was 2.6% -- below its 3% target -- on revenue of \$9.5B (about 7B euro).

Maurice Levy, CEO and chairman of the French ad/PR conglomerate that is merging with Omnicom in a \$35B deal, said organic growth was hampered by postponed or canceled campaigns, particularly in emerging markets. He also said Publicis is particularly exposed to the luxury sector.

For the year, revenue jumped 8.7% to top \$9.2B as North American revenue surged 8.5% to \$4.4B and Europe posted 13.2% growth to \$2.7B.

SAMS, about 16% of the conglomerate's overall revenue, was down from 19% in 2012.

Merger costs hit nearly \$52M (38M euro). Publicis noted more than 70 work streams are focused on the merger, including digital, finance, shared services and talent, among others. The deal is still under review in China after clearing 12 countries, including the U.S. and European Union.

Levy said the merger is "progressing steadily."

Net new business was \$4.5B for the year.

Debt is nearly \$1.2B against nearly \$2B in cash and securities.

H&K PROMOTES THAILAND RIGHTS RECORD

Holland & Knight signed on for an eight-month campaign to promote Thailand's efforts to combat human trafficking and the use of child and forced labor.

It works on behalf of the office of commercial affairs at Thailand's embassy in Washington. The agreement, which went into effect on Jan. 27, is worth \$408K.

H&K's government relations' push focuses on the White House, Congress and the Depts. of Defense, State and Labor.

The agreement "may include relevant outreach to news outlets, academia and other individuals in the U.S."

H&K's mission is to "convey an accurate and complete picture" of Thailand's track record in the human rights arena. Rich Gold, practice group leader of H&K's public policy/regulations unit, signed the Thailand contract. He's served as aide to former Texas Senator Lloyd Bentsen and ex-EPA administrator Carol Browner.

On Jan. 21, Thailand declared a two-month state of emergency for Bangkok and neighboring provinces due to anti-government protests.



President Obama with Thai Ambassador to the U.S. Vijatav Isarabhakdi.

DART WORKS WOODY ALLEN'S PR PUSH

Leslee Dart of celebrity powerhouse 42 West is operating in high gear, defending long-time client Woody Allen against sexual molestation charges put forward by Dylan Farrow.

Allen penned an op-ed piece in the *New York Times* on Feb. 9 in which he dismissed as ludicrous the charges lodged by his stepdaughter.

The piece ended with Allen saying that was his last word on the matter and "no one will be responding on my behalf to any further comments on it by any party."

The Wrap reports Dart has been busy working the media beat, sending emails and links to pro-Allen stories to "TV networks, print/online journalists/film executives/producers and other PR executives."

The Hollywood site said Dart's "barrage could be seen as overkill on behalf of a client who has vowed silence." The PR push however "is part of an offensive that appears to have given Hollywood enough evidence not to condemn Allen."

Dart issued Allen's initial statement to Farrow's charges published in a column by the NYT's Nicholas Kristof. Allen called the allegations "untrue and disgraceful."



Allen on the set of 'Blue Jasmine.'

Photo: Perdido Productions

KELLER EXITS NYT FOR START-UP

Bill Keller, columnist and former executive editor of the *New York Times*, will become editor-in-chief of The Marshall Project, a not-for-profit dedicated to the criminal justice system.

The 65-year-old Keller has more than 30 years of experience at the NYT, including stints in Moscow and head of the Johannesburg bureau. He held the EE position from '03 to '11.

Keller said he is excited because he's never built a media enterprise from scratch, a venture that will "use all the tools that digital technology offers journalists in terms of ways to investigate and to present on a subject that really matters personally," according to the NYT report.

Pinch Sulzberger, publisher of the NYT, said Keller challenged colleagues to "innovate while remaining true to the highest journalistic standards."

Keller exits the paper next month to join the venture launched by Neal Barsky, a reporter turned money manager.

Barsky wrote for the *Wall Street Journal*, left for Morgan Stanley and then launched the hedge fund Alson Capital, which accumulated \$3.5B assets under management.

TMP anticipates a \$5M budget and 30-member staff. It will court foundations and wealthy donors for investments.

The sites content will include original reporting and an aggregation of news including input from prisoners.

Prior to the NYT, Keller was at *The Dallas Times Herald*, *Congressional Quarterly Weekly Report* and *The Oregonian*.

CASTRO LEAVES PEOPLE

Peter Castro, deputy editor of *People*, is leaving the Time Inc. property after a more than 25-year span.

The move comes following the departure of managing editor Larry Hackett in January.

Entertainment Weekly editor Jess Cagle slid into Hackett's editorial chair.

Castro, who also did a stint at People's Spanish language number, says he's ready for new adventures.

People is the most profitable magazine at the New York-based publisher, which is in a cost-cutting mode in anticipation of its spin off from Time Warner.

BUFFETT UNWINDS GRAHAM INVESTMENT

Warren Buffett's Berkshire Hathaway is negotiating the exit of his \$1.1B holdings in Graham Holdings, which was the owner of the *Washington Post* prior to the paper's acquisition by Amazon's Jeff Bezos.

According to its SEC filing, BH may opt to swap its holdings for a piece of GH, which includes the Kaplan educational unit, TV and cable stations.

The two parties "have not agreed on any terms for such a transaction, and may not reach any such agreement," according to the federal document.



Keller

Buffett made his initial investment in Washington Post Co. in 1973

He was a director and close friend of former CEO Katharine Graham, who died in 2001.

FOREIGN PRESS ASSN TAPS MICHAELS

The Foreign Press Association has elected David Michaels, senior advisor at behavioral research and intervention shop Strategic Communications Laboratories, as president of the 400-member group founded in 1918.

He succeeds Alan Capper, who held the post since 2006.

Michaels said he's delighted to assume leadership "at a time of unprecedented change and opportunity in the media industry." He plans to shepherd a new membership category for communications organizations to ensure that FPA "continues to be a preeminent international media association by meeting changing member needs as we move closer to our second century of operation."

FPA represents foreign journalists working in the U.S. Its first leader was selected by a coin flip.

SENATE CONFIRMS TIME EDITOR AS PR CZAR

The U.S. Senate, 90-8, on Feb. 11 confirmed former *Time* magazine managing editor Richard Stengel as Under Secretary of State for Public Diplomacy and Public Affairs, the country's top foreign propaganda slot.

President Barack Obama nominated Stengel in September for the post, following the exit of Tara Sonenshine, a former ABC News producer and State Department PR hand.



Stengel

Stengel told the Senate Foreign Relations Committee in November that his job at Time was "to help explain America to the world – and the world to America." He said America's "unalienable rights" aren't just to be cherished: "We must promote them. That's where public diplomacy comes in."

Stengel, in his senate testimony, outlined to a challenge to counter "attacks and misstatements about America and American foreign policy," amplified by social media. "Even though it is easier than anytime in human history to find information to rebut lies, less of that seems to be happening," he said. "But we cannot resign ourselves to this; we need to fight it. That is public diplomacy in the 21st century."

Stengel, who held the top Time post from 2006-13, previously led the National Constitution Center in Philadelphia and helped Nelson Mandela pen his autobiography, "Long Walk to Freedom." He was also a speechwriter and top advisor to Bill Bradley's 2000 presidential bid.

The State Department's public diplomacy operation handles communications with international audiences, cultural programming, academic exchanges and other outreach beyond U.S. borders. Stengel's purview includes PA and strategic counterterrorism communications.

MEDIA NEWS

SITRICK ADDS BLOOMBERG'S LUBOVE

Seth Lubove, a senior writer for Bloomberg and member of its reporting team that compiles a list of the world's billionaires, has jumped to the PR side with Sitrick and Company in Los Angeles.

Lubove was L.A. bureau and chief and writer for *Forbes* for 16 years before moving to Bloomberg as a writer for its Markets magazine. Earlier posts included *Florida Trend* magazine, the *Wall Street Journal* and *Miami Herald*.

Sitrick, which is owned by Resources Connection, has also beefed up its digital team, naming 10-year alum Brian Glicklich as chair of its global digital practice. The firm also hired six staffers for that operation.

Glicklich, former SVP of digital for Premiere Radio Networks who worked Sitrick campaigns for former HP chair Patricia Dunn and Roy Disney, said the digital growth adds services like paid media management, SEO, software planning and development and threat mitigation, in addition to traditional PR services.



Lubove

WOLFF: CLOSE COLUMBIA J SCHOOL

Columbia J School, in the news because CJR business news editor Dean Starkman authored *The Watchdog That Didn't Bark* (meaning financial reporters), was told to close last year by *USA Today* media columnist Michael Wolff.

Wolff's advice, in a March 25, 2013 column, prompted newly appointed web editor Emily Bell to invite Wolff to the campus for a session April 4, 2013 with J teachers and students.



Wolff

Extensive coverage of the "battle" that resulted was provided by a tumblr web posting.

Wolff, noting that news media are "shrinking at historic rates," said that Columbia, "raking in \$58,008 in yearly tuition and fees from each student and then sending them into a world of ever-bleaker prospects, ought, more reasonably and honestly, just shut its doors."

He noted, as others have including Lauren Streib of *Forbes*, that "ironically or cruelly," J schools are getting more applicants just because they can't find jobs.

Called J School "Intellectual Failure"

Wolff's column called the Columbia J School an "intellectual failure" because "the information marketplace is going through a historic transformation, involving form, distribution, business basis and cognitive effect, and yet Columbia has just hired a practitioner to lead it with little or no career experience in any of these epochal changes."

Wolff referred to Steve Coll, a staff writer at the *New Yorker* who was named dean last year. Coll has authored seven books of nonfiction and won two Pulitzer

Prizes. He was a reporter, foreign correspondent, and senior editor at the *Washington Post* from 1985-2005.

The Wolff column said J school tends to teach "many less economically valuable skills: methodological reporting, sourcing protocols, research procedures, and a grounding in ethical and civic responsibility. The ideal goal continues to be to get you a job on the *New York Times* or the *Washington Post* two organizations trying to fire more people than they hire."

Wolff, during the April 4 session, said the J School should have promoted dean of academic affairs Bill Grueskin to dean instead of going outside.

He also criticized the appointment of Bell, a native of the U.K., as professor of professional practice and director, Tow Center for Digital Journalism at the School. She headed digital content for the Guardian News and Media from 2006-2010 after being a reporter at the *Observer* newspaper on media, marketing and technology. It became part of Guardian News and Media in 1990. She is a 1987 graduate of Christ Church, Oxford University, with a Master's degree in jurisprudence.

Wolff wondered why Columbia went abroad for this post.

Zingers by Wolff, Few by Bell

Coverage of what was called a "death match" by the student posting the segment on tumblr consisted mostly of comments by Wolff.

He said the J School "hasn't produced and never will produce leaders in the field. There are a scattered few. This school...was supposed to become the center of the journalism profession...and it never really happened. Most of the journalism business does not depend on going to journalism school. A fundamental crisis of identity."

Another quote was: "One of the things I've heard is that students say they're not there to make money. I'd stop there. Money is one of the most important things that will happen in your career. You are here to make money. If you don't make money, you will be unhappy."

He told the J school leaders: "If there isn't a guarantee that they will get jobs then you shouldn't take money from these students...you can go into this profession without a graduate degree. There is no evidence that this will help you in this profession...and I find that slightly troubling."

Bell at one point attacked Wolff's "market centric view" on journalism—calling it his measurement of success for the school. At another point she called Wolff a "narcissistic exhibitionist." She offered Wolff a cup of tea at another point.

Michael Lewis, author of *Liar's Poker* and other books, wrote a cover story for the *New Republic* in 1993 that had the title, "J-School Ate My Brain." He had spent a day at the School and told one of the classes that he thought the School was "B.S."

BRIEF: Salon Media Group said Salon.com generated \$1.8M in ad revenue in the fourth quarter of 2013, an 80% increase over the prior year period. Operating expenses climbed 23% to \$2.2M, while net revenue was \$1.9M.

NEWS OF PR FIRMS

LAVIDGE WORKS DEEN COMEBACK DEAL

The Lavidge Company is working PR for Najafi Companies, the private equity firm that has backed TV chef Paula Deen's comeback with an investment reportedly worth up to \$100M.

Phoenix-based Najafi, which owns the Book-of-the-Month Club and the NBA's Phoenix Suns, among other entities, has said it invests in companies with strong management teams in various industries, "often in industries out of popular favor." Its \$2B Najafi Media operation is backing Paula Deen Ventures, encompassing Deen's food, media, eatery, cookware and home goods brands.

"All of us at Najafi Companies have a deep respect for the hard work, unique content and quality products which Paula has built around her brand," Najafi CEO Jahm Najafi said in a statement.

Deen was booted from the Food Network and lost other sponsorship deals last June after she admitted to using a racial epithet in a deposition.

Najafi is a longtime client of Lavidge, which is also based in Phoenix. Anne Robertson is managing director, PR, for the firm.

The Rose Group of Los Angeles is Deen's PR firm of the last three years.

5W SLIPS INTO AEROSOLES

5W Public Relations has picked up the business of Aerosoles footwear marketer, which sell shoes in more than 100 stores and outlets in the U.S.

Aerosole's positioning in the "comfort shoe segment" is to offer "style at comfortable prices."

CEO Jules Schneider says he handed AOL duties to 5W due to its understanding of the "uniquity" of his company's product line.

5W's job is to tell the story about how Aerosole combines its patented technologies with stylish design, according to Schneider's statement.

CHLOPAK LEONARD SCHECHTER RE-BRANDS

Chlopak Leonard Schechter has rebranded as CLS Strategies to reflect its growth beyond its core strategic communications heritage.

Bob Chlopak, founding partner, said in a statement that "clients don't engage us to simply communicate, they come to us looking for solutions to knotty and high stakes problems." They value the firm's capacity to "recommend 'unexpected solutions,'" which is the new tag line of the revamped firm.



CLS used branding firm Siegel + Gale and PA research firms Mellman Group and Public Opinion Strategies for the new brand. They conducted dozens of interviews with CLSS staffers, former employees, lawyers and lobbyists for input.

The firm recorded a robust 2013, highlighted for work on the \$765M NFL settlement on concussion-related injuries, PA campaign for the integration of drones into U.S. airspace by 2015 and elections in Kenya and Argentina.

NEW ACCOUNTS

New York Area

Workhouse, New York/Obakki, for PR and marketing for the fashion house and The Obakki Foundation.

Montgomery Communications, New York/La Bamba de Areco, recently updated Argentina estancia (ranch), for PR. The property features 18 polo ponies that guests may watch at practice in season.

Keith Sherman & Associates, New York/Brian Boitano, figure skating Olympic delegate, for PR through the Sochi Games and his coming out as a gay man. The firm has worked with Boitano since he won a gold medal in Calgary in 1988.

Butler Associates, New York/Hunts Point Cooperative Market (a.k.a. the Hunts Point Meat Market), which produces and supplies more than 2.5 billion pounds of meat to New York region supermarkets, hotels and restaurants, for public and media relations.

East

Environics Communications, Washington, D.C./Fusion, customer experience software and consulting services for retailers, for marketing comms.

Southeast

Trevelino/Keller, Atlanta/GetOne Rewards, digital loyalty and turnkey marketing, for national PR.

MMGY Global, Orlando/Travel Media Group, parent company of HotelCoupons.com, as marketing AOR, including creative, digital media and PR to educate travelers about the site and mobile app.

TransMedia Group, Boca Raton/The Geneva Group, commercial real estate investment company, for PR.

The Weinbach Group, Miami/The Miami Foundation, which has more than \$200 million in charitable assets, for integrated marketing following an RFP process. The firm will tout the non-profit's community impact and approach to philanthropy that allows donors to create customized charitable funds that support specific missions.

Balsera Communications, Miami/Our Kids of Miami-Dade/Monroe, care group for abused and neglected children, for PR, following an RFP process.

Republica, Miami/The National Pork Board, farmer-funded non-profit commodity organization based in Des Moines, Iowa, as national multicultural marketing AOR, following a competitive review. Research, advertising, media, branding, PR, social media, community relations and promotions are included.

Midwest

RedRocket Connect, Columbus, Ohio/ The WaterWorks, plumbing, and VineBrook Homes, private equity fund and property management company, for website, search, digital and branding work.

West

Debra Seifert Communications, Portland, Ore./Signal Hound, maker of small USB-based spectrum analyzers, for all marketing programs, including PR, advertising, and email marketing.

Perry Communications Group, Sacramento/Children Now, umbrella research, policy development and advocacy organization focused on children's health and education in California, for its Coveredtil26 outreach campaign to former foster youth.

NEWS OF SERVICES**INVESTMENT FIRM MAKES MOVE ON CISION**

GTCR Investment is bidding for Cision, offering a cash premium of more than 50 percent for the Swedish provider of PR software and services.

Mark Anderson, GTCR managing director and board member of its Blue Canyon Holdings takeover vehicle, believes technology will become a "more critical component of PR workflow."

He supports Cision's "digital first" strategy and is eager to work with its management to extend its "leadership position by investing in innovative new product development."

Cision's board, which had been shopping the company to former suitors with the help of Lazard, recommends the Blue Canyon offer.

Hans-Erik Andersson, Cision chairman, said the board considers GTCR a "suitable owner" committed to growing its business and investing in enhanced innovation." The acceptance period for the takeover begins Feb. 28 and runs through March 28.

Settlement will be around April 7.

Blue Canyon has acquired 1.M Cision shares via NASDAQ OMX Stockholm, about 10% of all outstanding shares and votes.

Revenue Declines in Q4

Cision reported fourth quarter 2013 revenue declined 11.3% to around \$33M as the company felt the effects of divesting its print monitoring business and a continued decline in broadcast monitoring.

Operating profit fell nearly 60% to about \$2M.

CEO Peter Granat said the company's transition to primarily digital services is "nearly complete," adding that the company made "significant" investments in sales and marketing in the second half of 2013. He said with the divestment and financial improvements behind the company, Cision will focus on growing its customer base this year and adding services.

Currency effects and one-time personnel cuts, mostly in Canada, also cost Cision about \$1.8M in Q4.

Cision rolled out a new content marketing suite in Q3 and forged alliances with sponsored content networks Outbrain and Taboola.

SPENCER STUART ALIGNS WITH WCD

Executive search firm Spencer Stuart has aligned with WomenCorporateDirectors to advise board members on corporate governance.

The partnership covers board research, director events and other "thought leadership" efforts designed to improve boards.

WCD counts more than 2,500 directors across 3,500 boards around the world. SS will help the group launch new chapters in North America and produce events.

Julie Hembrook Daum, head of SS' North American Board Practice, said the partnership will help "[connect] great companies with great directors, and [create] new solutions for strategic board challenges."

WCD CEO Susan Stautberg said the group was looking for a partner who could "help us further expand our reach and influence, and drive home the importance of diversity of thought in the boardroom."

PEOPLE**Joined**

Barbara Morgan, comms. director for Anthony Weiner's rocky bid for New York mayor last year, to SKDKnickerbocker, New York, as a VP. She directed comms. for New Jersey's Dept. of Education.

Lisa Rigney, who handled Quaker Oats and the National Cattlemen's Beef Association at M&P Food Communications, to Emanate, New York, as VP for food and beverage accounts like KFC, Filippo Berio and Jura. **Mike Kytoski** joins as senior assoc., digital.

Jordan Lawrence, A/E, 42West, to Rubenstein PR, New York, as a senior A/E in its entertainment division handling clients like Agency Group, Audience Entertainment, Carol Alt, Film Rise, Ben Moon and the Outsider Art Fair.

Ashley DePaolo, VP, Schneider Associates, to Comm-Creative, Framingham, Mass., as dir. of strategic comms. She led Schneider's public affairs, corporate comms. and consumer practice areas.

Ross Coyle, A/S, Sterling Comms., and **Rosemary Mangiardi**, independent consultant, to Harden Communications Partners, Oakland, Calif., as senior A/Ss. **Liam Collopy**, former president of Levine Communications Office, was promoted to EVP after a year.

Sandrine Cormary, previously of Edelman, Hill+Knowlton and Hopsotch, to FleishmanHillard, Paris, to lead that office. She reports to John Saunders, regional president of EMEA.

Megan Susterich and **Valerie Pesonen**, interns, to Lambert, Edwards & Associates, Grand Rapids, Mich., as associates

Promoted

Emily Yeomans to VP, comms., Bravo and Oxygen Media, based in New York to head the East Coast PR team. Also, **Chloe Ellers** to VPs comms., based in Los Angeles to handle the West Coast.

Both report to SVP of comms. Jennifer Geisser.

Alexandra Pearson to senior A/E, The Rosen Group, New York. She joined in 2011.

Alison Job Gallagher and **Dagny Akeyson** to senior A/Es, Fiona Hutton & Associates, Los Angeles. Both joined in 2012.

Gregg Elkin, senior assoc. athletic dir. for external relations, Univ. of Texas at Arlington, to the Texas Motor Speedway, Fort Worth, Tex., as media relations manager. He was dir. of basketball comms. for the Dallas Mavericks, and senior dir. of comms. for the Texas Rangers.

Jennifer Thompson to lead Edelman's Chicago crisis & risk practice. Thompson, an EVP who joined in 2011 and has been client lead for GE, reports to Kevin Cook, managing director of corporate affairs.

Candice McDonough to senior VP of publicity and corporate comms., New Line Cinema/Warner Bros., Los Angeles. She joined in 2001.

Eleana Collins to senior associate, Warschawski, Baltimore. She has worked on Robert Talbott, Pixelligent, Icelandic Glacial, The United Way, and Xcel Brands.

**Pearson**

THIRTY INK TOUTS PUSSY RIOT VISIT

Thirty Ink Media is helping Purchase College leverage the unpublicized Feb. 7 visit by members of the Russian dissident band Pussy Riot.

Two members of the group arrested and imprisoned in Russia for nearly two years before being released in December, Nadezhda Tolokonnikova and Maria Alyokhina, were on a campaign for prisoners' rights.

The duo appeared at an Amnesty International concert at Brooklyn's Barclays Center on Feb. 5 and met with several media outlets.

The duo sat down with Purchase College's liberal arts and sciences school dean Suzanne Kessler Feb. 7 in an closed meeting organized by Russian political activists.

New York-based Thirty Ink Media, led by Hill+Knowlton Strategies and Gibbs & Soell alum Jon Lieb, represents academic institutions and professional services firms and has worked with Purchase College in the past.

Lieb told O'Dwyer's his firm is currently providing contracted PR consultation, support, and service to SUNY Purchase on a variety of stories, projects, and event promotions.

A journalism student at the State University of New York school covered the Pussy Riot meeting and published reports in the college's arts magazine and digital news site.

The Russian government's release of Tolokonnikova and Alyokhina was among others under an amnesty program widely seen as a PR gesture ahead of the Winter Olympics currently underway in Sochi, Russia.

The two were released after a brief detention at the Sochi Olympic Games on Feb. 18. Police said they were suspects in a hotel theft before being cleared.

KEKST, EDELMAN COUNSEL CADENCE DEAL

Edelman and Kekst and Company are advising Irish pharmaceutical maker Mallinckrodt's \$1.3B acquisition of Cadence Pharmaceuticals.

Kekst vice chair Jeff Taufield supports Mallinckrodt's U.S. in-house team, which is based in St. Louis and led by SVP of communications and public affairs Meredith Fischer and VP of IR John Moten.

Edelman guides PR for San Diego-based Cadence, a biopharma company that makes drugs used in a hospital setting.

Cadence's OFIRMEV acetaminophen injection chalked up net revenues of \$110.5M in 2013, more than doubling the prior year's sales.

The \$14-per-share tender offer announced Feb. 11 is a 32% premium on Cadence shares.

The deal is expected to close next month.



Pussy Riot members Maria Alyokhina, left, and Nadezhda Tolokonnikova visit Purchase College-SUNY on Feb. 7
Photo: Kristi McKee.

HAVAS FETES GURU TO ENTREPRENEURS

Havas PR hosted Andrew Yang, CEO/founder of Venture for America, at a breakfast in its New York office on Feb. 6.

VfA, which places college grads in start-ups has earned press in Techcrunch, Fast Company, Wall Street Journal, CNBC, Fox News and New York Times.

Havas PR chief Marian Salzman serves on VfA's advisory board. She said her goal is to provide "talented young entrepreneurs a field where they can run faster and freer."

Mike Cunningham and Giuseppe Crosti, VfA fellows, run her firm's Social Providence unit, a social media consultancy.

Yang has just published "Smart People Should Build Things: How to Restore Our Culture of Achievement, Build a Path for Entrepreneurs and Create New Jobs in America."

Arianna Huffington calls it a "road map for young people for designing their careers, a playbook for policy makers for rebuilding our cities and a path toward moving entrepreneurship back to the center of the American economy."

Yang once ran Manhattan GMAT, the test preparation firm that was acquired by Kaplan in 2009.

BRUNSWICK ADVISES 'CANDY CRUSH' IPO

King Digital Entertainment, the Dublin-based game maker behind the smash hit "Candy Crush Saga," is relying on Brunswick Group for PR counsel as it pursues an initial public offering.

King, which operations in London and Mountain View, Calif., filed Feb. 18 for the IPO.

The 11-year-old company claims 128M daily active users, mostly via mobile devices. In addition to Candy Crush Saga, King's top games include "Pet Rescue Saga," "Farm Heroes Saga" and "Papa Pear Saga."

King, which listed a proposed offering price of \$500M, said revenue exploded from \$22M in Q1 of 2012 to \$602M in Q4 of 2013 as it swung from a loss in 2011 to a \$568M profit in 2013.

Susannah Clark is senior director of global communications for King, based in London.



UTAH REVIEWS VOTER OUTREACH

Utah has kicked off a review of its \$100K voter outreach PR account.

Salt Lake City-based Richter7 has handled the work in the past, including the state's 2006 change over to electronic voting machines.

The work covers marketing, PR, public service advertising and other outreach for the 2014 primary and general elections in the Beehive State. Four U.S. House seats – three Republican and one Democrat -- are on the ballot in the state, along with several statewide offices.

A one-year contract with two option years is expected. RFP: purchasing.utah.gov.

Ethics generates lots of talk in PR but little action on thorny subjects such as criticisms of J&J's handling of the Tylenol murders, trade groups sitting on their tax returns, "secret societies" like PR Seminar, reporters blocked and/or threatened with physical harm, etc.

George Washington set the bar for truth-telling when as a six-year-old he tried out his new hatchet on various plants including taking a slice off the bark of a small cherry tree. That killed it.

His furious father demanded to know who killed his prize planting. Washington responded that he did. "I cannot tell a lie," he said. Washington's father took his son tenderly in his arms and said, "Truth is worth more to me than a thousand trees!"

President Lincoln noted that much of the public can be misled for long periods of time, saying "You can fool some of the people all of the time, and all of the people some of the time, but you cannot fool all of the people all of the time."

Ethics Is Big at NYU PR Grad School

Ethics is getting a lot of attention at New York University, home of the world's largest graduate course in PR and corporate communication. It currently enrolls 372 students at \$65K each.

"Communication Ethics, Law and Regulation" is a required course--taught by James Holtje, "senior business leader and communications strategist" for MasterCard-Worldwide, Emerging Payments, which he joined in April 2013. It helps consumers to access their accounts using smart phones, smart cards, etc.

Holtje was chief speechwriter at McGraw-Hill and a speechwriter for the CEO at Siemens.

Another ethics-related angle is that NYU recently hired Jonathan Haidt, as a "professor of ethical leadership." He joined in 2011 after 16 years at the University of Virginia where he was a professor in the psychology dept., doing research on moral psychology.

Haidt is spokesperson for a new group called EthicalSystems.org that claims it is the "first to pull together extensive research and resources on the subject of business ethics" with the aim of making it available to schools, government regulators and businesses.

The Jan. 11 *New York Times* gave the subject a half-page feature.

The third leg on this ethics stool is the appointment of Paula Payton as new director of the Dept. of Strategic Communication, Marketing and Media Mgmt. of NYU that includes the PR&CC courses.

We're hopeful that NYU, as represented by Haidt, Payton, and Holtje, will tackle some of thorny ethical issues facing the PR industry.

Murray Addressed Ethics Class

We were shocked to see a picture of PR Society of America CEO Bill Murray on page ten of PR&CC's 24-page fall/winter progress report topped by the headline, "Ethics Must be Part of Everyday Life and Work, Says PRSA President Murray."

What is ethical about the Society blocking reporters

from covering its Assembly and O'Dwyer reporters from covering any other parts of the Society's annual conference for the past four years? What is ethical about the Society selling hundreds of thousands of copies of authors' articles from 1978-94 and demanding to be taken to court when caught doing this?

What is ethical about the Society withholding its tax return until almost the end of the year when the initial deadline for it is May 15?

Although barred from covering the 2013 Assembly, delegates tell us there was no discussion of Murray's \$63,000 bonus in 2012.

The Int'l Assn. of Business Communicators, an individual membership group like the Society, posts its finances on its website and allows reporters to join. Its annual meeting is open to the press. The PR Society, however, does not post its finances and bars reporters from membership or covering its Assembly.

The Council of PR Firms, which is corporate memberships, conducted career forums at Boston University and San Jose State last year, allowing press coverage and distributing free O'Dwyer's Directory of PR Firms.

PR Society chapters conducted similar forums in Atlanta and New York and in both instances barred press coverage. Offers of free O'Dwyer's Directories were rejected.

Will NYU, Ethicalsystems.org, Ethisphere Institute (world's most ethical companies), Ethics Resource Center, and other groups focusing on ethics investigate some of the errant policies and practices in PR?

Holtje's NYU class is interesting to us because it talks about "law" and "ethics." What is "legal" may not be "ethical." Legal involves a government body that can enforce behavior. Ethical behavior is voluntary.

Ethics Guy Discusses Legal vs. Ethical

A website that focuses on the difference between ethical and legal is conducted by Bruce Weinstein, Ph.D. Weinstein, author of *Ethical Intelligence*, writes for Huffington Post and Bloomberg Businessweek's Mgmt. Blog.

He notes that slavery was legal until 1865; children could work in mines until 1938 and that women couldn't vote until 1920.

"Even if you never broke any laws, you cannot say that you lived your best life because life should not be solely about 'me, myself and I,'" writes Weinstein.

We liked Weinstein until we came to his praise for Johnson & Johnson's handling of the Tylenol murders in 1982-86.

J&J, he said in an Oct. 15, 2007 posting, "took the high road, went beyond what the law required of them, and ultimately reaped many rewards." He said J&J voluntarily removed 31 million bottles from shelves and "earned the respect of consumers and the media alike."

The flaw in this scenario is that J&J rushed back into the market six weeks after the 1982 murders with the same vulnerable capsules in "tamper-resistant" packages. This cost the life of 23-year-old Diane Elstroth of Peekskill, N.J., in 1986.

– Jack O'Dwyer