



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

The Inside News of  
PR and Marketing  
Communications

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## KETCHUM ACQUIRES CAPSTRAT

Ketchum has acquired Raleigh-based Capstrat, boosting its southern region presence centered on Atlanta.

Eighteen-year-old Capstrat, with a base in public affairs and PR, employs about 110 staffers and had revenues topping \$14M in 2011.

Clients of the firm include Blue Cross and Blue Shield of North Carolina, Epic Games, Cotton Inc. and Duke Energy.

Omnicom-owned Ketchum said Capstrat will operate under its current name led by CEO and founder Ken Eudy as part of Ketchum North America. Capstrat president Karen Albritton, chief creative officer Todd Coats and CFO Debbie Reed remain in place.

Ketchum CEO Rob Flaherty said the move is a key milestone in the firm's strategic growth plan. Capstrat's public affairs team becomes part of Ketchum's international PA network with the acquisition.

Terms of the deal were not disclosed.

Eudy called it an "exciting time" for his firm with great potential for clients and benefits to stakeholders from Ketchum's broad reach.



Eudy

## GH INTERNAL PR GURU JOINS BRUNSWICK

Keith Burton, GolinHarris' internal communications guru, is joining Brunswick Group on Feb. 1.

As part of its New York office, Burton will be responsible for employee communications and engagement practice.

He served as president of GH's Insidedge internal PR practice and did stints at Ketchum and Hill & Knowlton.

Susan Gilchrist, CEO of Brunswick, said Burton has "defined best practice in employee communications in the U.S. for the past 20 years and is truly a pioneer in his field."

GH has tapped Linda Kingman, managing director, for Burton's spot. She had been managing day-to-day operations at the employee and change communications operation during the past six months.

Prior to GH/Insidedge, Kingman spent seven years as VP-corporate communications for Kemper Insurance in Chicago. She helped handle Kemper's response to the 9/11 attack on the World Trade Center, where more than 200 of the insurer's staffers worked.

GH is part of Interpublic.



Burton

## SAUDIS SELECT IPG

Saudi Basic Industries, the \$50B petrochemical outfit, has selected Interpublic Group as its global communications agency of record for PR, advertising, media buying, branding, design, events, sponsorship and web marketing.

Interpublic edged holding company teams from incumbent WPP, Publicis and Omnicom in the six-month competitive pitch.

Hill+Knowlton Strategies handled the bulk of the SABIC work.

Samir Al-Abdrabbuh, SABIC's VP of corporate communications, said in a statement that IPG emerged victorious in the "fair and rigorous technical and commercial evaluation and procurement process" because it's a "one stop shop and the team best positioned to take us to the next level; strengthening and leveraging our brand worldwide."

Key staffers of Team Interpublic will come from Weber Shandwick, McCann Worldgroup and its McCann Enterprise business specialist.

The government of Saudi Arabia controls a 70 percent stake in SABIC, which has 40K employees in 40 nations and total assets of \$85B.



## ALASKA PLANS ECONOMIC PUSH

Alaska is prospecting for agency help to showcase its economic capabilities to business and investors.

The state's Dept. of Commerce, Community and Economic Development has floated an RFP for a multi-faceted marketing push to "promote Alaska's brand" with a PR campaign targeting national and global markets.

A budget is slated from \$600K-700K. Location is not crucial for a pitching agency, but two trips — one to Juneau and one to Anchorage — are required of the contractor and in-state firms get a preference in the evaluation process.

Key to the effort is amplifying smaller marketing programs for film, agriculture, minerals, and forest products for a national and international audience. It will also build on other state PR programs for seafood and tourism. The work includes four parts: image awareness research, branding & PR, industry-specific and "Buy Alaska" marketing, and collateral materials.

The RFP (<http://bit.ly/ZQY7r4>) is open through Jan. 16.

### **IMG ADDS CATALYST TO TEAM**

Sports and entertainment agency and media company IMG Worldwide has acquired Catalyst PR, a New York consumer shop with clients like NASCAR and Dick's Sporting Goods.

Terms of the deal were not disclosed. Catalyst reported 26 staffers and nearly \$6M in revenue in 2011.

Privately held IMG represents athletes like Tiger Woods and Peyton Manning, in addition to units focused on licensing, events and programming. It has 3,000 employees across 30 countries.

Bret Werner, managing partner at Catalyst, said the firm has enjoyed a "strong and productive" relationship with IMG for several years.

IMG sports and entertainment group president George Pyne said the deal is part of a plan to expand IMG's portfolio into key marketing services around the world. "We plan to integrate their capabilities into our global consulting practice that includes our fast growing PR services in the UK and expand these communications services into key markets in Europe, Middle East, South America and Asia," he said.

Catalyst's management team and staff from New York, Charlotte and L.A. are all slated to join IMG Consulting, its division focused on advertising, PR, digital and marketing.

### **NC PLANNING PUSH WANTS COUNSEL**

A three-year economic development and planning campaign in North Carolina is hunting for agency help for communications and media relations via RFP.

The Connect Our Future project, encompassing a region of the Tar Heel State that is home to more than two million people, is backed by the U.S. Dept. of Housing and Urban Development to tackle a range of issues like the environment/land use, transportation planning, business and workforce services through public, private and non-profit partners with an eye on issues expected to arise in the future. HUD has kicked in \$5M.

The Centralina Council of Governments, a group of 16 regional governing bodies in the state, released an RFP open through Jan. 24 for a firm to help engage the public in the Connect initiative through traditional and social media, and content-driven outreach.

Officials supporting the campaign continue to lobby other local and regional governments to sign on to the push.

Proposals are due Jan. 24. RFP: <http://bit.ly/ZDnlEz>.

### **EMANUEL AIDE TO GOP FIRM**

Tom Bowen, who was deputy campaign manager for Chicago mayor and former White House chief of staff Rahm Emanuel, has joined Republican firm Mac Strategies Group as senior advisor.

He will handle communications, issues management, coalition development and grassroots activities.

Bowen began a political career as press aide to Barack Obama when he served in the Illinois state senate. He worked with Obama's communications guru Robert Gibbs.

Bowen also served in D.C. as aide to Sen. Barbara Boxer (D-Calif), and reporter at the *National Journal* under current NBC political director Chuck Todd.

### **STARWOOD MOVES AHEAD ON ALOFT PITCH**

Starwood Hotels and Resorts expects to wrap up its Twitter pitch review for its Aloft "style at a steal" brand "probably within a month," PR staffer Stacy Trevino told O'Dwyer's.

She said the process attracted about 240 PR firms and individuals, and is now in the second round.

There is no incumbent.

Starwood views the Aloft hotels as "spirited neighborhood outposts" that offer a sassy/hip alternative to both business and leisure traveler.

The Aloft brand launched in '08. An 80-unit network is expected to be in place by yearend.

Starwood currently operates a pair of Alofts in New York City. They are in Brooklyn (Cobble Hill) and Harlem.

A unit is slated for the financial district in '14 and a midtown hotel will open in '15.

### **DILENSCHNEIDER PROMOTES MONGOLIA**

The Dilenschneider Group has a \$300M contract with to provide PR and strategic counseling services to Mongolia's Ministry of Foreign Affairs and Trade.

*The Economist* (Jan. 3) predicted that commodity-rich Mongolia is going to be the second fastest-growing economy this year, advance at a 13 percent clip as the world's largest copper and gold mine begins commercial production.

According to the State Dept., Mongolia considers the U.S. its "third neighbor" in an effort to cut its reliance of adjoining Russia and China. Mongolia contributed about 350 soldiers for peace-keeping duties in Afghanistan.

Yum Brands, on Jan. 10, announced plans to open the first KFC restaurants in Mongolia as its capital city of Ulan Bator will host four of the chicken outlets.

### **KETCHUM'S KOPP GOES TO GLOVER PARK**

Jonathan Kopp, global director of Ketchum Digital, has joined Glover Park Group as its first chief interactive strategist in charge of "reimagining traditional communications," according to the WPP unit. He's based in New York.

Chip Smith, GPG's CEO, called Kopp a "cutting-edge talent with a proven track record of building campaigns that innovate, integrate, engage and adapt strategic outreach to the digital age."

At Ketchum, Kopp was worldwide leader for engagement across the social web and handled design, graphics and video.

Earlier, he was partner at SS+K doing PR, PA, marketing and advertising work in traditional and digital media. In the 2008 presidential campaign, Kopp served as a member of the Obama for America national media team focused on the youth vote.

Kopp practiced law Kopp at Willkie Farr & Gallagher in Washington and was law clerk to the Counsel to the President in the Clinton White House.

Kopp was an opposition research analyst in the "war room" of the Clinton/Gore 1992 Presidential campaign.

**KURSON TO EDIT OBSERVER**

Ken Kurson, an aide to former New York mayor Rudy Giuliani, has been named editor of the *New York Observer*.

He succeeds Aaron Gell, who took over on an interim basis with the exit of Elizabeth Spiers last August.

Jared Kushner, real estate developer and owner of the NYO, wrote a note to staffers to call Kurson a person who “knows the ideas, stories and voices that make up New York better than anyone.”

He’s been a journalist, author and consultant who “observed the figures who create the framework of business, politics, media, tech, culture and real estate in our city,” according to the note.

Kurson is contributing editor at *Esquire* and former intern at *Harper’s Magazine*.

He co-wrote “Leadership” with Giuliani after working at Giuliani Partners and serving as advisor on the mayor’s presidential push in 2008.

**IAC ACQUIRES TUTOR.COM**

Barry Diller’s IAC has acquired Tutor.com, which connects visitors with more than 2,500 screen tutors for one-to-one sessions.

The firm also has established partners with colleges, libraries, school districts and branches of the U.S. military.

George Cigale, founder of the 14-year-old company, will remain at the helm.

IAC CEO Greg Blatt said Tutor.com “has done the hard part, having built over many years an incredible nationwide network of high quality tutors ready to help students improve their learning.”

Under IAC ownership, the firm will now have access to “consumer Internet expertise in areas like product, marketing and distribution.”

IAC owns sites such as Ask.com, CollegeHumor and Match.com.

**BURGESS DRIVES TO MOTOR TREND**

Scott Burgess has joined *Motor Trend* as Detroit editor, report to Ed Loh, editor-in-chief at the Source Interlink Media property.

He covered the auto beat at *Detroit News*, AOL Autos and Autoblog.

Burgess also served as *Stars and Stripes*’ Middle East bureau chief, covering the wars in Iraq and Afghanistan.

He did a four-year stint in the Army with half of that time as a member of the elite 82nd Airborne.

Motor Trend has a circulation of 1M. Its website attracts more than 5.5M unique visitors per-month.

**LUMP TO CONDE NAST TRAVELER**

Nathan Lump, director of content strategy for J. Walter Thompson, has moved to *Condé Nast Traveler*, where he started his career, to manage daily print and digital operations as brand development director.

Lump is a former editor of *T: The New York Times Style Magazine* and held editorial posts at *SmartMoney* and American Express Publishing.

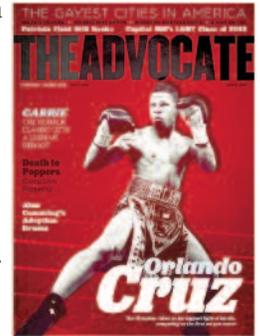
**THE ADVOCATE RETURNS**

Los Angeles Here Media said LGBT title *The Advocate* will return to newsstands for the first time in two years this month with the February 2013 issue.

Editor-in-chief Matthew Breen and executive VP of publishing Joe Landrey said in a joint statement that reader and advertiser demand brought the print edition back.

“We remain committed to providing timely and in-depth reporting of issues important to the LGBT community and our community allies, as well as providing the best media outlet for businesses targeting the gay market,” they said.

The new edition hits newsstands on Jan. 15. He started out at CNT.

**KILAR TO EXIT HULU**

Jason Kilar is leaving Hulu, the online video venture owned by Walt Disney Co., News Corp. and Comcast during the first-quarter.

The 41-year-old Amazon alum told staffers that he will be leaving with a heavy heart and that “it’s impossible to state in words how much Hulu means to me.”

Kilar claims that Hulu has “grown from a few hundred thousand in revenue in 2007 to generating almost \$700M in 2012.”

He thanked the 600-plus staffers and investment partners for collectively building a “culture that matters, a brand that matters and a business that matters.”

**DAULERIO OUT AT GAWKER**

A.J. Daulerio has stepped down as editor-in-chief of Gawker Media’s flagship Gawker.com.

John Cook, a writer for the site, takes the reins.

Daulerio, who started at GM’s Deadspin sports site, has not commented on future plans.

GM chief Nick Denton, in a memo, praised Daulerio as Gawker.com’s “most successful editor,” calling his year-long tenure “bold, infuriating, unpredictable ... and often brilliant.”

Denton said Gawker.com now draws 10M visitors per month.

**MAG ADS CONTINUE DECLINE**

Magazine ad pages fell 8.2% in 2012, surpassing 2011’s 3.2% decline, according to the Association of Magazine Media.

Ad pages for 2012 fell from more than 164K to just over 150K, the trade group said.

Posting gains for the year were *Allure* (+18.5% to 1,397), *Food Network Magazine* (+17.3% to 1,042), *W* (+10.3% to 1,202), *Ebony* (+22% to 702), *Flex* (+11.3% to 2,283), *Harper’s Bazaar* (+11.1% to 1,840), and *Martha Stewart Weddings* (+21.2% to 1,219,05).

Big declines were posted by *Real Simple* (17.8% to 1,278), *Muscle & Fitness* (-14.4 to 1,270), *National Geographic* (-21.4 to 313), *O – The Oprah Magazine* (-14.7% to 1,160), and *Shape Magazine* (-22.7% to 899).

**MEDIA NEWS continued****CONDE NAST'S PERL TO EXIT**

Maurie Perl, a PR veteran of Condé Nast for more than 20 years, is exiting the publishing powerhouse next month.

The former ABC News, PBS and MTV veteran handled PR for CN brands such as *Vanity Fair* and *The New Yorker* before taking on the senior VP-media and communications role for the CN Entertainment Group in 2011.

That post is being eliminated with PR duties picked up by Rubenstein Communications.

In an internal note to staffers, Jill Bright, CN's HR chief, called Perl a "valued senior executive."

Meanwhile, CNEG president Dawn Ostroff, has named Robert Green to the senior VP/creative digital position.

His role is to develop and manage content for CNEG's digital video channels. Green is to work closely with Fred Santarpia, chief digital officer.

Green, most recently was executive producer of the HuffPost Live streaming network.



Perl

**BROADCASTER GETS PR HELP IN REVIEW**

Fisher Communications, the publicly traded Seattle-based TV broadcaster, is working with its outside PR counsel as it pursues a sale or other options under pressure from an activist investor.

Sard Verbinnen & Co's San Francisco office is supporting communications for long-time client Fisher, which said today that it has hired financial and legal counsel to explore "strategic alternatives," including a possible. The company has postponed its annual shareholder meeting until June 9.

Sard managing director Ronald Low advises Fisher.

Fisher owns 20 TV stations (13 full-power) in the western U.S., along with radio and online properties.

Reuters reported that GAMCO's Mario Gabelli, who owns more than 28% of Fisher, has been pushing for a leveraged restructuring and said he's considering his own slate of board nominees.

Fisher shares were up more than 15% in Jan. 10 trading following the announcement.

**WH TECH CHIEF TO HOUGHTON MIFFLIN**

Boston-based duration giant Houghton Mifflin Harcourt has hired White House chief information officer Brook Colangelo as CIO.

Colangelo, who reports to president and CEO Linda Zecher heading IT operations and infrastructure services across the globe for the company, held the White House post since 2009.

He earlier worked IT for the Democratic National Convention Committee, The American Red Cross' Hurricane Recovery Program and QRS Newmedia.

**TIMES REASSIGNS ENVIRO REPORTERS**

The *New York Times* is shuttering its environment desk and reassigning its nine staffers, according to a report by InsideClimateNews.org.

NYT managing editor Dean Baquet told ICN said the paper has not lost any desire for environmental coverage and called the move "purely a structural matter."

The environmental desk had seven reporters and two editors. Baquet said environmental stories have become more complex since the desk's creation at the paper in 2009 and now encompass business, economic, national and other sections. "We need to have people working on the different desks that can cover different parts of the story," he said.

**ACTIVISTS TARGET OXYGEN NETWORK**

A civil rights group with more than 850K members wants Oxygen Network to drop production of "All My Babies' Mamas" because it doesn't like its depiction of black families.

Set for a spring release, the reality show features Atlanta rapper Shawty Lo, who has fathered 11 children with 10 women. His current girlfriend is the same age as one of his oldest daughters.

Rashad Robinson, executive director of ColorOfChange.org, said Oxygen is using the program to earn profits by presenting "degrading and inflammatory images of our community."

Oxygen says the program will showcase Lo's effort to "split affection multiple ways while trying to create order" as he navigates the "dysfunction" of a "modern family." Robinson raps Oxygen's portrayal of the program as "daring." According to CoC's letter to Steven Burke, NBC Universal president; Jason Klarman, Oxygen Media president, and Cori Abraham, OM's senior VP/development "there is nothing daring about your decision to invest in and promote inaccurate, dehumanizing and harmful perceptions of Black families for the sake of ratings and advertising dollars."

CoC believes All My Babies' Mamas "reinforces negative stereotypes about black men and women as hypersexual, combative and unfit to parent." It also reduces self-esteem and the "distorted portrayal of the black community" and "can lead non-black audiences to hold "onto problematic perceptions of black people."

FitzGibbonMedia is promoting CoC's effort.

**OREGON PUBLISHER BUYS UP WEEKLIES**

Portland, Ore.-based Pamplin Media Group has acquired six weekly newspapers from Salem-based Eagle Newspapers, the 64-year-old publisher started by the state's former Gov. Elmo Smith.

"With this acquisition, there's no media larger in the state than [Pamplin]," said owner Robert Pamplin Jr.

The papers, covering the Portland area and central Oregon, include the *Canby Herald*, *Madras Pioneer*, *Molalla Pioneer*, *Newberg Graphic*, *Wilsonville Spokesman* and *Woodburn Independent*.

Pamplin said the group now reaches a half million print readers each week, in addition to online and radio properties.

**NEWS OF PR FIRMS****GIBRALTAR MERGES INTO DC CONSULTANCY**

Five-year-old Washington-based PR and public affairs shop Gibraltar Associates has merged with D.C. research, lobbying and advisory firm McBee Strategic Consulting, leaving Gibraltar as the strategic communications business unit of McBee.

That unit, known as McBee|Gibraltar, is headed by Gibraltar co-founder and CEO, Eric Bovim, who takes a managing director title. Tom Pernice, another Gibraltar co-founder, takes a senior advisor role and remains in Los Angeles.

Bovim, a former Senate aide and journalist, said the move "is a way to stay ahead of the consulting trend lines and capture a bigger share of the market."

Gibraltar clients have included Teva Pharmaceuticals, GeoEye, Xe Services (formerly Blackwater) and Dole Food Company, among others.

Steve McBee, president and CEO of 10-year-old McBee and a former aide to ex-Rep. Norm Dicks (D-Wash.), added that government risk is at an all-time high for business leaders, noting the "failure to anticipate, shape, and adapt to Washington trend-lines can cost billions of dollars."

Gibraltar, which had revenue of nearly \$5M in 2011 with about 20 staffers, has relocated its team to McBee's D.C. headquarters at 455 Massachusetts Avenue, NW.

McBee has worked with FedEx, Boeing, Solyndra, Citigroup and ViaSat, among others.

**MSL INVITES NY NON-PROFITS TO PITCH**

MSL New York is inviting New York-based non-profits to apply for a pro bono communications program worth \$100K via the firm's fourth annual Generation Activation Be:CAUSE Grant.

The theme of this year's grant will be "New Yorkers enriching the lives of New Yorkers," inviting organizations that are committed to combating a local social issue and helping residents in the New York metro area.

Non-profits that are interested can go to <http://on.fb.me/mSZOo4> to download an application. Deadline is Jan. 31.

**ELLIOTT STARTS UP SEATTLE FOR VENN**

Sarah Elliott, communications director for Montana Gov. Brian Schweitzer for eight years, has moved to D.C.-based VennSquared Communications to head a new Seattle office of the firm.

Elliott, who was previously on the press staff of Denver Mayor (now Gov.) John Hickenlooper, takes a senior VP title at VennSQ.

Michael Meehan, and veteran Democratic PR adviser and former chief of staff to Sen. Maria Cantwell (D-Wash.), is president and CEO of VennSquared, which also has a Silicon Valley office in Redwood City, Calif.

Elliott started out in TV journalism in Montana before joining Hickenlooper's administration.

**BRIEF: TARA, Ink.**, Miami Beach, is on the hunt for senior publicists handling hospitality/lifestyle and fashion/beauty accounts. 5+ years of experience is preferred. Info: Taraink.com.

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

**Cornerstone**, New York/ZUUS Media, music video viewing platform, for PR.

**Expedition PR**, New York/Seed&Spark, crowdsourcing solution for independent films to fund, produce, and distribute their films, for PR and marketing. The Brooklyn-based PR firm is charged with raising visibility for the platform and the fundraising campaigns it is housing.

**dbray Media**, New York/Becker Brothers, real estate investment and development firm; Cinchcast, solutions for enterprise conference calls and webcasts, and MyEchain, website and mobile application that allows members to upload, store and organize loyalty, rewards and membership cards, for PR, digital and social media communications.

**5W PR**, New York/Unpakt, online tool for managing relocations/moving, for PR, and Lady T Records, independent record label founded in 2011 by film industry veteran Tammy Fisher, for PR, including leadership positioning, media relations, strategic partnerships, event management, client case studies and profiles. The label features teen singer Brittany Smooch.

**Relevant PR**, New York/Madison Avenue Center for Cosmetic Dentistry and Invisalign and Dr. Victoria Veytsman, for marketing and PR.

**Raker Goldstein & Co.**, Old Tappan, N.J./Rukket, designer and manufacturer of sporting nets and accessories for golf, soccer and lacrosse, for PR.

**East**

**Nancy Marshall Communications**, Augusta, Me./Summit Natural Gas of Maine, for PR, marketing and web development services. The Colorado-based company is competing to build pipelines to serving customers of the Pine Tree State.

**Shannon Jackson PR**, Richmond, Va./Meopta USA, maker of optics like rifle scopes and binoculars, as AOR for PR, including media relations for the Meopta sports optics line in the U.S. and to assist the company with its overall strategic communications planning.

**Buffalo Communications**, Vienna, Va./The Gulf Shores Golf Association, which represents nine golf courses and lodging options in Alabama, for PR and media relations, a renewal.

**MMI PR**, Cary, N.C./Healing Waters Spa & Cosmetic Clinic, medical aesthetic clinic, for PR.

**Midwest**

**Lola Red PR**, Minneapolis/Fresh Produce Sportswear, as AOR for PR.

**Southwest**

**TrizCom**, Dallas/Grenadier Homes, home builder, as AOR for PR.

**West**

**J PR**, San Diego/Sotto 13, West Village eatery in New York; El Cholo, Los Angeles Mexican restaurant first opened in 1923, and The Cannery, Newport Beach, Calif., eatery in former fish cannery, for PR.

**International**

**SPRG**, Hong Kong/Automobili Lamborghini S.p.A, for PR in China and the Asia-Pacific region.

**Grayling**, London/Royal National Orthopaedic Hospital NHS Trust, the U.K.'s largest orthopaedic hospital, for a major PR and brand building campaign. Kathryn Ager, director in Grayling's public sector, health and skills unit, heads the account.

## NEWS OF SERVICES

### VIDEO PR VET IN NEW VENTURE

Tim Bahr, who led two major broadcast and multi-media PR services shops, has formed NextWorks, a video production and interactive delivery firm.

Bahr co-founded the Orbis Broadcast Group, which was sold in 2000 to Healthway Communications, and he later founded and led PR Newswire's online and video unit, MultiVu.

Bahr said the new venture offers a new form of visual engagement that helps clients creatively tell stories across owned, earned and paid media on the web and mobile platforms. He said his approach, which he calls Storytizing, goes "beyond current advertising and PR models" and takes advantage of the "interactive nature of the web and mobile technologies."

Info: [nextworks.com](http://nextworks.com).



Bahr

### STEVENS BACKS CONTENT START-UP

An investor group led by Ed Stevens, president of Cleveland-based Stevens Strategic Communications, has funded a branded content and production studio start-up, Sway.

Tom Megalis, a Ketchum alum, and advertising vet David Walker head the shop.

Megalis said the advertising industry has turned away from a reliance on TV and print in favor of social media to deliver messages. "But, making content just for the sake of having it won't fly," he said. "You've got to create stuff that people actually want to watch."

### IABC TAPS DIGITAL FIRM

The International Association of Business Communicators has tapped San Francisco-based design agency Extractable as digital agency of record to redesign [www.iabc.com](http://www.iabc.com) in 2013.

Chris Sorek, executive director of IABC, said Extractable took the time to "deeply understand our business goals" and had ideas he says will deliver "tremendous engagement and membership value."

IABC wants its new site to deliver a "highly engaging, intuitive, and personalized experience" for its 14,000 members.

The site will feature IABC content and programs, career information, community conversations, and other information, optimized for mobile devices.

### IABC/CHICAGO OPENS AWARD COMPETITION

IABC/Chicago has opened its Bronze Quill Awards competition for submissions through late February.

The awards are open to Chicago-area business communicators – non IABC members are welcome – who completed a significant communication project in 2012 that "embodies excellence in communication management, communication skills or creative communication practice."

Entries can be submitted electronically. The chapter offers resources like foot educational videos and judging criteria on its website: <http://chicago.iabc.com/awards>.

Deadline is Feb. 24.

## PEOPLE

### Joined

**Elyse Blazey Gentile**, VP, corporate communications, E\*Trade, to RF|Binder, New York, as senior managing director for consumer and corporate accounts. She held posts with Ogilvy PR, Makovsky and Athlon Comms., as well as SNR Denton, among others. **Lori Rodney**, corporate account manager, Waggener Edstrom, joins as managing director of the firm's education group. She handled phone maker HTC at WaggEd, and previously was at Edelman, MWW, Cohn & Wolfe and Sonshine Comms.

**Robert Phillips**, COO and CFO at Sam Schwartz Engineering, to rbb PR, Miami, as COO. Rbb CEO and managing partner Christine Barney said the firm is exploring additional offices or acquisitions as part of a growth strategy.

**John Goodwin**, chief of staff to Rep. Raúl Labrador (R-Idaho). He held other Hill comms. posts and earlier was at New Media Strategies in the capital. to The Herald Group, Washington, D.C., as a VP.

**Roy Occhiogrosso**, a top aide to Connecticut Gov. Dan Malloy, to Global Strategy Group, as a managing director in its Hartford, Conn., office. He was a partner at the firm from 2003-10, exiting to become Malloy's chief strategist in his bid for the statehouse.

### Promoted

**Darlàn Monterisi** to managing director, Porter Novelli, New York, succeeding Karen van Bergen, who was recently named CEO of the Omnicom firm. Monterisi joined PN in 2011 as an EVP to lead the HP business. She was previously global PR director for Rockstar Games ("Grand Theft Auto") and A/D with Mullen.

**Dan Pooley** to managing partner, Finn Partners, Chicago. He joined the Ruder Finn Group in 2009 as an MD in Chicago and launched FP's Windy City outpost last year. He leads Midwest operations and is a former SVP at Weber Shandwick and Chicago office PR head for Cramer-Krasselt.

**Nicole Cottrill**, **Ginger Johnson** and **Ryan Witherell** to partners, **Seigenthaler**

PR, Nashville. All were VPs.

**Elizabeth Musson** to senior A/S and **Lauren Salaun** to senior A/E, ReviveHealth, Nashville, Tenn. Musson is a founder of the firm and Salaun was its third employee.

**Laura Christof** and **William Smith** to A/Cs, Rasky Baerlein Strategic Communications, Washington, D.C. Both are former RB interns.



Monterisi



Cottrill, Johnson, Witherell



Salaun, Musson

## **NEVADA PRESCRIBES HEALTH EXCHANGE PR**

Nevada has awarded PR and marketing duties for its health insurance exchange to KPS3, following an RFP process that drew seven other contending groups of firms.

KPS3, based in Reno, which partnered with consulting firm Navigant Healthcare and non-profit Access to Healthcare Network for the competitive pitch, picks up an account worth \$6M over 14 months, encompassing PR, advertising, digital and other outreach for the state health insurance market created under the federal Affordable Care Act.

KPS3 edged seven other contending teams of firms led by Weber Shandwick, Bauserman Group, Corwell Advertising, ICF International, MassMedia, R&R Partners/B&P Advertising, and Smith+Jones.

The firm, led by health sector marketing vet Stephanie Kruse, works with the Governor's Office of Economic Development, Immunize Nevada and the Nevada Dept. of Wildlife, among its public sector clients. Its partner and client, Access to Healthcare Network, is a non-profit discounted healthcare program for uninsured and underinsured Nevadans.

Nevada kicked off an RFP process in September to promote the Silver State Health Insurance Exchange. It aims to sign up 145K people with the help of the wide-ranging communications push funded by the federal government.

KPS3's pact was approved by the state on Jan. 8. Nevada on Jan. 3 received preliminary approval from the federal government to run its own exchange. Enrollment is slated to begin on Oct. 1.

CJ Bawden is comms. officer for the exchange.

## **BACARDI TOASTS FIRST COMMS. CHIEF**

Eric Kraus, who led corporate communications and public affairs at Tyco healthcare spinoff, Covidien, is moving to Bermuda-based liquor giant Bacardi Limited in the new role of chief communications and corporate affairs officer.

The appointment of 51-year-old Kraus, who has been based in Mansfield, Mass. with Covidien, is slated for Jan. 28, pending approval by Bermuda immigration.

He takes a senior VP role heading corporate comms., external affairs, PA and corporate responsibility globally for the company, which was founded in Cuba in 1862 and counts Grey Goose, Dewar's and Bombay Sapphire among its brands alongside the flagship Bacardi rum.

Bacardi, which marked its 150th anniversary in 2012, is privately held.

Kraus will report to president and CEO Ed Shirley.

He exits Covidien after six years. He was VP of external relations and led public affairs for Gillette, before and after its acquisition by Procter and Gamble in 2005.

Earlier PR posts included Miller Brewing and Scitex America after starting out in journalism at the *Boston Herald*.



Kraus

## **SITRICK, OGILVY WORK LEGAL TUSSLE**

Sitrick and Company and Ogilvy PR are working opposite PR ends of a legal tussle over an acquisition between VisionChina Media and two venture capital firms.

New York State Supreme Court on Jan. 7 held VisionMedia, a TV advertising network for mass transit which is based in Beijing, in contempt for failing to put up \$60M from an August court order.

The \$60M payment stems from a breach of contract suit between the firms — Gobi Partners and Oak Investment Partners — and VisionChina, which acquired Digital Media Group from Gobi and Oak in 2009. The New York court said VisionMedia must put up the cash to compensate the VC firms if they win a suit over the deal.

VisionChina, which works with Ogilvy for its U.S. PR, said today that it cannot transfer most of the payment because of Chinese restrictions on foreign exchanges. Its appeal is slated for New York appellate court on Jan. 15.

The VC firms are working with Sitrick for PR during the legal showdown, confirmed CEO Mike Sitrick.

They said via Sitrick New York staffer Lance Ignon that in wake of the contempt finding this week they plan to pursue additional damages expected to exceed \$100M. The firms back a website, SaveVisionChina.com, that criticizes VisionChina's leadership and highlights the court battle.

VisionChina said it will continue to "vigorously pursue" its appeal to revive claims against Gobi and Oak for fraud and other relief.

## **REGAN ACQUIRES AD AGENCY**

Boston's Regan Communications Group has acquired Quinn & Hary Marketing, an agency and web development shop in Waterford, Conn.

George Regan plans to move his Hartford outpost in the Nutmeg State to Waterford.

Q&H president David Quinn and creative director Pete Hary will remain in the positions.

Their firm is noted for service to the financial, healthcare and tourism sectors.

RCG's Connecticut clients now include Charter Oak Federal Credit Union, Mohegan Sun, Smith Insurance, OpSail Connecticut, Children's Dental Assocs., CBS Surgery Group, and Mystic.org.

## **LONDON OLYMPICS PR CHIEF TRIES RUGBY**

Joanna Manning-Cooper, who was head of PR & media for the London Olympics organizing committee, moves to England Rugby 2015 next week to prepare for the World Cup series.

The former director of global communications at the *Financial Times* spent more than six years in the planning and execution of PR for the 2012 Olympics and Paralympic Games.

At ER 2015, she will be involved organizing ticketing and volunteering campaigns, promotion, brand management, press office operation and media relations.

Manning-Cooper got the post following a competitive recruitment process, according to Debbie Jevans, CEO of ER 2015.

## **PR OPINION**

**Faced with an accreditation program (ABC) that loses money and is little-used, the International Assn. of Business Communicators** has proposed a two-tier “certification” process that would employ computer testing and require renewal every three years.

Those with eight years of experience would be “CCPs” (Certified Communications Professional) and those with 15 years would be “CSCPs” (Certified Strategic Communications Professional). Fees are not yet set but the current process costs \$500.

This proposal plus the firing of 16 of the 32 h.q. staffers and the refusal of leaders and staff to provide current financial information are fueling a discussion on a LinkedIn site that had drawn 275 postings as of Jan. 13.

Consultant Aaron Heinrich, formerly at Shift Communications and Ketchum, who is acting as spokesperson, says IABC “can’t” reveal any financials until they are reviewed by the board in June.

He means IABC “won’t” reveal the information. IABC is steeped in a culture of staff domination and concealment about its finances that almost bankrupted it twice (2000 and the mid-1980s).

The latest IABC IRS Form 990 available to members or others on GuideStar is for 2010. IABC does not post its 990s on its website although the Independent Sector [www.independentsector.org](http://www.independentsector.org) (500 non-profits) urges non-profits to do that. IS says “Transparency is essential to earn the public’s trust.”

Neither IABC nor the PR Society of America (the “Society”) have earned the GuideStar Exchange Seal which is given to non-profits that have “updated their reports to the fullest, sharing all required fields.”

GuideStar provides financial statements of 1.9 million non-profits, including IRS Form 990s, for public inspection at no charge. It champions disclosure as something owed to the public by non-profits for their tax-free status.

Besides failing to report fully to members and the public, according to GuideStar, both IABC and the Society have failed to provide an “Impact Statement” describing how they serve the public.

### **Society Switched to Computer Exam**

The Society, faced with a similar problem of low turnout for accreditation and high costs (loss of \$2.9 million from 1988-2002) switched to a computer test in 2003. However, it has seen the average number of new Society APRs dip to 136 in the nine years to June 30, 2012 from 274 in the previous ten. Applicants pay \$410.

IABC accreditation chair Gloria Walker, who is based in the U.K., said that credentialing consultant Michael Hamm of Albuquerque has advised IABC that organizations are “accredited” and individuals receive “certificates.” She said research last summer among ABCs showed support for a two-tiered system.

### **Concept Is Attacked on LinkedIn**

The certificate concept came under attack in the LinkedIn discussion group where member Michael

Sponhour said, “It looks like a way for IABC to make money and goad people into attending events and working for chapters.” Tom Hicks asked, “Is this a joke? This in place of a portfolio review and grueling 4.5-hour exam with an oral component?...they might as well print the certificates on soft, perforated paper so they will at least be good for something.”

Many LinkedIn participants have criticized leaders and staff for not participating in the dialogue or answering questions. Chair Kerby Meyers had made two postings while there were none from executive director Christopher Sorek.

### **British Influence Evident**

The focus on credentialing as opposed to disclosure shows the influence of the U.K. on IABC.

Sorek, although born in Michigan and a graduate of Michigan State, has been working abroad since 2001 including the last six years in the U.K. (De Beers diamonds from 2006-08 and Drinkaware non-profit group from 2008-12).

Before that he was with SAP AG software company in Germany (2004-06) and the Int’l Federation of Red Cross and Red Crescent Societies in Geneva (2001-04). He was an SVP at Cohn & Wolfe in New York from 1998-2001 and before that with Ogilvy PR, heading offices in Taiwan and Singapore.

Sorek and Meyers, discussing credentialing on a teleconference Dec. 19, said IABC has “talked” about the subject with both the Chartered Institute of PR of the U.K. and the Society.

CIPR, after decades of trying, in 2005 won a charter from the Privy Council of the U.K., giving it the right to put “Chartered” at the beginning of its name.

CIPR leaders were ecstatic, 2005 president Chris Genasi calling it a “milestone for the Institute and PR Industry.” Judith Phair, 2005 Society chair, spoke to CIPR in London June 14, 2005 and called the new status “a truly wonderful achievement...an extraordinarily positive move...”

Critics, however, included Roy Hattersley, a member of the Council and former government official. He wrote on the Guardian Unlimited website that the Council is associated with “two peculiarly English diseases—the belief that association with the sovereign reinforces authority and the conviction that antiquity increases respect.

### **Lawyers Warn about “Credentialing”**

IABC is focusing on credentials when it has been warned twice by the American Society of Assn. Executives that groups that “certify” or “accredit” members invite legal actions if users of the services become dissatisfied.

This was advice in an 87-page report prepared for IABC by the ASAE in 1980. It was repeated in a 21-page report given to the ASAE in 2000 by Robert M. Portman, partner of Jenner & Block. He said associations are “particularly vulnerable to antitrust attack because they are considered combinations of potential competitors.”

— Jack O’Dwyer