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O'Dwyer's Newsletter

The Inside News of
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FLORIDA ROLLS BIG CITRUS PR REVIEW

Florida has seeded a review of the multimillion-dollar global PR account touting its crucial citrus industry with an RFP process open through February.

GolinHarris is the longtime incumbent for the account, which covers the promotion of Florida Citrus in the U.S., Canada, France, the U.K., Belgium, Netherlands and Sweden. Services required run the PR gamut from strategic planning and media relations to crisis communications and public affairs, according to the RFP, released Jan. 11.



The last review came in 2010, when GH fended off 10 other agency pitches, including global agencies like Burson-Marsteller, Ketchum, Hill+Knowlton and Edelman, among others.

The account is funded by an excise tax on fruit.

A three-year contract is planned from the review.

Proposals are due Feb. 12.

View the RFP: <http://bit.ly/Wd4EcL>.

MICROCREDIT FINANCIER WANTS PR COUNSEL

The U.S. arm of one of the world's largest private financiers of so-called micro loans is in the market for PR proposals as it re-brands and seeks a younger investor base.

Oikocredit USA, based in Washington, D.C., is the domestic unit of Netherlands-headquartered Oikocredit International, which lends working capital to micro finance institutions lending in countries like India, Bolivia, Paraguay and Cambodia, to name a few.

The U.S. arm of the organization, which has its roots in a 1968 meeting of the World Council of Churches, wants to broaden its appeal on engage financial advisors focused on socially responsible investing and raise an admittedly low profile in the country.

"Oikocredit USA faces certain challenges, including the misconceptions that we are a faith-based organization, that we invest directly in individuals, that we are a micro finance institution or solely an investor in micro finance, or that we are a charity in need of one-time donations," reads the RFP.

A firm will be responsible for media training and relations, messaging and support for its 2013 investor conference, among other tasks.

There is no incumbent.

Proposals are due Feb. 5. RFP: <http://bit.ly/Xw38zc>.

PR GIANT DAN EDELMAN DIES AT 92

Daniel Edelman, the PR pioneer and founder of the PR giant that bears his name, died Jan. 15 of heart failure at the Univ. of Chicago Medical Center, said his wife, Ruth. He was 92.

"Dan died peacefully this morning in Chicago," said a statement from the Edelman family. "Nobody could have fought harder for the past five months."

Edelman, a native New Yorker born in Brooklyn, worked PR for Edward Gottlieb & Associates after serving in the Army analyzing German propaganda during World War II, and following stints at CBS Radio and Musicraft Records, where he publicized artists like Duke Ellington and Dizzy Gillespie.

Gottlieb hired Edelman to work on the hair styling brand Toni, which was a sponsor of a CBS radio show Edelman worked on and wanted a PR rep near its Chicago base. "Since I was the only single man at Gottlieb, I went," Edelman recalled at his 90th birthday party in Chicago in 2010.

He later moved in-house at Toni and then opened up the firm in a small office in Chicago's Merchandise Mart on October 1, 1952 with Toni as its first client.

Edelman kept the firm as a family-owned enterprise, fending off overtures from advertising agencies and marketing conglomerates, and recruiting son Richard in the late 1970s to work for the firm.

Richard marked the firm's 60th anniversary in October with a tribute to his father in Chicago, noting Dan brought PR, traditionally associated mostly with corporate reputation, to the product side.

Dan essentially created the first product media tour with six sets of twins touting Toni products on a 71-city sojourn.

When a set of twins was arrested in Oklahoma for practicing cosmetology without a license, Dan called the Associated Press and made it a national story.

Sara Lee followed Toni to the start-up PR firm. Edelman secured a story in the *Wall Street Journal* headlined, "Sara Lee Building Baking Bonanza on Heaping Slices of Quality."

Speaking of his father in October, Richard said, "it is a rare gift to find work that sustains you, and keeps you curious for a lifetime. But it is rarer yet to share that gift for 34 years with your father."



Edelman

(Continued on page 7)

PAPA JOHN'S PUSHES BACK WITH PR HELP

John Schnatter, the pizza mogul behind the Papa John's empire, is pushing back against critics with an organized PR effort after sparking a debate in November when he said Obamacare could lead to price increases and cuts to work hours.

Crisis specialist Sitrick and Company is supporting the defense, which has included interviews of acquaintances and colleagues and an op-ed clarifying Schnatter's stance on the Affordable Care Act, while criticizing media for misunderstanding his earlier comments.



Schnatter

A Jan. 14 profile by the *Courier-Journal of Louisville* (picked up by *USA Today*) lauds his charitable work in his hometown of Louisville. Schnatter told the paper in his first interview since the flap last fall that his remarks were "misconstrued" by reporters and he lamented that he didn't respond quickly enough.

One example of the company's muscled-up PR came last week. After market research firm YouGov reported in late November that consumer perception of the Papa John's brand declined amid the Obamacare flap, the company on Jan. 11 released to the media a statement it received from YouGov noting that its brand perception actually increased during the same period among casual dining eaters and in other categories. YouGov added that it was "happy to make this clear."

"Papa John's too is happy YouGov issued a statement acknowledging this fact and wishes that YouGov had included all of this information in their November 30 web posting and press statements," the company said.

Schnatter, who hosted presidential hopeful Mitt Romney for a fundraiser at his home last year, published an op-ed in the liberal-leaning Huffington Post after the presidential election in November, criticizing the media and saying his company would honor the law.

Mike Sitrick and Terry Fahn, a lawyer turned PR pro, are handling Papa John's at Sitrick and Company.

FUJITSU CONNECTS WITH FINN

Electronics products and services provider Fujitsu America has engaged Finn Partners as agency of record, following a competitive pitch process.

The Sunnyvale, Calif.-based unit of the Japanese giant Fujitsu Limited tapped FP to guide its service, consulting and product portfolio in the North American market, from cloud computing services to PCs.

Vice president of marketing Tracy Weller-McCormack said the firm will help differentiate Fujitsu's value in the marketplace and strengthen its relationships with customers. She said Fujitsu wanted a firm with experience in executive visibility programs, media contacts and knowledge of the IT sector in North America.

Carol Edwards, FP partner, leads the account with personnel in New York, San Francisco and Canada.

BIG PR GUNS IN HERBALIFE 'WAR'

Nutrition products marketer Herbalife is locked in a PR war with hedge fund manager Bill Ackman with outside PR counsel engaged to help navigate daily skirmishes playing out in the press.

Ackman, who runs Pershing Square Capital Management and is betting heavily against Herbalife, called the company a pyramid scheme last month in a widely reported and lengthy investor conference presentation.

The PR push, which includes help from Global Strategy Group and Edelman, includes a website, factsaboutheralife.com, outlining Ackman's criticisms of its multilevel marketing business model of selling to sales reps.

Herbalife, which operated for years overseas before growing its U.S. operations and is based in Los Angeles, has blasted Ackman's "malicious attack" as misinformed and inaccurate. Barbara Henderson is senior VP of corporate communications for Herbalife, which is working with Joele Frank, Wilkinson Brimmer Katcher and GFBunting.

The company says it operates at the highest ethical and quality standards, hiring outside experts to ensure its operations comply with laws and regulations. "Herbalife is not an illegal pyramid scheme," said a statement responding to Ackman.

Herbalife offered a nearly point-by-point rebuttal of Ackman's Dec. 20 presentation with its own investor pitch on Jan. 10 in New York.

Joele Frank has tussled with Ackman before. It helped helped Procter & Gamble and Canadian Pacific Railway in proxy battles against the hedge fund titan last year, and backed Target in a similar battle in 2009.

Slate dubbed the showdown the "Great Herbalife War of 2013," after another hedge fund, Third Point Capital, entered to fray this month to back Herbalife by taking a more than eight percent stake.

OBAMA PR AIDE EXITS SUPER PAC FOR GSG

Bill Burton, the Obama press aide who left to advise a super PAC that supported the president's re-election campaign, has landed at Global Strategy Group in a PR role in D.C.

Burton takes an executive VP role focused on strategic communications and public affairs for the firm, which worked with the Priorities USA Action super PAC during the recent election cycle. GSG was the lead consultant to PUSAA, which has been credited with inflicting early damage on the image of challenger Mitt Romney in the campaign.

On the corporate side, GSG, based in New York, has worked with ESPN, IBM and A&E Networks. It is helping hedge funder Bill Ackman in his campaign to discredit the nutritional products giant Herbalife.

Burton, a Hill PR aide and communications director for the DCCC when it was led by then-Rep. Rahm Emanuel, was national press secretary for Obama's 2008 campaign. He joined the White House as deputy press secretary before leaving to work on the re-election push for PUSAA.

STAR-LEDGER AXES 34

New Jersey's *Star-Ledger* has cut 34 jobs, including 18 newsroom staffers, in what the paper called the first large-scale layoffs in its history.

The cuts were part of a wider purge by Star-Ledger parent Advance Publications, part of Newhouse, that include 12 full time staffers at the *Express Times* (Easton, Pa.) and 11 at the *South Jersey Times*.

The cuts include 19 full-time staffers, and 15 part-timers.

Publisher Richard Vezza said financial pressures from the lingering effects of Hurricane Sandy, coupled with declining readership and ad revenues, brought on the move.

"This is not a foreshadowing the demise of the paper," he said. "We have no plans for further layoffs."

The Star-Ledger is New Jersey's largest daily.

OBAMA HAS FEWER PRESSERS, FAVORS ABC

President Barack Obama took questions from ABC News correspondents more than any other outlet during the 36 solo news conferences of his first term, according to a study by the Univ. of Minnesota's Eric Ostermeir.

ABC got the call from Obama 29 times, followed by CBS (28), the Associated Press (27), NBC (26) and Bloomberg (20).

The *New York Times* was tops among newspapers at No. 7 (16 questions), while Fox News was at No. 9 (14 queries).

Fifty news outlets have received at least one question at Obama news conferences, according to the study.

The top outlets and number of times called up were:

1. ABC - 29
2. CBS - 28
3. Associated Press - 27
4. NBC - 26
5. Bloomberg - 20
6. Reuters - 17
7. CNN - 16
7. *New York Times* - 16
9. FOX - 14
10. *Washington Post* - 11
11. *USA Today* - 9
12. *Wall Street Journal* - 8

Ostermeir found that NBC's political chief Chuck Todd and ABC News White House correspondent Jake Tapper got the most chances to question Obama with 23 times each. The analysis noted that Todd was able to parlay his time into 52 series of questions and follow-ups.

Meanwhile, Politico, citing a tally by Martha Joynt Kumar, reported that Obama held fewer press conferences – 79 – than Presidents George W. Bush, Bill Clinton and George H.W. Bush during the same span. The study included joint appearances with foreign leaders.

George H.W. Bush held 143 pressers, followed by Clinton's 133 during his first term. George W. Bush had 89, but Reagan appeared for only 27.

Obama drastically cut down on short Q&As with reporters, by comparison, holding only 107 such sessions compared to Clinton's 612, George W. Bush's 354 and George H.W. Bush's 313.

KUCINICH JOINS FOX NEWS

Fox News has signed former congressman and presidential candidate Dennis Kucinich to be contributor to the network.

Kucinich adds an independent, liberal voice to Fox's daytime and primetime programming, as well as the Fox Business Network.



Kucinich debuted on the network Jan. 17 on "The O'Reilly Factor."

Fox News chairman/CEO Roger Ailes said he has always been impressed with Kucinich's "fearlessness and thoughtfulness," adding that "his willingness to take a stand from his point of view makes him a valuable voice in our country's debate."

Kucinich, a Democrat who retired from his Ohio Congress seat in January, said the network has always provided him an opportunity to share his perspective over 16 years in Congress and his two White House bids. He told BuzzFeed that he doesn't see himself as the "token liberal" on the conservative network: "I'm way past that in my life and career. That's almost silly." He was previously mayor of Cleveland and served in the Ohio statehouse around running a marketing and PR firm, K Communications, in the 1980s and early 1990s.

Fox News has also inked a new deal with Karl Rove through the 2016 presidential election.

Rove, who was hit for refusing to concede Mitt Romney's loss in Ohio on election night in November, was deputy chief of staff to President George W. Bush.

Ailes praised Rove's "detailed knowledge of state and national politics, as well as fundraising and strategy."

Rove first joined the network in February 2008.

NY TIMES KILLS PR POST

Robert Christie, head of corporate communications for the New York Times Company, is leaving the company as his senior VP slot is eliminated amid layoffs and buyouts at the *Times*.

The paper, quoting a memo from CEO Mark Thompson, said VP of corporate communications Eileen Murphy will lead its PR department.

Christie joined the Times in March 2010 from the *Wall Street Journal*, where he was VP-communications. Earlier posts included Sony Electronics, Goodman Media International and the National Academy of TV Arts and Sciences.

Thompson said Christie built up the Times' communications team using his "extensive experience and broad range of contacts in the industry."

New PR chief Murphy joined the Times in late 2010 under Christie. She held top posts at Gemstar-TV Guide (SVP-corporate comms.), *New York Daily News* (VP-corporate comm.) and the New York City Dept. of Education (deputy comms. director).

MEDIA NEWS continued**POLETTO FROM PR TO EDITORIAL AT BHG**

Christina Poletto, senior publicity manager for *Better Homes and Gardens*, has moved to the editorial side of the Meredith Corp. publication as lifestyle editor.

Poletto oversees the magazine's front of the book "Fresh" section, focusing on entertaining, style, innovation, and ideas for "living well."

She reports to Katherine Pushkar, senior deputy lifestyle editor.

EIC Gayle Butler said Poletto impressed her with creative thinking and noted her skills in "socializing" content. "We are thrilled to welcome her to the editorial team," she said.

Poletto joined BHG in the publicity role in 2010.

Poletto previously founded her own firm, Cinch Publicity, and earlier was director of PR & lifestyle marketing at UPP Entertainment Marketing in Los Angeles. She also held agency posts at Blue Sky Communications, Four Corners Communications and Gibbs & Soell.



Poletto

BONNIER TAPS CHIEF CONTENT OFFICER

Bonnier Corp. has named its first chief content officer, promoting David Ritchie to the newly created post under its new CEO.

All editorial, digital, TV, audience development and web development teams now report to Ritchie, who previously directed editorial operations for the company's active interest division, and now has responsibility for how content teams create, package, execute and optimize content.

"For us to achieve audience growth in this media landscape, it's essential to have a strong editorial voice to oversee content," said newly minted Bonnier CEO Dave Freyand, who took the reins Jan. 14 after serving as executive VP for Bonnier's Active Interest division.

Freyand replaced six-year chief Terry Snow, who retired.

Ritchie started out at *Marlin* magazine before taking a marketing post at Hatteras Yachts. He returned to Bonnier in 2008 as editorial director for its marine titles.

Taps Gatto for Outdoor Titles

Bonnier has also promoted Gregory Gatto to publisher of *Field & Stream*, *Outdoor Life* and *SHOT Business*, overseeing revenue for the magazines.

The move is the first under new magazine brand head Eric Zinzchenko, who previously led the outdoor titles. Gatto was recently ad director for the outdoor books and has been with the group since 2004.

"Greg has a strong understanding of what is happening in media today and how best to integrate new media, which is exactly what is best for these brands now," said Zinzchenko.

Gatto was previously at Saatchi & Saatchi before moving to print sales for *Field & Stream* and *Outdoor Life* in 2004 at Time Inc.



Freyand

UK JURNOS LIST RELEASE 'HATES'

Dynamic, deliverables, going forward and well-positioned are among the top twenty "hates" among words and phrases used in press releases, according to U.K. agency Twelve Thirty Eight.

The PR firm annually compiles for its own use a list of jargon, buzzwords and tactics that journalists tell them are pet peeves.

Here are the top 10 "hates":

1. Brits, hard-working Brits, hard-up Brits
2. Dynamic
3. Paradigm
4. Elite
5. Hotly anticipated
6. End-user
7. Influencer
8. Evangelist
9. Deliverables
10. Icon/iconic
11. Rocketed
12. An astonishing x percent
13. Marquee event/client
14. Going forward
15. Ongoing
16. Optimized
17. Horizontal/vertical
18. Phygital
19. SoLoMo
20. Well-positioned

The firm said most journalists contacted "moaned about" the way PR people talk to them, over-using words like "awesome" or "super-excited."

The full report is at 1238kmh.com.

TEXAS MONTHLY TACKLES LEGISLATURE

Texas Monthly, the influential Emmis Publishing magazine with a circulation of 300K, has put together a new team to guide state legislative coverage and analysis under senior executive editor Brain Sweany.

Sweany will be working closely with senior executive editor Paul Burka.

Erica Grieder, a former Southwest correspondent for the *Economist*, recently joined the magazine as a senior editor and associate editor Sonia Smith will write and edit in various capacities to cover the state.

NPR DROPS 'MR' FOR PRESIDENT

NPR has dropped its style of referring to the president with the title Mr. on second reference.

In a staff memo, the new entity said broadcast style had long required referring to the president as "President" on first reference and then as either "the president" or "Mister" as a gesture of respect for the office.

NPR noted that during the most recent presidential contest, the contrast between references to "Mister Obama" and just plain "Romney" were perceived by many as showing favoritism toward the incumbent president. NPR said it will continue to say "President (Obama)" on first reference but the president's last name, without "Mr." will also be acceptable.

NEWS OF PR FIRMS**SARD, BRUNSWICK TOP 2012 M&A TABLES**

Sard Verbinnen & Co was the top M&A PR advisor in the U.S. for 2012 by both deal value and volume, according to mergermarket, as the firm counseled 123 transactions worth nearly \$216B.

Globally, Brunswick Group topped M&A PR firms in both categories, working 217 transactions worth more than \$296B.

Mergermarket said global M&A activity was flat from 2011, while the U.S. saw its best year by value since 2007. In the fourth quarter, alone, U.S. transactions were up more than 45% by value to \$305.4B. Energy, mining and utilities were the most active sectors domestically.

Among its big U.S. deals, Sard counseled Softbank Corp. in its \$35.5B acquisition of Sprint Nextel (Abernathy MacGregor Group), as well as Equity Residential and Avalonbay Communities in their \$16.3B buy of Archstone-Smith Trust (Joele Frank, Wilkinson Brimmer Katcher) from Lehman Brothers.

By deal value among U.S. transactions, Sard was trailed by Brunswick Group (\$169B), Kekst (\$118B), Joele Frank, Wilkinson Brimmer Katcher (\$116B) and Abernathy MacGregor Group (\$101B).

Ranked by number of deals, Kekst ranked second with 115 transactions, followed by Brunswick (103), Joele Frank (90) and FTI Consulting (85).

Globally by deal value, Brunswick was followed by Sard Verbinnen (\$227B), RLM Finsbury (\$138B), Pelham Bell Pottinger (\$135B) and FTI (\$124B). By volume, FTI (217) was second, with Sard (132), Kekst (121) and Joele Frank (94) rounding out the top five.

Brunswick, FTI, Pelham Bell Pottinger and Stockwell Communications worked the target in the second largest global deal of the year – Glencore International's \$46B stake in Xstrata. RLM Finsbury repped Glencore. Brunswick also repped Mondelez' Kraft unit in its \$26.B spinoff, and Anheuser-Busch InBev in its \$20B purchase of nearly 50% of Grupo Modelo.

View full rankings (PDF): <http://bit.ly/VnC2Ma>.

LEVICK BANKS ON BARTLETT

Steve Bartlett, who retired late last year as president and CEO of the Financial Services Roundtable, has moved to Levick Strategic Communications in an "of counsel" role.

Bartlett, a former Congressman and Dallas mayor, held the top Roundtable post since 1999.

"We are thrilled to have Steve Bartlett join our ranks," said Richard Levick. "There are few like him for expertise."

Former Minnesota governor and presidential candidate Tim Pawlenty took the reins on Nov. 1 of the Financial Services Roundtable, the D.C. lobbying group for the heads of large banks and financial institutions.

Levick said Bartlett counsels clients in public affairs, financial and other areas.



Bartlett

NEW ACCOUNTS**New York Area**

Laura Davidson PR, New York/Ocean Edge Resort & Golf Club in Brewster, Cape Cod, for PR.

Lou Hammond & Associates, New York/Wild Dunes Resort, Charleston's Island Resort (S.C.); Hotel Ella, Austin hotel set to debut this summer; L'Apogee Courchevel, French Alps resort to open in late 2013; Best Chefs America, inaugural "chef's guide to chefs," launching early 2013, and Housing Solutions USA, housing services for homeless and low-income individuals and families, veterans and victims of domestic abuse, all for PR.

D. Pagan Communications, New York/BroaMan, German manufacturer of professional digital video, audio and data network solutions, as AOR for the U.S., including media relations and trade show support.

Kellen Communications, New York/Toy Industry Association, for media relations for the 110th Annual American International Toy Fair, Feb. 10-13, 2013 in New York.

The Brandman Agency, New York/Exclusive Resorts, luxury destination club for 3,500 members, for PR.

Raker Goldstein, Old Tappan, N.J./Henschel-Steinau, retail marketing services, for PR.

East

Clapp Communications, Baltimore/Isqbox, tablet developer featuring applications for the K-12 education market, for PR.

Southeast

Merit Mile, Boca Raton/Swapalease.com, online car leasing service, as AOR for PR, including media outreach and message development and brand positioning within automotive, personal financial and consumer markets.

Fish Consulting, Hollywood, Fla./Smoothie King; Pearle Vision and Papa Murphy's Pizza, for franchise recruitment counsel and marketing comms. support. Also, the National Restaurant Association Educational Foundation and AlphaGraphics for B2B PR and marketing.

Chisano Marketing Group, Orlando/Hickory River Smokehouse, restaurant chain based in Tipp City, Ohio, for marketing, advertising, PR, Internet marketing and social media.

Mountain West

202 Communications, Salt Lake City/Albis Technologies, maker of H.264 IPTV set-top boxes, as AOR for global PR targeting the broadcast and telecommunications sectors, following project work in 2012.

Wall Street Communications, Salt Lake City/ Society of Motion Picture and Television Engineers, motion-imaging standards and education for the communications, media, entertainment, and technology industries, for PR and media relations.

West

Luck Media & Marketing, Los Angeles/Dr. Dina, medical marijuana consultant and merchant who claims to be the inspiration for the Showtime series "Weeds," for PR.

International

Energy PR, Montreal/Pivotal Payments, merchant services and payment processing solutions, for PR and cause marketing.

Ogilvy PR, Shanghai/ECCO, shoe maker and marketer in 90 countries, for China PR.

NEWS OF SERVICES

STUDY: ETHICAL PR COUNSEL HAS COST

PR pros who counsel senior management on ethics issues see a duty to the public interest, not just the organization they serve, a role which can have repercussions, according to research by professors at Baylor Univ. and the Univ. of Texas at Austin.

The “‘yes man’ has no value, no value whatsoever in PR,” said one of 30 veteran PR execs who participated in the study.

Marlene Neill, a Ph.D. and lecturer on journalism, PR and new media at Baylor, and Minette Drumwright, Ph.D. and assoc. professor of advertising at UT, interviewed 30 PR pros in the U.S. and Australia with an average of 27 years of experience in the field for the report. They spanned corporations, non-profits, government entities, and PR agencies.

Neill said participants acknowledged that they were often in the “kill the messenger” situation, making it difficult to make a case to or criticize executives above them. A few said they were fired or demoted for refusing to do something “blatantly unethical,” while two said they resigned when their advice went unheeded, include one exec who refused to put false information in a press release.

As one study participant noted: “I can’t afford to lose my credibility. ...As PR professionals, it’s all we have. And if I lose my credibility here, it’s not like I can just go start over with someone else, somewhere else.”

While PR’s migration to marketing has broadened the field, it has also had consequences, according to the research. PR pros noted a common misperception among senior executives that PR is simply a tool of the marketing department, limiting its role in strategic counsel at a company or organization.

The study has been published in the *Journal of Mass Media Ethics*.

CPAs OPEN JOURNO AWARDS

The New York State Society of Certified Public Accountants is accepting submissions for its Excellence in Financial Journalism Awards 2013 from business print, television, radio and online reporters.

The competition honors outstanding reporting on business issues and media members who have contributed to “a better understanding of business topics.”

Entries are due by Feb. 15 for stories published between January 1, 2012 and December 31, 2012.

Contest rules, judging criteria and entry form are at <http://www.nysscpa.org/2012awards/index>.

PRSA/N.C. OPENS AWARD COMPETITION

The North Carolina Chapter of Public Relations Society of America has opened its InSpire Awards competition for submissions through late February.

The five-year-old awards fete campaigns and individual tactics in 45 categories like social media, public affairs, media relations and investor relations.

The chapter has set an early-bird deadline (\$25 discount) of Feb. 15 with a final deadline of Feb. 22.

Details: www.ncprsa.org/awards.html.

An awards banquet and ceremony are slated for May 2013.

PEOPLE

Joined

Lauren Emmett, A/E and social media specialist on the 3M account at Hunter PR, to Rubenstein PR, New York, as a senior writer. She was previously an associate at Robinson Lerer & Montgomery.



Emmett

Brian Straessle, communications director, House Republican Study Committee, to the American Petroleum Institute, Washington, D.C., as a member of its media relations team. He reports to media rels. Director Eric Wohlschlegel.

Christina Hartman, project manager, Pew Charitable Trusts, to The Beer Institute, Washington, D.C., as senior director of beer policy and external affairs. She was previously a senior international health analyst for the U.S. Dept. of Health and Human Services. **Megan Kirkpatrick**, previously with Qorvis Communications and Burson-Marsteller’s Direct Impact unit, joins as director of communications. **Susan Haney**, a 12-year vet of the Institute, was promoted to senior director of industry affairs.

Mike Schaffer, director of social media and content market director, iostudio, to Hager Sharp, Washington, D.C., as director of digital strategy. He was director of social media for Brotman Winter Fried Comms.

Andria Rosell, head of North American PR and social media, The Pampered Chef, to JSH&A Public Relations, Oakbrook Terrace, Ill., as a senior A/S handling The Hershey Company and ConAgra Foods.



Rosell

Eric Pehle to executive VP and general manager of Weber Shandwick’s Minneapolis office. He has led one of the firm’s largest accounts, the U.S. Army recruitment campaign, since 2006. He has also handled Mall of America, BAE Systems, Dairy Management Inc., Prairie Island Indian Community and Manitoba Hydro in a 20-year WS career.

Promoted

Sean Dougherty to senior director, and **Mary Kate Dubuss** and **Stephanie Dressler** to directors, Dukas PR, New York. Dougherty and Dubuss are three-year vets of the firm. Dressler joined in March 2012.

Tim Lockett to co-chair of the global crisis communications and risk management practice of Hill+Knowlton Strategies, New York. Lockett has served as head of crisis for EMEA based in London and is credited with growing revenue for the unit by more than 30% in the past year, said H+K CEO Jack Martin. He joins Chris Gidez as co-chair of the global practice.

Amy Hall Jones to VP of client services and Gen Palos to director, client services, Seigenthaler PR, Nashville. Also, **Nate West** to A/S, **Logan Simmons** to A/E, and **Lanier Brandau** to A/C.

Joyce Hayes Giles to assistant to the chairman and senior vice president, public affairs, DTE Energy, Detroit.

EDELMAN DIES AT 92 (Continued from page 1)

Edelman received many eulogies Jan. 17 at services in New York but among those he would have prized the most was this by daughter Renée: “Dan felt PR is a higher form of communications...the conscience of a corporation.”

The remarks by Ruth, his wife of 49 years, and sons Richard and John, provided details of a life devoted to serving others.

A typical anecdote recalled that Edelman, upon seeing a sign in the lobby of company offices welcoming a guest that had “Edelman” in big letters and the name of the guest in small letters, ordered a reversal of the sizes. “It should be the other way around,” Edelman told his staffers, who made the change.

Renée said one of the bedrock beliefs of her father was to remain independent.

“He was never going to work for anyone, never sell to an ad agency, he had to be his own boss,” she said.

Among people he admired the most were entrepreneurs, she noted, adding that the Edelman firm has represented numerous people who started major businesses from scratch.

Richard said that he talked to his father every day no matter where in the world either one of them was. After he had spent 15 years with the company, Dan told him it was time for him to take the helm but added, “I’m still here, call me every day,” Richard recalled.

The company ran a full page ad in the New York Times Jan. 17 with a picture of Edelman above the inscription, “There will never be another Dan Edelman—indomitable, ever modest, always resilient, ready for the next challenge. His story inspires us all.”

There was also a lengthy NYT obit and others in the Washington Post and Chicago Tribune.

The Times story noted that Edelman is the world’s largest PR firm with net fees of \$660 million in 2012, a gain of 9.2% over 2011, employing 4,600 in 63 offices in 26 countries.

Butterball, Direct Assn. Key Clients

California Wines, the Direct Mail Association, the Concorde jet, Butterball and Star-Kist were among key clients helping to build the firm’s reputation over the ensuing decades.

The Chicago operation expanded to New York, Los Angeles, Washington, D.C., and London in the 1960s,



Edelman

before wider expansion across Europe and, later in the 1980s, into Asia.

Edelman’s pioneering tactics, foresight and management led him to become one of the most respected leaders in the field.

Asked in 1968 by O’Dwyer’s to outline his thoughts on the future of PR, Edelman said: “The emergence of the new public relations has ended for the public relations man the isolation of the past, and he represents the interdependence of many elements in our society.

“Here is perhaps the greatest challenge ever issued to public relations people.”

Edelman today employs 4,400 staffers across 65 offices with more than \$600M in annual revenue. Clients of the firm include General Electric, Wal-Mart, Unilever and Royal Dutch Shell.

Edelman was born in Brooklyn on July 3, 1920 and at age 11, he and a friend produced a community newspaper.

He graduated Phi Beta Kappa from Columbia College in 1940 and earned an MS degree from Columbia University Graduate School of Journalism.

He was a sports editor and reporter for a Poughkeepsie, N.Y., newspaper before being drafted into the

Army in 1942.

The Army was Edelman’s introduction to PR. He produced a daily newspaper for his fellow soldiers, reporting on developments in the war gleaned from the ship’s radio and later moved into psychological war operations in London. “My job was to write an analysis of Germany propaganda,” he said. “I provided information about what they were claiming, so we could answer it with our own broadcasts.”

In addition to his son, Richard, of New York, Edelman is survived by his wife, Ruth Ann Rozumoff Edelman, a mental health advocate and member of the firm’s board of directors; daughter Renée, of New York, an Edelman senior VP; son John, of Chicago, the managing director of Edelman’s global engagement and corporate social responsibility initiative, and three granddaughters, Margot, Tory and Amanda Edelman.

In lieu of flowers, the family requests donations be made in the name of Daniel J. Edelman to three institutions he was deeply passionate about: The Lyric Opera in Chicago, The Arthur Page Society; and The Columbia School of Journalism.

ALLSTATE COMMS. TO RETIRE

Joan Walker, chief communications officer for insurance titan Allstate Corp., is retiring after a long career in agency and corporate PR.

She joined Allstate in 2005 and retires as executive VP, corporate relations, heading all internal and external communications for the Northbrook, Ill.-company, and its subsidiaries. She was interim chief marketing officer from 2007-09.

The company said Walker exits on Feb. 1. A replacement has not yet been named.

President and CEO Thomas Wilson said Walker had “tremendous success” leading communication “during a time of significant external change.”

Walker is a former partner at Bozell Sawyer Miller and led its PR division. She led marketing and comms. for Qwest Comms. and Nynex Corp., corporate comms. at Ameritech, and global PA at Pharmacia.

The removal of enforcement provisions from the Code of Ethics of PR Society of America in 2000 was done in defiance of the wishes of the general membership, Society leaders, and the advice of the Ethics Resource Center, Washington, D.C.

ERC did extensive member and leader surveys for the Society, receiving a total of \$50,554 from 1999-2002.

Details of how the Code was rewritten are in two articles totaling 45 pages by Prof. Kathy Fitzpatrick of Quinnipiac University that appeared in the *Journal of Mass Media Ethics* in 2002.

Both are referenced in Wikipedia's recently expanded history of the Society (<http://tinyurl.com/9llbpou>) and can be purchased from the publisher, Taylor Francis.

ERC in January 2000 created and conducted a 79-item poll of the 20,266 Society members that drew a response from 2,099 members (10.4%).

Ninety percent of the respondents "agreed that the Society should deny or revoke membership for failure to meet Code standards," said the Fitzpatrick article. It is titled "From Enforcement to Education: The Development of PRSA's Member Code of Ethics 2000."

Belief that a "formal mechanism should be in place to resolve allegations of ethical misconduct" was expressed by 92%. One interviewee told ERC that "in some ways, lying permeates everything we do."

ERC recommended that the Code "be rewritten and its enforcement provisions revised as part of a larger campaign to position the Society as the integrity leader in the PR field," said the Fitzpatrick article.

Ethics Board members favored a Code that would be "aspirational" and "inspirational" and avoid accusing any members of wrongdoing.

Ethics Board Ignored Society Abuses

The Society had a loss of \$1,105,181 for 1999-2000 and saved money by not printing the nearly 1,000-page highly valued 2000 members' directory.

Where had the money gone? Part of it was lavished on the accreditation program that lost \$2,204,423 from 1986-99. It cost \$1,794 to create each of the 246 new Society APRs in 2000.

Spending on travel, meals and hotels for leaders and staff was excessive, totaling \$3,272,162 for the seven years from 1994-2000.

Worst abuses came in 2000 when the board met in London April 5-8, the first board meeting outside of North America in the 53-year history of the Society. Travel/meals/hotels that year totaled a record \$717,478 or 7.56% of total expenses of \$9,484,001.

The board during the 1990s typically met at resort destinations like Vancouver, Montreal, San Juan, Santa Fe, Carmel or at resorts themselves such as Lake Tahoe and Sundance. Joe Epley, 1991 president and a white water fan, held the January organizational meeting in Anchorage instead of New York as was the custom.

APRs Go on Rampage

APRs twice over-ruled attempts by the nominating

committee to place New Yorkers on the board who wanted the APR rule removed from the bylaws.

The APR's candidate for treasurer, Joann Killeen of Los Angeles, defeated official candidate Michael McDermott of Riverside, Conn., at the 1999 Assembly. Killeen had some financial background but McDermott was a financial specialist who lived about an hour from Society h.q.

Killeen, again as a write-in candidate in 2000, defeated Art Stevens of New York who was the official candidate for chair-elect.

Stevens, an ardent foe of the APR rule who wanted Assembly delegates to be reachable via a single e-mail and for annual conferences to be in New York every second or third year, claimed "foul" since Killeen had the public support of nine sitting directors.

ERC and Society leaders discussed a possible new Code with the 240 delegates in 1999 who were split into 18 focus groups.

The focus groups "seemed to support" an ERC preliminary finding that eliminating enforcement would be "a step in the wrong direction and would send the wrong signal," writes Fitzpatrick, but at the same time they were "split in their views on whether enforcement was desirable, possible, or both."

Duffey, Election Battles Ignored

The sudden need to back away from the enforceable Code coincided with charges by the EIFS construction industry that the firm of Society treasurer Lee Duffey was involved in a front group that was unfairly attacking EIFS. Duffey was in line to be chair-elect but the nominating committee rejected him, picking non-board member Kathy Lewton instead. He contested but lost.

Also not mentioned by Fitzpatrick are the boycott of the O'Dwyer Co. voted twice by the 1999 board and which resulted in ethics charges against the board by a Fellow; the initial refusal of Deloitte & Touche to sign off on the 1999 audit (it finally signed in August 2000, a record lateness); the sudden resignation of CFO Joe Cussick in June 2000 before the 1999 audit was completed; the five-year \$150K study of credible sources of information released in 1999 that placed "PR specialist" No. 43 on a list of 45 sources, and the questionable financial practices that resulted in the loss for 1999-2000. The resignations of PR director Richard George and his assistant Heather Rogers in 1999 left no PR staffers who could devise a program to combat the bad PR generated by the credibility study.

Ethics, as in 1999-2000, is again a major issue for the Society which has a formal press boycott in force. Attempts to reach Nall on this have been unsuccessful.

Ogilvy CEO Christopher Graves and past CEO Marcia Silverman encouraged Nall to become chair of the Society, according to an article in the January 2013 *Tactics*. (<http://tinyurl.com/avzz63t>)

Graves, formerly CEO of Ogilvy PR in Asia Pacific, joined the firm after 23 years in business news including 18 with Dow Jones and the *Wall Street Journal* and CNBC.

— Jack O'Dwyer