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O'Dwyer's Newsletter

The Inside News of
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ILLINOIS EYES ECONDEV 'BRAND'

The state entity that markets Illinois for business, film and international trade is looking for an agency to guide its marketing communications, including the development of a brand identity to encompass its economic development efforts.

The Illinois Department of Commerce and Economic Opportunity, known as DCEO and based in the capital, Springfield, has released an RFP open through Jan. 30 to award a contract running three years. Strategic planning and communications, media relations, event management and other services are covered in the scope of work, with the overall goal of promoting the Prairie State as a business destination.

There is no incumbent, although Chicago-based Jasculca Terman and Associates previously held a pact with the DCEO that expired in June 2012.

The state wants to catch the eye of segments like site location and expansion influencers, foreign direct investment, workforce development, community development, energy, coal and film. Tourism is a separate account currently handled by FleishmanHillard.

Deputy director of marketing for the DCEO Maria Forbes will oversee the account. View the RFP at Illinois' online procurement portal (Ref# 22032051).



PORTER SUCCEEDS MURRAY AT EDELMAN

Jay Porter will take the helm of Edelman's 600-plus member Chicago office on February 11, taking over for Rick Murray, who is leaving the company to pursue other interests.

Porter has been executive VP & global client relationship manager at Edelman on the Starbucks account.

He joined the independent PR firm in 2005 to head its Seattle consumer practice and then moved on to head the Axe business.

Porter took command of San Francisco and was named client chief of Starbucks in 2012.

Murray joined Edelman in 2001 and was promoted to Chicago boss four years ago. He launched the Me2Revolution unit, which evolved into Edelman Digital.

Edelman Chicago is the firm's No. 2 office with 2012 fees of \$93M.



Porter

JUST CONSULTING REPS US/SYRIA GROUP

Just Consulting is repping the Washington-based Syrian Emergency Task Force, a group formed to promote human rights and democracy in strife-torn Syria.

SETF seeks stepped-up U.S. diplomatic participation in the crisis and humanitarian efforts to assist homeless and displaced Syrians. It organized Sen. John McCann's visit to Syria last year on which he met with the general who leads the supreme military council of the Free Syrian Army and 18 commanders. They pressed McCain for a U.S. backed no-fly zone over the country, heavy equipment and air strikes against Hezbollah, which is aligned with Syrian president Bashar al-Assad.

SETF is led by Damascus-born Mouaz Moustafa, a Congressional staffer who settled in the U.S. while a teenager.

JC, which works on social justice issues, picked up the Egyptian Americans for Democracy and Human Rights last year to work toward restoration of democracy.

BITE REBOUNDS FROM SCANDAL

Next Fifteen Communications Group said Jan. 21 that its troubled Bite PR operation returned to profitability during the first five months of its financial year ended Dec. 31.

The PR holding company said double-digit organic growth and strong margins in its North American business have kicked off a "good start to the new financial year," even overcoming currency rates that will hold back profits and revenues.

Bite, which suffered through an embezzlement scandal in 2012, had struggled to return to profitability. NF warned as recently as late October that 2013 profits would fall "materially short of expectations."

NF-owned firms include OutCast Agency, Text 100 and M Booth. It expects to appoint a new finance director by February.

Keith Lindenburg has returned to Brodeur Partners as executive VP and chief of its New York outpost.

The former global account manager for Brodeur's IBM business exited Boston-based Omnicom unit in 1999 after a six-year stint. Most recently, he was New York technology practice group head at Edelman.

Earlier, Lindenburg was managing director of PR/reputation at Deloitte in charge of CEO comms., exec. visibility, media relations and crisis PR. He was also EVP/GM of the Eastern Region for Waggener Edstrom and held that same title for Weber Shandwick. Earlier, he was VP/corporate comms. for IBM.

FLEISHMANHILLARD PITCHES JAPAN

FleishmanHillard, working under a three-month arrangement worth \$150K in fees, is helping Japan put its best foot forward in the U.S.

Dave Senay's St. Louis-based shop handles the job as subcontractor for Japanese ad giant Dentsu.

The relationship is based on neither a written contract nor an exchange of correspondence between the two parties.

FH will propose to Dentsu and Japan platforms in the U.S. for academicians and experts selected by Dentsu and Japan to "inform educate and address audiences in the U.S about current affairs, culture, economic development, tourism and/or other highlights regarding Japan," according to its federal filing.

Those opportunities may include seminars, symposiums, media interviews, contributions to publications and possible online and social media work.

Japanese prime minister Shinzo Abe, who took office in 2012, has been working to strengthen military/economic ties with the U.S. to counter China.

SMOOTHIE KING SEEKS RETAINER FIRM

Smoothie King, the privately held franchiser of beverages, supplements and healthy snack foods, is looking for a retainer PR firm for a variety of tasks in 2014.

The New Orleans-based company, with 600 locations in 32 states and abroad, wants ongoing consumer PR support for assignments like product launches and store marketing, along with crisis comms. and digital PR.

Smoothie King, which has worked with Fish Consulting and Saeger Media Group for PR, released an RFI last week with plans to invite select agencies to pitch the account in March.

Budget is in the \$75K-\$115K range. Proposals are due Feb. 4. RFP: <http://bit.ly/1e2mQQD>.

Katherine LeBlanc (katherine [dot] LeBlanc [at] SmoothieKing [dot] com), manager of marketing communications, is overseeing the search.



TABACK DELIVERS PR FOR MAILMAN

Peter Taback, VP of external affairs and communications for The New School, moved to Columbia University's Mailman School of Public Health on Jan. 21 in its top communications post.

Taback, a PhD in English who taught at City College and New York University, takes the title of chief communications officer at Mailman, a 92-year-old institution renamed in 1999 after Joseph Mailman, an investor and philanthropist.

He earned public health credentials as VP of communications and marketing at the San Francisco AIDS Foundation and director of communications for amfAR, the global non-profit focused on AIDS research.

He moved to The New School in 2009 and earlier worked media relations at NYU.

COLORADO CANCELS TOURISM PR REVIEW

Colorado has nixed its review of the state's tourism PR account launched this month and will bring PR in-house under a newly created position.

The Centennial State kicked off a multi-account review on Jan. 14, covering advertising/media, PR/social media, and publishing/content.

The Colorado Tourism Office said Jan. 23 that its board decided to hire a director of PR rather than hire an outside firm for that \$500K piece of business, but it will continue the RFP process for the social media portion of the account, valued at around \$300K.

The advertising and content RFPs are unchanged. Updates and amendments will be posted through the state's online procurement portal, bidscolorado.com.

S&J DOES IMAGE WORK FOR DR

Steptoe & Johnson is working to strengthen the image of the Dominican Republic in the "eyes of the international public opinion," according to its contract with the Caribbean state.

The Washington-based firm will prepare and distribute press releases and monitor the media for DR's office of the presidency. It will conduct a "constant search of informational opportunities for the placement of news items of all types: interviews, features, opinion pieces in US mainstream media," according to the agreement.

S&J will get involved in "specific management of opinion pieces in the US media" and handle DR's relations with third parties in the American government, cultural institutions and non-governmental organizations.

Luis Fortuno, the former governor of DR's neighbor, Puerto Rico, is a member of the S&J team. He bills \$1,162 hourly.

The U.S. Agency for International Development agreed Jan. 15 to give DR \$184M in aid over the next five years to improve economic development and citizen safety.

FINN GOES GREEN

Green Festivals Inc., which bills itself as the longest-running sustainability event, has hired Finn Partners to get word out about its promotional showcases of green products and services.

FP will handle sponsorship development, media relations and corporate communications for the festivals that kick off in April and run through November in New York, Washington, Chicago, Los Angeles and San Francisco.

Based in Asheville, N.C., GFI has enjoyed past corporate support from Ford, Clif Bar, Honest Tea, Patagonia and Aveda.

Corrinna Basler, VP of GFI, said in a statement that FP will help her group "broaden its reach and engage more people and businesses with messages about sustainability."

The independent PR firm, according to Anne Glauber, director of its global issues practice, stands eager to bolster GFI as it demonstrates "how social innovation in the private sector can drive change.

KLEIN LEAVES WAPO

Ezra Klein is leaving the *Washington Post*, the paper told staffers in a memo on Jan. 21, with plans to start a new outlet by Vox Media, publisher of SB Nation, The Verge and Eater, among others.

WaPo digital veterans Melissa Bell and Dylan Matthews, who worked on the Wonkblog and Know More initiatives, will join him.

Klein, who launched the Wonkblog policy blog, had asked Post management to fund his venture.

New owner Jeff Bezos of Amazon fame and publisher Katharine Weymouth declined to do so.

Slate economics columnist and blogger Matthew Yglesias will step down next month to join the Klein-led venture.

Slate editor-in-chief David Plotz said in a staff email that Yglesias is set to depart at the end of February for the "ambitious new venture," adding "Matt will tell us more about it as the veil lifts."

Yglesias pens the "Moneybox" column for Slate and is a prolific blogger for the site. He said via Twitter that he's "excited to be pursuing some new opportunities in the near future" with Klein.



Klein, Yglesias

FENWICK OUT AT NEWS CORP

Lex Fenwick has departed as CEO of Dow Jones & Co. after a two-year stint at the News Corp. property.

William Lewis, chief creative officer at News Corp. takes over on an interim basis and launches a review of DJ&C's institutional strategy.

Fenwick, who joined DJ&C after a 25-year stint at Bloomberg, is responsible for the launch of DJX, the real-time news and data analysis service for financial professionals.

DJX has been under pressure due to cutbacks in the banking sector and heavy competition from Bloomberg.

News Corp blamed lower institutional revenues for DJ&C's seven percent sales decline.

On Fenwick's departure, News Corp. CEO Robert Thomson thanked him for his "time and energy at the helm" and "original vision of DJX as an innovative way to integrate content and deliver it to customers in a timely manner."

The overall review aim will change DJX so its delivers more value to customers, according to Thomson's statement.

Lewis joined News Corp in 2010 as GM of News U.K., where he lined up acquisitions and drove its digital initiatives.

Earlier, he was editor-in-chief of Telegraph Media Group, business editor at *The Sunday Times* and global news editor at *Financial Times*.

The search for a permanent replacement for Fenwick is underway.

UNION TRIB HIT WITH \$10M JUDGMENT

The *San Diego Union Tribune* was hit with a \$10M judgment in state court on Jan. 21 in a class action suit brought by newspaper carriers.

The 1,200 carriers sued in 2009 claiming they were misclassified as independent contractors, rather than employees of the company entitled to reimbursement for expenses.

The case went to trial in June 2013 with San Diego County Superior Court Judge John Meyer ruling in December that the carriers were employees, despite a contract that described them as independent contractors. Meyer held that the company had extensive control over the manner and means in which the carriers operated, trained them, and did not allow them to transfer routes to others, among other factors.

The court awarded \$4.9M to the carriers and \$6.1M in attorneys' fees, although about \$1.2M of the lawyers' take will be paid out of the carriers' award.

The *Union-Tribune* said it will appeal.

Callahan & Blaine, the law firm that led the case for the carriers, said it won a \$38M settlement against the Orange County Register in 2009 and has two similar cases heading to trial against the *Sacramento Bee* and *Fresno Bee* this year.

**REVAMPED GUGGENHEIM TAPS BRAND CHIEF**

Dana Miller, who was executive producer of the 2013 Billboard Music Awards as senior VP for Prometheus Global Media, has moved to Prometheus parent Guggenheim Media in Los Angeles to head marketing and brand development for *The Hollywood Reporter* and *Billboard*.

An executive VP, she reports to newly installed co-president and chief creative officer Janice Minn, who leads editorial, and co-president John Amato, who heads the business side.

Miller was creative services director at *Vanity Fair* and VP of creative services at parent Conde Nast. Earlier stints included CBS Publishing, Ziff Davis and Hearst, among others.

Guggenheim earlier this month split its Prometheus operations into an entertainment group, including *Billboard* and *THR*, and a second operation encompassing *Adweek*, the *CLIO Awards* and its *Film Expo* group.

YOST TO EDIT COLUMBUS CEO

Mary Yost, former VP of PA for the Ohio Hospital Association, has been named editor of *Columbus CEO* magazine, a monthly business title from the publisher of the *Columbus Dispatch*.

Yost started her career as a reporter for the *Dispatch* in 1973. She led PR, comms. and media rels. for the OHA for more than 20 years.



Yost

TRUST IN GOV'T SINKS TO ALL-TIME LOW

Trust in government ranks at an all-time low of 44 percent, according to Edelman's latest trust barometer survey of 27,000 people.

The U.S. public's trust in government tumbled 16 percent to 37 percent, France's percentage fell 17 percent to 32 percent and Hong Kong's level dipped 18 percent to 45 percent.

Richard Edelman noted the findings represent a sea change from five years when business teamed with government to regain trust.

He believes the private sector must compensate for the public's distrust of government. Businesses, according to Edelman, "must lead the debate for change."

The Edelman CEO sees an opening for business to play a bigger role in the debate over regulation since nearly eight-in-ten respondents to the Barometer poll believe government should not work alone to set regulatory policy. He warns against over-reach. It would be "a huge error in judgment for businesses to push for deregulation as they did a decade ago," said Edelman.

Companies headquartered in the so-called BRIC (Brazil, Russia, India and China) countries still suffer a trust deficit vis-à-vis their counterparts in the west.

For instance, Indian companies scored a 35 percent trust rating and Chinese enterprises tallied a 36 percent score. Those marks trail Germany's 80 percent rating and Switzerland's 79 percent mark.

There's a huge trust gap in how people in the BRIC countries view their homegrown companies compared to the rest of the world.

More than three-quarters (76 percent) of Chinese trust their native business, while non-Chinese give those companies a 36 percent rating.

A mere 21 percent of Americans trust Chinese companies, according to the 2014 barometer, which is the independent firm's 14th annual survey.

ONE CLICK CHECKS OUT PR

One Click Ventures will select its first outside PR firm to conduct a media campaign to promote its Sun-glass Warehouse.com and Readers.com eyewear brands.

The Greenwood, Ind.-based firm has established a monthly budget in the \$5K range, but is willing to up the ante based on publicity results.

The PR push will target customers looking for "quality products at a fair price." The company views itself as the Target of affordable glasses.

The husband and wife team of Randy and Angie Stocklin launched OCV in 2005.

Katie Huang Shin, senior VP/deputy managing director of global technology at FleishmanHillard, has joined Porter Novelli as EVP in its high-tech practice.

She is deputy client relationship leader on PN's key Hewlett-Packard account in San Francisco.

Prior to FH, Huang Shin served as senior VP/deputy GM of Weber Shandwick's northern California unit in charge of client service and staff development.

Earlier, she was at Horn, Applied Communications and Lois Paul & Partners.

EX-CONGRESSMAN TO FTI CONSULTING

Bud Cramer, a nine-term Democratic Congressman from Alabama who left the House in 2009, has moved to FTI Consulting in Washington as a managing director in its strategic communications operation.

He joins FTI's public affairs operation and will focus on government affairs assignments. FTI acquired lobbying shop C2 Group in March 2013 to boost its lobbying and PA capabilities.

Cramer, a Blue Dog Democrat during his time on the Hill, represented Alabama's 5th Congressional district before declining to seek another term in 2008. He has been chair of Wexler & Walker Public Policy Associates and vice chair of Capitol Hill Consulting Group since leaving the House.

FTI strategic communications chief Ed Reilly praised Cramer's "deep understanding of the intersection of market forces and government policy."

ANIMAL ADVOCACY GROUP HUNTS FOR PR

Four Feet Forward, the 10-year-old animal advocacy group based in Portland, OR, is looking for a PR firm to work on a pro bono project.

To celebrate its anniversary, FFF plans to hold a contest for grassroots organizations that can't afford to bankroll a PR campaign.

The organization with the best communications vision will win the professional services of the PR firm that responded to FFF's RFP. It would donate at least 40 hours of pro bono work to the contest winner.

FFF serves as a clearinghouse to link grassroots animal rights groups with professionals who can provide them with legal, communications and accounting services. The idea is to "level the playing field" between bare-bones non-profits with their better-funded corporate adversaries.

Brother and sister Carter and Courtney Dillard founded FFF with long-time friend Adam Sugalski.

Carter is director of litigation at the Animal Legal Defense Fund.

FFF board member Summer Smith told O'Dwyer's that she hopes a firm will commit to the free work by Feb. 10. Deadline for contest proposals is March 24.

EX-SHARPTON PR AIDE TO STAFF NY FIRST LADY

Rachel Noerdlinger, former executive VP of communications for Rev. Al Sharpton's National Action Network, has been named chief of staff to New York First Lady Chirlane McCray, the wife of Mayor Bill de Blasio who is expected to play a significant role in her husband's administration.

Noerdlinger has recently run her own New York-based PR shop, Noerdlinger Media, with Sharpton as her main client. She was previously a VP for The Terrie Williams Agency in New York, where she started as an intern and was mentored by the former *Essence* magazine communications head Williams.

"Rachel shares my commitment to bringing social justice to the forefront in this city, and I look forward to having talent like hers on the team," McCray said in a statement.

NEWS OF PR FIRMS**JOELE FRANK, FTI LEAD GLOBAL M&A PR**

Joele Frank, Wilkinson Brimmer Katcher was the top global M&A PR advisor in 2013 based on deal value.

Joele Frank's \$310B across 114 deals trumped No. 2 Abernathy MacGregor (\$236B; 87), and the 2012 leader Brunswick Group (\$210B; 193), according to merger-market.

FTI Consulting advised the greatest number of transactions in 2013 – 202 – followed by Brunswick, RLM Finsbury (115) and Sard Verbinnen & Co (115).

The top deal of the year was Verizon Communications's \$124.1B buyout of Vodafone from its Verizon Wireless business in September. Joele Frank, Wilkinson Brimmer Katcher and RLM Finsbury were on the VC end, while Abernathy MacGregor, Maitland and Tavistock Communications aided Vodafone.

That was followed by Berkshire Hathaway's \$27.4B acquisition of H.J. Heinz Company -- BH worked with Brunswick Group – and AerCap Holdings' \$26.4B buy of International Lease Finance Corp. from AIG. College Hill advised AerCap Holdings. Liberty Global's \$25B acquisition of Virgin Media rounded out the top four, as Brunswick advised Liberty and Powerscourt and Tavistock aided Virgin.

Making leaps in the ranking by global deal value, Tavistock landed at No. 6 from No. 126 in 2012, ICR vaulted to 13 from 49, Ketchum rose to 19 from 151, and Edelman jumped to 16 from 31.

Mergermarket reported that global M&A activity slowed in Q4 and was down 3.2% from 2012. But the U.S. saw a 3.8% increase to \$891.1B and the 105 lapsed deals in 2013 was the lowest total since 2001.

ENVIRONICS CREATES WATER COMMS UNIT

Washington-based Environics Communications has created a water sector PR practice under an alliance with Donna Vincent Roa, a veteran environmental and water communications pro.

Environics said the unit will function under its sustainability & clean energy practice.

Roa is a former PA and science communication director of the U.S. Environmental Protection Agency's Office of Research and Development. She is a consultant to the United Nations and World Bank.

The firm has worked for clients like Canadian Water Network, TD Friends of the Environment Foundation, Toronto Hydro Corporation, the Water Design-Build Council, and the World Wildlife Fund, among others.

EVC ADDS SCHEMELIA, SALVO

New York-based financial communications shop EVC Group has added veteran healthcare pro David Schemelia as VP for integrated communications.

Schemelia was director of PR at Signature Brand Factory in Connecticut and a veteran of the Associated Press and HealthStar PR.

EVC has also added Leigh Salvo as senior VP of its IR and integrated comms. practice, based in San Francisco.

She was a partner at Direct IR and former director of IR for The American Stock Exchange.

NEW ACCOUNTS**New York Area**

Butler Associates, New York/Grandparents.com, news and content for the 50+ segment, for communications strategy, media and financial relations counsel.

5W PR, New York/Diono USA, car seats and other child accessories, for media relations for the brand and its RadianRXT product; One Hour Translation, translation and interpretation services, as PR firm of record, and The Salerno Center, for PR to increase awareness for its founder, Dr. John P. Salerno, and its vitamins and supplements.

Susan Magrino Agency, New York/Geoffrey Beene, men's apparel and accessories, for PR. All of the company's net profits fund philanthropic causes like cancer research.

Mfa Ltd., New York/Alex and Ani, for PR for its product collections of bangles and candles, retail locations and brand strategy, and KaBOOM!, non-profit focused on creating playgrounds, as AOR.

Raker Goldstein, Old Tappan, N.J./Assured Environments, commercial pest management company, for comms.

East

PAN Communications, Boston/SDL, customer experience management, for global PR strategy, including social media, content and influencer marketing.

Southeast

Brandware PR, Atlanta/MyAssist, live-agent personal assistance and concierge service that supports connected vehicle and consumer needs, for PR.

JoTo PR, Tampa Bay, Fla./elements fitness, Miami fitness and weight loss club for women, for PR.

Midwest

Kroner Communications, Boulder, Colo./Exhibitor Media Group, trade and show and corporate event marketing education, for PR aimed at growing the EXHIBITOR2014 expo in Las Vegas in March.

Mountain West

Verde Brand Comms., Boulder, Colo./RockyMounts, car racks for bikes, snowboards and other gear, as AOR for PR.

Southwest

Richards Partners, Dallas/The Salvation Army, as AOR for PR. Parent The Richards Group has been advertising AOR since 2005. PR work includes the annual Red Kettle campaign and communications support surrounding emergency and disaster response.

West

SHIFT Communications, San Francisco/Whole Foods Market Northern California, as AOR for PR in the region, following a competitive review. The region includes San Francisco Bay Area, Sacramento, San Jose and Reno.

Landis Communications, San Francisco/Merlin Entertainments Group, for launch of two new properties at Fisherman's Wharf: Madame Tussauds San Francisco and the San Francisco Dungeon.

Canada

Brooks Communications, Toronto/Titan Medical, robotic surgical system, for a \$7K-a-month IR and financial communications pact for 2014.

NEWS OF SERVICES**DSG PRODUCES SHRIVER REPORT**

The Dewey Square Group, Washington, D.C., produced Maria Shriver's "The Shriver Report: A Woman's Nation Pushes Back from the Brink," released this month.

DSG, part of WPP, helped design, produce, edit and launch the report, which examines reasons that 42M American women and 28M children who depend on them live at or on the brink of poverty, and proposes concrete solutions to this developing crisis.

The launch included Shriver's presentation of a copy to President Barack Obama at the White House, along with several media appearances.

BOOK: THE WATCHDOG THAT DIDN'T BARK

Financial journalists failed to warn about the banking abuses that stalled the economy in 2008 and threatened ten million Americans with foreclosure, Dean Starkman of *Columbia Journalism Review* charges in *The Watchdog That Didn't Bark*.

Starkman makes a sweeping indictment of his fellow journalists, charging that in the critical years between 2004 and 2006, there was a lack of "investigative stories that directly confront the powerful institutions about basic business practices while those institutions were still powerful."

Starkman asked leading financial media in 2009 to provide their best work during the period leading up to the meltdown.

The conclusion he reached was a "simple one," says his article in the January/February *Columbia Journalism Review*: "The business press had done everything but take on the institutions that brought down the financial system."

Starkman admits that some financial reporters did sound the alarm including NYT's Diana Henriques and Chris Roush who authored "Unheeded Warnings" for the January/December 2009 *American Journalism Review*.

While admitting that some warnings were voiced by financial journalists, Starkman says that "beyond speeches and assertions, the business press has not published a major story on its own peculiar role in the financial system before the crisis. It has, meanwhile, investigated and taken to task virtually every other possible agent in the crisis: Wall Street banks, mortgage lenders, the Federal Reserve, SEC, Fannie Mae, Freddy Mac, the Office of the Comptroller of the Currency, compensation consultants, and so on. This kind of forensic work is entirely appropriate. But what about the watchdog?"

MW PARTNERS WITH ACTUSNEWS

French-language corporate and financial news distributor Actusnews Wire of Europe has aligned with Marketwired in North America.

Bernadette Lee, VP, global partners and media solutions at MW, said her company's clients now have a new channel to engage with French-speaking target audiences in Europe, while Actusnews clients can now meet their North American disclosure requirements directly through Actusnews.

PEOPLE**Joined**

Catherine Blades has moved to insurer Aflac Inc. in the new post of senior VP, corporate communications. Blades exits the chief communications and marketing officer slot of Flextronics. She was previously in the aerospace sector, serving as VP of communications and PA at Raytheon and handling marketing communications at Lockheed Martin Aeronautics. At Columbus, Ga.-based Aflac, she reports to EVP of corporate services Audrey Boone Tillman. Eleven-year Aflac veteran Laura Kane is VP/communications.

**Blades**

Jeff Goldfarb, senior strategist at Matthews Media Group, will join JPA Health Communications on Feb. 3 as VP. At MMG, he managed PR and patient recruitment efforts at the National Institutes of Health. He also helped run programs for the FDA and National Cancer Institute for Rockville, Md.-headquartered MMG, part of Ketchum and Omnicom.

Adam Wagner, director of comms., SevenTwenty Strategies, to DDC Advocacy, National Harbor, Md., as director of business communications.

Douglas Myers, who held comms. and marketing roles with AIDS Walk, LA Law Library, MONY Group and PricewaterhouseCoopers, to Landis Communications, San Francisco, as senior director.

Kimberly Premo joins as an A/C handling City Car-Share, Merlin Entertainments, Northstar Memorial Group and Walmart.

Georgia Carter Turner, VP of tourism development, Flagler County (Fla.) Chamber of Commerce, to Florence/Lauderdale Tourism, Florence, Ala., as communications manager.

Roy Hinz, director of PA, AAA Wisconsin, to The Meemic Foundation, Madison, Wisc., non-profit of Michigan-based Meemic Insurance Company, as community advocacy administrator.

Lana Mini, former journalist and PR staffer for non-profit ACCESS, to Marx Layne & Company, Farmington Hills, Mich., as an A/E.

Aileen Bennett, former marketing and comms. manager, Institute for Sustainable Practice, Lipscomb Univ., and **Ellis Metz**, intern at Marketing 24/7, to Jarrod Phillips Cate & Hancock, Nashville, Tenn., as advisors.

Promoted

Rachel Caggiano to executive VP, North America head of content, Ogilvy PR, Washington, D.C. She is a seven-year Ogilvy veteran and founding member of its Social@Ogilvy operation.

Doug Buemi returns to Cohn & Wolfe as vice chairman, regional director, Asia Pacific. He set up the firm's China presence in 2006 in Shanghai and led the Western Region (U.S.) and Los Angeles.

Doris Juergens to VP-strategy, a newly created post at NATIONAL PR, Montreal.

Dana Rovito to A/S, The Turchette Agency, Fairfield, N.J., managing creative design, PR, interactive media and event management work.

PR OPINION

JOURNOS BATTLE PR, LAWYERS, THREATS

Top investigative journalists spent Jan. 24 describing their boundless quests for interviews, whistleblowers, facts and data of all sorts. If PR blocks them, they go "up the line" to bosses, boards and anyone else.

Such reporters, a breed apart from regular journalists since they need weeks or months and a sizable budget to pursue their targets, explained how they operate to 220 mostly younger journalists at the Graduate School of Journalism at City University of New York. The School is promoting a one semester Certificate in Journalism for \$4,910 and a four-semester M.A. in the same subject.

Speakers such as Pulitzer Prize winners David Barstow and Walt Bogdanich of the *New York Times*, Jeff Pohlman of CNBC, and author David Cay Johnston (The Fine Print—How Big Companies Use Plain English to Rob You Blind) spoke of their unstinting efforts to get past communications blockades of all sorts.

Formal news sources such as PR are often of no help. Members of the general public are often leery about dealing with reporters, they noted.

Michelle Conlin of Reuters, researching a story on builders keeping mineral rights to land under homes they sold since there might be oil that could be obtained via "fracking," called 50 owners of such homes and only found two who would talk to her.

Conlin and other panelists had high praise for the "techies" who are helping reporters by mining vast reaches of data in government and other sources that can be used in stories. She obtained her list of homebuyers that way.

Johnston Focused on "1% of 1%"

Johnston, president of Investigative Reporters & Editors, which arranged the event, said the average wage of Americans today is \$26,000 which, adjusted for inflation, is below the wage level in 1966. Almost all of the gains since then have gone to those making more than \$75K a year, he said. The 200 highest paid U.S. CEOs have annual packages that average \$15 million.

Oxfam Int'l last week issued a report called "Working for the Few," timing it for the meeting last week of the World Economic Forum in Davos, Switzerland, that said nearly half of the world's wealth is going to the richest 1%.

The 85 richest people in the world have the same amount of wealth as the bottom half of the world's population, said the report. In the U.S., the 1% took 95% of the post-financial crisis growth between 2009-2012 while the bottom 90% became poorer.

Rich/Poor Gap Evident at Meeting

The gap between rich and poor was evident at the IRE meeting.

A bargain rate was offered--\$55 for the entire day which included a year's membership (normally \$70).

There was no lunch. The journalists, about half male and female, were told to visit any of the half dozen cafeterias on 40th st. between Seventh and Eighth avenues.



Barstow, Bogdanich

That's what we did, enjoying a chicken panini and cup of vegetable soup. There was a buffet dinner at 5 p.m. for those who stayed.

On the PR side, Publicity Club of New York is about the only New York PR group left of some 25 that existed in the 1970s and 80s that still holds regular lunches. Few of the 25 even exist anymore. The New York chapter of PR Society of America has not had a member lunch in decades. At the top of the ladder, however, there are many

\$400 and \$500-ticket events for the higher echelons in journalism and PR.

CPJ is "High Society" of Journalism

One is the annual black tie banquet of the Committee to Protect Journalists at the Waldorf-Astoria where tickets are up to \$1,000. CPJ, which focuses on press persecution overseas, had net assets of \$14.9 million at the end of 2011, its latest report available on GuideStar.

It filed at the last legal minute—Nov. 9, 2012, which is why GuideStar only has 2011.

CPJ is only 12 blocks from CUNY at 330 Seventh ave. but miles away socially and financially from the IRE meeting attendees. Its assets include \$9.3M in stocks, and investments, cash and savings totaling another \$5M.

We sought and won a press pass to the 2010 CPJ banquet but did not meet too many of the media stars. We were exiled to the balcony with other working press where we got sandwiches and soft drinks.

Those in black tie downstairs had courses of vegetable tarts, salmon, lentils, asparagus and bread pudding. Although we sought to go to subsequent banquets, CPJ staff simply ignored our phone calls and e-mails.

The meetings of the PR executives in the Arthur W. Page Society at New York hotels have full lunches and dinners.

The Foundation of the PR Society gives its annual Paladin Award to a PR executive at a banquet for which the tickets are \$500.

The New York Financial Writers Assn. raises about a half million a year from Wall Street houses and blue chips at its black tie "Financial Follies." Tables are \$3,500. More than 400 financial journalists attend each year as guests of companies and PR firms that they cover.

IRE, based at the University of Missouri School of Journalism, had net assets of \$4.1M at the end of 2012.

Barstow Nixes Harper's, Praises Whistleblowers

We asked IRE executive director Mark Horvit for a chance to address the meeting but he said the schedule was too tight.

Barstow, however, allowed us to speak for a few minutes to about 100 of the attendees.

After a brief description of the O'Dwyer Co., we said the January issue of *Harper's* has one of the best investigative pieces we have ever seen—the 16-page report on the servant school of Mary Louise Starkey in Denver that, while challenged by Starkey who correctly pointed out inaccuracies and rapped the ethics of Harper's and writer John Davidson, nevertheless had lots of details on what it's like to work for the super rich.

(Continued on page 8)

PR OPINION (cont'd from pg. 7)

Davidson lied his way into the eight-week, \$20K school (paid by Harper's), pretending to be a property manager. He got others to support his phony resume when Starky made calls. Barstow said he would never engage in such "sleazy" tactics. Davidson could have interviewed butlers to get his material, said Barstow.

He said reporters get "lots of pushback" from story subjects and must learn to deal with it. His technique is to openly approach subjects and do all his data-gathering in the open.

The model he follows is the detective character Columbo created by Peter Falk in a series that ran mostly in the 1970s—humble, self-effacing, low-keyed and of limited finances. Columbo would get close to his subjects and slowly compile facts that towards the end came together in a compelling manner.

Bogdanich, who has won three Pulitzer prizes, follows a similar technique of getting a foot in the door at the beginning.

He says it is essential to meet the people involved in a story rather than dealing with them via phone calls or e-mails. Story subjects that resist this can be told that he just wants to introduce himself and tell them what he is doing since people he calls for the story will start calling them. They can be promised off-the-record conversations. "I don't give up," he said. "I get in one way or another." The bosses of PR people can be called if the PR people do not respond, he added.

Tobacco Whistleblower Praised

While Barstow did not approve of Davidson's approach, in which a journalist concealed his identity, he had praise for whistleblowers who are employed by a company, mentioning Merrell Williams Jr., who worked for Brown & Williamson Tobacco.

Williams, who died Nov. 27, 2013, used a rubber girdle starting in 1988 to hold documents he took outside the company for purposes of copying them, said Barstow. The documents showed B&W knew decades earlier that nicotine was addictive and that cigarettes caused cancer.

Jeff Wigand, another B&W employee who "outed" B&W, got most of the notoriety because he gave an interview to "60 Minutes" of CBS-TV, inspiring the 1999 movie, "The Insider."

Mention of "The Insider" brings up the topic of the seven Tylenol murders of 1982 and the single murder by Tylenol in 1986 of 23-year-old Diane Elsroth.

NYT and many other media have been unstinting in their praise of Johnson & Johnson's PR in the wake of the murders, positioning J&J as setting the "gold standard" for handling a crisis.

Fraser Seitel says in the 2014 edition of his textbook, *The Practice of PR*, that "Arguably, the two most important cases in the history of the practice of PR occurred within four years of each other to the same product and company." He is referring to the Tylenol murders.

Actor Russell Crowe, playing Wigand in the "The Insider," painted the usual inaccurate picture of what happened when he said, "James Burke, CEO of Johnson & Johnson, when he found out that some lunatic had put poison in Tylenol bottles, he didn't argue with the FDA, he didn't wait for the FDA to tell him, he just pulled Tylenol off the shelves in every store right across America instantly," Burke would not "allow his company to put on the shelf a product that might hurt people..." said Wigand.

What actually happened is that J&J initially confined the withdrawal to two small lots in the Chicago area and did not pull Tylenols from shelves "across America" until five days later (when there was nothing labeled Tylenol on any shelf in America anyway).

Whistleblower Scott Bartz Is Ignored

NYT reporters seek whistleblowers but the paper has ignored one of the best pieces of journalism we have ever seen—*The Tylenol Mafia* by former seven-year employee and whistleblower Scott Bartz.

Bartz, in more than 400 pages, details how the media, the police, the courts, the Food & Drug Administration and the FBI all took a pass on hard evidence to protect J&J from massive lawsuits.

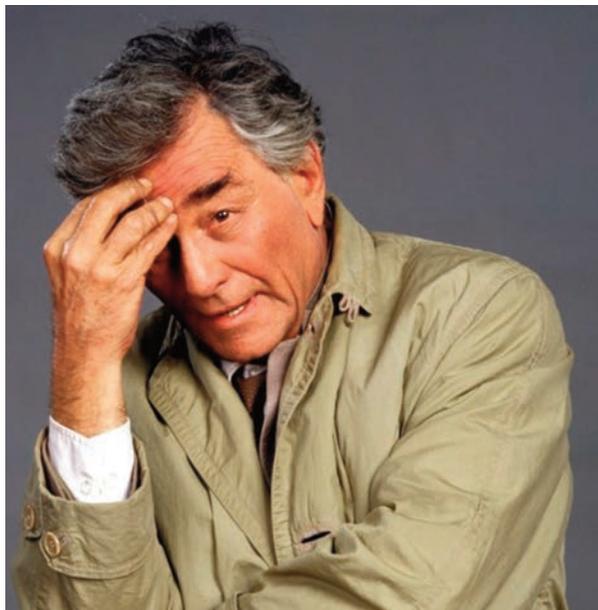
The Bartz book, including a second edition, has been recognized by Wikipedia but not by the NYT and many other major media. They apparently consider it "too hot to handle." Bartz detailed how the ingredients in Tylenols pass through as many as five sets of hands from J&J to stores, providing ample opportunity for someone to poison the Tylenols while still in J&J's control. One victim, Mary Reiner, got her Tylenols from a secure hospital dispensary after she had given birth.

We would not propose the Tylenol murders as something for NYT reporters to investigate.

There is nothing to investigate. J&J should not have sold over-the-counter capsules that could be easily taken apart and spiked. Many pharmacists refuse to stock any such capsules. Tablets are safe and work just as fast.

Putting the vulnerable capsules back on the mass market just six weeks after seven people died by ingesting cyanide-laced capsules, resulting in another death by the same means four years later, deserves nothing by condemnation.

— Jack O'Dwyer



Peter Falk as 'Columbo'

Photo: ABC TV