



Jack O'Dwyer,
Editor-in-Chief

O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

271 Madison Ave., New York, NY 10016
212/679-2471. Fax: 212/683-2750
www.odwyerpr.com; jobs.odwyerpr.com

July 8, 2013 Vol. 46 No. 26

UN AIDS CAMPAIGN EYES PR REVIEW

The United Nations' global initiative to fight HIV/AIDS is preparing to release an RFP for PR support with the intention to hire two or three firms for assignments.

The Joint United Nations Programme on HIV/AIDS, known as UNAIDS, wants to hear from agencies that would participate in an RFP process by July 14.

The organization, based in Geneva and operating on a nearly \$500M budget, wants to provide around-the-clock communications in English, so it wants at least one firm outside of its European time zone. Press releases, media relations, story pitches, and communications reports are expected assignments under the future contract.

Response to July 1 call for expressions of interest (EOI) from PR firms does not guarantee nor eliminate participation in the upcoming RFP. Ogilvy PR has worked with the organization in recent years.

The USAIDS board wrapped its annual meeting last week, broadening its commitment to end new HIV infections to include areas like inequality, gender, governance and education, among other topics.

View the EOI request at unaids.org.



Joint United Nations Programme on HIV/AIDS
UNAIDS
UNICEF • UNDP • UNFPA • UNDCP
UNESCO • WHO • WORLD BANK

EDELMAN EXEC LEADS ACLU GAY MAR. PUSH

The American Civil Liberties Union has hired Edelman vice chair and high-profile GOP advisor Steve Schmidt to lead a \$10M campaign for marriage equality across the 50 states, which the group acknowledges will need Republican support.

Schmidt, who ran Sen. John McCain's 2008 presidential bid and was played by Woody Harrelson in "Game Change," joined Edelman in 2010 as vice chair after a stint at Mercury PA.

"The issue of marriage equality is the Republican Party's best chance to stand on the right side of history, create a meaningful legacy of fairness, and maintain relevance with young voters," said Schmidt, who retains his role with Edelman.

The ACLU announced the hire to coincide with the Supreme Court's decision to overturn the Defense of Marriage Act, paving the way for gay marriage in states that approve such unions. The group has also hired conservative strategist Jimmy LaSalvia of GOProud to target gay conservatives, particularly within the Tea Party.



Schmidt

H+K ACQUIRES CONTENT SHOP

Hill+Knowlton Strategies has acquired content and digital strategy shop Group SJR, a New York-based firm with 50 staffers and annual revenue of \$13.6M.

SJR, which also has a Los Angeles office, works for clients like Target, Barneys, Credit Suisse, Motion Picture Association of America, TED, Xerox, GE and Dell.

SJR managing partner Alexander Jutkowitz takes on the title of vice chairman and chief global strategist of H+K.

Content has become a key driver of PR revenue over the past year, sparking large firms to set up divisions and vie for talent in the space. H+K global chairman/CEO Jack Martin said SJR's staffers are "specialists in building audiences through great content" and will help the firm capitalize as clients turn to PR and marketing to produce "branded and owned" digital content.

H+K last year established a partnership with content firm Kameleon in London.

H+K parent WPP said the SJR move is part of its plan to make digital revenues account for 35-40% of its overall take in the next five years.

Harold Burson, founding chairman of another WPP unit, Burson-Marsteller, said in April that "we in PR play a critical role in setting the content standard."

Weber Shandwick in March created a content division, Mediaco, noting content is a "hot topic" but misunderstood.

CUNNINGHAM EXITS BITE CEO SLOT

Tech PR maven Andy Cunningham has left the CEO post at San Francisco's Bite Communications after six months to focus on SeriesC, her marketing and consulting venture serving startup companies.

Cunningham, who joined Bite as president in January 2012, said in an email to industry colleagues July 2 she made the decision to focus "all my attention" on SeriesC, which is located in Bite's Spear Street offices. Bite parent Next Fifteen Communications Group is a minority investor.

Cunningham's tech credentials include a key term at Apple and founding Cunningham Communications, acquired by Incepta in 2000. She said SeriesC is "getting a lot of traction in the market lately" and is currently engaged with four clients in the energy efficiency, display components, media/publishing and education spaces.

Her team includes around ten former colleagues and tech sector alums.



Cunningham

DEEN GETS PR COUNSEL

Paula Deen, the disgraced TV chef who broke into tears on the “Today” show June 26, has relied on her Los Angeles PR firm The Rose Group and brought in additional counsel since the crisis sparked by her admitted use of a racial epithet in a deposition.

Deen also brought in crisis guru Judy Smith to bolster her image rehabilitation over the past two weeks.

Smith, who notably counseled Jill Kelley, a woman involved in the Gen. David Petraeus scandal last year, runs Smith & Co. in Washington.

The 12-year-old Rose Group is led by Jeff Rose, an entertainment PR alum of Porter Novelli, BWR and Miramax Films, and Elana Weiss-Rose. The firm started working with Deen two years ago after her split with longtime publicist Nancy Assuncao.

[Assuncao parted with Deen after disagreeing with Deen’s decision to become a paid spokeswoman for the diabetes drug Victoza. “I couldn’t understand why they thought this was really good for the brand,” Assuncao told the *New York Daily News* last year.]

The Associated Press said Deen appeared “distressed and her voice breaking” during her “Today” appearance June 26, while host Matt Lauer was “uncomfortable” and tried to end the interview. “I is what I is and I’m not changing,” Deen said. “There’s someone evil out there that saw what I worked for and wanted it.”

Deen had previously pulled the plug on a “Today” appearance scheduled for June 21.

Mark Pasetsky, who runs New York-based Mark Allen & Co., told USA Today.com that Deen’s “Today” appearance fell short of her likely PR goals. “She really needed to take full responsibility for what she said and it appeared to me that the strategy for this interview was to be pointing the fingers rather than to take responsibility for the words she admitted to using.”

On a day when the Supreme Court overturned a law banning gay marriage under the Equal Protection Clause of the Constitution, Deen told Lauer, “I believe that every creature on this Earth, every one of God’s creatures, was created equal. ...I believe that everyone ought to be treated equal.”

Deen has also lost her Food Network show and sponsorship deals with several companies, including Novo Nordisk, which manufactures the Victoza drug and initially stood by her. Sponsors fleeing included QVC, Smithfield, Wal-Mart, Home Depot, Cesars Entertainment and Target, among others.

Deen’s “Today” appearance was preceded last week by two YouTube videos in which she apologized and asked for forgiveness for using the racial epithet.

Deen said July 4 that she fired her longtime agent Barry Weiner, who is credited with getting her signed to the Food Network, a move which launched her career.



MAINE MOVES TOURISM PR TO NEW YORK

Maine has moved its tourism PR account to The Dilenschneider Group, following a review begun in March.

Marshall Communications of Augusta was the longtime incumbent for the \$700K account, up from \$685K in 2012.

Under the terms of the pact, the winning firm was to have an office or partner within two hours of Augusta and TDG is partnering with Burgess Advertising & Marketing of Portland, the state said.

TDG beat five competitors in the RFP process for a one-year pact with three option years through June 2017. Scope of work includes consumer and travel trade public and media relations, familiarization tours, social media and special projects.

Seven proposals were received, the state said.

TDG principal and veteran travel PR pro Joan Brower heads the account.



HOSTESS EYES PR, AD ‘COMEBACK’

Hostess Brands, the snack cake maker of Twinkies and Ding Dongs, has brought in PR and advertising firms to guide its “comeback” campaign following bankruptcy and sales of its major brands.

Apollo Global Management and Metropoulos & Co., two private equity firms, bought the Hostess brands for \$410M in March.

LAK PR, Hostess’ longtime New York-based PR firm, will handle PR for the summer campaign, dubbed “The Sweetest Comeback in the History of Ever.” Bernstein-Rein, Kansas City, another nine-year veteran on the Hostess account based in its hometown city, will guide advertising.

Rich Seban, president of Hostess Brands, said the two agencies have consistently shown an ability to “move quickly and decisively.”

LAK principal Hannah Arnold said the Hostess name has been “baked into the fabric of America for generations.” LAK is the former Linden, Alschuler & Kaplan.

Social media, digital guerilla marketing and traditional ads and PR are on tap.

A clock at Hostesscakes.com is counting down to the campaign’s launch July 15, which will include outdoor placements in New York, Chicago, Los Angeles and Kansas City. A social media campaign using Vine is planned for PrepareYourCakeface.com and a food truck tour is also in the works.



NEWS CORP ALIGNS COMMS AHEAD OF SPLIT

News Corp., which split into two units on June 28, has moved its chief communications officer, Julie Henderson, to media and entertainment company 21st Century Fox.

Ashley Huston, who was VP of corporate communications for News Corp.'s Dow Jones unit, will head communications for the second entity, known as new News Corp., which holds the company's newspapers, information services, publishing, sports programming and similar units.



Henderson, Huston

Henderson was promoted to the executive VP slot and holds the CCO title at the new 21st Century Fox unit. She will continue to serve as News Corp.'s chief spokeswoman, overseeing global communications and handling the new corporate brand. While Rupert Murdoch will be CEO and chairman of 21st Century Fox, current COO Chase Carey will run to the unit.

Carey said of Henderson's promotion: "Julie is an invaluable member of our executive team, and her work in effectively communicating our vision and corporate perspective on key issues has become even more vital as we begin a new chapter in our company's history."

Henderson had been senior VP of corporate affairs and CCO for the past year and a half. She moved to the corporate parent from PR roles with Fox Interactive Media. Earlier on the agency side, she headed the digital unit at mPRm PR.

Huston at the new News Corp. has a senior VP title. She is a former VP at Rubenstein Communications, which works for News Corp. and Dow Jones, and director of media relations at ESPN.

TRIBUNE BUYS 19 TV STATIONS IN \$2.7B DEAL

Tribune Company has moved to buy 19 local TV stations in 16 markets from private equity-backed Local TV Holdings for more than \$2.7B in cash as it continues to move toward broadcast and away from print.

The move gives Tribune 42 stations – 14 in the top 20 markets – to go along with eight major market newspapers.

Oak Hill Capital owns Local TV Holdings.

Tribune, which climbed out of bankruptcy late last year and has been looking to unload print assets, called the move a "key strategic step" to boost both its scale and shareholder value. Peter Liguori, president and CEO since January and a former Fox and Discovery TV executive, called it a "transformational acquisition" for the company, making it the top local TV affiliate group in the country.

Kekst and Company works with Oak Hill Capital.

Tribune's broadcast affiliates include the CW (14), FOX (14), CBS (5), ABC (3), NBC (2) and four independent stations. Liguori said the "path forward" for Tribune is in building multimedia capabilities and its

asset portfolio to become a top content creator and distributor.

The new stations are in markets including Denver, Cleveland, St. Louis, Kansas City, Salt Lake City and Milwaukee.

Tribune competitor Gannett Company inked a deal to buy 20 stations from Belo Corp. last month.

J-LO PUBLICIST HANDLES DICTATOR CRISIS

The PR team for singer Jennifer Lopez is working to contain the perception that she serenaded the repressive dictator of Turkmenistan with "Happy Birthday" at an oil company event in the Asian country June 29.

Mark Young, who represents Lopez via Los Angeles PR firm The Fame Factory, is stressing that the global pop star appeared at the birthday party of Turkmenistan President Gurbanguly Berdymukhamedov as a paid appearance for the China National Petroleum Corporation.



Lopez performs in Turkmenistan.

In a statement he said the birthday croon – CNN reported she said, "We wish you the very, very, happiest birthday," to Berdymukhamedov, in addition to performing the song – was a "last-minute 'birthday greeting' request" by the oil company.

"Had there been knowledge of human rights issues any kind, Jennifer would not have attended," Young said in a statement, adding it was a "private corporate event" not sponsored by the government.

Human Rights Watch, in its 2013 World Report, called Turkmenistan "one of the world's most repressive countries," noting Berdymukhamedov, and his relatives and associates, "enjoy unlimited power and total control over all aspects of public life..."

Andrew Stroehlein, European media director at Human Rights Watch, called Lopez' appearance a "moment of maximum shame" for the singer and mocked her publicist's claim that she wouldn't have done the gig if she knew of the country's spotty human rights record. No Internet where she lives?" he tweeted.

Video of Lopez performing was included in a high-light reel of the birthday festivities produced by Turkmenistan state television.

Agence-France Presse reported Lopez is believed to be the first major Western star to visit the former Soviet republic. It published a since-deleted tweet from one of Lopez' dancers: "I wonder were [sic] all my Turkmenistan followers are?! Hit me up!" Twitter is tightly controlled in the country.

Al Aribaya wondered if Lopez was "doing 'a Marilyn'" a la Marilyn Monroe's sultry serenade of President John F. Kennedy.

Lopez split with her long-time PR team at WPP's BWR PR – Leslie Sloan Zelnick and Nanci Ryder – 2010.

MEDIA NEWS**SUNSHINE SACHS MOVES INTO CONTENT**

Powerhouse Hollywood publicity shop Sunshine Sachs is opening a production division to develop content for TV, film and digital avenues.

Sunshine Sachs, led by Ken Sunshine and Shawn Sachs and representing entertainment heavyweights like Leonardo DiCaprio, Bon Jovi and Natalie Portman in addition to non-profits and other entities, said the unit will cater to clients and non-clients.

Jeff Tahler, senior VP of acquisitions and development for FremantleMedia, has joined to run the venture, Madica Productions. Fremantle, part of the Bertelsmann media empire, has produced "Project Runway" and "American Idol," among others.

Tahler, a former Miramax VP, takes a managing director role at Madica, which is currently developing three untitled projects.

Deadline.com reported Madica has begun development on three untitled projects, including a "mid-budget" feature film.

GALLUP FINDS TV GO-TO SOURCE FOR NEWS

The majority of Americans say they rely on TV for news about current events more than any other source, including the Internet, according to Gallup.

The polling org reported July 8 that 55% say TV is the go-to source, followed by the Internet (21%) and newspapers/print media (9%), and radio (6%).

But TV news viewing habits are disparate as only 4% said they watch local TV news and 2% said they watch the "evening news." FOX News (8%) and CNN (7%) led the cable news race, while no other outlet broke above 1% in the poll.

Type of Media Preferred as Main News Source, by Age

	18 to 29 years	30 to 49 years	50 to 64 years	65 and older
	%	%	%	%
Television	50	50	58	68
Internet	27	28	18	6
Print	7	6	8	18
Radio	3	7	7	4
Other	6	6	5	2
No opinion	7	2	3	3

June 20-24, 2013

GALLUP

On the web, Facebook, Twitter and other social media drew 2% of U.S. adults for current events, while in print only the *New York Times* and *Wall Street Journal* reached the 1% mark in mentions by respondents.

By age, TV still leads the pack among 18-29-year-olds, although in a smaller percentage than in older demographics. Fifty percent of those 18-29 turn to TV for news, while 68% of Americans 65 and older do the same. Internet news has the reverse effect – 27% of 18-29 and 6% of 65+.

Politically, Democrats tend to consume more print news (12%) than Republicans (7%), while GOPers lean more toward TV, 63%-54%, Gallup found.

Gallup polled more than 2,000 adults June 20-24 about their news consumption without any aids or prompts. More results and demographics are at gallup.com.

TREND DU JOUR OF PR: ATTACKING MEDIA

The *Atlantic Wire*'s Rebecca Greenfield blasted the "trend du jour of public relations" of attacking media in the wake of bad publicity.

Greenfield on July 1 argued that Napster founder Sean Parker, *Guardian* scribe Glenn Greenwald and gaffe-prone actor Alec Baldwin are among the latest figures garnering press attention to attempt to discredit critics by pushing them into a new category called "fake journalism."

"This is the trend du jour of public relations: in the face of bad press, people weigh in on the state of the media," she wrote, later adding, "The state of journalism isn't in disrepair because it criticizes you or your lifestyle."

Read the piece at theatlanticwire.com.

NY POST: BURSON BILKED OF \$110K

Burson-Marsteller founding chairman Harold Burson was bilked out of \$110K by his housekeeper, according to a report in the *New York Post*.

The 43-year-old maid to the 92-year-old PR legend wrote checks to herself between April and June of this year and forged Burson's signature before cashing them, says the report by Jamie Schram.

Chase Bank reportedly discovered the fraud earlier this month and alerted police.

The housekeeper, Raj Lynch, is out on bond after a June 21 arraignment.

POLICE COMMS HEAD REASSIGNED

Baltimore Police Commissioner Anthony Batts has reassigned the department's public information chief after criticism in the wake of gun violence which saw 28 people shot over less than a week.

Batts said the PR pro, five-year vet Anthony Guglielmi, was reassigned to a police community relations office to help the police "improve overall." The move came after public officials, citizens and media criticized the spokesman's statements downplaying the violence.

"We got hit in the media blitz not only for our crime but our messaging too at the same time," Batts told local media. "We did have issues take place this weekend and we should have been in front of you telling exactly what was going on. Our messaging this week was terrible."

In one briefing over the weekend, Guglielmi told reporters, "This is a bit of a spike in terms of the weekend, but, all in all, we're pretty satisfied with the way the city is headed, violence-wise."

City council member Carl Stokes said he believes Guglielmi is a "fall guy" for an inept police department.

Guglielmi is a former deputy director of PA for PR agency Spectrum and director of corporate communications for Somnia. He was also director of congressional and public affairs for the U.S. Office of the Special Counsel.

The *Baltimore Sun* said homicides in the city dropped to a three-decade low in 2011 but are on pace to increase for the second straight year.

Ten people have died in the shootings since June 21.

NEWS OF PR FIRMS**BANKS OF LEBANON BANK ON LEVICK**

Levick Strategic Communications is providing Washington counsel to the Association of Banks in Lebanon, a 54-year-old trade group of financial institutions in the country where U.S. officials have targeted banks for money laundering and ties to Hezbollah.

Levick picked up \$270K representing the client on banking issues to senators and congressmen during the first quarter of 2013, according to this week's filing. "Entity is an association of Lebanese banks that may be affected by U.S. banking policies and laws," the firm's senate filing says.

The U.S. Treasury Dept. last month locked up a \$102M settlement from Lebanese Canadian Bank, which it last year designated a money-laundering concern tied to Hezbollah. France's Societe Generale, which bought the bank last year and placed it in liquidation, stands to reap \$48M in the settlement deal, according to Reuters.

U.S. government prosecutors, who initially sought \$230M in the suit, said the Lebanese bank laundered profits from the U.S. sale of cars sent to West Africa, as well as from drug trafficking.

In April, Treasury designated two Lebanese financial exchange houses as money laundering concerns and hit the institutions with sanctions. Treasury said the exchanges were tapped by a Mideast narcotics network to fill the void left by its action against LCB.

U.S. Ambassador to Lebanon Maura Connelly met with the Association of Banks in Lebanon in May, commending the group's board for steps taken to "protect Lebanon's financial sector from illicit activity," according to a State Dept. press release.

HALLIBURTON ADDS DC COUNSEL

Energy services giant Halliburton has engaged Washington-based Shockey Scofield Solutions to represent the company on issues like immigration and energy.

Halliburton stands to benefit from the senate's immigration overhaul passed June 22 as provisions to bolster border security will likely include large public contracts for fences, detention facilities and other projects.

John Scofield, former communications director for the House Appropriations Committee and press secretary to Rep. Frank LoBiondo (R-N.J.) filed the pact with Halliburton June 19, days before the immigration bill passed.

The SSS team also includes Mike Ference, former policy director for Majority Whip Eric Cantor, and Jeff Shockey, who was legislative director for Rep. Jerry Lewis (R-Calif.).

After Senate passage of a the immigration reform bill last month, Sen. Patrick Leahy (D-Vt.) called beefed up border security provisions in the measure a "Christmas list for Halliburton."

"I am sure there are federal contracting firms high-fiving at the prospect of all of the spending demanded by Senate Republicans in this amendment," he said.

Halliburton engaged Shockey Scofield to be heard on transportation, energy and immigration issues.

On the energy front, Halliburton is fending off accusations by BP that it played a "significant role" in the Deepwater Horizon spill.

NEW ACCOUNTS**New York Area**

The Lippin Group, New York/The NYTVF, organization born out of the New York TV Festival in 2005 focused on independent talent and networking in TV, for a new, two-year pact for PR. Lippin has worked the account since 2011.

5W PR, New York/GoBites, home delivery service for portion-controlled wholesome snacks, for an integrated PR campaign.

Bullfrog & Baum, New York/TAO Group, for PR supporting New York and Las Vegas eateries, an expansion after the firm's launch of the Arlington Club in New York. The scope includes TAO Asian Bistro and LAVO Italian Restaurant (in both N.Y. and L.V.), among others, including the launch of TAO Downtown in the Big Apple.

MWW, New York/Cybox International, premium exercise equipment maker, to build brand awareness of its Arc Trainer machine.

R&J PR, Bridgewater, N.J./Mobelisk, tablet solutions for enterprise customers, as AOR for PR focused on launching its second generation tablet software, the MoGo Chimera.

East

Clapp Communications, Baltimore/Literate Nation, non-profit education reform group, to manage PR for the San Francisco-based organization as it advises policymakers, educators, and advocates. CEO Cinthia Coletti said the firm will help LN "spread the word about the worrisome state of education in the U.S. and enable us to make a positive difference in the lives of our students."

French/West/Vaughan, Raleigh/NATHAN, performance gear for runners, as AOR for PR, including media relations, grassroots, influencer outreach and event sponsorships. Its product line includes water bottles, visibility clothing and running packs. FWV also picked up MoGo Sport, flavored sports mouthguards, for a campaign including social, PR, paid media and athlete endorsements, and the A.J. Fletcher Foundation, N.C. non-profit focused on social and community problems, for marketing, strategic comms. and PR. The firm produced its first annual report in 2012.

Southwest

Leverage PR, Austin/ The Alliance of Merger & Acquisition Advisors, group of 900 middle-market M&A pros in 25 countries, to promote its members, conferences and reputation.

West

Vantage Communications, San Francisco/SearchYourCloud, unified search and secure access software developer, as U.S. AOR. SYC's software allows users to search across multiple cloud-based accounts like DropBox, Microsoft Exchange and Outlook.com to name a few.

Marketing Maven, Los Angeles/American Beverage Consortium, as AOR for the first annual eBev 2013 national beverage marketing conference Oct. 23-25 in Denver. Work includes media relations and production of a press room for the event, as well as other PR tasks.

NEWS OF SERVICES**ONLINE REP FIRM BECOMES BRAND.COM**

ReputationChanger.com, a four-year-old player in the competitive digital reputation market, has acquired the domain Brand.com in a six-figure deal and will change its name to suit the move.

The move follows competitor Reputation.com's switch from Reputation Defender in 2011.

Michael Zammuto, president of Brand.com, said with the change "we are communicating to businesses and individuals worldwide that our mission is to protect their brands across the entire digital landscape."

He noted the new domain should attract 300% more global monthly searches than its nearest competitor. Added Zammuto: "We give brands real peace of mind, and that is why there is no better name for our service."

The online reputation market, or ORM, helps clients bury negative content on the Internet and watch for criticism and other unflattering information and companies.

IABC DRAWS 1,400+ TO NY CONFERENCE

More than 1,400 members of the International Assn. of Business Communicators were present last night in the New York Hilton as nearly 300 Gold Quill Awards were handed out in eight different categories.

IABC's website published an alphabetical list (PDF) of the winners of Awards of Excellence and Merit.

Speakers were also listed as were the numerous sponsors of the event that concludes tomorrow.

Special award winners included: 2013 Sharon Berzok Student Award winner, Aimee Adams, student at Avila University; 2013 Jake Whittmer Research Award winner, Cynthia Tetaka from Hydro One Corporate Communications; Business Issue Award winner, Jane Mitchell from HarknessKennett for work on employee communications at HSBC.

IABC is seeking an interim executive director who will take over the duties of Christopher Sorek, who re-



IABC Gold Quill chair Tim Buckley (left), chair of U.K. employee comms. agency AB, Kathryn Yates of Towers Watson, who sponsored the Gold Quills, and Kerby Meyers, chair of the International Executive Board

signed in May after nearly a year on the job. The organization wants a "high-touch interim leader who can engage staff and key stakeholders in providing a strong and stable foundation for the Association as it implement a new strategic direction."

PEOPLE**RADIOSHACK PLUGS IN ROTH FOR COMMS**

RadioShack, the struggling electronics retailer under new leadership, has created a top PR post and hired a retail corporate communications veteran to fill it.

Merianne Roth, a retail PR veteran of JC Penney and Pier 1 Imports, has moved to RadioShack Corp. as VP, communications, a new post at the electronics seller, which revamped its upper executive ranks this year.

Roth exits the senior VP, marketing and communications, slot at the Fort Worth Convention and Visitors Bureau.



Roth

Publicly traded RadioShack, which tried to re-brand as "The Shack" in 2009, has struggled financially in recent years. New CEO Joseph Magnacca took the reins in February after leading Walgreen Co., and two months later he brought in Jennifer Warren as chief marketing officer from Razorfish.

Roth, who reports to Warren, was director of consumer brand marketing and publicity for JC Penney and senior manager of PR at Pier 1. Her scope at RadioShack includes corporate communications, community relations, internal communications and event marketing.

Weber Shandwick works with Fort Worth-based RadioShack, which posted 2012 revenue of \$4.3B.

Joined

Terese Kelly, senior VP of media relations, Havas PR, to Rosica Communications, Paramus, N.J., as VP of media relations. Kelly, who handled healthcare and consumer assignments at Havas, was at Rosica earlier in her career.

Julie Biber, search consultant for London-based The Piper Group, to Edelman, New York, in the new position of global director of recruitment, overseeing the HR recruitment function across the firm's global network of 67 offices.

Mindy Huber, A/D, WCG to KYNE, New York, as a director handling biotech and government healthcare accounts. She was an A/S at Porter Novelli, where she started her PR career.

Mindy Kramer, senior dir. of comms., Office Depot, to Comcast Florida, West Palm Beach, as regional VP of PR for the state. The post external comms. for product launches and strategic business initiatives. She directed external comms. for Sirius Satellite Radio and did a 10-year stint at Edelman in New York, exiting as senior VP and group head, consumer technology.

Ken August, dir. of outreach and mktg., National Public Health Information Coalition, to the California Dept. of State Hospitals, Sacramento, as assist. dir. of external affairs, per appointment by Gov. Jerry Brown.

Eric Hamilton, editor of community newspaper group Neighbors, to Pecchia Communications, Youngstown, Ohio, as a consultant.

Tarun Deo, managing director and senior partner of FleishmanHillard, based in Singapore, to GolinHarris, as managing director of Singapore and regional managing director of Southeast Asia. He took the reins on July 1 from Christina Cheang, who exits after five years.

FIRST LADY GETS A NEW PR CHIEF

Kristina Schake, the Los Angeles PR executive who crafted First Lady Michelle Obama's image over the past three years, is stepping down for the top communications slot at L'Oreal USA.

The First Lady is bringing in Estée Lauder Companies global VP of corporate communications Maria Cristina González Noguera to take over as special assistant to the president and communications director to Michelle Obama.



Gonzalez Noguera, Schake

“While Kristina leaves big shoes to fill, MC brings a fresh perspective and a wealth of expertise that will make her an incredible asset to our team,” Obama said in a statement, noting her counsel has been valuable to the entire Obama administration. Schake, a co-founder of the L.A. public affairs shop Griffin | Schake who advised California First Lady Maria Shriver, said it was an “extraordinary honor” to work for a “genuine and thoughtful leader.”

The *Washington Post* has credited Schake with making the First Lady a “viral video star” and “stretching” the role with appearances as an Oscar presenter and on Jimmy Fallon’s “Late Night” show.

She will join L’Oreal on July 8 as chief communications officer, overseeing public and media relations, industry/gov’t relations, sustainability and crisis communications, as well as philanthropy.

González Noguera was previously managing director for D.C.-based Chlopak, Leonard, Schechter & Associates before moving to Estée Lauder in 2005. Rebecca Caruso is executive VP of corporate communications for the cosmetics giant.

Schake’s predecessor in the East Wing, Camille Johnston, is VP of corporate affairs for Siemens

RAIDERS’ OUSTED PR HEAD TO BROWNS

Zak Gilbert, the Oakland Raiders PR head who was fired earlier this month after reports that the team’s owner didn’t like a *Sports Illustrated* feature about the franchise, has landed with the Cleveland Browns in a key PR role.

Gilbert, who led media relations for the Raiders, takes the director of communications slot for the Browns, replacing VP-media relations Neal Gulkis, a holdover from the term of former coach Eric Mangini.

He previously led athletic media relations for Colorado State Univ. and worked in PR at the pro level for the Green Bay Packers and Colorado Rockies.

Browns CEO Joe Banner said in a statement the team is “thrilled” to be adding Gilbert’s nearly 20 years of expertise on both the collegiate and professional level.

The Browns and Raiders both play in the NFL’s American Football Conference.

Gilbert’s ouster in Oakland caused some eye rolls in sports PR as the move appeared to be an impulsive reaction by the owner, Mark Davis.

SOUTH AFRICA EXPANDS H+K AFTER REVIEW

Brand South Africa, following a four-way pitch, has engaged Hill+Knowlton Strategies for a three-year pact to burnish the company’s global reputation and foster business investment.

The account with H+K’s London office is an expansion of the firm’s efforts for South Africa focused on the so-called BRICS countries – South Africa is the “S” in BRICS – as well as the United Arab Emirates, Germany, Nigeria and Kenya.

Nomsa Mazibiko, who directs strategic marketing and communications for BSA, said the government agency has been “impressed with the way H+K has become an extension of our team.”

H+K will handle the World Economic Forum in Davos, BRICS Summit and other trade endeavors for the country, which is mulling outreach to Ghana, Zimbabwe and the Democratic Republic of the Congo.

The BRICS countries – Brazil, Russia, India and China are the others – met in March, agreeing to establish a development bank for infrastructure projects and a “safety net,” among other things. The *New York Times* said the group is “growing as a challenge to the established world financial order, crafted principally by the World Bank and the International Monetary.”

STATE DEPT GLOBAL PR OFFICIAL STEPS DOWN

Tara Sonenshine, the State Department’s top public diplomacy and public affairs official, has stepped down after a 15-month tenure.

President Barack Obama has not nominated a successor for the post, Under Secretary of State for Public Diplomacy, a highly visible and travel-intensive outreach position often held by a PR or media sector veteran and charged with burnishing the U.S. image and its policies overseas.

In a farewell letter, Sonenshine listed social media and digital outreach work, transformation of American spaces overseas, the creation of the Center for Strategic Counterterrorism Communications, and monitoring and evaluation of PD efforts among achievements during her tenure.

Sonenshine, who joined State from the U.S. Institute of Peace, is headed to The George Washington University’s School for Communications and Public Affairs in the fall, according to *Foreign Policy*.

She was a reporter for ABC News and deputy director of the National Security Council during the Clinton administration. She took the State post from Obama’s first public diplomacy czar, Judith McHale, the former Discovery Communications CEO, who did a two-year stint.

“In an ideal world, public diplomacy both ‘sets the table’ for policy and amplifies the policy through the connective tissue of real people,” Sonenshine wrote last week.

Margot van Loon, a research associate at the American Foreign Policy Council in Washington, said in a U.S. News & World Report op-ed July 2 that vacancies in the top public diplomacy position have the U.S. government opportunities to wield its “soft power” over the past decade.

The Centre for Corporate Public Affairs, Melbourne, Australia, headlines in its newsletter that “PR is Dead.” We were reminded of the *Time* mag cover in 1966 that asked, “Is God Dead?”

At least *Time* made it a question. The cover, the first ever by the mag with no graphic and only text, created an uproar. It generated a record number of letters-to-the-editor.

CCPA, which has 120 corporate, association and government individual members who pay dues of \$3,500 yearly (similar to Arthur W. Page Society in the U.S.) states flatly that PR is dead.

We agree that corporate/institutional PR is just about dead in terms of responding to press questions, which was PR’s original promise made by Ivy Lee in 1906.

All press questions were to be answered “most cheerfully.”

Almost all of the activities that fell under formerly large corporate PR departments have gravitated to PR firms and especially the press relations part.

Corporate PR people, who experience a press call as a “drive-by shooting” in the words of one veteran PR/IR executive, have mostly washed their hands of dealing with the press where a mistake can cost them their jobs.

Corporate PR heads mostly hide behind “underlings” who deliver “slop,” said *New York Times* columnist David Carr. Almost all PR heads are hidden from view. Not even their names not available on company websites and definitely not their direct dial phones or e-mails.

Institutions have apparently decided that there is already too much information available, it is too easily bucked from place to place, and modern electronics gives it permanent life.

PR Firms Are Thriving

The PR counseling industry, on the other hand, is thriving. Fifteen of the 25 biggest PR firms, had double-digit gains in 2012, led by Edelman, which grew 12.4% to \$655 million. They provide tax documents to support their fee income and employee totals.

Edelman’s total is more than five times the size of the next independent, APCO Worldwide, with fees of \$121.8M.

The O’Dwyer rankings drew input from 124 independent PR firms which included virtually all of the major firms. Growth of PR firm revenues overall and in 12 specialized categories such as healthcare, tech and financial, has been robust each year.

The talent in PR has gravitated to PR firms where independence and creativity flourish. The same thing happened to corporate ad departments in the 1950s and 60s. Almost all were disbanded when companies found that their ad units, although freed from paying commissions to ad agencies, were no match for the creative output of ad agencies.

The *New York Times*, in a nearly full-page feature in 1987, covered the shrinkage of corporate PR departments and the growth of PR firms.

A disturbing trend is for organizations not only to refuse cooperation with press coverage but to attack reporters by any and all means.

This is a worldwide phenomenon that has caused alarm at UNESCO, which in 2012 published a 51-page report on interference with press coverage, saying murders, jailings, lawsuits and harassment of one sort or another are common and done with “impunity.”

Governments and institutions look the other way, says the report.

In the U.S., the two biggest PR trade groups, PR Society of America and the International Assn. of Business Communicators, openly battle their trade press reporters.

Robin McCasland, IABC chair, in June compared reporter critics to dogs in the park. The PR Society, whose last press conference was in 1993, blocked reporters from its Assembly in 2011-12. PRSA attempts to discredit press critics. Few press questions, particularly those dealing with finances, are answered by either.

CCPA Focuses on “Public Affairs”

Wayne Burns, who joined the CCPA as director in 2005 after more than 20 years in corporate PA, journalism, politics and publishing (including a stint with Hill+Knowlton and heading his own firm), is the author of the five-page article. He says PR “is dead as a strategic management function in large organizations and corporations, its original intent and utility surviving only on the tactical fringes of marketing communications areas within corporations.”

He feels PR has long been “on life support, its utility and usefulness for most corporations as a core management function has been terminal since the late 1990s: in the 21st Century, its outcomes more readily align with marketing communications objectives than those of the corporate public affairs functions managed in most companies.”

What was once seen as “good PR,” he says, “positive and frequent news media coverage and reporting, well attended corporate events and product launches, market-segmented marketing/communications campaigns—are not an end in themselves.”

In 2013 the “end” is most frequently valued in the form of “socio-political outcomes defined and generated by organizational strategy, and by public affairs strategy that contributes to and underpins broader organizational objectives.”

Pick up the Phone

Burson-Marsteller founder Harold Burson, accepting the Paladin award for courage in communications in 2012, said PR has four duties—to listen; to be the corporate conscience; communicate (i.e., answer questions), and serve as “ombudsman” representing what is in the public’s interest to companies.

Richard Edelman, accepting the same award in 2013 on behalf of his late father, Daniel, said PR has “evolved” and is taking on societal issues such as hunger and nutrition, job creation, aiding returning veterans, and improving high school gradua-

– *Jack O’Dwyer*