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Editor-in-Chief

O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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NM RELEASES HEALTH EXCHANGE PR

New Mexico on June 18 started an agency search to guide PR and marketing for its health insurance exchange.

The state, which has a high rate of uninsured citizens, is running its own exchange under the Affordable Health Care Act, but with help from the federal government, dubbed a hybrid model under the new federal law.



New Mexico released an RFP for a single agency or team of firms to handle PR, marketing, advertising and educational content for the marketplace. It wants a strategy to reach the 23% of its population without health insurance.

Design of a comprehensive campaign is required under the RFP. The exchange anticipates a \$2.8M marketing budget for 2013.

The N.M. exchange, based in Santa Fe, will begin enrollment in October for coverage starting Jan. 1, 2015.

Proposals are due July 3.

RFP: <http://bit.ly/1352QJ1>.

FRIZZELL CRUISES TO CARNIVAL

Carnival Corp., the cruise operator enduring a rocky PR term over the past year and a half, has brought in a seasoned corporate communications hand in a new top PR role after a search.

Roger Frizzell exits the chief communications officer slot at California power giant Pacific Gas and Electric Co. after a 1.5-year stint to become CCO and senior VP of corporate comms. at Miami-based Carnival, where he'll report to CEO Mickey Arison and COO Howard Frank.



Frizzell

Carnival, the parent company to 10 cruise lines, has endured a challenging PR run since the global crisis of the fatal grounding of the Costa Concordia in January 2012. In February, widespread – at times, minute-by-minute – coverage of the hobbled Carnival Triumph deepened the bruise on the company's image.

He earned his PR stripes in eight years at American Airlines, exiting as VP/corporate comms. and overseeing a staff of 130 PR staffers in October 2011, ahead of AA's merger with US Airways. He was previously with Hewlett-Packard and Compaq.



Happy Fourth of July to all our readers. The next issue will be July 8. Follow breaking news on odwyerpr.com.

DOWNED JAPAN NUKE PLANT TAPS H+K

Hill+Knowlton Strategies is providing advice and communications counsel for Tokyo Electric Power Co., operator of the wrecked Fukushima Daiichi nuclear complex, which fell two years ago to an earthquake and tsunami that knocked out power and cooling systems to trigger three reactor meltdowns.

Tepeco, which is 50.1 percent-owned by the government of Japan, reported June 18 that it detected radioactive cesium in groundwater flowing into its damaged reactor. That groundwater flows into the plant to be mixed with contaminated water from the melted fuel.

Reuters commented that Tepeco's announcement was "just another example of Tokyo Electric initially downplaying a problem, only to revise its findings because of faulty procedures."

H&K is working for Tepeco via the utility's legal counsel. The WPP unit says there is no communication between it and Tepeco. No formal contract exists.

The Fukushima meltdown was the worst nuclear disaster since Chernobyl in 1986.

FH's PENDERGAST TO BRUNSWICK

Bill Pendergast, a FleishmanHillard veteran since 1999, has joined Brunswick Group as partner in Dallas.

He served as chief of FH/D.C., where he bolstered the Omnicom unit's corporate practice.

Pendergast moved to FH from former Bell system operating company Ameritech in metro Chicago, prior to its acquisition by AT&T. Earlier, he did stints at Ketchum, Cohn & Wolfe and AXA Equitable insurance.

Steve Lipin, U.S. senior partner at Brunswick, praised Pendergast as "one of the leading communications advisers in the field today."

At Brunswick, Pendergast will work in the corporate reputation, crisis and telecom sectors.

Bob Pickard, who was Burson-Marsteller's Asia-Pacific CEO and North Asia president for Edelman, will take the newly created Asia-Pacific CEO slot for Huntsworth in January.

MEN'S WEARHOUSE FIRES CHIEF PITCHMAN

Publicly traded Men's Wearhouse fired its founder/executive chairman & chief TV pitchman George Zimmer and canceled its annual meeting slated for June 19 at its Fremont, Cal., headquarters.

The nation's largest specialty men's apparel chain did not disclose reasons for the termination. It plans to discuss with Zimmer "the extent, if any, and terms of his ongoing relationship with the company."

For the last 18 years, the reassuring Zimmer has starred in the company's TV ads, using his slogan: "You're going to like the way you look. I guarantee it." He claims the MW's board of directors has "chosen to silence him."

Zimmer, who was CEO until 2011, built the company from a location in Houston to a chain of 1,141 stores. He has a \$1M, four-year deal with MW to license his image for advertising and marketing purposes.

MW says it postponed the annual meeting to re-nominate a new slate of directors without Zimmer.

The company reported a 23 percent rise in Q1 net to \$33.1M on a 5.1 percent hike in revenues to \$616M.

Zimmer is working with Sard Verbinnen & Co for PR. "Over the past several months I have expressed my concerns to the board about the direction the company is currently heading," he said in a statement. "Instead of fostering the kind of dialogue in the boardroom that has, in part, contributed to our success, the board has inappropriately chosen to silence my concerns by terminating me as an executive officer."

FLORIDA BEACH REVIEWS NATIONAL PR

The tourism development council for a key beach region of northwest Florida has kicked off a search for a PR firm to burnish the area's national image among consumers and the travel press.

The Walton County Tourist Development Council released an RFP last week to pitch its 26 miles of Florida coastline, as well as golf, music and dining, to upscale householders around the country. Niche audiences are also expected to be part of a PR plan, including eco-tourism, weddings, culinary travel and so-called "girl-friend getaways."

Orlando-based Curley & Pynn is the incumbent.

The PR contract seeks earned media in print, broadcast and interactive to complement an existing advertising effort and focus heavily on non-peak seasons from September to February.

Key markets to target include Atlanta, Houston, Dallas/Ft. Worth, and New Orleans, as well as "emerging markets" for Walton County like Chicago, St. Louis, Baltimore/D.C. and New York.

Budget is set at \$100K. A one-year pact with two option years is planned.

RFP: <http://bit.ly/11W3QHW>.



CARTER EXITS HELM OF B-M UK

Matt Carter, a former general secretary of the U.K.'s Labour party, has exited as head of Burson-Marsteller's British operation.

Amanda Pierce, a McDonald's veteran and chief of the WPP unit's U.K. and EMEA corporate/crisis group, steps into Carter's former slot.

The former chief of media and internal communications at McDonald's joined B-M in 2008.

Don Baer, CEO of B-M, expects Pierce to provide "steady and dynamic leadership" to the U.K. operation along with focused and strategic client service.

Carter who remains senior counselor at B-M, plans to open his own PR/polling shop. After leaving his Labour post, he joined B-M's Penn Schoen & Berland Assocs. polling arm and chaired its EMEA work.

Jeremy Galbraith is CEO of B-M's EMEA group and global vice-chairman of strategy for the firm.



Carter

TEXAS A&M WANTS SOCIAL MEDIA

Texas A&M University, an athletic powerhouse and new member of the Southeastern Conference, is on the hunt for proposals to develop a social media strategy to boost fan engagement.

Aggies quarterback Johnny Manziel in December became the first college football freshman to win the coveted Heisman Trophy.

The university's athletic department released an RFP for a firm to create a SM plan, integrate SM into existing marketing efforts, and "generate new in game fan experiences," according to the document. That includes mapping out current SM supporters and improving campaigns like its "12th Man Rewards" push. The school has 16 Facebook pages and 15 Twitter accounts and wants to expand on Pinterest and Instagram.

A one-year contract with four option years is expected. Proposals are due June 28. Information is at <http://bit.ly/16TeB39>.

COWAN OPENS FOR BUSINESS

Mark Cowan, a well-traveled public affairs veteran, has opened Cowan Strategies in Alexandria, Va., to counsel companies and foreign entities on government relations, global market entry and business development.

He's the founder of The Jefferson Group, former Cassidy & Assocs. vice chairman and Hill+Knowlton senior VP. He also did a stint as senior partner at Patton Boggs, where he headed business development efforts.

Cowan, a lawyer, worked as an operations officer for the Central Intelligence Agency abroad, country desk officer in its Directorate of Operations and assistant legislative counsel to the Director.

Cowan Strategies has recruited a roster of advisors including Carlos Salinas, former aide to Mexican presidents Vicente Fox and Felipe Calderon, and Aaron Man-aigo, ex-Bronx district leader and past chairman of the National Council of Black Republicans.

MICHAEL HASTINGS DEAD IN CAR WRECK

Michael Hastings, the 33-year-old reporter whose 2010 *Rolling Stone* feature ended the military career of Gen. Stanley McChrystal, died after a car accident June 18 in Los Angeles.

Hastings died when his car crossed over a median in Hollywood at around 4:25 a.m., hit a tree and caught fire, according to reports quoting the Los Angeles Police Dept.

Hastings covered Iraq for *Newsweek* and recently wrote for BuzzFeed. He penned a book, "I Lost My Love in Baghdad: A Modern War Story," after his aide worker fiancée, Andrea Parhamovich, was killed in a Baghdad car bombing.

Hastings' controversial RS piece, "The Runaway General," won several awards as it included McChrystal's criticism of President Barack Obama and Vice President Joe Biden as well as administration policies toward Afghanistan. Shortly after it was published, Obama fired McChrystal, who surfaced with a book and as a speaker this month at the secretive annual confab of top PR pros known as The Seminar.

Will Dana, Hastings' editor at *Rolling Stone*, said: "I'm sad that I'll never get to publish all the great stories that he was going to write, and sad that he won't be stopping by my office for any more short visits which would stretch for two or three completely engrossing hours. He will be missed."

BuzzFeed chief Ben Smith praised Hastings' willingness to break conventions of journalism. "He infuriated his peers by breaking unwritten rules: He wrote about events that were presumed, though not stipulated, to be off the record; he wrote about what reporters said and did; and he wrote that the President had joined a cocktail hour with the press, though he respected his agreement not to report on the substance of the conversation."

Hastings is survived by his wife, Elise Jordan.

Last year, Hastings listed his 10 pieces of advice for journalists in a Redditt Q&A, including No. 10: "Learn to embrace rejection as part of the gig. Keep writing/pitching/reading."

Sent Email Before Death

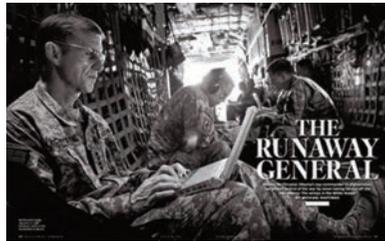
Hastings reportedly sent out an email to colleagues the day before his death, writing that "the Feds are interviewing my 'close friends and associates,'" and adding that "I'm onto a big story, and need to go off the rada[r] for a bit." KTLA first reported the email.

AP BUYS STAKE IN USER-GEN CONTENT CO.

The Associated Press has purchased a stake in Bambuser, a user-generated content company, to increase its capability to stream video from eyewitnesses of breaking



Hastings



news events. The move expands on AP's exclusive editorial relationship with Bambuser.

With the minority investment stake, AP global video news director Sandy MacIntyre will join Bambuser's board. AP has used Bambuser's sourced and verified videos during the Oklahoma tornadoes, Boston Marathon bombing, Waco explosion and Syrian uprising.

MacIntyre said of the deal: "Nearly a fifth of the world's population has a smartphone and that is a phenomenal eyewitness resource that Bambuser makes technologically possible. It means that anyone can be one button click away from generating live news that will change the way the world receives the 'first word' of a story."

Founded in 2007, Bambuser is headquartered in Stockholm.



CMT'S FLIPPO DIES AT 69

Legendary rock journalist and editorial director of Country Music Television cable network Chet Flippo died June 19. He was 69.

Flippo was a writer at *Rolling Stone* during the 1970s. His first assignment was covering the high school reunion of Janis Joplin.

RS founder Jann Wenner remembered Flippo as "part of that golden era that produced Hunter S. Thompson, Tim Crouse, Tom Wolfe, Howard Kohn, Cameron Crowe et al."

Flippo wrote seven books including "On the Road with the Rolling Stones" and "Your Cheatin' Heart: A Biography of Hank Williams."

He served as Nashville bureau chief for *Billboard* and joined CMT in 2001 to interview singers, oversee programming and pen the "Nashville Skyline" column.



Flippo

DASCHLE IN CLEAR CHANNEL POLITICAL POST

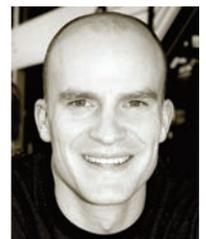
Nathan Daschle has joined Clear Channel Media and Entertainment in the new position of executive VP for political strategy.

His goal is to work with political and issues advertisers to run their spots on the 850 radio stations owned by Clear Channel. The company's assets also include the iHeartRadio digital network and more than 125K outdoor ad displays.

Daschle says he will put Clear Channel "front and center" in the \$7B political/issues ad business.

The son of former Senate Majority Leader Tom Daschle is joining from Ruckus, the social network he founded for the political crowd.

Earlier, he was executive director of the Democratic Governors Assn. in charge of its \$50M budget and staff of more than 20 people.



Daschle

MEDIA NEWS**BAUER LAUNCHES THREE MAGS**

Bauer Publishing plans to launch three women's magazines by the end of the year to complement its roster of *Woman's World*, *In Touch* and *Life & Style*.

Closer is the biggest of the group. The weekly lifestyle, celebrity and fashion title aims at Gen-X women.

Annabel Vered will edit Closer and Marc Richards will be its publisher.

Bauer plans to put 2M copies of Closer on newsstands. The initial issue will cost 25 cents with following issues pegged at \$3.99.

Girl's World (ages seven to 11) and *Celebrate with Woman's World* are also on tap.

DOUGLASS STEPS DOWN AT ATLANTIC MEDIA

Linda Douglass, the media communications executive who helped the Obama administration sell healthcare reform, is stepping down from her senior VP of global communications post at Atlantic Media.

Emily Lenzer, former executive director of communications for the Washington bureau of ABC News and most recently with SDKnickerbocker, will take the PR reins for AM.

Douglass was director of communications for the White House Office of Health Reform from 2009-10 before joining Atlantic Media in its top PR role.

She will maintain a consulting role with the company.



Douglass

FORMER LA TIMES EDITOR TO SITRICK

Sallie Hofmeister, a former editor for the *New York* and *Los Angeles Times*, has moved to the PR side with a post at Sitrick and Company in L.A.

Hofmeister spent 17 years at the L.A. Times, stepping down as assistant managing editor for arts and entertainment in June 2012 and credited with expanding its digital offerings in video and social media. She was also business editor and staff writer for the paper.

On the move to PR, she said, "like many of my partners who came from journalism, I didn't think I would ever join a PR firm." She added that Sitrick is "not exactly a traditional or ordinary public relations firm."

She previously held editing posts for the New York Times' business section and was a staff writer for *Venture* magazine early in her career.

Sitrick is currently handling crisis and financial PR assignments for Exide Technology and Fisker.



Hofmeister

RAVENS PR STAFF WINS TOP NFL HONORS

The PR staff of the Baltimore Ravens was named the top PR unit in the NFL for 2013 by the Professional Football Writers Association, the unit's second win in three years.

The Ravens' communications department, led by senior VP of public and community relations Kevin

Byrne, took the PFWA's Pete Rozelle Award, the writers' group announced June 21.

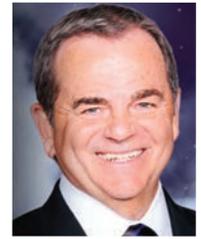
Ravens beat writer Aaron Wilson of the *Baltimore Sun* said the team's staff goes out of its way to arrange player and coach interviews and is one of the best in the NFL at providing complete transcripts quickly during practices and home games.

"The Ravens are extremely professional and accommodating in helping reporters do their job," he said, adding that the team also put together off-the-record briefings with the team's coaching staff, including film and Q&A sessions.

Chad Steele is director of media relations and Patrick Gleason public/media relations manager for the Ravens, who won the Super Bowl in February. The team's PR staff won the Rozelle award in 2011 as well.

The Houston Texans' PR team won the Rozelle award for 2012, 2010 and 2008.

D. Orlando Ledbetter, who covers the Falcons for the *Atlanta Journal Constitution*, is president of PFWA.



Byrne

MCCANN WINS TOP CANNES PR AWARD

Ad agency McCann Melbourne with client Metro Trains won the top PR prize at the Cannes Lions awards in France today for their "Dumb Ways to Die" PSA campaign to curb accidents and deaths at Melbourne's Metro train station.

While PR shops won a handful of gold awards at Cannes, a PR firm has yet to win the top prize in the five years since PR was added to the competition.

The Metro campaign targeted young people 13-25 years old with an original song, "Dumb Ways to Die," attributed to a phony artist Tangerine Kitty and sold on iTunes. It was set to a YouTube video that garnered 20M views and was widely covered in Australian media. Its popularity soared beyond that country and made it onto Google's 2012 Zeitgeist.

Accidents and deaths fell 21% while campaign awareness among the target audience registered at 46%, according to a synopsis of the campaign, which is considered the most "shared" PSA campaign in history, logging 3M shares on Facebook and more than 2,000 blog posts.

Ketchum Europe CEO David Gallagher led the PR jury this year, which also awarded 20 gold, 29 silver and 28 bronze trophies.

Gold winners included Weber Shandwick for a crisis communications effort on behalf of the Design and Technology Association in the U.K., which aimed to avoid government cuts to the D&T curriculum in British schools.

Ketchum Pleon, Germany, won gold for a pro bono campaign with Friends of the Earth, and Ogilvy Brasil, with help from Edelman, won gold with client Unilever for the Dove "Real Beauty Sketches" campaign, which launched on the "Today Show" in the U.S. and became a global viral hit showing women describe how they see themselves to an FBI sketch artist, contrasted with the description of the same woman by a stranger.

Complete list of winners and campaign descriptions from the festival is at canneslions.com.

NEWS OF PR FIRMS**FAHLGREN MORTINE EXPANDS WEST**

Columbus, Ohio-based Fahlgren Mortine is planning to open a Boise, Idaho, office on July 8 in a bid to be on the ground for clients like Boise-based food and agribusiness The J.R. Simplot Company and San Diego-based CareFusion.

John Curtis, executive VP at direct-selling giant Scentsy, is joining Fahlgren as a senior VP and managing director to head the new outpost. The firm is agency of record for Scentsy.

Curtis previously held marketing and PR posts with HP, Philips Lighting, Amex and Ketchum.

"A Western presence has been part of the agency's vision for some time," said Neil Mortine, president and CEO of FM.

Mortine added that Boise is a "strategic and appropriate location" for the move.

The office will be at 1403 W. Franklin St., Boise, Idaho, 83702.

LEVY FOCUSES ON GLUTEN PR

Los Angeles-based Amy Levy PR has created a gluten-free unit to focus on that growing sector of products, restaurants and professionals around the field.

The firm notes more than three million Americans have the gluten allergy known as Celiac Disease and one in three are believed to follow a gluten-free diet.

Levy represents upscale casual chain Rosti Tuscan Kitchen, which she helped launch a gluten-free menu to success three years ago.

The firm also handles Venice Bakery, which makes gluten-free pizza crusts for consumers and the foodservice sector.

Earlier this month she landed a segment on Fox's Good Day LA for "Celiac Awareness Month" that exclusively featured four clients.

RF STUDIOS EXPANDS

Ruder Finn's digital shop RFI Studios has expanded to China and San Francisco and now counts more than 65 digital pros handling tasks like design, production, video and strategy.

RFI Studios China will provide a full range of digital communication services, spanning strategy and insight, creative design and production, content marketing and community management, online reputation marketing, research and analytics, and training and educational services.

Jean-Michel Dumont, Chairman, Ruder Finn Asia, said social media use is "exploding" in China, noting 91 percent of the population uses at least one social network and with a 60 percent increase in social sharing in 2012 alone.

Roland Wei, director, heads the RFI Studios China push, which concentrates on luxury and healthcare clients in the region.

RF has tapped Stephen Downs as managing director for RFI Studios West to build the San Francisco operation focused on technology, innovation, healthcare, corporate and consumer brands.

NEW ACCOUNTS**West**

VPE PR, Los Angeles/GFour Productions, for promotion of the new Spanish-language version of "Menopause the Musical," which debuts Oct. 17 at the Montlaban Theater in Hollywood. The musical has been produced for 11 years in 450 U.S. cities and 250 cities around the world.

Morgan Marketing and PR, Irvine, Calif./Maro Wood Grill, farm to table eatery in Laguna Beach, for comms. support.

LFPR, Irvine, Calif./ derma e, natural skin care products, as AOR for PR and strategic comms. Its products are sold in domestic natural retailers like Whole Foods Market, Sprouts, the Vitamin Shoppe, and in more than 50 countries worldwide.

GBG & Associates, San Diego/TrackResults Software, business intelligence and sales reporting software for the resort industry, for PR. GBG specializes in the resort sector.

Mountain West

Wall Street Communications, Salt Lake City/Nexidia's Media and Entertainment business unit, for PR counsel. The business develops and licenses dialogue analysis products and technologies for audio and video media by content producers, owners, and consumers.

Midwest

Sanderson & Associates, Chicago/GRILLiT, healthy fast-casual eatery chain, for PR and franchise consulting. The company is focused on expansion in Florida and the southeastern U.S., as well as nationwide franchising opportunities.

East

Devine + Partners, Philadelphia/Philadelphia Zoo, to promote key projects in its transformation plan, including the opening of KidZooU: Hamilton Family Children's Zoo and Faris Family Education Center. The firm has also picked up the Sonesta Philadelphia Hotel, to introduce the property to the marketplace; DAS Architects, for traditional and social media relations for two apartment developments; the Parkway Council Foundation, to assist with developing a centennial celebration of the Benjamin Franklin Parkway in 2017-18; Drexel University's College of Nursing and Health Professions, for a comms. campaign and positioning audit; Brandywine Conservancy, for a marketing audit, and PVR Partners, a natural gas pipeline and processing plant company, for corporate comms. and community rels. for the Marcellus region.

New York Area

The Brandman Agency, New York/Kensington Tours, private and custom tours, for lifestyle and destination PR. KT creates custom tours to more than 90 countries targeting "discerning travelers."

CGPR, Albany, N.Y./PrimaLoft, insulations and fabrics used in top outdoor and fashion brands, home furnishings, work wear, hunting and military applications, as AOR for PR, including strategic counsel on product and business initiatives, brand partner, special event and trade show support, as well as social media strategy and overall media relations.

NEWS OF SERVICES**BLOOMBERG OFFERS NEW IR TOOL**

Bloomberg has unveiled a new investor relations software suite as part of its Bloomberg Professional service, noting the IR and corporate relations pro's role has evolved beyond a traditional basis in communicating with investors and analysts.

"[IR] now requires sophisticated, timely competitive analysis and strategic planning capabilities," said Bloomberg product/sales chief Jean-Paul Zammit.

Bloomberg said the new service presents company-specific information "in the context of" IR pros so they can compare company performance, evaluate shareholder activity and composition, and target new investors.

YANN EULOGIZED AS HUSBAND, FATHER, PR PRO

PR Society of America leaders and staff joined with family members of Arthur Yann June 21 to remember him as a devoted husband and father and accomplished PR practitioner at the Society, where he headed PR.

Yann died suddenly June 13 on his way home via the train to Fairfield, Conn., from New York.

Bill Murray, president of the Society, said he had "one of the toughest jobs in PR." He praised Yann's "quick sense of humor, his powerful intellect and his passion for work which were reflected in his attention to detail as well as his commitment to excellence."

The eulogy was given at St. Thomas Aquinas church, Fairfield, by John Redinger, a fraternity brother of Yann in Beta Theta Pi.

Had Quick Sense of Humor

Redinger said he and Yann were best friends of each other, each serving as best man at the other's wedding.

He said the "pride and joy" of Yann's life was his three-year-old daughter, Sofia Claire.

He said Yann was the "kind of guy if you did not know him, you wanted to know him." He was a "master of cracking wise" and had a "quick wit" who often had "biting remarks" to make.

"If you mis-used a word," it would be noted by Yann, he said.

"If you want to keep Art's memory alive, make jokes, see the humor in the absurd and bust chops," said Redinger.

He referred to the Rolling Stones as Yann's favorite musical group. His other loves were the beach and golf.

Present for the service were 160 members of his family, friends and business associates.

Yann, a graduate of Ohio University with a B.S. in journalism, started his career in 1986 at Nichol and Co., New York, headed by Elizabeth Nichol. He was a SVP at HealthStar PR until 2008, when he joined PRSA.

Surviving are his wife, Amy Boughton Yann and their daughter.

The family has asked that contributions be made in Yann's honor to Sofia's college fund, College America FBO Sofia Yann, American Funds Service Co., P.O. Box 2713, Norfolk, VA 23501-2713.

**Yann****PEOPLE****Joined**

Joanne Forster, who ran her own PR shop, The Forster Group, to Bolt PR, Irvine, Calif., as GM and PR director, managing day-to-day operations and overseeing all Bolt accounts, mentoring staff, and handling new business. She counseled The Florida Tomato Growers, Del Monte Fresh Produce, and Rogue Stand Up Paddleboards, among others.

She was previously VP of consumer products & cause related marketing for Bragman, Nyman & Cafarelli and held early posts at Durazo Comms. and MSLGroup.

**Forster**

Andrea Morgan, managing director, Emanate, to GolinHarris, New York, as executive director and leader of its Big Apple consumer marketing practice, including Unilever, Nintendo and the U.S. Cotton Council, among others. She reports to MD Tony Telloni. She was with Zeno Group, Euro RSCG and Edelman.

Lauryn Flynn, former dir. of celebrity services for Calvin Klein in New York and dir. of VIP relations for Burberry in London, to Azione PR, New York, as VP of PR. Azione works for Skullcandy, Volcom, Stance, VonZipper, Soma, and Epicuren, among others.

**Morgan**

Jade Trombetta, A/S, Brian Communications, to The Cline Group, Philadelphia, as VP of PR. She was PR manager for global personal care products maker SCA, director of PR at Dormus and A/M at Dorland.

JoAnne Laffey Abed, PR manager, VantagePoint, to Jackson Marketing Group, Greenville, S.C., as director of PR. She was VP of client services for Walker Marketing and senior PR and marketing consultant at Jewett Associates.

George Christopoulos, former comms. advisor and press secretary for the Toronto mayor's office, to The Building Industry and Land Development Association, Toronto, as VP, comms. and media relations, starting July 2. JL Cornerstone handled the search, which involved more than 150 PR pros. The association is the trade group for 1,500 builders and developers in Ontario.

Kay Bailey Hutchison, former Republican U.S. senator from Texas, to FleishmanHillard's international advisory board. She spent 27 years in public life, including the senate from 1993-2013. She now serves on advisory council's of Bank of America, the Center for Strategic and International Studies, and the Campaign to Fix the Debt.. She is also senior counsel with Bracewell & Giuliani.

Promoted

Laura Salerno to VP, Rubenstein PR, New York. She joined in 2008, rising from associate publicist, and leads accounts like Hospitality Holdings, Halstead Property, Patsy's Italian Restaurant, the Flatiron Hotel and Addison Hospitality Group.

Will Krugman, an intern, to McNeely Pigott & Fox, Nashville, as a staff associate.

PR PRO: US SUBPOENAED CLIENT RECORDS

A Georgia PR pro said the U.S. Attorney's Office in San Francisco has subpoenaed his records of representing Bureau of Alcohol, Tobacco and Firearms whistleblower/agent Vince Cefalu.

Patrick Crosby, former spokesman for the U.S. Attorney's Office in Atlanta, told O'Dwyer's he was shocked to receive a subpoena last week in his client's civil suit against the ATF, demanding documents and other information about communications between him and his PR client.

Crosby, a former journalist and news anchor, worked public affairs for the Atlanta USAO for 15 years before retiring.

He opened Georgia Newsmakers to provide media relations counsel and knew Cefalu from the agent's time stationed in Atlanta.

Cefalu, a 25-year ATF veteran and ongoing critic of the agency, made headlines last year for speaking out about the controversial "Fast and Furious" gun-running operation.

He was fired before being reinstated and has filed the civil suit against the ATF for retaliating against him and the subpoena of Crosby's records is related to that case.

"It's not like this is a murder trial or anything like that. He's suing them," said Crosby. He questions the value and precedent of issuing a subpoena for PR records: "It's odd, invasive and a waste of resources. I don't want to be put in a position to put my client in jeopardy."



Crosby

QATAR WEALTH FUND INVESTS IN PR

Qatar Holding, the \$60B investment arm of the Qatari government's sovereign wealth fund, has engaged RLM Finsbury for global PR support.

QH is the constant subject of investment rumors and reports around the globe from the soccer club Arsenal last month to web video giant Hulu last week.

Its prominent holdings include Harrods Group, Miramax and the Paris Saint-Germain Football Club.

London-based RLM is a unit of WPP.

QH last week sold its 10 percent stake in Porsche back to the families controlling the luxury car maker.

The SWF took the Porsche stake during the finance crisis in 2009 to shore up the company. It previously worked with Citigate Dewe Rogerson for financial PR.

The value of the Porsche deal was not disclosed and QH remains invested in Volkswagen, a sister company to Porsche under the Integrated Automotive Group.

In November, QH partnered with Credit Suisse to form an asset management venture Aventicum Capital Management.

Oil-rich Qatar will host the 2022 World Cup.



CHEN CHOOSES CORALLO FOR PR

Chen Guangcheng, the Chinese political dissident who claims he is being booted from his post at New York University because the always expansion-minded school is trying to curry favor with China's government, is using Republican media strategist Mark Corallo for PR support.

NYU scored points on the human rights front a year ago when it offered self-taught lawyer Chen free housing, English lessons and a position after he escaped China via help by then-Secretary of State Hillary Clinton.

Chen alleges the Chinese government put "unrelenting pressure" on NYU, which pines for an outpost in Shanghai, to oust him.

NYU denies any kowtowing to China, saying it never agreed to support the dissident beyond a year.

The school also notes that China had already approved the Shanghai campus after it reached out to the campaigner against forced abortions.

Chen also took a shot at embattled NYU president John Sexton, who was featured on the front page of the *New York Times* June 18 for accepting a \$1M loan from a NYU foundation for a vacation home on Fire Island.

In thanking NYU for past assistance to aid his "smooth transition" to the U.S., Chen expressed regret that he never had the chance to thank Sexton personally.

"NYU has arranged many of our activities, to date, it has not arranged a meeting for us with the president," said Chen in a statement.

Chen is considering an offer from Fordham Law School.

Corallo, who heads Corallo Media Strategies in Alexandria, Va., served as PA director at the Justice Dept. under John Ashcroft.

He was press secretary for Congressman Bob Livingston through the House Speaker-designation for an extramarital affair. He also did PR work for Karl Rove, a top counselor for President George W. Bush.

Chen also is getting support from the Midland, Tex.-headquartered China Aid Assn., which is backed by evangelicals and pledges to walk with the "persecuted faithful" in its effort to support religious freedom in China.

COYNE PLAYS WITH VTECH

Coyne Public Relations has picked up agency of record duties for VTech, a leader in stage-based electronic learning products for children.

The New Jersey-based firm will handle program development and nationwide outreach, especially ahead of the holiday shopping season.

Coyne will position VTech's advisory committee as media go-to courses for developments in the fun and smart play category. Ogilvy PR previously handled the work.

VTech this month was selected as a 2013 Parents' Choice Award for its Inno Tab 2S Wi-Fi Learning App Tablet which offers a secure connection to its "learning lodge" collection of 350 educational games, e-books, music and videos for children from birth to pre-teens.

Tom Coyne's firm works for clients such as Walt Disney Co., Hard Rock International, Chrysler, Red Robin Gourmet Burgers and Goodyear Tire & Rubber.

Sources covering the funeral last week of Arthur Yann, VP-PR of PR Society of America, who died suddenly June 13, were struck by the fact that no one from the Society made remarks either at the funeral home or the church.

The eulogy, given by fraternity brother John Redinger, did not mention the Society or that Yann enjoyed or loved his job nor that he was grateful for an employer that paid him handsomely (\$186,485 in 2011, a 25% raise).

The only mention of PR was a reference to Roberto Clemente, former star of the Pittsburgh Pirates. Redinger said that writing an obit for a PR person was like “pinch-hitting for Roberto Clemente.”

Redinger was the only one who spoke.

This writer has attended numerous funerals of PR and other people and usually several people speak.

Yann, in order to earn his salary, had to do noxious things for nearly five years that no doubt weighed heavily on him and of which his family was aware.

Searching “Yann” on odwyerpr.com brings up 47 stories detailing his many attempts to discredit this writer. He placed negative comments not only on the Society website but on more than a half dozen others.

The Society website in October 2011, for instance, carried 3,100 words attacking this writer personally including 954 by Yann himself.

I was called a writer of “outright lies,” “unethical,” “a hacker,” “a nuisance,” “malicious” and guilty of “downright hateful tactics.”

Yann became the “hit man” for the board and COO Bill Murray, the one out front doing their dirty work. The question now is who will be the new person to serve this purpose.

When I showed up at the 2012 conference in San Francisco, after Yann had posted on PRnewser that the Society had no boycott against any media, Yann immediately led me to a guard who escorted me up one escalator to another floor. When I greeted some people there while standing in back of a line, I was swarmed by more guards and ordered out of the hotel and told not to come back.

Who Will Be New Stand-in For Board, Murray?

The death of Yann will not end the press avoidance practices of the Society.

It is time for PR leaders not on some kind of Society string to take action and replace Murray as staff head.

The board of the Int’l Assn. of Business Communicators, fed up with the antics of COO Christopher Sorek, <http://tinyurl.com/lu49174> bounced him in May. They should have done that last December right after he suddenly fired 16 of the 32 staffers.

Showing a lack of sensitivity, not to mention fairness, the PR Society on Thursday, June 20, in the middle of the observances of Yann’s death, e-mailed a senior member who is a Fellow and an APR that his access to the Society website had been “revoked.”

He found this out while attempting to access the Society site. The message was given to him by Eileen Lin-

tao, senior manager, member services, when he asked an administrative e-mail address why he couldn’t open the site. No reason was given.

Murray himself should have personally informed the member that his access had been revoked. An action of such gravity should not have been bucked to a staffer. Throughout civilized society, an accused person gets the right to face his or her accusers and know what the charges are. But not at the Society!

Its bogus “Terms of Use” say that it can terminate usage of its website for any or no reason and at its “sole discretion.” Such wording absolves any member of having to abide by the Terms. Contracts cannot be unilateral.

The Society is incensed that the O’Dwyer Co. somehow got the 2012 audit and is out to punish a member.

IABC puts its audit in full on its website in the public area for all to see.

Yann’s Death Mishandled

The fact of Yann’s sudden death while heading home on Metro North Thursday, June 13, was mishandled. This event should not have been kept from the members until Monday morning. It should have been disclosed Friday morning even though that would have put a damper on announcement of the Silver Anvil winners that day.

Murray posted on Sunday night June 16 that Yann had died suddenly on the evening of June 13 but offered no details. Most members do not access the site until Monday.

The Murray announcement did not even get the simple facts of Yann’s career straight even though Murray and PR staffers had three days to work on it.

Murray said Yann “first joined PRSA in 1999” and that before that he “led his own agency.”

Yann never had his own agency. He spent the first 17 years of his career, from 1986-2003, with Betsy Nichol of Nichol & Co., New York, who now operates her own interior design firm. When she sold the firm to Cramer-Krasselt Advertising, Chicago, in 2003, Yann became SVP and director of the office.

He stayed with CKPR until 2006 when he joined HealthStar PR as a SVP. He joined the Society in August, 2008.

Yann’s death resulted in a number of calls to us to find out what happened. The SpinSucks website said Yann died “on a train” which led us to call MetroNorth. PR people there had the police record of Yann being stricken on the train.

Ogilvy/DuPont Award a No-Brainer

Another current pickle of the Society is how to explain that DuPont, a client of its elected chair, Mickey Nall of Ogilvy PR, took the grand prize of the Society’s Silver Anvils contest, besting 846 other initial entries and 143 other finalists.

Normally, elected leaders and other insiders of an association or company remove themselves from such contests so there won’t be any charges of cronyism.

– Jack O’Dwyer