



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

The Inside News of  
PR and Marketing  
Communications

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## PA REVIEWS TOURISM, ECONDEV PR

The Keystone State has kicked off a review to develop and implement a travel and business marketing campaign and spur tourism and economic development to Pennsylvania.

The state's Tourism Office and Economic Development Marketing Office released an RFP open through early April to review its current pact expiring in June targeting tourists, journalists and business.



Photo: PA Tourism Office

Tierney Communications is the incumbent for PR. Pennsylvania wants pitches for a fully integrated travel marketing and promotional campaign -- including advertising -- to build on its efforts over the past eight years.

Key goals for tourism include an increase for overnight stays, spending and visitation, "shift and broaden perception of Pennsylvania as a travel destination both nationally and internationally," and to use industry resources and statewide partnerships to get the message out, according to the RFP, released Feb. 22.

A one-year contract with two option years is expected. Proposals are due April 9.

View the RFP: <http://bit.ly/1055sEd>.

## NIDES TO RETURN TO MORGAN STANLEY

Former Burson-Marsteller CEO Tom Nides is returning to Morgan Stanley after a stint in the Obama State Department.

Nides, a financial sector vet, did an eight-month stint atop Burson in 2005 after he was recruited by Howard Paster.

He left Burson for Morgan Stanley, where he became COO and a trusted aide to former CEO John Mack and current CEO James Gorman before exiting in 2010 for the deputy secretary for management and resources post at the State Dept.

Nides, who chaired Wall Street's lobbying arm, the Securities and Financial Markets Assn., is a former Clinton administration trade official and managed former Sen. Joe Lieberman's 2000 vice presidential campaign. He was chief administrative officer of Credit Suisse First Boston and SVP of Fannie Mae.

Nides takes a vice chairman post reporting directly to Gorman at Morgan Stanley. The investment bank said he will have "a broad mandate" focusing on global clients and key constituencies around the world. He will also work on external and government affairs.

## WPP POSTS 3.5% RISE IN '12 REVENUES

WPP announced a 3.5 percent boost in 2012 revenues to \$15.6B and an eight percent rise in pre-tax profit to the \$1.7B mark.

CEO Martin Sorrell said the ad/PR combine posted a "record year, but it felt very difficult." WPP reached its financial targets, but "got there ugly."

Sorrell said the year started off strong, but growth later slowed and WPP "did not start to make the cost adjustments quickly enough to counter the increased staff investment" until second half of 2012.

WPP wrapped up 2012 with \$2.9B in cash/short-term deposits and \$7.1B in debt.

The Ogilvy, Hill+Knowlton Strategies, RLM Finsbury, Glover Park Group and Burson-Marsteller-led PR group posted a one percent dip in like-for-like revenues due to continuing pressure in North America and Continental Europe.

That was partially offset by strong performances in the U.K., Latin American and Middle East/Africa sectors.

The lack of mega-events, such as the U.S. presidential elections and Olympics, makes 2013 "look like another demanding year," according to Sorrell.

He sees better prospects in 2014 as the World Cup in Brazil and Sochi Winter Olympics may "reposition Brazil and Latin America and Russia and Central/Eastern Europe, in the world's mind, just like the Beijing Olympics did for China and Asia and the World Cup did for South Africa and Africa."

## FORMER DISNEY PR PRO TO EDELMAN

Kathryn Kranhold, a former senior VP-corporate communications at Walt Disney Co., is joining Edelman March 1 as executive VP in Los Angeles.

At the media combine, she handled PR, corporate governance, financial reporting, shareholder & government relations and crisis matters.

Most recently, she was at Brunswick Group, doing corporate reputation, litigation and issues management. She also did a stint as VP at Sard Verbinen & Co.

Kranhold spent more than 20 years in journalism, which included a 12-year stint at the *Wall Street Journal* and 10 years at the *Hartford Courant*.

At Edelman, Kranhold reports to James Williams, GM in Los Angeles.



Sorrell

Image: BBC

## U.S. EYES PR FOR UNDERWATER MORTGAGES

The federal agency created in 2008 to oversee Fannie Mae, Freddie Mac and the secondary mortgage markets is expected to bring in PR firm support this month for the revamped program aimed to aid “underwater” homeowners.

The Federal Housing Finance Agency handles the Home Affordable Refinance Program, or HARP, created in 2009 but revised in 2011 to help struggling mortgage borrowers.

The FHFA’s Office of Congressional Affairs and Communications is eying PR counsel to develop a marketing plan to educate consumers about the HARP program.

In the wake of criticism that the administration was not doing enough for struggling homeowners, the Obama administration – which continues to spar with FHFA director Ed DeMarco – in late 2011 relaxed the qualification requirements to participate in the program and extended its deadline until the end of 2013.

The FHFA declined to comment on the PR assignment and pointed this NL to a procurement document which says a campaign is estimated to run from March 1 through the end of the year.

A *Washington Post* columnist last month dubbed DeMarco “the administration’s biggest impediment to help for underwater homeowners” because he won’t support reduction in the principal amounts of home loans to help borrowers who owe more than their homes are worth. Reuters’ Felix Salmon on Feb. 26, meanwhile, called for the FHFA to be abolished for its lax oversight of Fannie Mae and Freddie Mac.



## ROSENBERG TO ALLISON IN NEW POST

Lisa Rosenberg, a 21-year Porter Novelli alum who recently led Euro RSCG Worldwide PR’s North American operation, is slated to join Allison + Partners in the new post of chief creative officer.

Rosenberg, who makes the move on March 4, was a senior partner at PN and served as chief marketing officer and New York managing director, handling clients like Gillette, Sears, Amtrak and Durex.

Her credits include M&M’s color vote campaign and Lysol’s “Fight the Flu” push.

At San Francisco-based A+P, part of MDC Partners, she’ll be based in New York focused on creative assignments for global brands. Andy Hardie-Brown, COO of the firm, said A+P created the post to utilize Rosenberg’s “analytical and emotional intelligence.” Early stints included Hill+Knowlton Strategies and Ogilvy & Mather (London).

She writes the blog Mommy Lens.



Rosenberg

## SAYLOR DIES AT 58

Mark Saylor, the *Los Angeles Times* editor who founded Saylor Co. five years ago after exiting crisis specialist Sitrick & Co., died Feb. 22 of brain cancer. He was 58.

At the LAT, Saylor is remembered for overseeing a Pulitzer Prize-winning series about corruption in the entertainment industry. The series reported on the return of payola to radio stations and fundraising activity by the Academy of Recording Arts and Sciences which raised a pittance for charity.

Saylor joined the LAT in 1985. He was assistant city editor, city editor of the now-shuttered, San Diego edition, California political editor and entertainment editor for the business section. He left the Times to produce technology trade shows before joining Sitrick & Co.

Saylor, who was a nationally ranked chess master, is survived by his wife Nora Zamichow, a former LAT staff writer and three children. He received the diagnosis of inoperable brain cancer last spring.

Saylor & Co. handled crisis work and foreign clients such as Screen Actors Guild, Executive Office of Dubai and Abkhazia/Ossetia, breakaway republics of Georgia.

## FTI COMMS. REVENUE TICKS UP 2.2%

FTI Consulting reported strategic communications revenue rose 2.2% to \$50.3M in the fourth quarter as shareholder activism and the beginnings of capital markets activity sparked growth.

FTI’s overall revenues also inched up 2.2%, to \$399.3M for the quarter, although the company swung to a net loss of \$85.9M, compared with net income of \$39.9M a year earlier, as FTI took a goodwill impairment charge of \$110.4M related to the book value of the strategic communications unit. The company said the charge related to prior investments made in the PR segment and FTI reiterated its commitment to the segment.

For the year, revenues increase 1% to nearly \$1.6B.

President and CEO Jack Dunn noted three of FTI’s core businesses – strategic communications, corporate finance/restructuring, and economic consulting – showed solid performance and strong cash flow. He said FTI will continue a \$250M stock repurchase program kicked off in June 2012 and pursue “tuck-in acquisitions where we can enhance our industry expertise, service capability or geographic scale,” although organic growth is a key focus for the year.

Dunn said strategic communications landed “significant” retainer wins in the energy sector and chalked up double-digit year-over-year increases in France, Germany, Belgium, Russia and the United Arab Emirates.

Fourth quarter PR work for FTI included American Suzuki Motor Corp.’s Chapter 11 restructuring, Manganese Bronze Holdings’ financial woes, and Dublin-based Smurfit Kappa Group’s \$340M acquisition of U.S.-based Orange County Container Group.

Dunn noted FTI’s roster of potential merger and acquisition matters is approaching the highest levels in its history.

## **MEDIA GIANTS SLATE PARENTAL CAMPAIGN**

Concerned about public backlash in the wake of the Newtown massacre, the TV and film industries are coordinating on a national PR campaign to “remind” parents about “tools” to help manage what kids watch.

The industry coalition, which announced the campaign Feb. 27, includes the Motion Picture Association of America, National Association of Broadcasters, National Cable & Telecommunications Association, National Association of Theatre Owners, American Cable Association, DirecTV and Verizon FiOS.

“The industries will make a positive contribution to the national conversation on violent behavior by launching a national educational campaign through communications channels including television public service announcements, educational and informational websites, in-theater advertising, and other media,” the groups said in a joint statement.

The forthcoming campaign will highlight TV/film rating systems, parental controls on TVs and other resources in a push that will utilize previously produced Ad Council PSAs, revamped websites at TheTVBoss.org and FilmRatings.com, digital assets and social media.

Broadcasters said they will work with the Associated Press, Entertainment Industries Council and other groups on PR efforts related to mental health, including outreach to journalists, TV and film producers and directors.

The coalition said its campaign will be based on three tenets – choice, highlighting a wide variety of content; control, touting tools to manage who watches media, and education.

## **DOW JONES, NASDAQ PRO TO BRUNSWICK**

Bethany Sherman, who was chief communications officer at Dow Jones & Co., has joined Brunswick Group in New York to advise corporate clients and deal with issues management.

She had been in charge of global PR for Dow Jones (now News Corp.) properties such as the *Wall Street Journal*, *Barron's* and Dow Jones Newswires.

Earlier, Sherman held the senior VP-corporate communications slot at NASDAQ OMX, where she helped guide its transformation from a non-profit regulatory organization to a publicly traded exchange.

Brunswick also added Chrysta Castaneda, an attorney at Locke Lord and former Texas Congressional candidate, to its Dallas office.

Steve Lipin, U.S. senior partner, said the new hires will bolster his firm’s “ability to deliver value for our clients in the areas of corporate and litigation communications.”



**The NCTA has overhauled TheTVBoss.org to guide consumers to info on the TV and movie ratings systems, parental control technology, and media literacy.**

## **NEWS CORP. SHIFTS NARISETTI**

Raju Narisetti will take the senior VP/deputy head of strategy slot at the New News Corp. when it becomes an independent publicly traded company that houses the *Wall Street Journal*, *London Times*, *Sun*, *New York Post*, *Barron's* and Australian newspapers.

Currently, Narisetti serves as deputy managing editor of the WSJ and managing editor of its digital network.

At his new post, Narisetti will work with chief strategy officer Anoushka Healy to oversee direction of the company and pursue new projects.

Narisetti joined News Corp. last year.

Previously, he was managing editor of the Washington Post Co. in charge of digital content, new businesses and social media programming.

Narisetti served as founding editor of India’s *Mint* newspaper, which has an exclusive content deal with the Journal covering the Subcontinent.



**Narisetti**

## **TV. POLITICAL ADS BUOY SCRIPPS**

The E.W. Scripps Company said fourth quarter revenue surged 32 percent to \$260M, while profit more than quadrupled to \$26.M on gains from acquisitions and political advertising.

Rich Boehne, president and CEO, said the newspaper and TV station operator’s repositioning “really paid off in the fourth quarter, and in all of 2012.”

The Q4 revenue gains reflect the purchase of four TV stations it acquired in late 2011.

Revenue for the year climbed 8.7%, excluding acquisitions, to \$903M.

Scripps said replacing expensive and underperforming syndicated shows with internally produced programming like “Let’s Ask America” and “The List” also contributed to revenue gains.

TV revenue nearly doubled to \$152M for the quarter with local ads up 11% (\$4.9M) and national ads ticking up 12% (\$25.9M). Political advertising hit \$56.9M in the presidential election year, compared with only \$3.5M a year earlier.

Newspaper revenues slipped 4.6% to \$105M over Q4 of 2011, including a 3.4% decline in circulation revenue and 5.7% decline in ad revenue to \$63.8M. Digital revenue climbed to \$6.6M.

Boehne said its newspapers performed in line with expectations because of improving trends in some markets as well as “disciplined expense control.” He expects a “bundled” subscription strategy with print and digital to roll out in the first half of 2013.

Scripps reported cash and equivalents of \$243M and total debt of \$196M.

The company forecast TV revenues to be flat in Q1, while newspapers will likely decline in the low to mid-single digits. It expects to spend \$22M this year on building out its digital operations.

Boehne has been nominated to take the reins as chairman of the Scripps board in May on the retirement of Nackey Scagliotti, a great-granddaughter of the founder Edward Willis Scripps.



**Sherman**

**MEDIA NEWS continued****TIMES TO 'REBRAND' INT'L HERALD TRIBUNE**

The New York Times Co. said it will rebrand the *International Herald Tribune* as the *International New York Times* with a launch slated for later in the year.

Chairman Arthur Sulzberger Jr. called the move a "logical next step" to extend the Times' international reach.

The International NY Times will be edited from Hong Kong, Paris, London and New York.

CEO Mark Thompson said the digital era has turned the Times from a great American newspaper to "one of the world's best-known news providers."

He said the Times wants to "exploit that opportunity" to gain international audiences, subscribers and advertisers.

**AOL TAPS LYNE AS BRAND GURU**

AOL has Susan Lyne, board member, Gilt vice chairman, former CEO of Martha Stewart Living Omnimedia and president of ABC Entertainment, CEO of its brand group that attracts more than 100M consumers worldwide.

She takes over the duties of COO Artie Minson, who will remain at AOL for a transition period that will run for the duration of 2013. Lyne's role is to increase traffic, develop partnerships with advertisers/publishers and recruit content/programming/design talent.

At ABC, Lyne was responsible for the development of hit programs such as "Desperate Housewives," "Lost" and "Grey's Anatomy."

She became an AOL director three years ago.

**TRIBUNE LISTENS TO OFFERS**

Tribune Co., which emerged from Chapter 11 at the end of 2012, has hired Evercore Partners and JPMorgan Chase, to gauge offers to buy its newspaper group including the *Los Angeles Times* and *Chicago Tribune*.

The Chicago-based media company installed TV executive Peter Liguori, former entertainment chairman of News Corp's Fox Broadcasting unit and COO of Discovery Communications, at its helm last month.

Tribune Co. is owned by its senior creditors, a group that includes JPMorgan, Oaktree Capital Management and Angelo, Gordon & Co.

Its other newspapers big papers are the *Hartford Courant*, *Baltimore Sun* and *Orlando Sentinel*.

Liguori told the *Chicago Tribune* that there won't be a "fire sale" of the newspaper properties and said the investments bankers will separate offers from potential buyers. The Tribune owns 23 TV stations, as well as the national cable WGN America system and WGN Radio.

**NYT VET SAULNY JOINS ABC NEWS**

Susan Saulny, a 12-year veteran of the *New York Times*, is joining ABC News this month as a Washington correspondent.

ABC News president Ben Sherwood penned a memo to staffers that called the New Orleans native a "superb reporter and writer."

Saulny covered national news at the NYT and contributed to its digital video efforts. She worked the World Trade Center attack and wrote profiles of victims in the paper's acclaimed "Portraits of Grief" series.

Saulny was part of the NYT team that won a Pulitzer for "A Nation Challenged" special section in the aftermath of 9/11. She also worked at the Times' Chicago bureau, where she covered the impeachment of Gov. Rod Blagojevich.

**BUFFETT BUYS TULSA WORLD**

Warren Buffett's Berkshire Hathaway is buying *Tulsa World*, which has been owned by the Lorton family for more than 100 years.

Robert Lorton, CEO of World Publishing Co., will exit the publisher slot when the sale of TW is completed next month. He will be replaced by John Bair, who was president and COO.

TW has a daily circulation of 95K and a Sunday circ of 133K. It will be the third biggest daily in the 28-member BH Media Group., which is led by the *Omaha World-Herald* and *Richmond Times-Dispatch*. BHMG also runs 42 weekly papers.

Bair called Buffett "one of the smartest investors in the world." He expects the change in ownership will bolster TW's ability to serve the Tulsa community.

TW has a content-sharing arrangement with *The Oklahoman*, which was recently bought by Denver-based Anschutz Corp.

**VICE GETS WIDE PLAY FOR RODMAN PHOTOS**

Brooklyn-based media company got global play with its release of photos from its "Basketball Diplomats" meeting between North Korean president Kim Jong-un and former NBA star Dennis Rodman last week.

Vice, which is producing a series with HBO, released images through its PR unit of a basketball game in Pyongyang, part of the trip that included Vice correspondent Ryan Duffy, Rodman, as well as Moose Weekes, Buckets Blakes and Bull Bullard of the Harlem Globetrotters. A Vice/HBO production crew filmed the visit.



Kim Jong-un with Rodman in a photo by Vice.

**NEWS OF PR FIRMS****FISHING, BOATING GROUP CASTS PR NET**

The Virginia-based group which promotes fishing and boating to the public has cast a net for its six-figure PR account with an RFP process through early March.

The Recreational Boating and Fishing Foundation, based in Alexandria and funded through a federal excise tax on fishing tackle and motorboat fuel, wants a “strategic consumer and stakeholder public relation and media outreach” firm to serve as agency of record.

The group, which runs the “Take Me Fishing” PSA campaign, worries that demographics show growth only in groups not traditionally associated with boating and fishing, while its current population of enthusiasts is likely to “age out” of such interests in the next few years, according to the RFP.

Budget is \$280K per year.

The RBFF’s stakeholders include the fishing and boating industries, state and federal natural resource personnel, NGOs in conservation and outdoor recreation, as well as consumers. Revenue and support for 2012 totaled \$12.3M. View the RFP: <http://bit.ly/YPYbDL>.

**WCG GRABS PATIENT COMMS. SHOP**

WCG has acquired Partners for Medical Education, a San Francisco-based firm focused on patient education and outreach.

PME produces live events and webcasts, clinical trial education and recruitment campaigns, market research and other services in the patient space.

Diane Weiser, healthcare practice head at WCG, said patients are becoming more empowered to manage diagnoses and treatment so the firm saw it as important to reach them “through the right channels with relevant information and support.”

Financial terms of the deal were not released.

Sharron Ames heads the firm, assisted by Allison Solomon in San Francisco and Jamie Machala in Austin.

**LEWIS SETS UP DIGITAL AROUND PULSE**

LEWIS PR, San Francisco, has added social advertising and paid search as it organizes its digital marketing services under the name Lewis Pulse, with a presence in six global hub cities.

The firm said the Pulse unit, which operates out of Barcelona, Boston, Eindhoven, London, San Francisco and Singapore, coupled with a Bangalore operation and digital unit in Budapest, means it can offer around-the-clock content creation and monitoring.

Chris Lewis, CEO, said the organization of Pulse means the firm is now a full service “content marketing agency, with PR at its core.”

Pulse services also include brand strategy, social media marketing (via 2010 acquisition PageOne PR), SEO, design, production and web work. Clients are Cisco, eBay, McAfee, Porsche Asia Pacific and SAP, among others.

Added Lewis: “PR agencies hold a trump card in the contest for marketing budget. They can create, curate and promote content, across all channels, with the pace and topical relevance that are so important today.”

The firm is working on more acquisitions in the digital marketing space.

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

**Geoffrey Weill Associates**, New York/DouroAzul, operator of small luxury river cruises in Portugal, for U.S. PR for the launch of two new vessels on the Douro River this March.

**5W PR**, New York/Equala, social radio station, for PR, and Israel Dealmakers Summit 2013, as AOR for the two-day, invitation-only conference in Israel. Attendees will include Jeffrey Immelt (GE), Shari Redstone, Advancit Capital) and Kay Koplovitz (Springboard Enterprises), among others.

**East**

**Birnbach Communications**, Marblehead, Mass./UNIT4 Business Software, as AOR for North America. in North America. It has worked with the client since 2010.

**GYMR PR**, Washington, D.C./Academy of Psychosomatic Medicine, to develop a strategic communications plan and messaging; American Board of Internal Medicine, for strategy and media relations planning for its Choosing Wisely campaign; Genentech and Roche Diagnostics, for media rels and special events; Gordon and Betty Moore Foundation, to launch a patient care program, and Health Affairs, for media/stakeholder outreach and special events.

**Susan Davis International**, Washington, D.C./The Edison Foundation, for logistics management with Hargrove Inc. for the “Powering the People 2.0: Innovations for a Better World” event on March 21; Mary Furlong & Associates, for event production for its annual “What’s Next Boomer Business Summit” in Chicago on March 12; Thoth Awards, for event management for the event of PRSA/NCC.

**Clapp Communications**, Baltimore/Catch a Lift Memorial Fund, which provides free gym memberships or in-home equipment to veterans, for PR in the U.S.

**S&A Cherokee**, Cary, N.C./Atiz Innovation, book digitization hardware, as AOR for PR to lead the communications strategy for the launch of its Scandock scanner for smartphones.

**Southeast**

**Brandware PR**, Atlanta/Morris Yachts, 40-year-old sailing vessel maker, as AOR.

**Durée & Company**, Fort Lauderdale/Raymond Lee Jewelers, for media relations/PR; Vicomte A. Lifestyle Clothier, for events support.

**Midwest**

**Padilla Speer Beardsley**, Minneapolis/Midwest and Mountain Dental, family dentistry chain with 100 offices nationally, to develop and execute a lead generation campaign, and Patterson Companies, a \$3.5 billion specialty distributor for the dental, veterinary and rehabilitation supply markets, for crisis and issues management and training, in addition to counsel and support for its IR program.

**West**

**J Public Relations**, San Diego/The Goring Hotel (London); Topnotch Resort (Stowe, Vt.); Hotel Belleclaire (N.Y.); The Ivy Hotel (Baltimore); Lantern’s Keep and Triomphe in Iroquois (New York), and The W Hotel San Diego.

## NEWS OF SERVICES

### PR NEWswire REVENUE CLIMBS 4.6%

PR Newswire 2012 revenue rose 4.6% to £196.4M (\$295.2M), parent company United Business Media reported March 1, on strong gains in the U.S.

Operating profit climbed 6.1% to £43.5M (\$63.8M) as its U.S. distribution revenues rose on an increase in average revenue per message and gains for newer distribution products. PRN took a £1.1M hit on the end of its agreement with Vocus which was partially offset by the launch of its Agility service in June.

UBM CEO David Levin pointed to “robust underlying revenue growth” at PRN and its events business in reporting overall revenues for the company ticked up 2% to £797.8M (\$1.2B). UBM is selling its \$281M Delta data services business to “simply” its business around PRN, events and marketing services.

PRN, which acquired the remaining half of Canada Newswire in November for 30.7M, said it has more than 19,000 customers in the U.S.

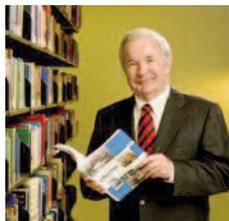
UBM debt stands at £640.3M against £89.6M in cash.

### SAN DIEGO STATE PLANS PR CENTER

San Diego State University has kicked off a fundraising campaign to launch a professional center for PR in honor of 30-year professor Glen Broom.

SDSU president Elliot Hirshman and Dean Joyce Gattas hosted a Feb. 22 event with donors, PR alumni and faculty, and community professionals to recognize Broom and his career.

Founding donors include alum Scott Allison (\$50K, Allison + Partners), Gordon Broom (HeplerBroom), Diane Gage Lofgren (Kaiser Foundation Health Plan), Scott Pansky (A+P), MaryLee Sachs (Changing MO), Larry Thomas (retired, The Irvine Company) and Bill Trumpfheller (Nuffer, Smith, Tucker).



**Broom**

The university said it sees the planned Glen M. Broom Center for Professional Development in Public Relations, part of its School of Journalism & Media Studies, as a “national model for public relations excellence.” An internship program for PR students, advising and career development, training programs for working professionals, and research activities for faculty and graduate students are all expected to be part of the center.

“Nothing else like this Center exists in the nation,” said Gattas, dean of the College of Professional Studies and Fine Arts at SDSU. “It is a model for excellence, just like Glen Broom. No one has done more for the public relations profession than Glen, and we are so fortunate to be able to continue his tradition of excellence.”

Broom is professor emeritus of the school – he retired in 2008 – and mentored more than 3,000 students to make SDU a top PR program in the U.S.

He is the co-author or author of the last five editions of the PR textbook, “Effective Public Relations,” which SDU calls the definitive textbook used in PR classrooms worldwide.

## PEOPLE

### Joined

**Jim Dowd**, who recently set up the first U.S. office of London’s Frank PR, to Sparkpr, New York, as a managing director and head of its consumer unit. He was senior VP of national media relations for GolinHarris and ran his own shop, The Dowd Agency. **Candice Yusim**, former VP at Tribal Brands, joins as an MD in Los Angeles. CEO Alan Soucy said the tech firm is moving to expand its consumer and entertainment work with the hires.

**Andy Gotlieb**, A/E, Bellevue Communications Group, to Slice Communications, Philadelphia, as an A/S. He is a former AVP for Gregory FCA Comms. and was a finance reporter for the *Philadelphia Business Journal*.

**John Dunagan**, senior VP, DDC Advocacy, to VOX Global, Washington, D.C., as a senior VP. He co-founded CrossLink Strategy Group (later Mercury) and was a VP at Powell Tate and Edelman.

**Katie Conway**, former managing director for Bread and Butter PR, to J Public Relations, San Diego, as a director. Kristin Hutton, formerly of Lou Hammond & Associates and HL Group, joins as a director in New York. Emma Hartland-Mahon, former A/M at London’s Mango PR joins as a senior publicist and intern Kelsey Sharp was named publicity assistant.

### Promoted

**Chas Withers**, president and board member of Dix & Eaton, Cleveland, adds the role of chief operating officer. The 47-year-old exec has been with the firm for 15 years and twice was a client.

**Ronald Roberts** to president and CEO, DVL PR & Advertising, Nashville. Chairman and outgoing CEO **John Van Mol** called it the “next logical step in the evolution of the agency,” adding that the transition to Roberts has been in the works for a number of years. Roberts joined the firm in 1992 as an assistant A/E. He became president/COO in 2008. Van Mol said he will continue to work with select clients.



**Roberts**

**Tim O’Keeffe** to senior managing director and GM of the San Francisco office of Horn Group, reporting president/CEO Sabrina Horn. He joined in 2011 from Hill+Knowlton/S.F. **Todd Cadley** was upped to managing dir. in New York. The firm also hired **Kelli Gail**, former Ogilvy PR senior VP, as senior VP.

**Ray Day** to group VP, communications, Ford Motor Company, Dearborn, Mich. Day who has led the comms. team as VP for the past five years.

**Phil Carpenter** to senior partner, West Coast, at Allison+Partners, San Francisco, encompassing S.F., Seattle, Los Angeles and San Diego. Also, **Zach Colvin** to general manager, San Fran.;

**Larry Krutchik**, a partner, to GM, L.A. office, and **Dawn Wilcox**, who was the L.A. GM, is now managing director of the firm’s social impact practice.



**Wilcox, Krutchik**

## **B-M CELEBRATES 60TH ANNIVERSARY**

Burson-Marsteller has announced initial plans to celebrate the 60th anniversary of the WPP unit.

Founding chairman Harold Burson and CEO Don Baer kick off the festivities March 5 by ringing the opening bell at the NASDAQ MarketSite in New York. WPP shares are listed on that exchange.

The firm is launching B-M Giving-Back Service Projects program to encourage community services among its 2,300 staffers. B-M plans to donate \$1.6M in employee time to drive the venture.

Baer noted the giving-back program is an “excellent way to rededicate ourselves during our 60th anniversary year to the core values on which our firm has always been built.”

Burson said public service is “embedded into our culture around the world.”

The firm will announce other anniversary-related events throughout the year.

## **SMART GRID PUSH EYES PR POWER**

The technology and energy industry-run partnership pushing toward the development of a “smart grid” power system in the U.S. wants an agency to help develop a brand and strategic message for the organization.

The Smart Grid Interoperability Panel, a Delaware corporation seeking tax-exempt status, has an RFP out for an agency with experience in brand development marketing and communications, particularly in the non-profit and education sector.

The SGIP, led by a board of executives from companies like the Consumer Electronics Association, American Electric Power and Lockheed Martin, is working to support the National Institute of Standards and Technology as it fulfills the Energy Independence and Security Act of 2007, a sweeping federal law addressing fuel economy, biofuels and implementation of a framework for a smart grid in the U.S.

The group sees its mission as coordinating stakeholders in the smart grid push to advance the project.

The RFP calls for marketing and strategic comms. consulting, newsletter production, media training and other relations tasks.

View the RFP: <http://bit.ly/104vE1T>.

## **EAGLE LANDS AT H+K**

Ron Eagle, who handled product publicity and the PlayStation Network for Sony Computer Entertainment America, has been named senior VP for entertainment and technology at Hill+Knowlton Strategies.

The 17-year PR pro managed PlayStation’s software, services and brand imagery and held the multimedia supervisor post.

Eagle was a member of the U.S. Navy’s Total Quality Leadership program and is a combat veteran of the Gulf War.

In making the announcement, Bill Coletti, H&K’s Los Angeles general manager, praised Eagle’s skill in driving global PR and media campaigns along with his “driven personality.”

Sony unveiled plans for its Playstation 4 console this month with a launch date eyed for November.

## **DC AIRPORTS PUT PR ON RADAR**

The authority which runs Washington Dulles International and Reagan National Airports is on the hunt for PR counsel.

The Metropolitan Washington Airports Authority, which took over the airports in 1987 from the FAA, issued an RFP on Feb. 27 for a firm to provide strategic communications counsel for the CEO and board, handle PR tasks like op-eds and speeches, and help target media and government agencies, customers and the general public.

The PR firm will report to David Mould, previously with The Hawthorn Group, NASA and the Tennessee Valley Authority, who joined the MWA in June as VP of comms. Proposals are due April 2.

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

## **RLM ADDS SPECTER AIDE IN D.C.**

Scott Hoeflich, former communications director to Sen. Arlen Specter, has moved to RLM Finsbury in Washington as a senior VP.

Hoeflich has been a senior associate at D.C. public affairs shop IKON, handling transportation and pharmaceutical clients for the past two years.

RLM Finsbury CEO Walter Montgomery said the firm is reinforcing a commitment to build a “world-class” D.C.-based practice. Hoeflich is slated for assignments “at the intersection” of strategic communications and PA.

RLM partner Stephen Labaton, a *New York Times* veteran who joined in September, and partner Eric Eve, formerly of Citigroup and the New York City Comptroller’s Office, a February 2012 hire, head the firm’s D.C. operation.

## **‘FOR-PROFIT’ COLLEGES ENROLL DM**

The Association of Proprietary Colleges, which is based in Albany, has retained Downey McGrath to ward off federal tightening of aid or regulations concerning the “for-profit” college sector.

Tom Downey, the ex-Democratic Congressman from Long Island, spearheads that effort. He’s assisted by Senator Hillary Clinton’s legislative aide Deborah Nussbaum and John Olinger, who was Downey’s chief of staff.

The APC is an organization of 27 colleges in the Empire State that serve a 55K-member student body. Member schools include Monroe College, ITT Technical Institute, DeVry College, School of Visual Arts, Berkeley College, Wood Tobe Coburn School, Five Towns College, Briarcliffe College, Simmons Institute of Funeral Service, Bryant & Stratton and the Swedish Institute.

A U.S. Senate probe of for-profit colleges released last year by Iowa Democrat Tom Harkin found that U.S. taxpayers “invested” \$32B in the sector, in which more than half of the students left without a degree or certificate within four months. It faulted federal laws and regulations for not aligning incentives of for-profit colleges with the success of their students.

Corning Place Communications handles PR for the group.

## PR OPINION

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**PRSA/New York, the Society Foundation, Council of PR Firms** and the New York University PRSSA chapter are sponsoring a "Career Forum" April 2 that is expected to draw 300 students to the Kimmel Center on the South side of Washington Square.

It's shaping up as a near-duplicate of the flawed career day held by the Georgia chapter in Atlanta Feb. 22.

Reporters will be banned and any publisher who wants to display directories, books, magazines, etc., will have to pay \$1,000 to do so.

That would put a crimp in any literature table. No such table at all was allowed in Atlanta.

Louis Capozzi, adjunct professor at NYU and retired chair of MSL Group, is president of the Foundation.

Shira Palka, who has had internships at M Booth and Peppercom, is president of the chapter. She is associated with Muck Rack, where journalists and sources connect, hosted by Sawhorse Media, which operates web portals.

Brandi Boatner of the IBM PR staff, is Foundation board liaison to the career forum. Cedric Bess, ex-PR manager at the Society and now with the New York Yankees as guest relations ambassador, is an advisor to the NYU chapter.

Both Boatner and Bess are former presidents of PRSSA.

### **"Diversity" Pushed by Foundation**

Capozzi and the board have made seeking a more diverse PR workforce its chief priority as explained in an essay by Capozzi.

Initial plan was to have the career forum chaired by Donna Renella, human resources specialist who has been working with Foundation director Rochelle Ford, Ph.D., of Howard University, Washington, D.C.

However, when we discussed the flaws that showed up in the Georgia career day and noted they were apt to be repeated in the NYU career day, she withdrew saying she did not realize how much time would be involved. A new chair is being sought.

The NYU PR career day will give special emphasis to recruitment of minorities to PR but New York counselor Mike Paul has pointed out few minorities go into PR because only a few top PR/ad jobs are held by minorities. Role models are almost non-existent.

Lawyer Cyrus Mehri and others associated with The Madison Avenue Project have made lots of noise about this situation but there has been little change.

The Society closed its Multicultural section at the end of 2009 without even clearing it with the section. Protests were voiced to no effect. A 2008 survey of members found they placed "a very low priority on diversity issues."

Del Galloway, 2004 president, championed diversity, inviting the PR trade press to Society offices in January 2004 to discuss the issue. There was little result in terms of minorities joining the Society.

### **Ethics, Credibility of PR People are Issues**

There should be no recruitment of minorities to PR or anyone for that matter until the PR industry as represented by the Society faces the twin problems of ethics and credibility.

Prof. Kathy Fitzpatrick of Quinnipiac University, in 45 pages, has described surveys showing that half of the Society's members say they are under "extraordinary pressure" to do unethical things.

Although 90% of the members wanted continuance of an enforceable Code, the board voted against that and removed all teeth.

Credibility is another problem for PR. The Foundation's own 1999 survey, which cost it and the Rockefeller Foundation \$75,000 each and was conducted over a five-year period, found "PR specialist" to rank 43rd in believability on a list of 45 sources of info.

The Foundation suppressed the study. No press conference was held nor was any press release distributed. No publication or website of the Society ever printed the entire table which is in the link above. The Society's only PR staffer, Richard George, quit shortly after the O'Dwyer Co. learned about the study and started writing about it.

### **Georgia: the Blind Lead the Blind**

Although reporters were banned from the Georgia career day, students covered for us.

The panel on "PR Reality, PR Niches, PR Myths," whose members were Mike Neumeier of the Arketi Group, Jacqueline Petty of Kellen, Patty Gregory of Children's Healthcare of Atlanta and Karlie Lahm of Moe's Southwest Grill, asked students if they read physical newspapers. Only a few hands went up causing panelists to erupt in a chorus of "wows!"

The fact that few PR students read newspapers and fewer even know what comprises the PR trade press, means students at the Georgia career day were ill-informed. No wonder they were ready to pay \$80 to the Society's richest chapter (\$317,000 in cash in a non-interest bearing account) to find out very little about getting jobs or internships and nothing at all about being freelancers, their most likely future.

### **Why No Mention of Trade Press**

The fact that the panelists had a chance to mention the PR trade press but failed to do so tells a lot not only about the Georgia career day but PR itself.

Students should be reading O'Dwyer's media and those of *PR Week/U.S.*, *PR News*, *Bulldog Reporter*, *Ragan's*, *PR Newser* and blogs by Jane Genova, David Reich, and the weekly podcast of Shel Holtz and Neville Hobson, to mention some of the sources.

Textbooks are far behind the fast-changing world of communications. There should be a PR trade press table at the NYU career day and a panel of trade editors. This reporter, for one, would stick around the whole day to answer questions.

We have asked Palka, Boatner and others to come to our offices to examine the above and other materials.

— Jack O'Dwyer