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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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UN CHILD HEALTH ORG FLOATS PR RFP

A United Nations partnership focused on reproductive, newborn and child health is looking for PR help ahead of a major global forum for government, NGO, academia and private sector leaders in South Africa in June.

The Partnership for Maternal, Newborn & Child Health, a World Health Organization group comprised of scores of health, medical and university members, released two RFPs this month for media and communications support for product (report) launches and event branding ahead of The Partners' Forum, June 30-July 1 in Johannesburg. That event follows similar forums in 2007 (Dar es Salaam) and 2010 (New Delhi).

PMNCH plans to release four major reports at the June event: State of the World's Midwifery Report; Countdown to 2015; Every Newborn Action Plan, and Success Factors.

For the event branding work, the organization wants a firm to develop content, messaging, media relations, and overall PR for the global conference on a five month contract.

Firms must have experience in global health PR. Proposals are due March 14.

RFPs: <http://bit.ly/1cOLori>.

DANDRIDGE MOVES TO MARSH & MCLENNAN

Ed Dandridge has joined Marsh & McLennan Cos. as chief communications officer.

The one-time CCO at Nielsen, VP-PA/PR at Disney's ABC TV Network and corporate branding chief at Sawyer Miller Group, most recently was CMO at Collective digital technology firm in New York.

Dandridge reports to executive VP/general counsel Peter Beshar and senior VP/chief human resources officer Laurie Ledford.

New York-based M&MC has annual revenues of \$12B and more than 55K staffers at Marsh (insurance broker), Guy Carpenter (risk and reinsurance intermediary services), Mercer (health, retirement consulting) and Oliver Wyman (management consultant) units.

WS, GPG WORK \$9B SAFEWAY DEAL

Weber Shandwick and Glover Park Group are working the \$9B acquisition of Safeway by Cerberus Capital Management and the private equity firm's Albertsons operation.

Executive VP Peter Duda and senior VP Liz Cohen of WS work the Cerberus side. Audrey Cooling, senior VP of strategic communications for Glover Park, leads the assignment for her firm.

MURRAY FORCED OUT OF PRSA

Editorial by Jack O'Dwyer

Bill Murray, whose seven-years at PRSA were marred by anti-press, anti-communications, anti-New York and anti-democratic policies and practices, has resigned, a move we believe was forced on him.

The Society announced Murray's resignation late Friday afternoon, March 7, Friday being the dumping ground for news that people want buried. The O'Dwyer website posted the story at 4:14 p.m.

The release gave no reason for the sudden exiting from a contract that ran to Dec. 31, 2014 except that Murray has decided that "the time has come for me to leave PRSA and pursue new opportunities and challenges."

Stephanie Cegielski, VP-PR of the Society, said Murray has a new job at a non-profit organization but refused to identify it. She further said, in reply to questions, that Murray's only payout will be accrued vacation days. There is "no buyout, no severance, nothing," she said in an e-mail.

We still want to know if he is being paid through the end of the year. He says he will stay on staff until June.

We told Murray in e-mails that we believe he was canned and this was answered with threats of legal action if we report he was dismissed rather than left "voluntarily."

We are not reporting as a fact that he was fired. That is our opinion. It is not subject to legal action unless it can be shown that such an opinion was based on "reckless disregard of facts."

Dismal Membership, Financial Totals

The Court of Public Opinion has cost Murray his job. He and recent boards have never shown anything but contempt for this Court and it has come back to assert its dominance. People do not like to be held in contempt. They want to be listened to. They expect reasonable behavior from institutions and individuals.

The claim by 2014 chair Joe Cohen that Murray has done "an excellent job in providing leadership for our organization" is belied by financial and membership stats.

(Continued on page 8)

**Technology
Rankings Issue**



Table on pg. 4



Murray

KETCHUM, UKRAINE UNIT IN TOUGH SPOT

Pleon Talan, the Ketchum PR unit based in the Ukraine, is distancing itself from Ketchum's ongoing PR work with the Russian government amid the cross-border showdown between the two countries.

In a statement posted to the firm's Facebook page, Pleon Talan director Irina Zolotarevych appears to dismiss an online Ukraine media report linking it to Ketchum's Russia work and "anti-Ukrainian propaganda," stating the firm does not work and has never worked for the Russian government.

Ketchum, which merged with the overseas Pleon agency in 2009, has worked for nearly a decade with the Russian Federation, a lucrative global account for the Omnicom-owned firm. Its work was scrutinized last year when it placed a *New York Times* op-ed for Russian President Vladimir Putin warning against a U.S. strike on Syria.

Translated to English via Google and Bing, Zolotarevych's statement says Pleon Talan, based in Kiev, was never involved in anti-Ukrainian actions in the country or abroad, did not handle any project that supports "Russian aggression against Ukraine or vice versa" and is "totally against any informational campaigns that spread confusion."

Zolotarevych said the firm adheres to the ethics code of the Ukrainian Association of PR Firms and is a co-founder of that group.

She also said the firm does not issue policy statements, but noted its employees, as citizens are not "indifferent to the fate of their country."

She pointed to the main office of Ketchum for further comment.

Ketchum said in a statement: "Our work continues to focus on supporting economic development and investment in the country and facilitating the relationship between representatives of the Russian Federation and the Western media." The firm said it is "not advising the Russian Federation on foreign policy, including the current situation in Ukraine."

PN Unit Backed Challenger

Moscow-based RIM Porter Novelli helped the Ukrainian opposition platform, Civic Platform Maydan, with PR in January as it rallied against then-President Viktor Yanukovich, who has since fled the country.

Bloomberg reported at the time that the PR firm helped journalists get to Independence Square in Kiev to cover demonstrations against the Russian-backed government.

Gazprom Client Squeezes Ukraine

Gazprom, Russia's state-owned energy entity, has yanked Ukraine's special discount on gas supplies effective next month, and threatened to cut supplies, moves that further squeeze the economy of the beleaguered former Soviet state.

The move follows a working meeting between Gazprom chairman Alexey Miller and Russian prime minister Dmitry Medvedev last week to discuss Ukraine's falling behind on payments for past supplies.

Gazprom claims Ukraine owes 50 percent of its \$3B bill for 2013, and has not paid for January and February

shipments made this year.

Russian strongman Vladimir Putin told reporters that ending the special rate, which was negotiated by ousted Ukraine president Victor Yanukovich, has nothing to do with the "current situation" in Ukraine.

Ukraine gets 30 percent of its natural gas from Russia.

Ketchum received \$7.8M for fees/expenses from Gazprom during the 12-month period ended Nov. 30, 2013. That work covered an October distribution of a statement from Miller regarding Ukraine's gas debt.

Five Ketchum staffers registered last month as lobbyists for Gazprom and the Russian Federation.

They are Shabnam Najafov, citizen of Azerbaijan; Amalia Kontesi, Greek citizen; and Americans Alexa Voytek, Andrew Segerman and Albert Boothby.

The Russian Federation paid Ketchum \$3.5M for fees/expenses during the November-ended year.

BARBARY, DAVIS NAB SF TRANSIT PACTS

Barbary Coast Consulting and Davis & Associates Communications have picked up PR pacts with the San Francisco County Transportation Authority, following an RFQ process.

Nine firms responded to the November call for pitches, a field narrowed to the two finalists by the SFCTA, which does not have an in-house PR operation.

The firms will handle strategic communications, media and community relations projects as they arise over the next three years and will compete for any assignments over \$75K.

The contracts are capped at \$525K over three years.

BRUNSWICK GUIDES COUPON.COM'S IPO HIT

Coupons.com engaged Brunswick Group for PR counsel through the Silicon Valley company's successful initial public offering last week.

The Mountain View-based provider for discount vouchers sold 10.5M shares at \$16 a piece to surpass a \$1B overall valuation. Its shares started trading on the New York Stock exchange as COUP on March 7 and soared 80% in morning trading.

Darren McDermott, a 17-year Wall Street Journal alum who joined Brunswick as a director in 2012, is working the Coupons.com account.

BHP STEPS UP DC EFFORT

BHP Billiton, \$66B Australia mining/energy conglomerate, has registered a D.C. lobbying outpost with the growth of its U.S. business.

Via its 2011 \$12B acquisition of Petrohawk Energy, BHP is a leading developer in booming Eagle Ford Shale formation in south Texas. Petrohawk is credited with discovering the shale formation in 2008.

BHP has registered as lobbyists CEO Andrew Mackenzie and newly minted corporate affairs president Tony Cudmore, who joined in January from Exxon Mobil.

They are joined by Jason Buckner, aide to former Oklahoma Congressman Dan Boren, and Frank Fannon, staffer for New Mexico's ex-Senator Pete Domenici.

EX-TIME CEO NAMED TRIB PUBLISHING BOSS

Jack Griffin, former CEO of Time Inc. who was an advisor to Tribune Co. for the past year, has been named chief of Tribune Publishing, which is slated for a spin-off.



Griffin

Eddy Hartenstein, publisher/CEO of the *Los Angeles Times*, will become TP's non-executive chairman. A search for his LAT successor is underway.

Griffin has been running Empirical Media consulting fee for the past three years.

He served as president of Meredith Corp.'s national media group for a three-year span, which ended in 2010 with his recruitment to the TI slot.

Griffin also did a four-year stint as president of *Parade* and was a *New York Times* staffer for five years.

TP's properties are the LAT, *Chicago Tribune*, *Baltimore Sun*, *Sun Sentinel*, *Orlando Sentinel*, *Hartford Courant*, *The Morning Call* and *Daily Press*.

Peter Liguori is CEO of TI.

DISNEY FIRES 700 PEOPLE

Walt Disney Co. is laying off 700 employees, or 26 percent of its interactive and video game staff.

The move follows a corporate overhaul, which merged the robust mobile games operation with the social gaming unit.

Disney Interactive will close some websites such as BabyZone.com and Spoonful.com.

Disney Interactive registered \$55M in operating profit on revenues of \$403M during its most recent quarter.

James Pitaro, DI president, said the goal isn't profitability, but a sustained and scalable performance.

NEWSPAPER COS. SELL E-CLASSIFIEDS UNIT

CoStar Group, Washington-based provider of analytics and commercial real estate information, is buying Apartments.com site owned by Gannett Co., McClatchy, A.H. Belo, Tribune Co. and Graham Holdings Co. for \$585M.

The deal is expected to close during the second quarter.

Apartments.com, online site of apartment resources for renters, owners and property managers, generated \$86M in revenues last year and posted a profit margin of 33 percent.

"Apartments.com is one of the most widely recognized online apartment rental brands in the United States and is a leading advertising destination for professional management companies and building owners," Andrew Florance CoStar founder said in a statement.

The company also runs ApartmentHomeLiving.com and RentalHomesPlus.com. The trio attracted 114 million visitors and averaged 7M unique visitors per-month.

CoStar, which is listed on the NASDAQ, launched in 1987

GOETZ GOES AT TWC

Bill Goetz, who assumed the COO-residential services position in January as part of a corporate overhaul of Time Warner Cable, is exiting at the end of the month.

The departure is ahead of the merger with Comcast, a deal to create a 30M-subscriber powerhouse.

Goetz had headed TWC western operations before his year's management revamp.

Before joining TWC in 2002, he did a 20-year stint at Comcast, holding key positions including senior VP-southeast.

Dinni Jain, TWC's COO will assume Goetz's duties. Jain is a veteran of Insight Communications, which TWC acquired last year.

REDBOOK EXEC TO PEPPERCOMM

Robyn Mait Levine, associate publisher for integrated marketing at Hearst's Redbook, has moved to Peppercomm in the new post expanding its content services.

Levine will serve as senior director of content strategy and development for the top 25 independent firm.

She spent the last eight years at the women's magazine, one of the publishing industry's "seven sister" titles, starting as brand development director and rising to associate publisher in 2012.

Peppercomm managing partner Steve Cody said the firm is working to stay ahead of shifts and trends in communications with the hire and believes Levine will help produce content marketing programs with a "multitude of touch points."

Levine's earlier roles included PR and corporate communications posts at Time Inc., Conde Nast and Wieder Publications.

Peppercomm's roster includes Ernst & Young, TGI Fridays and MINI USA. The firm has bolstered its financial and consumer savvy over the past six months with the acquisitions of Walek and Janine Gordon Associates.



Levine

BBC SHUTS DOWN YOUTH CHANNEL

The BBC on March 6 announced plans to kill Channel Three – the No 1 channel in the U.K. for the 16 to 34-year old age bracket – to save about \$75M a year.

In announcing the move, Tony Hall, BBC director-general, noted the financial pressures faced by the broadcaster hit with flat license fees and additional costs connected with its World Service and broadband expense. BBC Three launched in 2003.

His game plan is to reposition BBC Three as an online news entity with a late 2015 launch with its long-form content shifted to BBC One or Two.

Hall said BBC Three will be the first time the Beeb has ever shut down a TV station and added: "I can't rule out it being the last change to our programs or services."

BBC will direct about \$45M of its shutdown savings to add more drama and children's shows.

Hall said he's determined to embrace new technology and produce the quality viewing fare that "is simply the best in the world."

O'Dwyer's Rankings of Technology PR Firms

Firm	City	2013 Net Fees	Firm	City	2013 Net Fees
1. Edelman	New York	\$265,931,298	39. North 6th Agency (N6A)	New York	\$1,484,000
2. Waggenger Edstrom Comms.	Bellevue, WA	\$57,008,000	40. Dye, Van Mol & Lawrence	Nashville	\$1,451,751
3. Lewis PR	San Francisco	\$42,560,000	41. Lambert, Edwards + Assocs.	Grand Rapids	\$1,417,331
4. APCO Worldwide	Washington	\$32,133,169	42. Makovsky	New York	\$1,400,000
5. Racepoint Global	Boston	\$19,428,370	43. Idea Grove	Dallas	\$1,263,337
6. MWW Group	New York	\$16,354,000	44. Catapult PR-IR	Boulder, CO	\$1,095,785
7. Allison+Partners	San Francisco	\$14,393,000	45. Moore Comms. Group	Tallahassee	\$1,033,825
8. W2O Group	San Francisco	\$14,282,000	46. Linhart Public Relations	Denver	\$1,016,122
9. SparkPR	San Francisco	\$11,360,750	47. Hunter PR	New York	\$993,098
10. Ruder Finn	New York	\$10,958,000	48. Rasky Baerlein Strat. Comms.	Boston	\$963,049
11. Zeno Group	New York	\$10,465,800	49. K/F Communications	San Francisco	\$921,034
12. LaunchSquad	San Francisco	\$10,251,182	50. Singer Associates	San Francisco	\$842,550
13. Finn Partners	New York	\$9,308,094	51. Wise Public Relations	New York	\$586,000
14. The Hoffman Agency	San Jose	\$9,150,000	52. Seigenthaler Public Relations	Nashville	\$554,329
15. Max Borges Agency	Miami	\$9,116,390	53. Lane	Portland, OR	\$488,673
16. Horn Group	San Francisco	\$8,000,000	54. Feintuch Communications	New York	\$479,166
17. PadillaCRT	Minneapolis	\$7,771,100	55. rbb Public Relations	Miami	\$434,011
18. Airfoil Public Relations	Southfield	\$7,382,549	56. Standing Partnership	St. Louis	\$406,419
19. Fahlgren Mortine	Columbus	\$6,960,614	57. French West Vaughan	Raleigh, NC	\$402,000
20. Inkhouse Media + Marketing	Waltham, MA	\$5,929,950	58. Pulp-PR	Los Angeles	\$374,886
21. Highwire PR	San Francisco	\$5,679,255	59. Kohnstamm Communications	St. Paul	\$354,923
22. SS PR	Northfield	\$4,850,000	60. CooperKatz & Co.	New York	\$320,356
23. Coyne PR	Parsippany, NJ	\$4,654,000	61. IW Group	West Hollywood	\$261,000
24. Bateman Group	San Francisco	\$4,233,039	62. Public Communications Inc.	Chicago	\$254,864
25. Pan Communications	Boston	\$3,965,280	63. Beehive PR	St. Paul	\$247,748
26. Formula PR	New York	\$3,866,446	64. TransMedia Group	Boca Raton	\$225,000
27. Jackson Spalding	Atlanta	\$3,727,450	65. Schneider Associates	Boston	\$215,500
28. Gibbs & Soell	New York	\$3,365,280	66. RF Binder Partners	New York	\$193,727
29. Walker Sands Comms.	Chicago	\$3,069,256	67. Red Sky PR	Boise, ID	\$178,153
30. Levick Strategic Comms.	Washington	\$2,968,410	68. OCG PR	Ft. Worth	\$178,094
31. J Public Relations	San Diego	\$2,432,570	69. VPE Public Relations	So. Pasadena	\$165,959
32. Kaplow	New York	\$2,230,000	70. O'Malley Hansen Comms.	Chicago	\$156,000
33. Prosek Partners	New York	\$2,192,350	71. McNeely Pigott & Fox PR	Nashville	\$111,137
34. Peppercomm	New York	\$2,094,314	72. Landis Communications	San Francisco	\$100,000
35. 5W Public Relations	New York	\$2,000,000	73. Hope-Beckham	Atlanta	\$88,869
36. Gregory FCA	Ardmore, PA	\$1,900,000	74. Rosica Communications	Paramus, NJ	\$86,500
37. Trevelino/Keller	Atlanta	\$1,540,000	75. Maccabee	Minneapolis	\$65,751
38. Trylon SMR	New York	\$1,496,894	76. Weiss PR	Baltimore	\$40,000

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MEDIA NEWS cont'd

DIRECT MARKETERS HIT '60 MINUTES'

The Direct Marketing Association has blasted a "60 Minutes" report aired March 9 about data brokers "collecting, analyzing and packaging some of our most sensitive personal information and selling it as a commodity."

The trade group for data marketers called the piece an "unbalanced, heavily negative depiction" of its industry and vowed to increase its PR efforts.

In the "60 Minutes" report, correspondent Steve Kroft called the DMA "one of the most



powerful lobbying groups in Washington" and highlighted data marketing giant Acxiom, a company he reported has on average 1,500 pieces of information on more than 200M Americans. "It's much harder for Americans to get information on Acxiom," Kroft said, noting the company declined an interview request and is "fairly vague" about its methods of collection and who its customers are.

Bryan Kennedy, CEO of another data broker, Epsilon, sat down with Kroft and argued that the data marketing industry's self-regulation program is adequate, despite calls in Congress for tighter regulation.

The DMA said in a retort to the piece that its self-policing has been effective for years. "DMA has managed our successful self-regulation program for more than four decades, and we will continue to fight on the side of consumer value, transparency in data collection and use, ethical and responsible marketing, and innovation," said DMA president and CEO Linda Woolley.

The trade group said it will be boosting efforts to educate the public on the benefits of its services.

The DMA started a blog series Feb. 24 called "The Plain Facts" in a bid to explain how data marketing works.

BRIEF: The Deal has crowned **Joele Frank, Wilkinson Brimmer Katcher** as the top M&A PR firm in the U.S. for 2013 as the firm worked 79 transactions during the year. Sard Verbinen & Co (60), Abernathy MacGregor Group (46), Kekst and Company (34), Owen Blicksilver PR (11) and Brunswick Group (6) rounded out the top five. Link: <http://bit.ly/NRIyMp>.

NEWS OF PR FIRMS**FINN PARTNERS PLANTS FLAG IN MOTOR CITY**

Finn Partners has opened a downtown Detroit outpost, noting the market is in a "renaissance phase" ripe with new business opportunities.

Blue Cross Blue Shield of Michigan is a key social media client in the Motor City for FP. "We look to become an integral part of growth and re-development in the market through our business communications activities," said founding partner Peter Finn.

FP has set up shop at 1528 Woodward Ave with plans to relocate employees from other outposts and hire throughout 2014.

Dan Pooley, managing partner who leads Chicago for FP, adds oversight for Detroit.

CMT COMMS HEAD TO NASHVILLE FIRM

Lisa Chader, senior VP of corporate communications for country music network CMT, has moved to Nashville-based NPG PR in an executive VP role.

NPRG is led by former CMT communications exec Nicole Pope Gaia.

Chader, who created PR strategies for original series, events and corporate strategy across CMT operations, exits the network after nine years and said she felt the time was right to move into independent PR after a career in TV publicity. She was previously Los Angeles-based director of corporate communications for sister Viacom networks MTV and Comedy Central and started out as a publicist for Turner Broadcasting's TBS Superstation.

NPG's clients include recording artists Sarah Davidson, Colby Dee and Kevin Fowler and the CMT Music Awards, among others.

Cindy McLean is VP of corporate communications at CMT in Nashville, while Stephanie Molina is VP in Los Angeles.

FERRARO ACQUIRES TANGERINE

Nevada PR and PA shop The Ferraro Group has acquired Tangerine Communications, a Phoenix-based PR and social media firm.

Tangerine chief Heather Austin becomes director of Phoenix operations at Ferraro. Her clients include The Navajo Nation Gaming Enterprise and its four casino properties, High Street, Wet 'n' Wild Phoenix and Realty Executives Phoenix, among others.

Greg Ferraro, president and founder of The Ferraro Group. "Heather's higher education, non-profit, adventure travel and real estate experience, coupled with Tangerine's innovative social media experience, allows The Ferraro Group to provide regional expertise with an even greater depth and breadth of services."

BRIEF: Ackermann PR has aligned with fellow Knoxville, Tenn., firm **DMG|Bluegill**, a digital strategy and development firm. Cathy Ackermann, CEO of her eponymous firm, said the firms offer complementary services to create integrated marketing programs. Parker Frost heads DMG|Bluegill, formed by the merger of Bluegill Creative and 20-year-old DMGx last year.

NEW ACCOUNTS**New York Area**

Ogilvy PR, New York/Mazatlan, a renewal of AOR duties after a competitive review. The firm, which has worked with the Mexican city for the past two years, handles tourism and foreign investment PR for Mazatlan. Ogilvy advised the government of Mexico and the Mexico Tourism Board for the past two years, as well. Tourism secretary Frank Cordova said the firm has helped shift perceptions and balance the media conversation for Mazatlan, a resort area located in the violence-plagued state of Sinaloa.

Blackbird PR, New York/Morgans Hotel Group; XpresSpa, airport spa group, and Mondrian London, for PR. Blackbird is part of The Brandman Agency. **The Rosen Group**, New York/Live Well Network, five-year-old lifestyle digital network of ABC Owned TV Stations Group, for PR targeting consumers, as well as affiliate relations.

East

PAN Communications, Boston, and Whiteoaks, Surrey, U.K./CloudSense, global cloud software and services, for PR, following a four-way competitive pitch. Media, analyst, and independent influencer outreach are among tactics on tap. PR manager Nicola Renshaw called it an "intense pitch process."

Abt Associates, Bethesda, Md./U.S. Environmental Protection Agency's Climate Change Division, for a project to develop a comprehensive climate change communication strategy and produce new climate change communication products, including videos, infographics and fact sheets. Abt is an on-call firm for EPA under so-called IDIQ gov't contracting rules.

Environics Communications, Washington, D.C./America's Promise Alliance, partnership organization focused on children and youth, to promote research from its in-house research center.

MMI PR, Raleigh, N.C./DocuTAP, electronic medical records, for comms.

Southeast

communications 21, Atlanta/Xytex Cryo International, sperm bank, cord blood and tissue bank services, and Fit Goodz, fully cooked chicken that qualifies as USDA "fit food," for media relations, social media management/analytics, email and trade show mktg.

Fish Consulting, Hollywood, Fla./Goddard Systems, franchisor of the Goddard preschool system, to increase national and local awareness of its franchise opportunities, media relations and grassroots marketing campaigns. GS is based in King of Prussia, Pa., and counts 400 schools in 35 states.

West

Driven PR, Los Angeles/ClipperJet Aviation, private jet travel membership service, as AOR focused on L.A. and New York through the company's launch.

Bender/Helper Impact, Los Angeles/Konami Digital Entertainment, video game publisher, as AOR for North American PR. Work covers launch and ongoing consumer PR for "Castlevania: Lords of Shadow 2" (Feb. 25) and "Metal Gear Solid V: Ground Zeroes" (March 18). The firm previously handled Konami's mobile games division.

NEWS OF SERVICES**CISION POSTPONES ANNUAL MEETING**

PR software provider Cision has postponed its annual meeting originally slated for April 9 as a takeover offer from a Chicago investment firm runs through March 27.

Cision said its annual general meeting will now be held on May 27, two months after the acceptance period for the bid from GTCR Investment lapses.

The PR services company's board has expressed interest in the cash offer, which is more than a 50 percent premium on Cision's Stockholm-traded shares. A resolution on the offer has been expected around April 7.

Cision has spent the last few years transitioning to a "digital first" strategy as it moved away from dependence on print and broadcast monitoring. GTCR, in making its pitch last month, said it believes technology will become a more critical component of the "PR workflow."

Cision saw fourth quarter 2013 revenue decline 11.3% to around \$33M.

COBBOLD TO LEAD UBM

Tim Cobbold, CEO of banknote printer De La Rue, has been named to be the next CEO of UBM, the London-based parent company of PR Newswire.

Cobbold takes the reins May 6 after the exit of David Levin, who announced his departure in September and exited on March 1. UBM chairwoman Helen Alexander is executive chairman until Cobbold joins.

Cobbold previously led Chloride Group and held senior posts at Smiths Group.

"As a market leader in both the global events and the news and digital content marketing industries [UBM] has significant growth potential," Cobbold said in a statement.

BROADRIDGE ACQUIRES EMERALD CONNECT

Financial services company Broadridge Financial Solutions has acquired Emerald Connect, a provider of websites and marketing communications services for financial advisors.

Broadridge paid \$60M in cash to Emerald owner StoneRiver Group.

Lake Success, N.Y.-based Broadridge, which specializes in investor communications and tech tools for the financial sector, said it will incorporate Emerald's customized branding, marketing, retention and client communication tools into its Forefield suite, acquired three years ago.

BRIEF: Joe Gallagher, previously with Firefly Video, Exponential and the Wall Street Journal, among others, to **Collective**, a New York-based audience targeting and digital marketing technology company, as senior VP of channel sales. He'll target digital publishers and media companies. ...**PR Newswire** has revamped its media site, PR Newswire for Journalists, with a new design, enhanced multimedia section, access to ProfNet and a new community page. Reporters can also save searches as a customized newsfeed. Video tour: <http://prn.to/TheNewPRNJ>.

PEOPLE**Joined**

Christopher Fuller, director, international public affairs and CSR, Yum! Brands, to Arby's Restaurant Group, Atlanta, as VP of brand and corporate communications. He was director of PR and social media for Yum! unit Pizza Hut and an A/S for Ketchum.

**Fuller**

Jared Degnan, senior manager, digital strategy, Brandmovers, to Kellen Communications, Atlanta, as director, digital strategy. He was also social/digital media manager at Brandware PR.

Sherry Goldberg and **Allison Schneider**, senior VPs, Ruder Finn, to GCI Health, New York, as senior VPs. **Kimberly Ryan**, and Ogilvy PR alum who recently ran her own firm, joins as a media specialist. **Robyn Leventhal** and **Edie DeVine** were promoted to senior VPs.

Aaron Murphy, VP and associate creative director, Social@Ogilvy, to Hager Sharp, Washington, D.C., as VP and digital design director to expand its creative offerings.

Rebecca Fisher, who handled theatrical film and awards campaigns at Block/Korenbrodt over the past eight years, to PMK*BNC, Los Angeles, as director of national publicity in its film marketing and distribution department. She earlier worked PR for the Seattle, Sundance and AFI Film Festivals.

**Fisher**

Sabrina Orlov, A/D, Hill+Knowlton Strategies, to JeffreyGroup, Miami, as general director to lead its office in Rio de Janeiro, Brazil. Orlov, a former reporter and TV producer, reports to Brazil managing director Cristina Iglecio.

Juan Sanchez, managing director of equity research, Ladenburg Thalmann & Co. to IntraCellular Therapies, New York, as VP of corporate comms. and IR.

Chris Gregorich, director of PA, Nyhus Communications, to Seattle Mayor Ed Murray, as chief of staff.

Brooke Doucha, director of comms., Orange Lake Resorts, to VacationOwnership.com, Orlando, as director of comms. and brand strategy.

Kirsten Magen, A/D, The Brandman Agency, to Blackbird PR, New York, as a VP. Blackbird is a subsidiary of Brandman.

Kathryn Messick, intern on the Hill and for Edelman, Atlanta, to Griffin & Company, Washington, D.C., as media relations assistant.

Promoted

Laura Nelson, who joined Nielsen in February 2013 after heading corporate communications for Current TV, to chief communications officer for the TV ratings company. She previously worked corporate comms. for Oxygen and VH1. At Nielsen, she oversees internal and external comms., client and executive comms., and issues management.

Vikki Kayne to VP of marketing and communications, First Potomac Realty Trust, Bethesda, Md. She joined in 2010.

LA SLATES H2O CONSERVATION PR RFP

Los Angeles County, enmeshed in a protracted drought plaguing southern California, is looking to hire a PR firm for a six-figure water conservation campaign.

The county released an RFP open through March 19, seeking a firm with experience in environmental, conservation or water use PR campaigns.

While rainstorms finally hit the region March 1-2, a severe, three-year drought persists.

Public outreach, marketing, education and communications, including website and social media efforts, are possible tasks outlined in the RFP.

Budget is \$250K.

FED GROUP PUSHES MORTGAGE SCAM PR

The federally chartered community development group in Washington tabbed by Congress to administer the national foreclosure counseling program, is searching for PR help for a campaign to alert consumers about loan modification scams in the housing market.

NeighborWorks America has an RFP open through March 17 for a contractor to develop and implement a communications plan to alert homeowners about mortgage rescue scams and how to report them. The organization notes more than 37K scams have been reported through its ongoing campaign with an average net loss of \$13,200. An 18-month PR pact is expected.

NWA was set up in 1978 under a congressional charter as the Neighborhood Reinvestment Corporation.

RFP: <http://bit.ly/1geIHnH>.

PUBLICIS ACQUIRES HAWKEYE

France's Publicis Groupe is acquiring Hawkeye, digital marketing/analytics shop based in Dallas.

The 160-member strong operation serves clients such as Lockheed Martin, American Airlines, Peterbilt, North Face, BASF and Terminix.

The rebranded Publicis Hawkeye will serve as the ad/PR conglomerate's "specialist center of excellence" for the digital segment across Publicis North America's office network.

Publicis Dallas CEO Sally Kennedy will serve as CEO of PH, while the acquired company's founder/chairman Steve Dapper will maintain his title.

Dapper is the former chairman/CEO of Wunderman and Rapp Collins.

PATAKI AIDE GOES RATIONAL

Peter Barden, who was former New York governor George Pataki's deputy director of legislative affairs, has joined Rational 360 as managing director in New York.

He'll do corporate, PA and crisis work for the Washington-based firm headed by Patrick Dorton, ex-media relations chief for Arthur Andersen and special assistant to President Bill Clinton.

Barden, who ran Barden Comms., will continue his role as comms. director for the Online Lenders Alliance.

Earlier, he was managing director at Mercury/Clark & Weinstock's PA practice, and senior VP-government affairs at the New York Power Authority, the largest state-owned utility in the U.S.

NW POWER COS. SEEK MARKETING

An alliance of more than 100 energy utilities in the northwest U.S. has cast a net for marketing communications support as it pursues more cost-effective and efficient ways to deliver power.

The Northwest Energy Efficiency Alliance, based in Portland, includes members like Bonneville Power Administration, Idaho Power, Seattle City Light and Tacoma Power, among others representing more than 12M consumers.

The alliance has released an RFP covering marketing planning and implementation, digital strategy, PR and communications and brand strategy.

Proposals are due March 26.

RFP: <http://bit.ly/1krrD10>.

LEVICK ADDS DAVIS, STEELE FIRM

Levick, the Washington public affairs shop, has acquired the firm of Lanny Davis and Michael Steele.

Purple Nation Solutions is the home of the former high-profile defender of president Bill Clinton and ex-Republican National chairman/Maryland lieutenant governor.

It is positioned as a hybrid law, media, and legislative outfit, offering bi-partisan and one-stop-shopping services to clients.

Eleanor McManus, former senior producer for Larry King when he worked for CNN, joins Davis and Steele.

McManus responsible for day-to-day management duties.

AGENCY FOUNDER DEBOW DIES AT 81

Jay DeBow, a financial and corporate agency pro who built Jay DeBow & Partners over 30 years in New York before selling to Omnicom, died Feb. 24 in Florida after a four-year bout with Parkinson's disease. He was 81.

DeBow founded his eponymous firm in 1960 and spent three decades providing PR and IR counsel to clients like Diebold, Ashland Oil, Santa Fe International and Phillips Petroleum.

He started out in journalism at the *Athens Banner Herald* and moved to United Press before entering the agency world as a PR staffer at ad shop Merrill Anderson in New York. He founded his own firm at age 26 focused on corporate and financial work.

DeBow eventually sold the firm in 1992 to Omnicom, which folded it into Porter Novelli, and continued as a counselor to the firm for clients like First Nationwide Bank and Union Bank.

In the PR industry, he was a member of the board of directors of the National Investor Relations Institute and chairman of both its Ethics and Government Affairs Committees. He was a founder of and served on the steering committee of the Senior Investor Relations Roundtable and was a member of the special events committee of the New York Society of Security Analysts. He was also an active member of the Public Relations Society of America and its Counselors Academy for many years.

MURRAY FORCED OUT (Continued from page 1)

Members totaled 20,266 in 2000 and currently stand at 22,021, a gain of 1,755 in 14 years. That is pitiful growth in a period when PR employment has soared to 270,000, a statement made by 2012 chair Gerry Corbett. He sadly noted that only 8% are Society members.

Journalists, hit with declining ads and declining readership, are flooding into PR, particularly on the agency side, as documented by odwyerpr.com.

The Counselors Academy of the Society has shriveled as many of the biggest players went to the Council of PR Firms.

Revenues in 2006 were \$11,426,867. Six years later, in 2012, they were less than that – \$11,083,420. There was a \$30 dues increase in 2011. Neither membership nor revenues have grown under Murray.

Hidden Pay Was Scandalous

The scandalous hiding of Murray's 2012 bonus of \$61,222 may have toppled him. A printed copy of the 55-page IRS Form 990 containing this information was delivered to the O'Dwyer offices on Nov. 4, long after the Oct. 26, 2013 Assembly. Final deadline for this IRS form is Nov. 15. Early deadline is May 15. Murray's total 2012 package was \$423,647.

The 990 we received was marked "Draft" and had no date on it. The reason it had no date was because it was filed at the IRS on July 17, 2013, a fact we verified by obtaining the official copy from the IRS. That took a month. The Society did not want us or anyone to see that date. Cegielski's explanation was that the July 17 filing was a mistake by a clerk at PKF O'Connor Davies, the Society's auditor. The clerk was not supposed to do this. The Society did not seek any change in the filing because no changes were necessary, Cegielski also said.

The net nut is that the Society sat on Murray's bonus for more than four months, depriving the PR press and the Assembly of this knowledge. The bonus was not discussed by the 2013 Assembly and it should have been.

Cegielski, asked about the bonus, said Murray has fulfilled certain terms in his contract. The LinkedIn entry for Murray, who joined the Society in January, 2007, says "Collectively, my leadership resulted in PRSA meeting or exceeding financial goals for every year of my tenure, including thru the Great Recession."

If membership is stagnant and total revenues are below when Murray arrived, it raises the question of just what were those "financial goals" that Murray exceeded?

Net assets rose to \$4,153,951 as of Dec. 31, 2012 from \$2,826,525 at the end of 2006. That might be the basis for the bonus. However, the Society, in violation of section 958-605-25-1 of the Financial Accounting Standards Board, books dues as cash upon receipt when FASB as well as common sense calls for revenue to be booked as earned. This would cut net assets by about \$2.5M.

Starbucks Link May Have Been Fatal

A more recent possible cause of the demise of Murray is the Society's choice of James Olson, VP-global corporate communications and Americas PA of Star-

bucks, as co-chair of the Oct. 11-14 annual conference in Washington, D.C.

The culture of Starbucks, which holds out its facilities as a place for "civil discourse and debate," whose heart and soul is politeness, good manners, courtesy and caring, and which describes itself as a "company with a conscience," is the polar opposite of that exhibited by the Society. PRSA shows a harsh, legally-oriented face to the public and its members. As indicated by the last minute filing of its tax return, it does what is legally required and nothing more.

Legal bills totaled \$582,608 in the latest available nine years. Only a few thousand is ever spent on "ethics," supposedly the main concern of members. Starbucks PR people are no great fans of the Society. Only two are members—Olson and VP Valerie O'Neil.

The Assembly is regularly told that state and federal laws "trump" the bylaws of the Society, leaving the delegates in legal never-never land.

What the leaders mean is that state and federal laws are what they interpret them to mean. Delegates need their own lawyer to make their own interpretations.

Robert's Rules, for instance, say the adoption of RR satisfies any state requirement for a rule against proxies. The Society, ignoring this, allowed 56 proxy votes at the 2009 Assembly to vote in the use of proxies. Assembly mornings are taken up with leader speeches despite repeated demands that they be e-mailed in advance to the delegates and the mornings be spent in open discussion.

Lawyers for the Society, sitting on the stage with officers and staff, admonish the delegates "never" to tell the board what to do.

The Society's governance is opposite to that of the American Medical Assn. and American Bar Assn. whose Houses of Delegates tell the board what to do. An attempt in 2006 to model the Assembly after those boards was defeated.

Murray's command and control approach was evident from the beginning. He agreed to be questioned by students of Auburn University on Jan. 29, 2007. But then he demanded that all questions be submitted in advance and that only Prof. Robert French could ask them.

The students were astounded not only at such rules but that Murray was not even a member of the Society. They said he "danced around" the questions and "didn't know jack" about PR. That was the first and last time we ever knew Murray to take questions in a public forum other than the Assembly.

Numerous Reforms Needed

The departure of Murray is a signal for members to take control of their Society again, installing numerous PR people at h.q.; getting back the printed directory of members and putting Tactics and Strategist online; scheduling most or all annual meetings in New York; installing e-mail voting using the secure Condorcet system; putting teeth back into the Ethics Code; removing APR from the bylaws; using its \$5 million+ in cash and stock to open a midtown facility, etc.

– Jack O'Dwyer