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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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SAN DIEGO PUTS AIRPORT PR ON RADAR

The governing body for San Diego International Airport released an RFP to PR firms March 17 covering public outreach and on a mid-six-figure annual budget.

The San Diego County Airport Authority expects to award a three-year pact that maxes out at \$600K per year. Two option years will also be considered.

Porter Novelli's Irvine office is the incumbent.

The airport broke ground in October on a \$316M rental car center, months after completing a \$900M overhaul of its Terminal 2, all part of a four-year development plan aimed to accommodate from 20M to 21M passengers per year. Proposals are due April 14.

RFP is available through the Authority's online procurement portal at <http://bit.ly/1gRtq88>.

CHANDLER CHICCO CHIEF TO RETIRE IN JUNE

Bob Chandler, the Chandler Chicco Companies founder and CEO who leads parent inVentiv Health's communications operations, said he will retire in June.

Chandler, a Burson-Marsteller alum, founded the healthcare agency in 1995 with Gianfranco Chicco, building it into a top independent healthcare PR shop with blue chip clients like Allergan and Novartis. They sold the firm to inVentiv Health in 2007 for \$65M.



Chandler

InVentiv, owned by private equity firm Thomas Lee Partners, said it will be "sourcing" a successor to Chandler, adding that longtime Chandler Chicco staffer Lisa Stockman, a managing director, will step into the role of president of the firm. InVentiv tapped Chandler in early 2013 to head a revamped communications operation, including PR, policy, advertising and digital, in addition to his CCC leadership role.

WEBER SHANDWICK LURES CAPSTRAW IN LA

Weber Shandwick has named PR veteran Leslie Capstraw to head its Los Angeles office, replacing interim head Arun Divakaruni, who is senior VP of its Element Scientific Communications unit.

Capstraw, who was executive VP at Ogilvy PR in charge of LA and group director of its brand consumer practice, reports to Sara Gavin, head of WS North America.

With more than 20 years of PR experience, Capstraw also saw duty in San Francisco and Hong Kong.

She's known for consumer technology, content strategy and issues management expertise.

BREEDERS' CUP TALKS TO SELECTED SHOPS

Breeders' Cup, a series of thoroughbred horse races, is reviewing a "few select agencies" for its PR push, confirmed a spokesperson to O'Dwyer's via email.

It wants a firm to extend its "world-class" brand beyond horseracing brand into verticals such as general sports, luxury/entertainment and celebrity entertainment.

Qualifying races kick off in June and run through October, culminating with the championship slated for Santa Anita Park in Pasadena on Nov. 1.

The PR account is estimated in the \$100K range and the winner of the search will be announced next month.

Breeders' Cup, like the rest of the horse racing industry, has been involved in a squabble with animal rights group PETA.

CEO Craig Fravel issued a press release on March 20 to say his organization has "worked to set best-in-class standards for safety, security, race-readiness and testing. BC continues to "support medication and other reform efforts to ensure that a culture of respect and care for the animals is the norm and that those who do not comport with regulatory and ethical standards do not find comfort or shelter in our business," he said.

According to the March 20 *New York Times*, authorities in Kentucky and New York are investigating allegations mistreatment of horses by trainers.

FTI HOOKS MARLIN, SEC SPOKESMAN

Myron Marlin, who served as Securities and Exchange Commission spokesman for five years under chairs Mary Shapiro, Elisse Walter and Mary Joe White, is now in the Washington office of FTI Consulting focused on financial communications and PR issues.

At the Wall Street watchdog, Marlin handled hot button issues, such as implementation of Dodd Frank and JOBS Acts. He advised the chairs on Congressional testimony, media interviews and speaking engagements.

Previously, he was senior VP/senior strategist at APCO Worldwide and director of PA at the Justice Dept. in charge of overall communications plus divisional communications for Drug Enforcement Administration, FBI and Immigration and Naturalization Service.

Ed Reilly, CEO of FTI's strategic communications arm, expects Marlin to "protect and advance our clients' reputations when facing regulatory-driven events."

*Financial, New York
Rankings Issue*



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SEAWORLD CATCHES BP ALUM

SeaWorld, which is attempting to stave off a California measure banning orca shows in theme parks, has tapped Montgomery Consulting in Sacramento to help torpedo that initiative.

Pete Montgomery, who was government affairs chief for BP North America and staffer at Blanc & Otus tech arm of Hill&Knowlton Strategies, is leading that push. He also served as a staffer in the Golden State's Senate.

Since the death of a trainer, who drowned after being pulled into the tank by a killer whale at SeaWorld's Orlando facility, and the ensuing "BlackFish" documentary on CNN, SeaWorld has been in a defensive crouch.

The California bill would outlaw killer whale performances at SeaWorld San Diego, bar captive breeding and forbid the import/export of the mammals.

The public display of orcas would not be disallowed by the measure.

SeaWorld opposes the bill, saying that it is a "global leader in the zoological and animal welfare world" staffed with world-class scientists, research, marine biologists, conservationists plus caring employees. It claims to engage in "business practices that are responsible, sustainable and reflective of the balanced values all Americans share."

On the Washington front, SeaWorld spent \$600K in 2013 in advocacy fees connected with the Animal Welfare, Marine Mammal Protection and Endangered Species Acts. OB-C Group, the home of the Democratic operative Larry O'Brien, was its top lobbyist with fees of \$150M.

Bryan Cave was firm No. 2, earning \$120K of SeaWorld's largesse.

WHITMAN DELIVERS PR FOR POSTAL SERVICE

Bill Whitman, Jr., an agency pro and former communications chief at McDonald's, has landed the top PR slot at the U.S. Postal Service in Washington.

Whitman takes the VP-corporate communications role vacated by Sam Pulcrano in June 2013, when the 37-year postal vet retired.

Postmaster General Patrick Donahoe, on a campaign to push for major changes in the postal service, including the end of Saturday delivery, said Whitman will "lead our efforts to advance public understanding of our products, services and corporate mission."

In recent years, Whitman has counseled clients through his own Chicago firm.

He was a managing director for Burson-Marsteller in 2011 after 13 years with McDonald's, where he rose to become VP and chief communications officer in 2008.

He also worked in PR and public affairs with Exxon USA and handled accounts at FleishmanHillard.

Pulcrano, who handled the 2001 ricin and anthrax mail attacks, stepped down after three years in the VP slot. He started out as a mail handler.



Whitman

REPUBLICAN HEAVYWEIGHT JOINS PSCA

Frank Donatelli, who succeeded Michael Steele as chairman of GOPAC when he left in 2009 to head the Republican National Committee, is leaving his McGuire-Woods executive VP & director of federal affairs slot for Plan Sponsor Council of America at the end of the month.

He served in Ronald Reagan's Administration as assistant for political and intergovernmental affairs and advised Bob Dole during his presidential run.

Donatelli will replace PSCA's Edward Ferrigno, who is retiring after more than 15 years at the post.

Chicago-based PSSA is a non-profit that provides services and advocacy for retirement plans.

Members include BlueCross BlueShield Assn., ExxonMobil, Aon Corp., Nestle USA, Hilton Worldwide and United Parcel Service.

OGILVY PROMOTES COLOMBIA TRADE

Ogilvy PR has registered Proexport Colombia, the government's foreign investment, tourism and export promotion arm, as a client.

U.S.-Colombia trade is expected to soar as the free trade agreement pact between the nation's officially went into effect in May 2010 to immediately remove tariffs/duties on about 80 percent of goods with a complete phase-out in a decade. In 2013, the U.S. suffered a nearly \$3B trade deficit with Colombia, importing \$21.6B of its goods while selling it \$18.7B of products/services. In contrast, the U.S. enjoyed healthy surpluses with Brazil (\$16.5B) and Chile (\$7.2B).

The WPP unit's arrangement with Proexport results from neither a formal written contract nor an exchange of correspondent between the parties. The PR firm reports to Proexport's Andrea Del Pilar Lopez, who is marketing & communications director for USA, Canada & Caribbean, in its Miami commercial office.

JOELE FRANK FEASTS ON QUIZNOS

Joele Frank, Wilkinson Brimmer Katcher is serving up PR for sandwich chain Quiznos' March 14 bankruptcy filing.

The Denver-based fast food franchise filed a pre-packaged Chapter 11 plan to cut more than \$400M in debt after struggling with a turnaround plan over the past two years.

Nearly all of the company's 2,100 eateries are independently owned and remain open, the company is stressing in communications related to the filing. The *Wall Street Journal* reported in February that franchise owners were pushing back against the company as they said they were being forced out of business because of higher costs. CEO Stuart Mathis said in a March 17 update on the bankruptcy proceedings that he appreciated the response of its franchise owners. "We look forward to working closely with our franchisees to implement a business plan designed to further enhance the customer experience, elevate the profile of the brand and help increase sales and profits," he said.

Michael Freitag, partner at Joele Frank, and director Aaron Palash are advising Quiznos on the PR front.

MEDIA GENERAL MERGES WITH LIN

Richmond's Media General is acquiring Lin Media of Providence for cash and stock worth \$2.6B in a transaction that will result in a combine of 74 owned/serviced TV stations reaching 23 percent of American households.

MG chairman Stewart Bryan said the merger will "create the second largest pure-play TV broadcasting company in the US, a financially strong organization that will have opportunities for profitable growth greater than either company could achieve on its own."

He'll keep his title with Lin CEO Vincent Sadusky helming the new MG.

Sadusky said the merged "television and digital assets creates maximum value for shareholders and provides the scale, breadth and resources to compete more effectively in the rapidly evolving media landscape."

The revamped 11-member board of directors will have seven representatives from MG and four from Lin when the deal closes early next year.

VIACOM'S \$1B YOUTUBE SUIT ENDS

Viacom, which lodged a high-profile \$1B copyright infringement suit against YouTube in 2007, has announced an out-of-court settlement.

The entertainment combine and Google, YouTube owner since 2006, today issued a one-paragraph joint statement to officially wind up the courtroom saga.

It follows: "Google and Viacom today jointly announced the resolution of the Viacom vs. YouTube copyright litigation.

"This settlement reflects the growing collaborative dialogue between our two companies on important opportunities, and we look forward to working more closely together."

When Viacom initially filed the suit, *CNet* considered the showdown "the most significant legal challenge over intellectual-property rights to video sharing's No. 1 site."

The suit alleged "massive intentional copyright infringement" as more than 150K unauthorized Viacom clips were found on YouTube.

It charged YouTube benefitted from the "value of creative content on a massive scale" without a payment or license.

New tracking systems have emerged during the past six years to allow copyright owners to track their output and demand that others either take down the material or negotiate a financial arrangement.

FRUM JOINS ATLANTIC

Conservative political commentator David Frum will become a senior editor at *The Atlantic* on March 31. He'll also submit web material and participate in events of the magazine.

Editor-in-chief James Bennet called Frum a "gutsy, heterodox thinker and a lovely writer."

Author of eight books including "Dead Right" and "Why Romney Lost," Frum wrote editorials for the *Wall Street Journal* and worked at the Manhattan Institute and American Enterprise Institute.

He contributed to the *Industry Standard*, *National*

Review and served as special assistant to President George W. Bush and foreign policy adviser to Rudy Giuliani's ill-fated presidential run.

Frum said *The Atlantic*, "in the world of quick takes and fast reacts offers something indispensable: news that stays news."

His goal is "to offer readers content they will continue to think about even after the browser window closes and the latest Facebook status update is buried beneath the Twitter feed," according to his statement.

Toronto-born Frum serves on the board of think tanks R Street, Policy Exchange, and the drug control group Smart Approaches to Marijuana.



Frum

CPJ SLAPS PUTIN

The Committee to Protect Journalists has sent a letter to Russian leader Vladimir Putin to express its grave concern over the restrictions that he placed on what's left of the country's independent press.

The missive rolls through the roster of measures "taken over the past three months to eradicate Russian news outlets' freedom to freely report and analyze news events."

Putin dismantled RIA Novosti, the 72-year-old national news agency, in December and ordered it to merge with state radio, Golor Rossii, which is now headed by Dmitry Kiselyov, who is "known for his inflammatory anti-West and anti-gay rhetoric," complained CPJ.

The watchdog knocked Putin's decision to take down independent Internet and cable TV outlet, Dozhd, during the time it was broadcasting critical coverage of Russia and covering the mass protests in Kiev that led to the ouster of Ukraine's pro-Russia president Viktor Yanukovich.

CPJ noted that Putin's crackdown comes "at a time of political crisis in Ukraine to which Russia is party."

The group says the ability of Russia's independent media "to function without fear of harassment and obstruction is crucial for both Russia's domestic audience and the international community," says CPJ's letter.

The watchdog wants Putin to roll back his crackdown because it does not fit with an image of a modern Russia. "Without a free press, old hostilities and manufactured fears of perceived enemies can be resurrected all too easily," said the letter.

NY OBSERVER DROPS SALMON PAGES

The *New York Observer* broadsheet has dropped its signature salmon pink pages and revamped design to look more like a magazine.

The editorial page will continue in salmon pink in a tip of the cap to its history.

Jared Kusher, who bought the weekly in 2006, considered the color a "gimmick" that was never embraced by advertisers, who prefer a white background to showcase their products.

The March 24 edition kicked off the new look.

O'Dwyer's Rankings of Financial PR Firms

Firm	City	2013 Net Fees	Firm	City	2013 Net Fees
1. Edelman	New York	\$42,381,726	25. Singer Associates	San Francisco	\$821,000
2. ICR	Norwalk	\$39,692,938	26. CooperKatz & Co.	New York	\$625,013
3. APCO Worldwide	Washington	\$14,144,438	27. Beehive PR	St. Paul	\$602,582
4. Ruder Finn	New York	\$13,901,000	28. Leverage PR	Austin	\$580,364
5. Prosek Partners	New York	\$12,563,241	29. Jackson Spalding	Atlanta	\$532,492
6. MWW Group	New York	\$5,775,000	30. Rasky Baerlein Strategic Comms.	Boston	\$508,475
7. Peppercomm	New York	\$4,260,369	31. Inkhouse Media + Marketing	Waltham	\$453,203
8. RF Binder Partners	New York	\$4,218,859	32. Seigenthaler Public Relations	Nashville	\$451,746
9. Intermarket Communications	New York	\$4,128,335	33. French West Vaughan	Raleigh	\$310,118
10. William Mills Agency	Atlanta	\$3,853,555	34. Linhart Public Relations	Denver	\$308,101
11. Makovsky	New York	\$3,800,000	35. rbb Public Relations	Miami	\$289,108
12. Dukas Public Relations	New York	\$3,741,809	36. Trevelino/Keller	Atlanta	\$240,000
13. Gregory FCA	Ardmore	\$3,200,000	37. IW Group	W. Hollywood	\$219,000
14. SS PR	Northfield	\$2,700,000	38. TransMedia Group	Boca Raton	\$200,000
15. Bliss Integrated Comm.	New York	\$2,131,000	39. McNeely Pigott & Fox PR	Nashville	\$190,551
16. PadillaCRT	Minneapolis	\$1,720,775	40. Schneider Associates	Boston	\$167,994
17. Allison+Partners	San Francisco	\$1,668,000	41. Landis Communications	San Francisco	\$150,000
18. Lambert, Edwards + Assocs.	Grand Rapids	\$1,536,645	42. Feintuch Communications	New York	\$122,141
19. Regan Communications Group	Boston	\$1,291,000	43. Sachs Media Group	Tallahassee	\$121,061
20. Finn Partners	New York	\$1,240,894	44. Standing Partnership	St. Louis	\$83,037
21. Levick Strategic Comms.	Washington	\$1,140,000	45. Marketing Maven PR	Camarillo	\$74,299
22. Zeno Group	New York	\$990,319	46. Maccabee	Minneapolis	\$68,007
23. Gibbs & Soell	New York	\$917,218	47. Weiss PR	Baltimore	\$66,000
24. Lane	Portland	\$829,585	48. Bridge Global Strategies	New York	\$61,330

O'Dwyer's Rankings of New York PR Firms

Firm	City	2013 Net Fees	Firm	City	2013 Net Fees
1. Edelman (includes Rochester)	New York	\$157,471,823	22. Zeno Group	New York	\$7,110,722
2. Ruder Finn	New York	\$37,024,000	23. Lou Hammond & Associates	New York	\$6,552,466
3. MWW Group	New York	\$33,414,800	24. Bliss Integrated Comms.	New York	\$6,231,000
4. W2O Group	New York	\$33,199,062	25. Kellen Communications	New York	\$6,101,434
5. DKC	New York	\$32,896,560	26. CooperKatz & Co.	New York	\$4,465,856
6. Gibbs & Soell	New York	\$22,490,108	27. Intermarket Communications	New York	\$4,128,335
7. Finn Partners	New York	\$20,891,000	28. Dukas Public Relations	New York	\$3,741,809
8. Coyne PR	Parsippany	\$20,040,000	29. Nancy J. Friedman PR	New York	\$3,332,800
9. Hunter PR	New York	\$18,417,092	30. Ripp Media/Public Relations	New York	\$2,325,492
10. Prosek Partners	New York	\$17,398,091	31. Kyne	New York	\$2,249,844
11. 5W Public Relations	New York	\$16,019,492	32. PadillaCRT	New York	\$1,934,546
12. Makovsky	New York	\$14,250,000	33. Trylon SMR	New York	\$1,496,894
13. Cooney/Waters Group	New York	\$14,020,940	34. North 6th Agency (N6A)	New York	\$1,484,000
14. Peppercomm	New York	\$13,050,074	35. J Public Relations	New York	\$1,288,270
15. Taylor	New York	\$12,562,247	36. WordHampton PR	East Hampton	\$845,250
16. RF Binder Partners	New York	\$11,200,000	37. Butler Associates	New York	\$804,374
17. APCO Worldwide	New York	\$11,185,500	38. Feintuch Communications	New York	\$643,515
18. Kaplow	New York	\$10,868,777	39. Wise Public Relations	New York	\$586,000
19. Allison+Partners	New York	\$10,100,000	40. Stuntman PR	New York	\$511,450
20. ICR	New York	\$9,905,404	41. Bridge Global Strategies	New York	\$500,667
21. Development Counsellors Int'l	New York	\$8,264,895			

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MEDIA NEWS cont'd

NAA ELECTS DICKEY

Newspaper Assn. of America has named Robert Dickey president of the nearly 2,000-member organization. He's president of Gannett Co.'s U.S. community publishing operation, which was previously called its newspaper division.

Dickey began a career at Gannett more than 20 years ago when he took an advertising slot in Reno.

He succeeds Robert Nutting, president of Ogden Newspapers in Wheeling, W. Va.

BRIEF: Scott Robson, editor-in-chief of Yahoo Entertainment is exiting after a two-year stint. He was in charge of music, movies, TV programs and celebrity brands. Before Yahoo, Robson was GM at MTV.

LANDSBERG TO STEP DOWN AT HERALD

David Landsberg, publisher of the *Miami Herald* Corp. is stepping down to become CEO of Goodwill Industries of South Florida.

The 30-year-veteran of the company served in the publisher capacity for nearly eight years.

He said the company is on "solid financial footing" and with a new Doral location that suits a "modern media company."

Landsberg has served on the board of Goodwill for the past 18 years. He will depart the company in mid-April. A search for his successor is underway.

McClatchy Cos. owns MHC, which includes the *Miami Herald/el Nuevo Herald* and the local CBS-TV affiliate.

NEWS OF PR FIRMS**ANDERSON TO OGILVY CHICAGO**

Ogilvy PR has hired Michele Anderson for the managing director slot of its Chicago outpost effective April 1.

She will move from Ketchum Atlanta, where she was involved in day-to-day management of the office.

Anderson also had served as senior VP-business development of the Omnicom unit's Georgia, Florida, North/South Carolina and Texas markets.

She's the co-founder of Magna Carta, which is Ketchum's South Africa affiliate.

Rob Mathias, Ogilvy's North American chief, expects Anderson's "strategic, forward-thinking and collaborative" will bolster the shop's Midwest activities.

Anderson has counseled IBM, Microsoft, Motorola, Coca-Cola, Fedex and Hilton Hotels and Resorts.

APCO PARTNERS WITH DARDEN FOR STUDY

APCO Worldwide said it will collaborate with the Univ. of Virginia Darden School of Business for the firm's annual Champion Brand study of corporate brand strategy.

The Darden School's Institute for Business in Society will serve as academic partner to help analyze data gathered in the annual study and map out its "real-world implications," the firm said. Darden and APCO will use the findings to assess potential impacts on companies that use the Champion framework to guide corporate brand strategy.

APCO's Champion framework measures brands based on the so-called Four A's: alignment, authenticity, attachment and advocacy. A top 100 list of corporate brands will be released later this year.

UK TECH SHOP SETS UP BOSTON OUTPOST

UK-based tech firm Red Lorry Yellow Lorry has set up an outpost in Boston with clients like Burlington, Mass.-based A/V technology company Avid.

Meghan Gardner, a VP of the firm formerly of Version 2.0 Communications, Lewis PR and Wood Mackenzie, heads the office, the firm's second in the US alongside Los Angeles.

Founder and managing director Guy Walsingham noted Boston's global reputation as a tech hub, adding that "it makes perfect sense to base our East Coast operation here and build a team around Meghan."

BRIEFS: Perry Communications Group has created

Counter|Point, a new offering of a la carte writing services. "What we have found is that many communications departments, trade associations or agencies just don't have the time or staff to write important editorial content," said Kassy Perry, president/CEO of the Sacramento-based firm. ...**AR|PR**, Atlanta, is offering Startup Packages, a tiered system of PR services aimed at tech startups as an alternative to the retainer model. Levels range from Bootstrapper (\$350) to Launch Rocket (\$1,850) and include services like marketing, media relations and social media products....**HB Agency**, Newton, Mass., has acquired Winans Creative, a marketing, technology and digital development studio based in Easthampton, Mass.

NEW ACCOUNTS**New York Area**

Blackbird PR, New York/Morgans Hotel Group, portfolio of luxury boutique hotels, for PR as it slates 2014 debuts for the Mondrian brand in London and the Bahamas; XpresSpa, airport massage, nail and skin care; Skins Institute at Hotel De L'Europe spa (Amsterdam), and Little Black Dress Vodka, for PR for the brand and its new Peach Vanilla flavor. Blackbird is the lifestyle unit of The Brandman Agency.

MWW, New York/The Ethisphere Institute, global organization focused on business ethics, governance, anti-corruption and sustainability, as AOR for PR, including promoting its World's Most Ethical Companies recognition program.

5W PR, New York/Colman's Mustard, Unilever UK brand, for consumer PR in the US and joint activations with the company's UK team for the brand's 200th anniversary in summer 2014, and Luxhair, high fashion wigs, add-ons and extensions, for beauty PR.

Susan Magrino Agency, New York/Hakkasan New York, Chinese fine dining eatery opened in April 2012; Stew Leonard's, supermarket chain, and the independently owned Stew Leonard's Wines, for PR.

Shadow PR, New York/Donna Karan Hosiery, luxury hosiery and shapewear, and DKNY Hosiery, fashion-forward line of hosiery, for PR.

Red PR, New York/Preciosa Products, cut crystal, stones and beads for the fashion and accessories industries, as US AOR. The 66-year-old company is based in the Czech Republic.

Preferred PR, Las Vegas/RT Drapery and Furniture, designer and fabricator for the nightclub and dayclub industry, for PR and business development.

East

FleishmanHillard, Boston/Big Sister Association of Greater Boston, for pro bono comms. strategy, PR and social media.

Southeast

Fish Consulting, Tampa/Front Burner Brands, restaurant management company for The Melting Pot Restaurants, Burger 21 and GrillSmith chains, for franchise development PR in the US and abroad for The Melting Pot, which has 135 locations in the US, Canada and Mexico, in addition to 25 locations in development around the globe.

JtoPR, Tampa/Clearstream, environmentally friendly antimicrobial products aimed at MRSA, for PR.

The Gab Group, Boca Raton/Siemens Group, real estate developer, as AOR for national PR for its Akoya luxury condo development opening the fall of 2015 at the Boca West Country Club.

Southwest

Levenson PR, Dallas/Twin Peaks, mountain lodge-themed sports restaurant, as national AOR for PR, including consumer awareness and media relations. Levenson started working with the client on the marketing and branding side in 2013.

International

Mayfair International, London/Handsome Properties International, luxury real estate, for PR and marketing representation in the UK.

NEWS OF SERVICES**INVESTMENT FIRM UPS OFFER FOR CISION**

Blue Canyon Holdings, the takeover unit of GTCR Investment X AIV that made a bid for Cision in February, upped its offer six percent to 55.10 Krona, or about \$8.56 per share, as another bidder entered the fray.

Cision confirmed March 21 that competitor Meltwater Holdings offered a competing bid of at least 55 Krona and said it has entered a confidentiality agreement amid the due diligence process.

Blue Canyon, which owns 1.5 shares (10%+) of the PR software provider, said shareholders who tendered at the initial offer will automatically receive the increase bid. The offer runs through April 4.

Blue Canyon said it increased the offer "in light of a notice received from Cision" under a transaction agreement between the two parties regarding a possible third party entering the fold. Its initial bid was more than a 50 percent premium on Cision shares and had the support of Cision's board.

Cision's annual meeting was rescheduled for May 27.

MOUSSA HEADS DIGITAL FOR SIMON

Rich Moussa, director of new media for News Broadcast Network, has moved to D S Simon Products as director of digital strategy and services.

President/CEO Doug Simon said his firm expects a 65% increase in digital business this year and is staffing up to meet demand. "Bringing Rich on board allows us to significantly expand content distribution and improve tracking and analytics," he said.

Simon also tapped Bailey Wild as producer/digital project manager. She was B2B digital media project manager at Thomas Publishing and earlier a writer and producer at Fox Business.



Moussa, Wild

PRIME TAPS BAGNALL AS UK CEO

Prime Research has tapped Richard Bagnall as CEO for its UK operation, based in Oxford.

Bagnall was founding director of Metrica, which was sold to Gorkana in 2009, where Bagnall spent four years as managing director of its global media insights division before stepping down in 2013. He is a board member of the International Association for the Measurement and Evaluation of Communications and an adviser to the UK government's Cabinet Office. On the PR side, he worked in-house at the Royal College of General Practitioners and The Rowland Company.

Prime chairman Rainer Mathes praised Bagnall's strong international network and research expertise.

BRIEF: San Diego-based search and content marketing shop **Covario** has promoted Jeff MacGurn to senior VP to head its delivery team of more than 100 specialists in search marketing, social media, content marketing and analytics. The six-year staffer had been VP of global earned media services.

PEOPLE**Joined**

Ellen Taylor to RBS Citizens Financial Group, Providence, R.I., as executive VP and head of investor relations as the \$120B bank holding company behind the Citizens Bank and Charter One bank chains plans a partial IPO. Taylor recently led her own boutique IR shop, McIver Taylor Group, and was managing director of IR at BlackRock. She was also senior VP and IR director at Wells Fargo and Wachovia Corp. At RBS, she is developing and leading an IR program as the holding company slates a partial IPO and series of follow-on offerings. The company, owned by the bailed-out Royal Bank of Scotland Group, includes 1,400 bank branches.



Taylor

Sarah Garrido, marketing manager for footwear and accessories company Donald J. Pliner, to Pinta, New York, as A/M for the cross-cultural marketing firm. She was previously with Burson-Marsteller in Miami. **Carl Sorvino**, VP, creative director, Edelman Digital, to MWW, New York, as executive creative director to oversee digital and creative efforts. He was previously with Digitas, Boombox and Group DCA, among others. **Chris Woody**, strategic A/D, Networked Insights, to Current Lifestyle Marketing, San Francisco, as director of consumer insights, a new post.

Promoted

Gary Sease to VP, corporate comms., CSX Transportation, Jacksonville, Fla., effective March 30. He succeeds Vance Meyer, who is leaving the company. Sease is a former reporter at the *Florida Times-Union* and later worked for United Press International before joining CSX in 1986.

McGavock Edwards to VP and general manager of IMRE's Raleigh, N.C., office. She leads the firm's John Deere account team.

Tristan Simpson to VP, corporate comms., a newly created post, Ready Pac Foods, Irwindale, Calif. Simpson, who joined the company in 2011, reports to CEO Tony Sarsam.

Ana Calle to senior A/S, food, wine & spirits; **Bailey Horn** to A/S, consumer; **Molly Peterson** to VP, consumer, overseeing the home furnishings & design team; **Brent Price** to senior A/E, consumer; **John Rice** to senior A/E, consumer, and **Annie Taplin** to A/D, spirits, Susan Magrino Agency, New York.



Simpson

Tracy Paden to senior VP, and **Sarah Jones** to senior A/E, Cookerly PR, Atlanta. Paden, who handles Georgia Emergency Management Agency and the Clean Air Campaign, joined in 2003 while Jones, who reps SunTrust, Ashton Woods Homes and Anisa International, signed on in 2012. **Cortney Johnston** and **Haley Schwartz** joined the firm as assistant A/Es. **Jared Bryan** to senior A/E, Eisbrenner PR, Royal Oak, Mich. He joined as an intern in 2009. **Lauren Bruschi** to A/E, Morgan Marketing & PR, Irvine, Calif. She handles Del Taco, Panda Express, Blaze Pizza, Wetzel's Pretzels, and Philly's Best.

MALDIVES CASTS GLOBAL NET FOR PR

Maldives, the South Asian tourism paradise that has faced political strife in recent years, has launched searches for PR firms in the U.K., Germany and India.

The Maldives Marketing and PR Corporation released RFPs for the PR assignments covering the three countries and is accepting pitches through the end of the month.

Ruder Finn's New York and London offices handled a \$65K-a-month pact with the MMPRC in 2012 as the firm worked to maintain the image of the country's key tourism sector amid political strife that was drawing attention worldwide.

The small atoll nation logged more than one million visitors last year and touts high-profile guests like the Duke and Duchess of Cambridge.

The MMPRC expects to award one-year contracts starting in April for the travel PR assignments.

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

SAP's CRESANTI MOVES TO IFA

Robert Cresanti, VP-corporate affairs & government relations at SAP America, is moving to the International Franchise Assn. on April 14 as executive VP/government relations & public policy.

He will be responsible for communication initiatives, grassroots outreach and political action committee oversight.

Cresanti, who held the SAP slot since 1989, also served as under secretary for technology at the Dept. of Commerce.

He headed various trade missions to the European Union, Asia and Russia and co-chaired the President's Council of Advisors on Science and Technology.

From 2001 to 2006, Cresanti was VP-global public policy for the Business Software Alliance and senior VP-general counsel for ITAA, which is now TechAmerica.

Prior to joining SAP, he was CEO of IPXI, the Intellectual Property Exchange.

Steve Caldeira, CEO of IFA, said the new hire "brings a wealth of government, corporate and trade association leadership" to the organization.

There are more than 825K franchise units in the U.S., generating more than \$2T in economic output and employing 18M people.

STATEN ISLAND SEEKS RELEVANT PR

The Staten Island Small Business Development Center has signed Relevant PR to promote its mentoring services and technical guidance to entrepreneurs and owners of small enterprises.

Veteran financial/business journalist Bart Horowitz heads RPR. He's a former reporter and columnist for the *Advance*, the flagship newspaper of the New York City borough.

Since its 1993 launch, SISBDC has worked with more than 6,500 businesses that have invested nearly \$150M in the community and either hired or saved about 5K jobs.

The State University of New York administers SISBC, which is based at the College of Staten Island

with satellite offices at the Empire State Bank Office Building on SI and across the Verrazano Narrows Bridge in Bay Ridge, Brooklyn. Horowitz said he's privileged to represent the Center, which touches the "the lives of countless individuals in such a positive way."

LIBERIA DENIES \$200M PR BUDGET

Liberian president Ellen Johnson Sirleaf is denying reports that her African nation spent more than \$200M in U.S. lobbying fees and invites a Congressional probe into Liberia's promotional spending.

"I have written to our friends in Congress," she said during an interview with *New Dawn*, "and I am quite sure they will evaluate this thing." She called it "preposterous" that an impoverished nation with an annual budget of less than \$600M would shell out for such a big PR campaign.

The U.S. Agency for International Development's budget for Liberia falls in the \$125M range.

Sirleaf, who has established close ties with U.S., said her Administration is well equipped to handle the D.C. scene. "We are our own effective lobbyists. I can do better lobbying for Liberia than any PR firm can do. I don't need any PR firm to do it for me. I don't need it," the president told ND. Sirleaf admitted to using KRL International for "supplemental" PR representation. KRL received \$40K from Liberia during the year ended Jan. 31 for Congressional and White House outreach.

U.S. citizens founded Liberia in the early 1800s as a country for African-American slaves.

Sirleaf, who won election in 2005 and re-elected in 2011, was awarded the Nobel Peace Prize in 2011 in recognitions of her efforts on behalf of women's rights.

A Liberian official said some might have confused the country's PR budget with what it spends to lobby the maritime sector for use of a flag-of-convenience registry.

Sirleaf, though, doesn't know the lobbying budget of the Liberian Shipping and Corporate Registry.

PODESTA SPEAKS FOR SOUTH SUDAN

Podesta Group is representing South Sudan, the world's newest country, one rocked by civil war led by factions loyal to either its president or vice president.

Turmoil in the oil-rich country has its neighbors on edge with fears that unrest may spill over South Sudan's borders. Five east African states (Ethiopia, Kenya, Rwanda, Burundi and Djibouti) are planning to dispatch troops by mid-April to monitor a perspective peace-treaty. Egypt is anticipated to join those African Union peace-keepers.

Podesta has a \$480K one-year contract with South Sudan that calls for government and public relations to improve the country's ties with the U.S. For South Sudan, Podesta will keep it abreast of the U.S. political scenes and maintain contacts with the media and non-governmental organizations. The contact is payable \$120K in advance each quarter with local fees capped at \$2K per-month.

South Sudan, which is largely populated by Christians or followers of African traditional religions, split from Muslim-dominated Sudan in 2011.

GM CEO Mary Barra gave PR a shot in the arm
March 18 by having a press conference, reviving an almost dead PR staple. President Obama, J&J, PRSA and others should take note.

Barra, only two months into her role as the first woman CEO of GM, met reporters March 18 to field questions about what PR author Fraser Seitel called “the most damaging safety/cover-up scandal in GM’s 106-year history.”

Twelve drivers reportedly died due to faulty GM ignition switches, a problem the company supposedly knew about for ten years but did not correct. Engines and airbags could be disabled if ignition switches in Cobalts were bumped or weighed down by heavy key rings.

Seitel, writing for CNNMoney, a service of CNN, *Fortune* and *Money*, said Barra faced “a room full of reporters” at GM h.q. and thus showed she “appears to be on top of the problem.” Seitel felt this conference was “unprecedented” for GM, especially in the midst of a recall. It was Barra’s first meeting with reporters since 1.6 million Cobalts were recalled in February.

Bill Vlasic of the *New York Times* praised Barra for jumping “personally and publicly into the middle of one of the gravest safety problems in the company’s history.”

Barra’s “performance” was said by Vlasic to be a “marked departure from the norm in the auto industry where corporate chiefs routinely avoid talking about recalls unless subpoenaed by Congress.” He said that “Unlike some other corporations that have had public crisis, GM has not gone outside for professional help from crisis management firms.”

Seitel does have a big caveat to Barra’s performance. She has yet to say GM is responsible for the deaths and accidents because they took place at the “old GM.” The new GM (post bankruptcy) is absolved of any legal claims against the old GM. Seitel’s column, “Mary Barra Battles the Lawyers,” says it’s a “conflict of interest” for GM to use for the investigation the very law firms (King & Spalding and Jenner & Block) that were involved in defending “Switchgate” lawsuits.

Press Conferences an Endangered Species

Corporate press conferences have been on the endangered species list since 1983 when Johnson & Johnson was able to avoid one <http://tinyurl.com/ctgnphc> after seven people died from poisoned Tylenol capsules. J&J said it handled hundreds of press calls one-by-one and that was sufficient.

President Obama has also set a poor example by holding fewer press conferences in his first four years than any president since Reagan—79. Reagan held 27; Bush II, 89; Clinton, 133, and Bush I, 133.

In the Court of Public Opinion: Winning Strategies for Litigation Communication by lawyer and PR practitioner James Haggerty advises, “In most cases, resist the press conference.”

Writes Haggerty: “There is an uncontrollability to the press conference format that can often lead client and attorney down the road to disaster. Not only are dozens

of reporters firing questions at you, they’re feeding off one another—following up on another reporter’s questions, latching on to a point picked up from the last. Indeed, many times I’ve seen mainstream reporters influenced by the questioning of so-called ‘fringe’ media present at press conferences with the views of the alternative press working their way into mainstream coverage.”

No wonder reporters like press conferences. They are the equivalent of cross-examination in a courtroom. The Court of Public Opinion cannot function without such a device any more than a legal court can function without cross-examination of witnesses.

“Fringe Media?” That Would Be Us!

When Haggerty refers to “fringe media,” he means the specialist, trade or alternative press which often knows far more about any subject and has far more freedom to report it than any of the mainstream, establishment press.

Imagine a press conference hosted by Bill Murray, the resigned CEO of PR Society of America. The questions posed by O’Dwyer reporters would be far different from those of Stuart Elliott, ad columnist of NYT, whose most recent columns on PR told of FleishmanHillard’s new ad campaign and 2012 PRSA chair Rosanna Fiske’s quest for a definition of PR. Elliott uses a “Golly, gee whiz, what is all this stuff about PR anyway?” tone.

We would seek a detailed explanation of why Murray quit with nine months to go on a contract that paid him almost \$400K (not counting the \$61K he got as a bonus in 2012). We would put a lot of subjects on the public record that mainstream reporters had never heard of.

J&J Doesn’t Dare Have a Press Conference

Imagine a J&J press conference on Tylenol where questions were flung at executives by Scott Bartz, seven-year employee who authored *The Tylenol Mafia*, 489 pages of evidence that Tylenol capsules were poisoned while still in the J&J distribution chain.

Bartz has been unable to get any mention at all in the *New York Times*, the most enthusiastic booster of Tylenol as the “gold standard of crisis communications.” However, Wikipedia recently expanded its section on the Bartz book to 200 words.

Murray, the most reclusive of all the Society COOs we have dealt with since 1968, has a condition called spasmodic dysphonia, which causes a choking quality to his speech. The condition is apparent in a YouTube video, a 1:28 minute interview he gave to the Portland, Ore., chapter of the Society on March 11, four days after he announced his resignation. He speaks highly of the Society and the services it can offer but there is no explanation as to why he suddenly resigned.

We theorized his speech problem is one reason or the main reason he has never, to our knowledge, addressed a non-Society group in his seven years.

Murray held no press conferences and we never talked to him on the phone nor met with him except for a lunch during his first month in office.

— Jack O’Dwyer