



Jack O'Dwyer,
Editor-in-Chief

O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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

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FLORIDA NEEDS HEALTH EXCHANGE PR

Florida, where Gov. Rick Scott opted to have the federal government run its health insurance exchange under Obamacare, is on the hunt for PR support to reach potential consumers.

The state's Dept. of Elder Affairs has released an RFP for PR and communications support of its Consumer Assistance Program, or CAP, from creation of a logo and tag line to media relations, PR and marketing support.

The initial audience for the work is Floridians who want to learn about enrolling in health insurance coverage offered through the new marketplace. "Specifically, the campaign will target anyone who should know about the health insurance marketplace, how it could affect them, and how the new Consumer Assistance Program (CAP) will be able to assist them," said the RFP.



Scott

A one-year pact with an option year is expected. Funding for the first year of the campaign is \$2.03M. Proposals are due April 5. RFP: <http://bit.ly/YPupwS>.

EDELMAN REPS SAUDI ARABIA

Edelman is providing creative services and strategic counsel to Saudi Arabia's permanent mission to the United Nations.

The purpose is to promote the Kingdom's interests among key groups within the world body and to U.N. observers. There is no written contract between the two parties, according to Edelman's federal lobbying filing.

An unsigned "letter of intent" dated Jan. 25 provides a timeframe for PR services from Dec. 19, 2012 through the end of this year. There are also two "statement of work" orders. The first (Dec. 19 to Jan. 19) calls for development and production of 300 brochures for a fee of \$30K. The second (Jan. 21 to Feb. 28) is for book development/giveaways, video production, event backdrop development and strategic counsel for a \$160K fee.

Rahima Abdul Rahman Abdullah, special advisor to the Saudi ambassador, is Edelman's contact at the U.N.

Edelman has assigned 14 people to its Saudi team, including Jere Sullivan, vice chairman-PA; Michael Holloway, senior VP; Tyler Suiters, VP-international affairs, and Libby Fiedler, senior account supervisor.

They are based in New York, Chicago, Washington and San Mateo.

MOST HEALTHCARE PR UNITS GREW IN 2012

A majority of the 57 firms documenting their 2012 healthcare practice fees to O'Dwyer's showed growth. Double-digit gainers included W2O, Dodge, PCI, Rasky Baerlein, Finn Partners, JPCB, Allison, RF|Binder, Zeno and S&S.

CEOs and heads of healthcare practices cited growth among existing clients as well as the addition of business. New technologies and the use of social media for monitoring and publicity purposes was also cited.

Prevention and treatment of diseases continued to be uppermost in the minds of Americans. Concern over costs was also at a peak as the Affordable Care Act started to kick in.

RF|Binder Partners, New York, refers to its "healthcare and wellness" practice and said it had dramatic growth in 2012.



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BP WORKS DEATH OF RUSSIAN TYCOON

Tim Bell, CEO of Bell Pottinger Private, confirmed to the media the mysterious death of Russian tycoon Boris Berezovsky, who was found dead in a bathroom in his home outside London.

A bodyguard made the discovery during the evening of March 23.

The 67-year-old former math teacher was a member of Boris Yeltsin's inner circle. He helped install Vladimir Putin to power but later became the Russian president's enemy No. 1.

Berezovsky, who fled Russia for the U.K. in 2000, was tried and sentenced in absentia for fraud and political corruption seven years later.

He claimed the Russian government attempted to assassinate him.

That charge was denied.

Berezovsky's bodyguard died in 2006 after drinking tea laced with radioactive plutonium at a London hotel. The Kremlin also denied any link to that murder.

London police swept Berezovsky's home for nuclear, biological and chemical threats. The house was declared clean.

An official cause of death has not been made.



Berezovsky

ICR COVERS YOGA PANTS CRISIS

ICR is handling media and investor relations for Vancouver-based Lululemon Athletica as the trendy marketer of yoga gear is recalling its “see through” exercise pants.

In its March 18 recall announcement, Lululemon said the quality of its pants remains the same but the “coverage does not, resulting in a level of sheerness in some of our women’s black Luon bottoms that falls short of our very high standards.”

The all-too-revealing pants account for about 17 percent of Lululemon’s inventory.

It warns customers of a “shortage in our supply of black Luon pants and crops.”

CEO Christine Day “regrets any inconvenience this has caused our guests.”

The company expects the recall to “have a significant impact on our financial results.”

It now expects a five-to-eight percent rise in quarterly sales, down from the earlier 11 percent projected sales increase.

The stock price of the NASDAQ-listed company dipped \$1.50 on the recall news to \$64.38. ICR senior VP Alecia Pulman works the Lululemon business.

lululemon

athletica



HOTEL SOFTWARE DEVELOPER LOOKS FOR PR

Knowcross Solutions, the New Delhi-based developer of hotel software designed to boost guest service and improve staff productivity, is looking for a PR partner as it expands in the U.S. market.

The company, which counts Radisson, Hyatt and Marriott as clients, unveiled its Triton



HK product in January, to better align housekeeping services, guest preferences and front-desk integration.

Knowcross founder/CEO Nikhil Nath, is a veteran of Antfactory, London-based private equity fund; Monitor Co., consulting firm, and Goldman Sachs (London and Hong Kong).

According to the RFP, Knowcross wants to improve brand awareness among stand-alone hotel owners and the hospitality/technology community. It wants support at the Hospitality Industry Technology Exposition and Conference in Minneapolis from June 24-27, “ghost writing” and a review of its website to make sure the “verbiage used is appropriate for American hoteliers and can be found n U.S. Google searches.”

RFP responses are due March 25. A contract will be awarded before April 15.

Senior marketing manager Neha Singh (nsingh [at] knowcross [dot] com) is coordinating the search.

CA STATE BAR EYES MARKETING HELP

The State Bar of California, the largest in the country, is mulling outside help for a social marketing push to reach younger members and use technology like social media to boost membership and participation in online courses.

The California Bar has more than 242,000 members and operations in Los Angeles and San Francisco.

Its office of education has released an RFP for an agency to develop a marketing plan to meet increased demands from membership to use social media and other technology, promote courses and services, and grow its section memberships.

A one-year pact with two option years is expected. Proposals are due April 19.

RFP: <http://bit.ly/X7IbAB>.

ATOMIC ACES ALOFT'S TWITTER PITCH

Atomic PR, the San Francisco-based technology-oriented shop, has aced the Twitter pitch for Starwood Hotels Aloft brand, which pushes its “style at a steal” brand for younger travelers who want an alternative to the typical business or vacation-oriented facilities.

Stacy Trevino, the Starwood PR executive who oversaw the Twitter shootout, told O’Dwyer’s the process attracted more than 240 PR firms and individual counselors.

Starwood last week announced that the first Aloft has opened in Silicon Valley in Cupertino, adjacent to Apple’s campus.

Other nearby tech neighbors are IBM, Hewlett Packard, Google and Santa Clara University, plus the upscale shops and restaurants on Santana Row.

Aloft Cupertino is the first in the 60-member chain to feature Apple TV in its guestrooms. The unit is the third Aloft hotel in the Golden State.



WS HANDLES SUNTECH'S SUNSET

Weber Shandwick is handling the “insolvency and restructuring” of Wuxi Suntech Power Holdings, the solar panel giant that was at the core of China’s plan to dominate the solar power business.

The *New York Times* reported the bankruptcy stands as a “remarkable reversal for what had been part of a huge Chinese government effort to dominate renewable energy industries.”

Suntech, once the world’s largest maker of solar panels, collapsed under the weight of a global glut of panels, wind-down of solar power subsidies in European Union nations, and rapid expansion of shale gas production in the U.S. to lower energy costs. The company employs 10K people in Wuxi and operates a small solar plant in Arizona, which is ending production next month.

CEO David King said Suntech is exploring “strategic alternatives” and remains committed to “continuing to provide high-quality solar products to our global customer base.”

ABC NEWS' POTTER ENTERS PR REALM

Ned Potter, 25-year science and technology correspondent for ABC News, has moved to the PR side with a senior VP role at RLM Finsbury in New York.

He will play a key role in a burgeoning science/tech practice for the WPP firm.

Potter covered the science beat for ABC's "World News," "Nightline" and "Good Morning America" and added editor duties for ABCNews.com in 2006.

RLM Finsbury CEO Walter Montgomery said Potter's experience will help the firm provide "sophisticated and nuanced science and technology communications" to clients.

Potter was previously at CBS News.



Potter

WEX WHACKS 87 IN REVAMP

The *Washington Examiner* is cutting 87 staffers as the paper transitions by June from a daily to a digital platform and a printed weekly magazine focused on politics.

WEX owner, Denver-based Clarity Media Group, said the staff reductions are due to the dropping of local news coverage, sports and entertainment reporting.

"Many of the business and editorial positions needed to publish a local daily newspaper are not required as we move to focus on national and political coverage," said a statement from Ryan McKibben, president of CMG.

WEX promises to add 20 jobs for the new web/magazine combo.

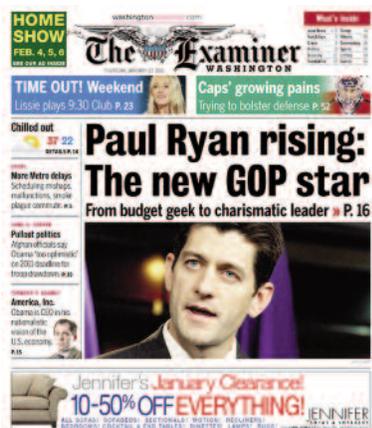
The print publication, which will debut on June 20, will be aimed at 45K government, PA, lobbying, academia and political people.

McKibben sees "an opportunity to bring our style of investigative journalism and keen analysis and commentary to covering national government and politics."

Stephen Smith, editor, Mark Tapscott, executive editor, and Jennifer Peebles, managing editor/digital, will remain in their posts.

McKibben has named publishing consultant Lou Ann Sabatier, CEO of Clarity's Washington operation, which includes WEX, *The Weekly Standard* and Red Alert Politics website.

Rubenstein Communications handles PR for CMG.

**LIBERTY MEDIA BUYS CHUNK OF CHARTER**

Liberty Media is acquiring a 27 percent stake in Charter Communications, nation's No. 4 cable TV operator, for \$2.7B.

That investment position was owned by equity firms Apollo Management, Oaktree Capital Management and Crestview Partners.

Liberty chairman John Malone was attracted to Charter due to its market position, and growth opportunities.

He believes its investment in a high-capacity digital network for on-demand TV and high-speed voice/data transmission will benefit customers and shareholders.

In February, Charter agreed to buy Cablevision's western systems for \$1.6B.

Liberty has agreed to limit its investment in Charter to 35 percent up until January 2016, and 40 percent beyond that.

The company is parent to Sirius XM satellite radio, Atlanta Braves Major League Baseball and has investment interests in Time Warner, Viacom, Live Nation and Barnes & Noble.

Malone had sold his controlling stake in cable operator Tele-Communications Inc. to AT&T in 1999 for \$48B.

WAPO ERECTS PAY WALL

The *Washington Post* plans to erect a paywall on its digital site during the summer.

It will roll out a metered subscription system similar to that of the *New York Times* and *Financial Times*.

WaPo will allow free monthly access to 20 articles before charging for content. The free site currently attracts 20M visitors each month.

Katharine Weymouth, publisher of WaPo, believes readers will accept the company's need to charge for content.

"News consumers are savvy; they understand the high cost of a top-quality news gathering operation and the importance of maintaining the kind of in-depth reporting for which The Post is known," said Weymouth in a statement. "Our digital package is a valuable one, and we are going to ask our readers to pay for it and help support our news gathering as they have done for many years with the print edition."

The paper did not announce how much it will charge. Daily circulation at the Post dipped 8.9 percent to 462,228 during the six-month period ended Sept. 30.

YAHOO'S FREY TO NBCNEWS.COM

Hillary Frey, who was editor-in-chief at Yahoo News, has been named editorial director of news for NBCNews.com, which is in the process of staffing up, according to executive editor Greg Grittrich.



(Continued on pg. 4)

MEDIA NOTES continued

Frey will direct the digital outfit's national, international and investigative coverage.

She is a former managing editor of *AdWeek*, and reported on media/culture/society issues for Politico and *New York Observer*.

NBC completed the buyout of msnbc.com, which was renamed NBCNews.com, last summer.

Gittrich said the goal is to develop "new digital tools for narrative storytelling, investigative reporting and breaking news coverage."

CPJ: 150 DEAD JOURNOS IN IRAQ WAR

The ten-year Iraq War cost the lives of 150 journalists and 54 media support workers, according to data compiled by the Committee to Protect Journalists.

Most (92) were murdered in targeted killings, rather than combat. Many of them were killed because of their affiliation with the U.S. or western press. Nobody was prosecuted for the killing of a reporter, according to CPJ, which reports the current government of Iraq has shown no interest in investigating the murders.

Other victims died via airstrikes, checkpoint shootings, suicide bombings, sniper fire, or the detonation of improvised explosive devices.

Eighty-five percent of the journalists were Iraqis, while only one of the support workers was a non-Iraqi.

CPJ, founded in 1981, reported the deaths of 58 journalists in Algeria's civil war ('93 to '96), 54 victims in the civil strife that gripped Columbia beginning in '86, and 36 deaths in the Balkans chaos from '91 to '95.

It cites research from the Freedom Forum, free press organization, that counted 68 journalists killed in WWII and 66 killed in Vietnam from '55 to '75.

CPJ reports that 21 journalists have died in Afghanistan since the U.S. invasion of 2001.

Thirty-five reporters have died in the Syrian civil war.

NYT'S STEVENSON MOVES TO EUROPE

Richard Stevenson, chief Washington correspondent for the *New York Times* is moving to the Europe editor position based in Paris later this year.

He will report to foreign editor John Kahn and assistant managing editor Larry Ingrassia.

Stevenson, who joined the paper in 1985, also covered the economy from Los Angeles and London.

The paper also named Alison Smale, who was executive editor of the *International Herald Tribune*, its Berlin bureau chief.

The IHT will be rebranded the *International New York Times* by the end of the year.



Stevenson

WENNER MEDIA PRO JOINS AMC UNIT

Mark Neschis, who left the corporate communications post at Wenner Media in January, has taken a senior VP-PR position at We tv, which is part of AMC Networks.

During his seven-year stint at Wenner, Neschis handled PR for *Rolling Stone*, *Us Weekly* and *Men's Journal*.

Earlier, Neschis was at Robinson Lehrer & Montgomery for six years, and in Bill Clinton's White House as director of TV news for two.

At AMC, Neschis reunites with another RL&M pro, Jim Maiella, who joined AMC as senior VP-corporate communications on March 13.

Maiella was VP-media relations at Cablevision Systems, which spun-off AMC – then known as Rainbow Media – in 2011.

AMC reported \$1.4B in 2012 revenues and \$136M profit. Its national cable TV networks include AMC, We tv, IFC and Sundance Channel.

WALLS BETWEEN AD, EDITORIAL CRUMBLE

PR firms have been buzzing about the opportunities offered by paid content or "native advertising," which is the digital form of advertorials.

Edelman Digital, for instance, recruited Mindshare's social media strategy director Cassel Kroll last month to focus on the integration of paid media throughout the firm's digital and social programs.

A survey released last week by Pew Research Center's Project for Excellence in Journalism bears out Edelman's enthusiasm for paid content.

In its 2013 State of the News Media report, Pew found revenues from paid content rose 39 percent to \$1.6B in 2012. That followed a 56 percent gain in 2011.

Pew frets that some news outlets are concerned that some readers can't differenti-

ate between sponsored stuff and "real news." That's a concern that the reeling newspaper business cannot worry too much about. There's a much more pressing concern. It's called survival. Pew found that newsroom employment sunk below the 40K mark last year for the first time since 1978. Employment is off 30 percent from the industry's peak of 2000.

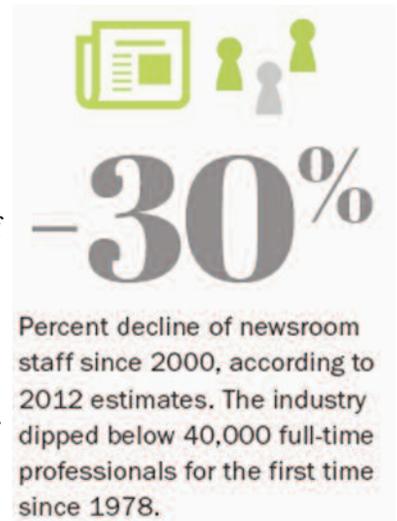
For the past couple of years, newspapers have been filled with stories about the "death of the business" or at least the massive transformation of the media landscape.

Unfortunately, the hard truth is that readers care little about the trials of the media world. Life is tough all over these days. More than 60 percent of the respondents to Pew's survey say they have either heard nothing or little about the financial squeeze facing news entities.

More than 30 percent, however, have stopped relying on a news outlet because it fails to provide them with the news they used to get. Those readers are skewed toward the more educated and higher income demographic, the target audience most savored by advertisers.

Those are the advertisers that are bound to jump on the paid content bandwagon, which is sweet news for the PR business.

– **Kevin McCauley**



HEALTHCARE PR UNITS GROW (Cont'd from pg. 1)

Jim Weiss, chairman and CEO of W2O Group, which grew 21.3% to \$56.6 million, said “Economic, political and regulatory uncertainties have forced the healthcare industry to connect with stakeholders in new ways.”

Said Weiss: “The empowered, engaged and better-informed patient along with the advancement of health technology have continued to be trends in the industry. Social media and digital have continued to play a significant role and our early investment in analytics and digital has places us in a leading position.

“We guide our clients to identify the online influencers, understand what is the right content to create for optimal engagement and how best to measure results.”

W2O Has 200+ Healthcare Specialists

Weiss said the firm has more than 200 healthcare specialists and over 20 languages spoken amongst its staff ranks has given the firm a competitive edge.

“This analytics and integrated approach and global team of strong client counselors have helped us to continue to leapfrog forward in this evolving and complex healthcare communications landscape,” he said.

Weiss said W2O experienced a dramatic increase in visibility with new clients (adding more than a dozen to its roster in 2012) and diversification into new brands and areas (representing upwards of 15 new brands/franchises/units) compared to the previous year.

Dodge Up 52.9% to \$5.5M

Brad Dodge, president and CEO of Dodge Communications, Alpharetta, Ga., which grew 52.9% in fees to \$5.5M, said the firm has always focused exclusively on helping technology and services vendors sell their wares to hospitals, health systems, physician practices, payers, consumers and other vendors.

“This industry segment has grown consistently over the years because it has lagged behind other industries in its degree of automation,” he said. “Now, with ObamaCare’s Affordable Care Act and HITECH Act, there is an even greater emphasis on using technology to improve the care delivery and health to the world population. From electronic health records, to population health management systems, to revenue cycle management, hundreds of vendors – from startups to global concerns – are bringing new and innovative technologies to the market.

Dodge noted all of those companies need a partner to help them get noticed. “We have worked with more than 150 of these firms, and currently have more than 40 as active clients,” he said, noting DC is a full service, 50-employee firm that includes inhouse PR copywriting, design and digital.

JPC&H Grew 27% to \$4.8M

David Jarrard, partner of Jarrard Phillips Cate & Hancock, Brentwood, Tenn., specialist in healthcare, said “It’s hard to overstate the dramatic transformation underway within the U.S. hospital industry. It’s explosive.”

Jarrard said the role of hospitals, physicians and other providers of healthcare – a multi-trillion-dollar industry – is being redefined before our eyes.

“Our firm is built for this,” he said. “We help health-

care leaders who are taking their organizations through times of extraordinary change. It’s our specialty.”

Jarrard cited the firm’s “unusual blend” of professionals – from healthcare marketing, journalism and government – as reflective of the healthcare PR needs of leaders in this moment.



David Jarrard, Kevin Phillips, Molly Cate and Anne Hancock-Toomey

He also said JPC&H benefits from being a boutique firm. “In moments of crisis or disruption, leaders want communications partners who need no learning curve, who can bring relevant experience and best practices quickly to the table,” he said. As an example, he said last year the firms consulted on \$15B in announced hospital mergers and acquisitions due, in part, because of its rich history in the specific niche of healthcare M&A.

“After all, what’s happening in the industry is by definition well outside the experience of most hospital and physician leaders,” he said. “Our experience helps them during this period of disruption.”

Pirovano Cites 80% Win Rate in Pitches

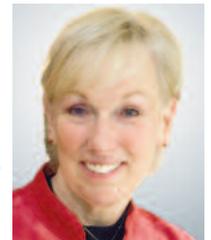
Dorothy Pirovano, CEO of Public Communications Inc., Chicago, said that more than 90% of its new business inquiries come from referrals and that the firm wins more than 80% of pitches made. Healthcare revenues grew 44.5% to \$4.18M.

Said Pirovano: “Our success in 2012 is a testament to the solid reputation we’ve built over 35 years in healthcare and being able to prove that what we do translates into measurable results.”

PCI’s reputation brought it the Walgreens Complex Therapies business, now in its second year, and has led to the expansion of medical/health association accounts, she said. PCI represents 25 professional associations and is often recommended by them when other associations seeks PR help.

Layoffs were avoided during the recession on the belief that business would again grow, a belief that was justified, said Pirovano.

“We wanted our very smart, experienced staff in place when the economy turned up again. With the right people ready to work, this led to programs being further expanded and a very successful year. The momentum is continuing in 2013.”



Pirovano



Dodge

NEWS OF PR FIRMS**FTI ACQUIRES DC LOBBYING SHOP**

FTI Consulting has acquired Washington lobbying and government affairs shop C2 Group to bolster its public affairs offering.

C2, led by former George W. Bush aide Jon Cline and tax lobbyist Tom Crawford, added 12 staffers to FTI in the capital. The firm said it had nearly \$7M in 2012 lobbying revenue, but terms of the deal were not disclosed. Its clients include Comcast, AXA, 7-Eleven, PepsiCo and Yum!Brands.

Ed Reilly, global CEO of FTI's strategic communications operation, said clients "more and more" require direct advocacy for legislative and regulatory goals.

Crawford of C2 said gridlock in D.C. has pushed lobbying firms to move toward PR and public affairs. "With the gridlock we see, there's not a lot of legislating that's happening," he told the *Washington Post*. "A lot of lobbying firms have decided we need to be in the communications space."

FTI, which is based on K Street in D.C., said C2 will work under its own name during a transition period and will remain in its 7th Street headquarters.

BRIEF: Reality TV actress Kim Zolciak-Biermann has engaged New York PR counselor Mike Paul as the "Real Housewives of Atlanta" star faces a lawsuit from a fellow cast member. Cast member Kandi Burress and co-songwriter Rodney Richard sued Zolciak-Biermann for copyright infringement last week over the three-and-a-half-year-old song "Tardy for the Party," which they penned together.

NEWS OF SERVICES**MONITORING ON A BUDGET**

MediaMiser, Ottawa, has released a new set of media monitoring and analysis tools – MediaMiser SNAP and MediaMiser TEAM – aimed at small and mid-sized organizations on a tight budget.

MM said the platforms – pricing starts at \$495/month -- use advanced linguistics and textual analysis to capture relevant content and display results in real time with analysis automatically completed and visually displayed.

"Smaller companies, membership bodies and non-profits often have small communications departments striving to meet big expectations with inadequate tools," said CEO Brett Serjeantson. He said MM's Snap and Team are designed with simple workflows backed by intelligent technology to make monitoring and analysis as easy as possible.

MPRG CROWDSOURCES MEDIA CONTACTS

MyPRGenie is launching what it calls the PR industry's first crowdsourcing media platform this month to let PR pros share media contacts to earn points and gain access to more contacts.

CEO Miranda Tan said users earn points for every new media contact shared with MyPRGenie and can spend the points they earn for access to its global media contact database. She said the wiki-style technology allows media contacts to update and share in real-time within a community, avoiding the calling and manual updating of internal databases.

NEW ACCOUNTS**New York Area**

Feintuch Communications, New York/Dobles, real-time mobile advertising technology, as AOR for PR. **Verasoni Worldwide**, Montclair, N.J./Hixson-Burris Media, business and practice development publications for dentists, for digital marketing and PR.

East

SHIFT, Boston/Wayfair.com, home furnishings retailer, for PR for its flagship brand and its Joss & Main private sale site, following a competitive review.

McKinney, Durham, N.C., and

French/West/Vaughan, Raleigh/Dognition, dog cognition science, for startup PR and marketing comms.

Southeast

Dodge Communications, Alpharetta, Ga./Telcare, mobile health solutions, for PR and collateral, and Predilytics, health IT, for messaging, brand awareness and web development.

South/Mountain West

RK/PR, Reno, Nev./Carson City Convention & Visitors Bureau Board, for a six-month, \$75K pact for digital PR.

Ogilvy PR, Denver/EVOL Foods, natural and organic frozen meals and snacks, for consumer brand marketing, including media relations, event activations and social media programming. Ogilvy's Los Angeles office will also support the account.

West

MAYO Communications, Los Angeles/Michaela, urban pop recording artist, for PR as she debuts in mid-April.

PEOPLE**Joined**

Jim Finn to \$15B Computer Sciences Corp. in Falls Church, Va., as VP-corporate comms. He oversees a staff of 50 and reports to Peter Allen, EVP-global sales and marketing. He has held top jobs at Avaya (VP-corporate comms.), IBM Americas (VP-comms.), Oracle (VP-corporate comms.) and Chase Manhattan (senior VP and PR dir.). At

**Finn**

CSC, Finn is charged with elevating its brand in the information technology marketplace, while overseeing external/internal PR, CSR and analyst rels.

Matt Butterfield, comms. director, Illinois State Treasurer Dan Rutherford, to Mac Strategies Group, Chicago, as VP of public and media relations. He spent 15 years as news assignment desk manager for Fox Chicago.

Laura Krinke, A/E, Laughlin Constable, to Spyglass Brand Marketing, Minneapolis, as an A/E.

**Krinke****Promoted**

Ramonna Robinson to president, GroundFloor Media, Denver. She joined in 2005 and has been a partner since 2008. Previous president and founder Laura Love takes the chief cultural officer slot, a new post.

Anne Parrin to A/C, Pineapple RM, Minneapolis. She was an intern.

— Greg Hazley

O'DWYER'S RANKINGS OF HEALTHCARE PR FIRMS

Firm	2012 Net Fees
1. Edelman, New York.....	\$101,477,406
2. W2O Group, San Francisco.....	52,611,000
3. Ruder Finn, New York.....	24,862,555
4. APCO Worldwide, Washington, DC.....	22,828,295
5. Cooney/Waters Group, New York.....	18,961,000
6. Waggener Edstrom, Bellevue, WA.....	9,494,000
7. GYMR, Washington, DC.....	6,002,402
8. Dodge Communications, Alpharetta, GA.....	5,510,576
9. Makovsky, New York.....	5,500,000
10. Spectrum, Washington, DC.....	5,330,489
11. Jarrard Phillips Cate, Brentwood, TN.....	4,862,846
12. Revive PR, Santa Barbara, CA.....	4,850,000
13. Jones Public Affairs, Washington, DC.....	4,516,759
14. Crosby Marketing Comms., Annapolis, MD	4,315,783
15. Public Comms., Chicago.....	4,188,841
16. Rasky Baerlein Strategic Comms., Boston...	3,837,913
17. Coyne PR, Parsippany, NJ.....	3,482,000
18. Finn Partners, New York.....	3,312,063
19. Padilla Speer Beardsley, Minneapolis.....	3,216,668
20. Allison+Partners, San Francisco.....	2,900,000
21. MCS Healthcare PR, Bedminster, NJ.....	2,877,962
22. Hager Sharp, Washington, DC.....	2,820,579
23. Zeno Group, New York.....	2,590,187
24. SS PR, Northfield, IL.....	2,500,000
25. RF Binder Partners, New York.....	2,301,004
26. French/West/Vaughan, Raleigh.....	2,155,003
27. MWW Group, East Rutherford, NJ.....	2,100,000
28. CRT/tanaka, Richmond.....	1,807,000
29. Qorvis Communications, DC.....	1,800,000
30. Singer Assocs., San Francisco.....	1,202,997
31. Dye, Van Mol & Lawrence, Nashville.....	1,184,823
32. McNeely, Pigott & Fox, Nashville.....	1,050,420
33. Sachs Media Group, Tallahassee.....	1,030,415
34. Gregory FCA, Ardmore, PA.....	1,005,000
35. Standing Partnership, St. Louis.....	979,562
36. Rosica Comms., Paramus, NJ.....	910,187
37. BlissPR, New York.....	800,000
38. CooperKatz & Co., New York.....	762,409
39. Katcher Vaughn & Bailey PR, Nashville.....	750,000
40. Merritt Group, Reston, VA.....	700,000
41. Perry Communications Group, Sacramento.	695,531
42. rbb Public Relations, Miami.....	668,302
43. Jackson Spalding, Atlanta.....	608,362
44. Levick Strategic Comms., Washington, DC	562,467
45. Regan Comms., Boston.....	475,000
46. L.C. Williams & Assocs., Chicago.....	428,260
47. Transmedia Group, Boca Raton, FL.....	399,200
48. Schneider Assocs., Boston.....	396,688
49. Beehive Public Relations, St. Paul.....	376,750
50. Maccabee, Minneapolis.....	325,255
51. Bridge Global Strategies, New York.....	318,636
52. Marketing Maven PR, Camarillo, CA.....	317,500
53. Red Sky PR, Boise, ID.....	193,862
54. Trevelino/Keller, Alanta.....	150,000
55. CJ Public Relations, Farmington, CT.....	111,640
56. Furia Rubel Comms., Doylestown, PA.....	86,000
57. Phillips & Co., Austin.....	85,745
58. Weiss PR Associates, Baltimore.....	66,000

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Next Week: Rankings of Environmental and Public Affairs

HEALTHCARE PR UNITS RISE (Cont'd from pg. 5)

Finn Spurred 50% to \$3.1M

Finn Partners, which saw its healthcare practice grow 50.2% to \$3.1M, said the firm's focus has been on healthcare services such as hospitals and providers and on helping organizations that need policy guidance and strategy.

Miriam Miller, healthcare head, said fundamental changes are sweeping the healthcare industry and are driving the increase in PR services. The impact on individual companies and organizations is significant, she said. PR firms are needed that understand the new landscape and can help companies successfully navigate it.



Miller

"This combination of competencies is our key strength," said Miller. "Finn Partners Health also has a number of biotechnology, medical device and diagnostic companies as clients. The focus here is on a combined public and financial communication offering that is critical among this constituency."

J&J, Other Clients Expanded at RF|Binder

Amy Binder, CEO of RF|Binder, said the firm's 35.3% growth to \$2.3M in healthcare and wellness was driven by the expansion of work with Johnson & Johnson and other accounts.



Binder

These include Eli Lilly and Co., Ranbaxy Laboratories, and topical healthcare brands, BAND-AID Brand Adhesive Bandages, and NEOSPORIN. Additional assignments came from Ranbaxy.

Said Binder: "We have helped to establish many of the world's most recognizable, household brands by providing consumers with the information and resources needed to manage their lives."

Binder said growing consumer and media focus on healthy living spurs the firm to help clients understand the drivers of consumer decision-making, especially that of the so-called "empowered citizen patient."

Zeno's Health Revenues Soared 61%

Ame Wadler, manager director of Zeno Group Health, said its 61% growth in 2012 came from new client wins and existing clients. Many different types of products are handled, from over-the-counter pharmaceuticals and nutraceuticals to medical and surgical devices and prescription biopharmaceutical products.



Wadler

"We also work with provider organizations including one of the fastest-growing pharmacy benefit management organizations and professional associations such as the American Academy of Pediatrics," said Wadler.

New projects expanded the work being performed for Bausch+Lomb, AstraZeneca and K2M, she said. New clients included Allergan, American Academy of Pediatrics, Merck, Metagenics and Visalus.

Added Wadler: "We have seen a marked increased in our clients' commitment to the development of brand-ed, owned content."

PR OPINION

The PRSA/NY chapter and NYU PRSSA chapter “Career Forum” set for April 2 at the Kimmel Center is a classic “cattle call” as defined by the “Answers” website: “An audition in which a large number of often inexperienced actors or performers try out.”

The chapters are predicting that 300 students will be looking for internships or summer jobs from a dozen or two PR firms and companies.

How can a student stand out in such a cluster?

Have a low golf handicap. Be on the NYU golf team. Be on the NYU tennis team. Be able to play a musical instrument or perform in some way. Be funny.

What are CEOs looking for? Yet another person to give them advice? No. They want a single-digit golfer to help them win the member/guest. They want someone to help their children with their tennis games and write essays for their college applications. They have plenty of similar chores that need tending to. They have plenty of money. That is not their problem.

The VP-PR of a blue chip told us his entire career was built on a good golf game. He was in demand by C-suite occupants as a partner and instructor. Golf is the game of business and especially Big Business.

Students Should Turn Tables on Hosts

Students, instead of allowing themselves to be inspected and grilled by the PRSA reps, should instead grill their hosts on why any talented person should take up an occupation where half of its practitioners say they are under “extraordinary pressures” to do unethical things?

This was one finding of surveys made for the Society by the Ethics Resource Center.

Students at a Society chapter career forum in Atlanta Feb. 22 were told the occupation pays little but they should learn to “love it.”

NYU students are owed some explanations. Who will be there to provide them is not yet known. As of press time, no names of any speakers for the forum have been posted on the chapter website. We wonder if chapter president Lea-Ann Germinder will show up?

(PR) Seminar’s Golf Outing Is June 2-5

(PR) Seminar’s annual ill-disguised four-day golf outing will take place June 2-5 at the Ritz-Carlton Half Moon Bay on the California coast.

The hotel in 2008 became a symbol of corporate excess when it was learned that AIG, which had received \$85 billion in bailout money, had scheduled a meeting there to reward top salespeople.

It had just paid \$440K for the same reason at another lux hotel. AIG cancelled the Half Moon meeting amid public outrage.

Half Moon has two “championship” golf courses. Rooms go for \$515 a night even in the offseason. Between fees of \$3,500 and travel/hotel costs, about \$1 million is spent on themselves by these, the fattest of the fat PR cats.

NYU’s PR majors probably never heard of (PR) Seminar and neither have their professors.

It is a gathering of about 150 of the elite of corporate PR execs, the bluest of the blue chips. It used to have editors and publishers from blue chip media as speakers (*New York Times*, *Washington Post*, *Economist*, etc.) but criticism by journalists including Peter Sussman brought a halt to that.

Sussman, a founder of the Ethics Committee of the Society of Professional Journalists, listed ten violations of the SJP Ethics Code that journalists broke in going to this secret meeting. The group dropped “PR” from its name in 2007 when Jon Iwata of IBM was chair. Almost none of the members have PR in their titles although that is what they do. How many spies go around with the word “SPY” on their backs in yellow?

Trunk’s Volleyball Skills Led to Job

Career columnist Penelope Trunk told the 2008 PRSA conference in Detroit that her volleyball skills (she was ranked 20th in the nation) led to her first job since her boss liked volleyball.

She said one of the best ways to get ahead is to make friends with the boss and that playing some sport with him or her provides such a route.

Students should read “Always Live Better than Your Clients,” the bio of Ben Sonnenberg, the richest New York PR person of the 50s and early 1960s. He searched for what was in the “heart of hearts” of clients and it often involved helping their children.

“You Need Babysitting? I’ll Do It”

Must reading for NYU students is a seven-page article by Tad Friend in the Sept. 23, 2002 *New Yorker* that profiled Hollywood publicist Bumble Ward, who pulled no punches about her job.

She called it “utterly soul-destroying” in a Feb. 3, 2005 interview with *Movie City News*, adding that publicists are the “absolute bottom of the barrel” in Hollywood.

Movie executive John Calley, then head of Sony Pictures, described what stars hear from publicists: “Everyone is trying to exploit you, but I’m the one who cares...I’ll sit at lunch with the evil press person who’s trying to trap you, to humiliate you. Your kid needs babysitting? I’ll do it. Dry cleaning. I love picking up dry cleaning. I’m here 24 hours a day. I’ll devote my whole life to you...”

The *New Yorker* said the dominant PR game in Hollywood had become the withholding of access to the stars, a game led by publicist Pat Kingsley. She earned the nickname “Dr. No” because she blocked media requests “so often and with such zeal.”

Winds of Revolt Blow at NYU

The winds of revolt are blowing at NYU and we hope the school’s PR and J students will get caught in the draft. NYU’s largest college in mid-March gave a 298-224 “no confidence” vote to president John Sexton.

It is rebelling against his “top-down management style,” his campaign to spread NYU worldwide, his pay of \$1.5M plus \$2.5M bonus in 2015, and his planned six million square-foot expansion in Greenwich Village by 2031.

– Jack O’Dwyer