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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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CA OBESITY PUSH REQUESTS AD/PR MENU

California has launched a review of its \$11M-a-year federally backed PR campaign to educate food stamp recipients, especially parents, about consuming healthy foods and beverages.

Runyon Saltzman & Einhorn is the lead agency, working with Citizen Paine (the former PainePR) on the PR front.

The California Dept. of Public Health released an RFP on April 30 for the work, which is capped at \$32M over three years, starting in October.

CalFresh is the state's food stamp program, known nationally as the Supplemental Nutrition Assistance Program, and funds the Dept. of Public Health's Nutrition Education and Obesity Branch. NEOB oversees the campaign to fight obesity and urge CalFresh participants to consume healthy foods and exercise.

The PR work encompasses strategic planning, crisis communications, events, media relations, spokesperson identification and monitoring, among other tasks.

Advertising, PR and social media are all part of the mix. The state intends to make a single award, although agencies can pitch with subcontractors.

In addition to Citizen Paine, other firms working with RS&E include National Opinion Research Center, MSC Consulting, Hill & Company Communications and Digital WKShop.

Proposals are due July 1, although a letter of intent to bid is due by May 28. RFP: <http://bit.ly/1juDiu6>.

CHEVRON'S BURNS TO BURSON

Stephen Burns, who handled California government affairs at Chevron, has left for Burson-Marsteller's Sacramento office for a managing director slot in its US PA and crisis practice.

He will spearhead the WPP unit's west coast PA offering, concentrating on energy, environment and technology.

Burns joined Chevron in 2002 with its acquisition of Texaco, becoming the company's first CSR manager.

Prior to Chevron, Burns was federal government affairs chief at Enron Corp., dealing with its broadband services and overseas projects.

Earlier, he co-founded the Pacific Economic Cooperation Council of 22 nations, serving as executive director of the PECC Energy Forum.

At B-M, he reports to US president Michael Law.



Burns

FTI PR REVENUES SLIP 4.9% IN Q1

FTI Consulting's strategic communications revenues declined 4.9% in the first quarter to \$43.2M amid an overall 4.5% increase to \$425.6M for the business advisory company.

Steven Gunby, president and CEO of FTI who took the reins from Jack Dunn in January, said corporate finance/restructuring continued a "downward trend," while strategic communications had "another down quarter" and economic consulting got off to a rough start to the year. He added: "Though we see numerous opportunities to drive the performance of all of our segments and regions, most of these opportunities will benefit 2015 and 2016 much more than 2014."

Net income across FTI's business fell 23% to \$18.1M.

FTI said communications revenues fell organically by 8.9 percent (\$4.0 million) due to reduced pass-through revenues. The segment counted 584 staffers at the end of Q1, down from 619 a year earlier. The unit picked up business from Northrop Grumman and the Hong Kong Trade Development Council this year.

For the quarter at FTI, corporate finance/restructuring fell 5.1% to \$94M, economic consulting slipped 7.2% (\$106.9M), forensic and litigation consulting jumped 20.6% to \$121.4M, and technology rose 28.6% to \$60.1M.

MIAMI BEACH REVIEWS TRAVEL PR

The tourism authority for Miami Beach has kicked off a review of its PR account with RFP open through mid-May.

Hill+Knowlton Strategies is the incumbent after winning the last review in 2011. The firm's New York and Miami offices work the account.

The Miami Beach Visitor and Convention Authority wants an agency to guide media outreach, press trips, crisis management, event recruitment and trend tracking, including development and implementation of a strategic PR plan.

The work includes putting together a plan to recruit a new major event for the city, preferably for the so-called "shoulder season" running from May 1 through November 1, as well as planning for its 100th anniversary in 2015.

Proposals are due May 12 with a pre-bid meeting set for May 2.

RFP: <http://bit.ly/1niJZ3c>.



HUNTSWORTH '13 PROFIT SLIPS 10.4%

Huntsworth reported a 10.4 percent dip in 2013 operating profit to \$34.6M on flat revenues of \$288.5M, a performance that CEO Peter Gummer said reflects stepped up strategic investments and continued softness in the European market.

Flagship Grayling showed a 26.8 percent drop in profit to \$18.8M, while Huntsworth Health advanced 3.5 percent to \$20M.

Financial unit Citigate and consumer-oriented Red enjoyed gains of 11.9 percent to \$7.4M and 19.2 percent to \$5.2M, respectively. Gummer expects outlays for digital tools combined with key hires and an intensive training program to reinvigorate Grayling.

Overall digital revenues posted a 10 percent gain during the past year, accounting for 26 percent of the British company's business.

Huntsworth recruited Paul Myners, who was financial services secretary in the Labour Government of Gordon Brown, for the chairman slot.

The ex-chairman of Guardian Media Group and Marks & Spencer will take over for Richard Sharp at Huntsworth's annual meeting.

CHARTER SCHOOL OPERATOR SEEKS PR BIDS

A Chicago-based operator of 11 charter schools that has endured a Securities and Exchange Commission probe and the suspension of funding from the State of Illinois is on the hunt for PR proposals through May.

United Neighborhood Organization, the Windy City non-profit known as UNO, wants an agency to develop a strategic communications plan, execute a strategic media relations plan and serve as its primary media contact.



UNO, which focuses on the Hispanic community, in December ousted its CEO Juan Rangel after a scandal involving his top aide and the revelation that the SEC was investigating its bond dealings, according to the *Chicago Sun-Times*. UNO in 2009 received what was believed to be the largest government subsidy for charter schools in the US – a \$98M school construction grant. UNO is also hiring a director of communications. Proposals are due May 16.

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

KORN FERRY SEARCHES FOR PRSA CEO

Korn/Ferry International has been retained to look for a new CEO of PRSA to replace Bill Murray who resigned March 7, effective June 1.

Stephanie Cegielski, VP-PR for the Society, said a search committee has been named but she is not releasing who the members are because “we are still in the early phase of this process.” Also not released were any of the specs for the new CEO.

The previous search committee, headed by Debra Miller in 2006, had sought a president who would be “charismatic, an accomplished public speaker” and who would have a “vision” for the Society.

CRISIS GURU ADVISES NBA COMMISH

Doug Sosnik, a crisis manager and former political advisor to President Bill Clinton and Sen. Chris Dodd, is counseling NBA Commissioner Adam Silver through the Donald Sterling scandal.

The *National Journal's* Ron Fournier, who co-authored a book with Sosnik, reported April 29 that the NBA is an ongoing client of the Democratic operative, who received an email from Silver on Saturday morning with a link to the TMZ.com story that sparked the crisis.

Fournier broke down Silver's press conference through the lens of Sosnik's crisis counsel.

Silver is receiving plaudits for his decision to ban and fine Sterling, announced in an afternoon press conference April 29.

RLM FINSBURY HELPS AZ DODGE PFIZER

RLM Finsbury is handling AstraZeneca's media regarding Pfizer's takeover overtures, a move largely reported as a tax dodge by the New York-based pharmaceutical giant.

Pfizer, if successful in its bid, would reincorporate in the UK, which would cut its tax burden.

The *New York Times* reported the acquisition bid highlights Pfizer's effort to “effectively renounce its US citizenship” after 165 years.

The *Wall Street Journal* ran an editorial April 29 called “Pfizer's Tax Takeover,” in which it noted Pfizer shareholders would “welcome relief from a U.S. corporate tax rate that is among the world's highest.” The paper noted “instead of paying punitive rates to return its money to the U.S., Pfizer figures it can get a better return paying \$100 billion or so to buy a foreign company.”

Pfizer first contacted AstraZeneca in November about a deal.

AstraZeneca's board deemed the value of that transaction significantly undervalued the company.

It also raised concerns about the “execution risks associated with the proposed inversion structure, as Pfizer would redomicile to the UK for tax purposes.”

QORVIS ALUM REPS FIRM TIED TO PUTIN

A former top Qorvis executive handles corporate affairs duties for Switzerland's Gunvor Group commodities trading outfit that allegedly has financial ties with Russian strongman Vladimir Putin.

The *New York Times* on April 27 reported as its lede story that Putin at one time may have had assets of about \$40B invested in Gunvor.

The U.S. Treasury Dept. has imposed sanctions on Gennady Timchenko, part-owner of Gunvor, in its initial round of financial strictures slapped on Russian oligarchs who are part of Putin's inner circle.

Seth Pietras, who left his executive VP slot at Qorvis Geopolitical Solutions last year for Gunvor's corporate affairs post, denied that Putin has any direct or indirect interest in the \$90B Swiss entity. He noted that Gunvor's brass met with State Dept. and Congressional aides to provide evidence refuting Treasury's allegations.

Treasury officials, however, maintain confidence that its info linking Putin with Gunvor is accurate.

NEW YORKER TOPS MAG AWARDS

The *New Yorker* collected National Magazine Awards while *New York* trailed with three at the May 1 event of the American Society of Magazine Editors.

Fast Company earned the prestigious Magazine of the Year for both print and digital editions.

The *New Yorker* earned citations in the column/commentaries, essay and criticism, fiction, and feature writing categories. It was honored for website, design and general interest.

Bon Appetit and *National Geographic* earned two awards.

Vanity Fair's Graydon Carter was presented with the Magazine Editors' Hall of Fame award. *Spy* founders Kurt Andersen, Tom Phillips and Carter also earned a HoF award.



VIACOM MAKES SPLASH IN UK TV

Viacom is buying Channel 5 Broadcasting Ltd. from Northern & Shell Media in a deal worth about \$760M.

The transaction, noted the *Financial Times*, is the first time that a US broadcaster would control a public service broadcaster in the competitive British television arena.

Channel 5 is the No. 5 UK public broadcaster with more than 42M viewers tuning in monthly.

The network's programs include *Big Brother*, *Home and Away*, *The Gadget Show*, *Under the Dome* and *Milkshake!*

Viacom CEO Philippe Dauman said, "Channel 5's momentum is indisputable, with impactful programming, increasing popularity and a growing digital channel."

The New York based company controls more than 20 percent of branded pay-TV networks in the UK.

Viacom launched MTV in Britain in 1987, Nickelodeon in 1993 and Comedy Central in 1995.

Billionaire Sumner Redstone (90) controls Viacom.

DORSET EXITS HUFFPO PR POST FOR BONNIER

Perri Dorset is moving from Huffington Post for the VP-communications position at Bonnier Publishing.

Amanda Schumacher, who handles entertainment & lifestyle PR, at Arianna Huffington's site told Capital New York that Sujata Mitra will continue the political PR beat, while Jessica Hanks will be responsible for business and tech publicity until a new staffer is hired.

Dorset, who worked at *New Yorker* and *Quartz*, leaves HuffPo after a five-month stint.

New York-based Bonnier publishes titles such as *Field & Stream*, *Saveur*, *Boating*, *Outdoor Life* and *Yachting*.



Dorset

NYWICI HONORS WOMEN IN MEDIA, BUSINESS, ENTERTAINMENT AT MATRIX AWARDS

New York Women in Communications presented its 2014 Matrix Awards on April 28 during a packed Waldorf Astoria luncheon, which featured luminaires such as singer and actress Queen Latifah, ex-Time Warner CEO Dick Parsons, CNN's Christiane Amanpour, "Meet the Press" moderator David Gregory, feminist Gloria Steinem, *New Yorker* editor David Remnick, Ogilvy & Mather chairman emeritus Shelly Lazarus and singer/songwriter Mary J. Blige.

Interpublic Group hosted the program that was emceed by Kathie Lee Gifford and Hoda Kotb, co-hosts of the fourth hour of "Today."

Interpublic Sees Recruitment Opportunities

During his presentation, IPG CEO Michael Roth highlighted the importance of gender diversity at the ad/PR combine that houses Weber Shandwick, DeVries PR and GolinHarris.

He noted that his firm is one of seven *Fortune* 500 companies to have a board of directors that is at least 40 percent women. The 11-member group includes Jill Consoadine, former chief of Depository Trust & Clearing Corp.; Jocelyn Carter-Miller, one-time CMO at Motorola and Office Depot; Mary Steele Guilfoile, ex-executive VP at JPMorgan Chase, and Dawn Hudson, former CEO of PepsiCo's North American operations.



Michael Roth with honoree Eileen Naughton of Google and Liz Kaplow.
Photo: Sharlene Spingler

Promoting the careers of women makes good business sense, according to Roth, benefitting the company during recruiting and in relationships with clients and other stakeholders.

Scanning the audience, Roth joked that such a sophisticated and talented audience represented an outstanding recruitment opportunity for IPG.

Mayer Wows Gala

Jane Mayer nicely summed up the progress that females have made in the media world.

(Continued on page 4)

MEDIA NEWS**MATRIX AWARDS (Continued from page 3)**

The New Yorker staff writer recalled her time at the *Wall Street Journal*, where she became the then-Dow Jones & Co. paper's first woman White House correspondent.

Though chief White House reporter, Mayer said her superiors wouldn't allow her to travel to the Reykjavik Summit in 1986 at which Reagan and Soviet Union boss Mikhail Gorbachev were to hammer out an arms control call. Their reason, according to Mayer, "Girls don't do throw-weights." Instead, Mayer was assigned a story about First Lady Nancy Reagan's favorite dress designer.

**Mayer**

Photo: Sharlene Spingler

Mayer noted that many observers didn't exactly think the U.S. leader was up to speed on nuclear arms capabilities, which proved to her that gender doesn't automatically make one qualified to discuss throw-weights. The Iceland meeting failed to result in an arms deal.

Mayer also recalled the WSJ and the mainstream media back then banned the use of the word "I" in copy. The only exception at the WSJ was if that first person singular pronoun was followed with the words "was shot in the groin."

She does feel there is an overuse of "I" in today's "selfie culture." The best journalist, in Mayer's view, "applies her skills to give power to other voices."

Mayer sees her daughter's aspiration to become her generation's next Samantha Power, America's dynamic United Nations Ambassador, as indicative of the can-do attitude of the current generation of young women.

When asked why she considers Power, a 46-year-old mother of two young children, a role model, younger Mayer responded because "she's a bad ass and beautiful."

Procope Inspires Audiences

Jonelle Procope, CEO of the legendary Apollo Theater, inspired the audience by sharing her belief that both life and careers never follow a straight line. Most people's lives are on "auto-correct," she said.

Procope told how Ella Fitzgerald was to try out as a dancer at amateur night at the Apollo in 1934. After watching earlier scheduled dancers perform, Fitzgerald got cold feet and wanted to back out.

The harried director said that was impossible to do

at that late time and asked Fitzgerald what else could she do. "I can sing a little," Fitzgerald replied. The rest is history.

The Apollo chief began her career as researcher/reporter at Newsweek, but after three years she decided journalism wasn't for her. She opted for law school, practiced entertainment law and did corporate affairs work before joining the Apollo and ultimately rose to board member.

Parsons, a fellow director, approached Procope in 2003 with an offer to become president of the then-crumbling theater. Procope believes her hesitant decision to accept the post is what separates men from women.

A man, she said, would have jumped at the chance to run the Apollo, but Procope questioned whether she was up to the job.

Her decision to accept the presidency turned into her proudest professional achievement.

In Procope's view, if a job is unchallenging, that professional career is going nowhere.

Steinheim Brings Down House

Steinheim, who presented documentary producer Dyllan McGee, admitted to the audience that she's not a fan of royalty, but was thrilled to meet Queen Latifah for the first time. That line brought down the house.

The feminist was McGee's inspiration for her ground-making "MAKERS" multi-platform documentary produced in conjunction with AOL and PBS about women who transformed American culture during the past half-century.

McGee initially approached Steinheim about doing a piece about her life and achievements in the fight for empowerment.

The activist and author refused McGee's offer, saying the proposed documentary should be expanded to include other female pioneers.

The McGee/Steinheim collaboration also resulted in a three-hour documentary on PBS and "Gloria: In Her Own Words" on HBO, for which McGee received an Emmy nomination.

Matrix Honor Roll of 2014

This year's Matrix winners are:

Jane Mayer, New Yorker staff writer

Wendy Clark, senior VP, Global Sparkling Brand Center, Coca-Cola

Cynthia McFadden, senior legal and investigative correspondent, NBC News

Eileen Naughton, VP-global accounts & global agencies, Google

Dyllan McGee, founder/executive producer, MAKERS

Queen Latifah, musician/actress/record-label president/author

Jonelle Procope, president & CEO, Apollo Theater

Liz Kaplow, CEO of PR firm Kaplow, is NYWICI's president.

Kellen Co. handled the event, which presented 18 scholarships to young women either beginning or transitioning in communications careers.

NYWICI's foundation has granted more than \$1M in scholarships.

NEWS OF PR FIRMS

BRUNSWICK ADDS TOP PARTNER FOR US

Brunswick Group said 30-year McKinsey & Company veteran Nick Lovegrove will join the firm in May as managing partner for the US.

The post oversees Brunswick's four offices here, including New York, San Francisco, Washington, D.C., and Dallas.

Lovegrove exits PA shop Albright StoneBridge Group. He left McKinsey as managing partner for Washington in 2012.

Brunswick CEO Susan Gilchrist said Lovegrove brings international management expertise and a "deep understanding of clients' needs."

The corporate communications titan is also assigning London partner Simon Sporborg as managing partner in the UK, while London office chief and senior partner Nick Claydon changes course to focus on integrating the firm's client work across Europe.

Clayton has counseled Unilever, Burberry, BP and McKinsey at Brunswick.

Brunswick has 22 offices in 13 countries.



Lovegrove

4A'S SLATES PR FORUM

The American Association of Advertising Agencies will host "Public Relations Forum 24/7: Always On Communications in New York City" on May 14 in New York.

The 4A's said the advertising industry's top journalists, agencies, social media experts and brand managers will convene for the "open conversation about what's going on, what's next and what, if any, are the new rules of the road."

Speakers include Vonda LePage, EVP, comms., Deutsch; Melissa Barnes, head of global brands for Twitter; Joe Mandese, editor-in-chief, Mediapost; Bob Safian, editor and managing director, Fast Company; Meredith Kopitlevien, EVP, advertising, *New York Times*; Mike Paul, head of Reputation Doctor LLC; Jill Kelly, EVP, global corporate comms. director, Digitas, and 4A's CO Nancy Hill.

Non-members: \$695. Info: prforum.aaaa.org.

KETCHUM ADDS MEXICO AFFILIATE

Ketchum has inked an exclusive affiliate agreement with Mexico City-based Alterpraxis.

The nine-year-old firm is led by partners/co-founders Jorge Acosta, Leticia Mar, Andrea Perello and Gabriella Villa. The firm has worked with Heineken, Roche, Sanofi and PayPal, among others.

Ketchum international CEO Jon Higgins said Alterpraxis represents "a number of the world's most recognizable brands and is a formidable presence in Mexico."

BRIEF: New York-based digital shop **Advent Integrated** has aligned with boutique energy advisory firm **Akasaka Enterprises** to form a marketing and communications operation focused on the energy sector known as The Energy Agency.

NEW ACCOUNTS

OGILVY POWERS CA ENERGY UPGRADE PUSH

Ogilvy PR has emerged from an RFP process to guide PR for Energy Upgrade California, a state-backed campaign funded by consumers to tout energy efficient improvements for homes and businesses.

PR budget is \$1.8M over two years.

An RFP circulated in late 2013 called for an agency to guide an earned and social media campaign for EUC.

A tax on customers of California's four big power companies funds the effort, which was also supported by a \$20M marketing grant from the federal stimulus law.

Ogilvy's Sacramento office leads the account, which encompasses the firm's public affairs, social marketing, creative and sustainability units. Ogilvy/West offices in Los Angeles, San Francisco and Denver are also on call.

West

Grayling, San Francisco/Unisys Corp., IT and services, as AOR for corporate PR in the US. Lewis PR previously handled the business. Grayling gets a three-year pact. Unisys chief marketing and strategy officer Quincy Allen said the firm showed a strong understanding of the company, the changing media market, and "trends that are reshaping the way organizations buy and deliver IT services to their end users. The work includes brand positioning and reputation management, data-driven media and social media programs, and thought leadership efforts.

New York Area

Hanna Lee Communications, New York/PAMA

Pomegranate Liqueur, as AOR for a second year. The account includes national trade and consumer media relations, event marketing, mixology community outreach and a cocktail competition, as well as digital and social media strategy consulting.

KCSA Strategic Communications, New York/SMTF, email delivery services, for a strategic IR program.

The company recently "uplisted" to the Nasdaq.

5W PR, New York/JuveRest, for PR to introduce the Sleep Wrinkle Pillow to combat "sleep wrinkles."

Catalyst Marketing Communications, Stamford, Conn./LaMar Lighting Company, for national trade PR for the Long Island-based maker of fluorescent and LED lighting products.

East

Vitamin, Baltimore/RMF Engineering, Baltimore-based engineering firm with 11 US offices, as AOR for a fourth straight year, covering PR, digital and consulting.

South

Laura Burgess Marketing, New Bern, N.C./Eagle Imports, firearms distributor of brands like Metro Arms, Bersa and Comanche, for PR, ad strategy and emerging media management.

E. Boineau & Company, Charleston, S.C./Thurmond Kirchner Timbes & Yelverton, P.A., law firm, for PR and marketing comms.

Midwest

Jeff Dezen PR, Loves Park, Ill./Serola Biomechanics, as AOR for PR, including brand development, strategic planning and comms. for the maker of a belt to curb back pain for golfers.

NEWS OF SERVICES**PR NEWswire CURBS HIGH SPEED TRADING**

PR Newswire said it will make users of its direct data feed certify that they will not engage in high-speed trading and will advise customers to delay news slated for the market close to wait until after 4 p.m.

The moves were announced April 30 by Attorney General Eric Schneiderman, who has previously lauded moves by Business Wire and Marketwired to stop high-frequency trading. Unlike Business and Marketwired, PRN did not previously sell its direct data feed to high-speed traders.

Schneiderman praised PRN as an "industry leader" for "going the extra mile to ensure its service is not abused."

PRN will advise customers who want to release potentially market-moving news at the closing bell to wait until 4:01 p.m. EST to make sure high-speed traders do not gain a millisecond advantage to trade on the news on the same market day.

CEO Ninan Chacko said the new measures turns its practice into a "more rigorous and formalized" company policy. "Since our inception, we have taken a proactive approach to establishing practices that supply material news to investors and the general public equitably," he said.

Business Wire in February stopped licensing its direct feeds to high-frequency traders after the *Wall Street Journal* highlighted the practice in a Feb. 7 piece. Marketwired followed suit in March.

CISION Q1 REV FLAT AMID TAKEOVER BATTLE

Amid a takeover battle, Cision on April 29 reported first quarter revenue was flat at 206M krona (\$31.6M) while net profit jumped 84% over a year earlier to around \$1.7M.

Peter Granat, CEO of the Sweden-based PR software provider, said business is "stabilized," adding that investments in sales and marketing this year should fuel organic growth. While growth of its CisionPoint platform showed "momentum," Granat cited challenges from a declining US broadcast business and its Canadian business, which is not yet a "digital first" business.

North American revenue slipped 1.9% to around \$23.6M, as currency effects and declining broadcast and monitoring revenue were a drag on stable subscription PR revenues. Layoffs and closure of small offices resulted in a hit of about \$460K during the period.

Cision had 963 employees through the first quarter, down 17% from December 31.

Granat said the Chicago private equity unit Blue Canyon Holdings – which acquired Vocus this month -- has acquired 71.9% of the company's shares and votes as of April 25, pegging Cision's value at around 909M krona (\$140M).

Blue Canyon is competing with Cision rival Meltwater News, which has a 63 krona-per-share tender offer open through May 27. That offer is contingent on acceptance of 70% of shares.

Cision's European business was up 7.7% to around \$8.6M on solid subscription revenue growth from Germany, Portugal and the Nordic countries, in particular.

PEOPLE**Joined**

Catrell Brown, who handled communications for the Executive Leadership, to The Export-Import Bank of the United States, Washington, D.C., as VP for public affairs. Matt Bevins joins from the Dept. of the Treasury as a senior communications advisor. The Ex-Im Bank faces a Congressional battle over reauthorization. Bank chairman Fred Hochberg said the PR hires "will help the Bank better communicate its mission, which in turn will help the Bank reach more exporters and create more U.S. jobs."

Necole Merritt, who led marketing and communications for Atlanta's Morehouse School of Medicine, has moved to nuclear energy giant Entergy in New Orleans as group VP of corporate communications. She fills a post vacated in February by Toni Beck, who is VP of communications and community relations for Waste Management. Merritt becomes a corporate officer of Entergy, leading internal and external communications. Prior to three years at Morehouse, she was chief communications officer and corporate VP of public affairs for cable provider Cox Communications. Previous stints included BellSouth, AT&T, GM and its Saturn unit. Entergy, with annual revenues around \$11B, serves 2.8M customers in Arkansas, Louisiana, Mississippi and Texas. Entergy's VP of nuclear communications, Terry Young, decamped in March for Kansas' Wolf Creek Nuclear Operating Corp.

**Merritt**

Liz Eswein, co-founder of Mobile Media Tech Lab, which helps brands use the photo social network Instagram, to Laundry Service, New York, as head of its new Instagram-focused unit, Cycle.

Promoted

Neil Shapiro to chief operating officer, Intermarket Communications, New York. The former Fox News Channel producer for Neil Cavuto joined in 2000 and became a managing partner last year. He continues to head flagship accounts including Charles Schwab, Nestlé and Keefe, Bruyette & Woods.

Named

David Duckenfield, president of Miami-based Balsera Communications, to deputy assistant secretary for public affairs at the U.S. State Department. Duckenfield, who will head State's US Diplomacy Center and lead its public liaison and domestic outreach efforts, takes up the post on May 5. The fluent Spanish speaker was a member of President Obama's Florida finance committee during the 2008 campaign and helped produce Spanish-language ads. He was also on the 2012 re-election finance team. He joined Balsera in 2007 to create a federal government practice and became a partner a year later. He was director of US Hispanic PR for Yahoo! and senior manager for comms. for NBA Latin America. He was also a Foreign Service officer with the USIA.

**Duckenfield**

PR CAN DEFUSE PRIVACY CLASH - DIAMOND

The "relations" part of PR, which deals with engagement and public dialog, is the special mark of the profession, said Harris Diamond, recipient of the PRSA Foundation's Paladin Award April 30 at New York's Bryant Park Grill.

The former Weber Shandwick CEO said his 25-plus years of PR/PA experience helped him prepare to helm Interpublic's McCann Worldgroup advertising agency flagship.



L-R: Weber Shandwick president Andy Polansky; Interpublic CEO Michael Roth, McCann Worldgroup CEO Harris Diamond, WS chairman Jack Leslie, and PRSA foundation president Lou Capozzi.

Photo: Bruce Wodder

The McCann job provided Diamond the opportunity to understand more deeply why the PR perspective is important in today's world where various marketing disciplines must work together.

Marketers need to find out everything they can about consumers, according to Diamond: "They need to understand the legislative and regulatory context, as well as the specifics of purchasing behavior, because consumer brand considerations now entail corporate, social, political and ethical ones as well."

Clients must reach people across multiple platforms, both digital and otherwise, that are coordinated and collaborative reinforced, he said.

To Diamond, "the imperative to deliver thinking in a more integrated way is key to the success for all in the marketing services sphere."

He noted that many brand discussions begin with what can be said, even before crafting what will be said.

"This is something about the PR background that enables you to think beyond and more broadly than selling a product, to take a look and understand the corporate and marketing relevance of the issues that society is debating -- issues ranging from genetically modified foods, to ingredients in packages to when it is even appropriate to advertise or what is appropriate to advertise," he said.

PR people must concentrate all their mediating skills and work closely with marketing, corporate and advertising communications partners, he said.

Weber Shandwick CEO Andy Polansky introduced Diamond, chronicling Diamond's career that began as a peanut vendor at Yankee Stadium. Full story at <http://bit.ly/1juGvKk>.

ESTEE LAUDER TAPS GIGLIO FOR GLOBAL PR

Christopher Giglio, a corporate and agency pro most recently executive VP of corporate and crisis communications for HL Group, has moved to The Estée Lauder Companies, New York, as VP of corporate global communications.

Giglio works under EVP/global comms. Alexandra Trower and will focus on the publicly traded cosmetics and beauty company's global reputation.

He was previously a director stationed in the Middle East and Asia at crisis and investigative giant Kroll Associates. After Kroll, he was an investigative producer for NBC News and staffer at Rubenstein Associates.

In addition to the flagship Estée Lauder brand, EL includes Clinique, Aramis and MAC, among other brands. Estée Lauder in September brought in Pamela Gill Alabaster from L'Oreal to create a corporate responsibility function.



Giglio

LIBERTY MUSEUM SEEKS NAT'L AUDIENCE

The National Liberty Museum in Philadelphia wants to hear from firms to guide marketing and communications as it looks to build a national audience.

The museum, founded by publishing magnate Irvin Borowsky in 2000, wants to reach opinion leaders, teachers, parents and the general public, pitching the institution as a "national thought leader on liberty." It wants to boost both visits to the facility, as well as online traffic to its educational resources developed under a grant by the John Templeton Foundation.

An agency will be expected to develop a 21-month campaign slated to begin in June.

Proposals are due May 16.

RFP: <http://bit.ly/1kF4mVI>.



EDELMAN UPS COHAN TO NY PRESIDENT

Jennifer Cohan takes the president of Edelman's flagship New York office on July 1, taking over duties of Russell Dubner, who was named CEO Edelman US with this month's exit of Mark Hass, one-time CEO of Manning, Selvage & Lee. She's in charge of Edelman's global consumer marketing practice, which employs more than 1,000 professionals and generates 25 percent of overall fees.

Cohan shepherded Edelman's "brandshare" study of how people relate to brands.

Prior to the independent firm, Cohan was managing director in Interpublic's GolinHarris' office in New York office and deputy managing of WPP's Cohn & Wolfe in London.

Edelman is looking for a replacement for Cohan to helm the consumer goods unit.

Two elite, secretive PR groups are meeting in June--PR Seminar June 1-4 at a swanky Charlotte, N.C., resort, and PRSA chapter, district and section leaders in New York June 13-14.

About 200 corporate and agency PR executives and their spouses/companions will gather at the Ballantyne Hotel & Lodge in Charlotte for the 63rd annual Seminar whose speakers include Brian Moynihan, CEO of Bank of America, Gregory Page, executive chair, Cargill, and Bob Johnson, founder and chair, RLJ Cos., described by Wikipedia as "America's first black billionaire." He founded Black Entertainment TV which he sold to Viacom in 2001.

The Ballantyne, a "Luxury Collection Hotel," offers guests "elegantly appointed rooms and suites and resort-style amenities such as a luxurious spa, salon, indoor pools, seasonal outdoor pool, tennis, fitness, and a championship PGA golf course." Rooms range from \$299 to \$699 nightly.

Seminar registration is about \$3,500 per member and about 150 will attend. Costs for room, travel/meals, golf and tennis are at least another \$2,500 per couple or individual member, bringing total cost of the four days close to \$1 million. Betty Hudson, XVP, communications, National Geographic Society, is 2014 program chair. A 30-member committee, which includes about 20 from the Arthur W. Page Society, prepares the program. Assn. Mgmt. Services, Pasadena, Calif., handles the 501/c/3 (educational/charitable) corporation, the same status as Page. Net assets as of 12/31/12 were \$786,163.

Although it has used the term "Seminar" to describe itself since 2007, its 990 tax return (EIN: 41-1838593) is for "Public Relations Seminar" and its statement of program services says it's devoted to improving "professionalism and business conditions in the area of PR," helps members to meet the "PR needs" of employers and clients, and "fosters the acquaintanceship of leading PR practitioners who are advancing enlightened PR and practice in the business sector."

Working Press Barred

All proceedings are off-the record and participants, including journalists (the few who may be invited as speakers) are sworn to silence. No texts are ever published by the group whose members profess high loyalty and cooperation with each other. No major news medium has ever mentioned the existence of Seminar although more than 25 editors and publishers of such media have attended over the years.

The Seminar website boasts of major national journalists speaking at past sessions including Lionel Barber, *Financial Times*; Maria Bartiromo, CNBC; Tom Brokaw, NBC News; Dan Doctoroff, Bloomberg LP; Jeff Greenfield, PBS Yahoo! News, and Paul Steiger, *The Wall Street Journal*.

However, national journalists have mostly avoided the meeting in recent years following criticism that attending it and not reporting on it was unethical.

One speaker this year is George Noory, host of the

late night talk show "Coast to Coast AM," whose topics include the paranormal, time travel, UFOs, alien abductions and "strange occurrences." His topic is "Conspiracy Theories or Paranoia?"

Other speakers include Bill Adair, founder and editor of Politifact, Pulitzer Prize-winning website of the *Tampa Bay Times*, and David Pogue of Yahoo! Tech, who was a *New York Times* columnist for 13 years until last October when he joined Yahoo!

Seminarians interact all year long "as an informal network for the exchange of ideas, fellowship, information and best practices," says the website. It adds: "In fact, when fellow Seminarians contact each other, we make it a point to get back to each other within 24 hours. The relationships created among leaders within The Seminar truly last a lifetime."

PR Society Picks Up Check

While the Seminarians and/or their companies pick up the checks for that meeting, the 134 invitees to the "Leadership Rally" of the PR Society have most or all of their expenses paid by the Society itself or their chapters, sections, or districts.

The June 13-14 (Fri./Sat.) meeting comes one day after the Silver Anvils evening and is timed to boost attendance at that event. The 110 chapter presidents, 14 section heads and 10 district heads each receives \$550 from national to help defray expenses.

They are also treated to a Friday night dinner at a Class A restaurant plus two breakfasts and two lunches, raising total Society costs to at least \$750 each. Staff time and rental of hotel facilities can boost the cost for the weekend to as high as \$135K, John Colletti, previous CFO at the Society, had told a teleconference.

The cost of such a meeting appears to be of no concern now but in 1986, when the Spring Assembly was permanently cancelled, the cost of the meeting was given as the chief reason for ditching it.

Dissidents said the real reason was punishment by the staff/leaders for proposing that Society h.q. leave New York. The board had sought such proposals because the midtown lease was up in April 1987 and seven chapters made extensive presentations, claiming huge savings could be made in office and employment costs.

Staff threatened to quit en masse if such a move took place. The site relocation committee said no move could be made from New York because replacing 40 staffers would cost \$200K in recruitment costs. Dissidents argued that the board did not come up with projected costs for staying in New York. Occupancy costs are currently about \$800K annually or about \$36 per sq. ft. for 22,000 sq. ft. Costs of the staff, which is almost 100% non-PR people, is about \$5 million yearly.

The 450-member Houston chapter led a mini-revolt against national in 1985. Its board voted to withhold national dues until more information about the Society's finances was disclosed. The national board, ignoring the Assembly, voted at its meeting August 16, 1985 to keep h.q. in New York.

— **Jack O'Dwyer**