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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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PUBLIX SHOPS FOR PR

Publix Super Markets, which is the No. 1 employee-owned supermarket chain, is circulating a request for information as it evaluates the need for a PR/crisis management and breach response planning partner.

Founded in 1930, the Lakeland, FL-based firm chalked up \$28.9B in 2013 sales.



The company enjoyed a 6.6 percent hike in Q2 sales to \$7.5B, but only a 0.8 percent profit jump to \$404M.

Publix employs about 170K in its 1,082 southeast locations from Tennessee to Florida.

The Sunshine State, with 754 stores, is its No. 1 market. Georgia follows with 181 stores.

NM HEALTH EXCHANGE SPLITS WITH AGENCY

New Mexico's health insurance exchange has split with Milwaukee's BVK and put its marketing and communications pact out for bid.

The board of the New Mexico Health Insurance Exchange said Sept. 26 that it was not satisfied with the results of its initial \$7M PR and advertising push, noting only 10-30% of its target audience recalled hearing about the exchange.

BVK said in a statement today that it will not take part in the review, despite an invitation from the exchange's board. The agency noted the board voted in July to renew the \$6.2M pact through 2015.

"Despite our decision to not pursue the ongoing work we remain supportive of the organization and believe in the importance of the ACA mission to provide access to affordable health insurance coverage for all," said BVK managing director Joel English.

BVK noted that despite "major unforeseen obstacles" like nationwide delays and problems with Health-care.gov the agency helped the exchange sign up 200K previously uninsured New Mexicans. "We are incredibly proud of the work done and results achieved on behalf of NMHIX," said English.

NMHIX is taking pitches until Oct. 8.



H+K US/CEO WEITZ TO AON

Andy Weitz, president and CEO for Hill+Knowlton Strategies in the US, is moving to London-based insurance giant Aon, an H+K client, as senior VP of global marketing and communications.

The 37-year-old Weitz takes up a newly created role on Oct. 1 to lead corporate comms. and citizenship, as well as marketing strategy under chief marketing and communications officer Phil Clement.



Weitz

He spent the last six years at Public Strategies and H+K, which were merged by WPP in 2010, taking the US president title last year when Dan Bartlett left for Walmart. Earlier, he worked in the insurance sector at Trilogy and Marsh, including as president of InsuranceOrder.com, which was acquired by Marsh. He also worked on Capitol Hill for Sen. Bob Kerrey (D-Neb.).

Aon posted 2013 revenue of \$11.8B.

Michael Coates is president/CEO for the Americas region at H+K.

DOWIE RETURNS TO PR SERVICE

Doug Dowie, the ex-FleishmanHillard executive who went to federal prison in 2011 on charges of overcharging the Los Angeles Dept. of Water Power, is back in the PR game with Evolution Communications in LA.

"After my much-delayed two-year sabbatical, I've been free for a year, working nearly full-time for U.S.VETS, the nation's largest nonprofit devoted to homeless and at-risk veterans, but I've been encouraged by a lot people to expand my horizons with Evolution," he told *O'Dwyer's*.

In introducing Evolution, Dowie pokes fun of the much-used "disruption" term, posting in a "chaotic media environment where disruption is considered an achievement, there is no substitute for experience."

Dowie, a decorated Marine Corps vet who served in Vietnam, has 35 years of PA experience and is a former managing editor of the *LA Daily News*. He began his career as reporter for California Public Radio and left FH as senior VP & LA/GM slot after a 14-year stint at the firm.

Just prior to FH, Dowie was senior aide to California State Assemblyman Richard Katz.

Bill Knoedelseder, ex-staff writer at the *Los Angeles Times*, Bill Bucy, former UPI San Francisco bureau chief, and Ninon Aprea, daughter of legendary California lawmaker George Zenovich and ex-VP at green energy company Railscout, join Dowie at Evolution (www.evocomllc.com).

SEAWORLD HOOKS VAN SCOYOC

SeaWorld, which has been battling continued fallout from CNN's "Blackfish" documentary, has hired Van Scoyoc Assocs. to deal with issues related to the display, research and public education issues involving whales.

The San Diego-based theme park operator on Aug. 13 attributed a drop in second-quarter park attendance on "pressures related to recent media attention surrounding proposed legislation" in California.

That measure, which would have phased out killer whale shows, has been put on hold.

SeaWorld, on Aug. 15, announced plans for a one-of-a-kind whale environment that would greatly expand tank space and give visitors "close and personal encounters" with the mammals.

The facility will open in SeaWorld San Diego in 2018 trailed by similar units in Orlando and San Antonio.

The company also unveiled a \$10M program to study threats to killer whales at sea.

SeaWorld spent \$620,000 in federal lobbying outlays during the year ended March 31.

OB-C Group, the firm founded by Democratic heavyweight Lawrence O'Brien III, receives a \$40K monthly retainer from SeaWorld.



NORFOLK WANTS PR FOR NAUTICUS CENTER

The City of Norfolk has issued an RFP for branding, image-building and visitation strategies on an as-needed basis for its Nauticus interactive science and technology center.

Nauticus explores naval and economic power of the sea. It's home of the Battleship Wisconsin, US Navy-operated Hampton Roads Naval Museum, traveling exhibits, sharks and a giant screen for HD films.



The Virginia city hosts Naval Station Norfolk, which supports forces in the US Fleet Forces Command covering military activity in the Atlantic Ocean, Mediterranean and Indian Ocean.

Currently, Nauticus is featuring "Guns, Sweat, and Gears: Anatomy of a Battleship" to showcase guns, equipment and crew mementos from the Wisconsin.

Norfolk is looking for a local marketing firm with a "intimate understanding of the unique marketing and advertising environment of a metropolitan museum."

The contract will be for one base year with three one-year renewal options.

The RFP closes Oct. 22.

Danny Hawk, of the city's Office of the Purchasing Agent, is handling the proposal.

RFP: <http://1.usa.gov/1rROI87>.

HEENAN GRADUATES HARVARD FOR GATES

Christine Heenan, Harvard's VP-public affairs/communications, is leaving in February for a senior communications adviser slot at the Bill & Melinda Gates Foundation. Heenan joined Harvard in 2008 from the Clarendon Group, which was her own PR/government relations shop.

Earlier she was director of community/government relations at Brown and senior policy analyst at President Clinton's White House Domestic Policy Council staff.

Harvard president Drew Faust told the *Harvard Gazette* the university benefitting from Heenan's "remarkable strategic sense and energetic leadership."

According to Faust, Heenan guided Harvard's "communications ambitiously forward into the digital age, overseen the transformation of the Harvard Gazette, strengthened essential relationships with communities and vigorously advanced the interests of higher education and research in Washington and beyond."

Faust said a search for Heenan's replacement has begun. Heenan will continue in a part-time role at Harvard through the end of the academic year.

UAE GETS CREATIVE WITH KEMP GOLDBERG

The United Arab Emirates is paying Kemp Goldberg Partners \$180K for a four-month project for strategic thinking, print/digital creative, website design, branding film and media buying services.

The Portland, ME-based PR shop is working under a subcontract with The Harbour Group, holder of the master pact that generated nearly \$5M for fees/expenses for the six-month period ended March 14.

The UAE, which is known as "Little Sparta" in defense circles for its outsized military strength, has enthusiastically backed President Obama's decision to bomb Islamic State targets in Syria.

It made news on Sept. 25 when the UAE's Mariam al-Mansouri became the first Gulf State Arab woman to lead a fighter squadron during a bombing run.

Kemp Goldberg has an office in DC. Chris Philbrook heads the firm's PA practice.

MARYLAND COLLEGE SEEKS PR EDUCATION

Public liberal arts institution St. Mary's College of Maryland has cast a net for PR proposals to boost its outreach and "presence."

The 1,900-undergraduate, secular school wants a firm to advise on the structuring and build-out of its marketing and PR department, guide proactive PR and communications counsel, and identify key audiences and stakeholders.

St. Mary's' marketing materials note its consistent ranking as a top public liberal arts college -- No. 5 among "Top Public Schools" by *US News & World Report* in 2014 -- and the *Washington Post's* designation as "a place to get an Ivy League education at a public school price."

The college named Dr. Tuajuanda Jordan as its seventh president in October. The resulting PR contract will stretch from four to six months.

Proposals are due Oct. 21. RFP: <http://bit.ly/1COWkDN>.

NY TIMES AXES 100 NEWSROOM STAFFERS

The *New York Times* is axing about 100 newsroom employees—7.5 percent of staff—via buyouts and layoffs in a bid to cut costs and free funds to invest in digital operations, according to a Securities and Exchange Commission filing.

In a “Dear Colleagues” letter from publisher Arthur “Pinch” Sulzberger and CEO Mark Thompson, they claim the cuts are necessary to “safeguard the long-term profitability of the Times, not because of any short-term business difficulties.”

Executive editor Dean Baquet in a separate note wrote: “I will use this as an opportunity to seriously reconsider some of what we do—from the number of sections we produce to the amount we spend on freelance talent.”

The Times Co. expects third-quarter and full-year profitability to be below last year. “It’s a reminder that the combination of the continuing secular pressure on our high print margin advertising revenue and the need for investment in the future is impacting our profitability and this is the reason we are now focused on cutting our costs,” the duo wrote.

The cutbacks exclude “critical areas like digital technology and core products.” The company plans to invest in mobile, audience development, digital products, advertising and “targeted areas of print.”

Sulzberger and Thompson also announced the death of NYT Opinion. The app, they say, “attracted early passionate loyalists and it broke new ground for The Times in the curation of the rest of the web.”

However, Opinion “hasn’t attracted the kind of new audience it would need to be truly scalable. So we decided to sunset the app, though we will continue to sell access to the Opinion section of the web site as a separate subscription offer.”

Sulzberger and Thompson had good news of the reception of the company’s Cooking app. “Just two weeks after its official launch, the product had more than 1M unique visitors—a stunning achievement which bodes very well for Cooking’s future success.”

The management pair emphasized their commitment to build on the talent of journalist and reputation of the NYT. The goal is to make a successful transition from print to a digitally focused business model.

O'SHAUGHNESSY IN GRAHAM PRESIDENT POST

Tim O’Shaughnessy will become president of Graham Holdings Co. on Nov. 3.

He’s co-founder and former CEO of LivingSocial, which grew into a \$2B e-commerce/marketing company, and husband of Laura Graham, daughter of Graham CEO Don Graham.

His job will be to oversee Graham’s investments and acquisitions and devise overall strategy for the company.

CEO Graham said the new hire “will be central to the future of our company.”

**Thompson**

O’Shaughnessy stepped down from Living Social after a seven-year stint.

Graham Holdings is “a difference maker in many people’s lives,” according to O’Shaughnessy, who added: “Its brand and its importance in the community, its treatment of employees, shareholders and customers have all been something people have been able to look at with admiration and strive towards for decades.”

**O'Shaughnessy**

O’Shaughnessy, 32, began his career at AOL. He moved to Revolution Health, where he rose to VP-product development and developed a series of apps for Facebook.

Currently, he is CEO of SocialCode, a social marketing tech company that is part of Graham Holdings, owner of TV stations, Cable ONE, Slate Group, Foreign Policy, Celtic Healthcare and Kaplan education business.

MURDOCH MAKES \$8.7M AT NEWS CORP.

Rupert Murdoch took in \$8.7M in total compensation for fiscal 2014 ended June at News Corp., parent company of the *Wall Street Journal*, *Times of London*, *Sun* and *The Australian*, as executive chairman.

The 83-year-old hauled in \$5M in stock awards, \$2.7M in non-equity incentive plan comp and a \$1M salary. News Corp. did not compensate Murdoch during fiscal 2013, according to its proxy statement for the Nov. 13 annual meeting at Fox Studios in Hollywood.

The board’s compensation committee determined that Murdoch provided leadership that enabled the company’s stock price to rise 21.6 percent. He was cited for growing existing brands and acquisitions of Storyful Ltd. and Harlequin Enterprises Limited. Murdoch also was credited for simplifying the corporate infrastructure by selling Dow Jones Local Media Group and the Community Newspaper Group.

CEO Robert Thomson topped Murdoch’s haul. His total package soared 368 percent from \$2.7M to \$12.5M.

Stock awards totaled \$7.2M. Non-equity incentive comp was \$2.6M and salary equaled \$2M. Thomson received \$314M for the change in pension value and other comp of \$255K. The compensation committee said Thomson provided “exceptional leadership” and “consistent and coherent strategic guidance for investors with an emphasis on globalization and digitalization.” He also introduced new pension schemes, “along with a fundamental change in structure of healthcare packages to reduce short and long-term cost burdens.”

CFO Bedi Agay Singh saw a rise in total comp from \$2.1M to \$5.4M. General counsel Gerson Zweifach earned \$1.5M in salary. Murdoch owns 39.4 percent of News Corp. shares. Southeastern Asset Management has a 12.7 percent, while Saudi Arabia’s Kingdom Holding Co. controls a 6.6 percent stake.

Moves into Real Estate

News Corp. is shelling out \$950M in cash to acquire Move Inc., the No. 3 site for property listings in the US.

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MEDIA NEWS

MURDOCH MOVES IN REAL ESTATE (Cont'd from 3)

CEO Thomson says the real estate website fits nicely with the company's core business of newspapers.

The deal gives News Corp. a shot to recapture a chunk of the classified advertising that its print publications lost to cyberspace.

Brokers, banks, agent and individuals spent an estimated \$10B this year to market residential properties.

News Corp. already owns REA Group in Australia, which runs the residential site real.estate.com.au.

Thomson said: "Digital real estate is an important pillar of our global digital strategy. We believe here is a massive market in the US for online real estate revenue and we believe this make is in its early stage of development."

Move trails Zillow and Trulia in the online real estate derby.

They are ironing out a \$2.5B merger deal.

BONNIER BUYS PROMOTION CO. INC.

Specialty publisher Bonnier Corp. has acquired The Promotion Co. Inc.—Family Events to beef up its events capabilities.

"This strategic acquisition will allow Bonnier to extend its high-value enthusiast audience by leveraging robust event opportunities," said Matt Hickman, VP-brand strategies at Bonnier, in announcing the deal.

Promotion Co., which has been in business for 38 years, produces events such as Hot Bike Tour, 4-Wheel Jamboree Nationals, Monster Truck Nationals and Off-Road Expo.

"It's been a great ride these past 38 years - producing top-notch events with a team of professionals, partnering with industry leaders to achieve our joint marketing objectives and having fun doing what I love," said Bruce Hubley, Promotion Co. founder.

Bonnier, which is based in Sweden, own titles such as *Popular Science*, *Saveur*, *Field & Stream*, *American Photo*, *Destination Weddings & Honeymoons*, *Cycle World*, *Working Mother* and *Outdoor Life*.

BULLDOG REPORTER CLOSES AFTER 35 YEARS

Bulldog Reporter, founded in 1979 and which has covered PR and the media for the Infocom Group since 1986, has ceased operations, it was announced by Jim Sinkinson, publisher.

He said that many of the website's key products and services have declined in profitability and it is winding down its relationships with clients and vendors. Legal assistance has been retained to assess options in bringing the business to a close.

Some of the 11 members on the masthead of the publication are in the job market.

Among those listed are Jacques Gautreaux, director of marketing and human resources; Brian Pittman, VP/associate publisher; Richard Carufel, managing editor of Bulldog Reporter's Daily Dog, which was closed several weeks ago; Patrick Thompson, sales manager; Max

Celaya, Evelyn Tabo and Justine Tenzeldam, inside sales consultants; Cindy Levitas, art director; Julia Sewell, web producer, and Evan Raymond, developer.

"While this decision is a bit sad, it is also tinged with great pride," said Sinkinson.

The publisher said the "Bulldog Reporter team served this dynamic industry for 35 exciting years, providing decades of actionable information that encouraged higher standards of performance and superior results."

Inquiries can be made to Sinkinson at 124 Linden st., Oakland, CA 94607.

PR Trade Press Has Shrunk

The PR trade press has been shrinking for many years even as PR jobs have grown from 166,630 in 2004 to 202,530 in 2013, according to the U.S. Bureau of Labor. Jobs in journalism dipped from 52,550 to 43,630.

PR Week/U.S. went monthly in June 2010 and its sister publication in the U.K. went monthly last year.

PR Society of America is gradually converting print runs on its two publications to online-only. New members, numbering about 5,500 yearly, no longer get the print versions. Print circulation of the monthly *Tactics* was 32,000 while *Strategist's* circulation was 22,000.

PR Reporter, a weekly newsletter published since 1958, was purchased by Ragan Communications in 2002 and changed to a monthly. It was folded later that year.

The Ragan Report, previously a weekly NL, went online only in 2008. Ragan now does joint projects with PR Society of America.

PR Quarterly was published for 52 years until 2009. The final 48-page issue in June 2009 had two ads, a page for John Budd's Too Many Geese; Too Few Swans and a quarter page for the Copyright Clearance Center. For many years North American Precis Syndicate was the only steady advertiser.

PRQ was a popular outlet for articles by PR professors, the last issue having five such articles.

PRQ was the second most copied publication after O'Dwyer publications in the infopack service of PRSA that was operated from 1978-1994.

An O'Dwyer expose ended the practice of the Society selling authors' works without their permission.

Reputation Management magazine, a monthly published for most of the 1990s by Paul Holmes, folded after the arrival of *PR Week/U.S.* in 1998.

PR News of Access Intelligence, the oldest PR trade publication, published since 1944, has focused on social media coverage in recent years.

It has a variety of services including operating conferences and conducting award programs. A one-year subscription for 48 issues is \$1,049.



Bulldog's Media Relations Insider newsletter.



NEWS OF PR FIRMS**BERLINROSEN COOKS UP DIGITAL UNIT**

Progressive PR and political shop BerlinRosen Public Affairs has added Obama campaign alum Josh Cook to lead its new digital practice.

Cook takes the title of VP of digital engagement in New York, departing a Washington-based managing director slot at CLS Strategies. He was Pennsylvania digital director for the Obama-Biden re-election in 2012 and handled digital strategy for former Sen. Russ Feingold (D-Wisc.).

BR principal and co-founder Valerie Berlin said the addition of Cook to lead a digital operation lets the firm be a "one-stop-shop" for social media, multimedia and online advertising.

The firm, which made a splash aiding the election of Bill de Blasio as mayor of New York last fall, counts 55 staffers with additional outposts in Washington and Los Angeles. It also advised Cornell University's successful bid for a tech campus in Manhattan and the national fast-food worker strikes in December.

MACKAY TRAVELS TO PORTLAND

UK's Portland has hired David MacKay, a more than 30-year veteran of FleishmanHillard, Hill+Knowlton Strategies, Ketchum and Finn Partners, as general manager-US to oversee its five-year-old New York office and just opened DC outpost.

Tim Allan, an advisor to former Prime Minister Tony Blair, launched Portland in 2001 as a reputation management consultancy.

Portland's 120 staffers represent Barclays, Nestle, Bill and Melinda Gates Foundation, Kofi Anan Foundation and McDonald's.

The firm believes its DC push will bolster its effort to support government entities, NGOs, arts & cultural institutions, foundations and global campaigns.

Qatar on Sept. 15 hired Portland for a \$150K campaign targeted at Congress and federal agencies to improve ties with the US.

STRATEGIS GRABS ICM

The Louisville-based consultancy Institute for Crisis Management has been acquired by Strategis Management of Denver.

Strategis chief Deborah Hileman took the titles of president and CEO of ICM.

"I've been affiliated with ICM in many capacities over the past 15 years and I look forward to working more closely with our experienced and talented consulting team," she said.

Staff remains in Louisville but its headquarters operation shifts to Denver.

PR vet Robert Irvine in 1989 founded ICM, which is known for its crisis PR certification training.

BRIEF: Dubai-based marketing group Business to Business Network has added **ComCorp** in France and Singapore's **GetIT Comms** as an associate member and added value associate, respectively. COMCORP works with Cisco, Schneider Electric, Lilly and Ericsson, while GetIT has advised Dimension Data, BT Global Services and StarHub.

NEW ACCOUNTS**CUNARD'S PR SAILS TO MGA MEDIA**

Cunard Line has given North American PR duties to MGA Media, which was founded by Maria Grazia Andriano. Golin is the incumbent.

Andriano had the account when both of them were at Redpoint Marketing PR, where she launched the Queen Victoria. She departed Redpoint in 2010 for Susan Magrino Agency, Andriano Communications and PRCO International. MGA opened in February.

Cunard is preparing for its 175th anniversary in 2015.

MGA began work for Cunard this month with a 10th anniversary celebration for the Queen Mary 2 in Boston Harbor. The New York-based firm is handling Cunard's media relations, brand awareness, events and partnership development.

West

JMPR Public Relations, Woodland Hills,

Calif./McLaren Automotive, British high performance sports car manufacturer, as AOR for North America, including US media relations and strategic brand building counsel. McLaren is preparing to introduce its P13 sports car project and the McLaren P1 GTR in 2015. Wayne Bruce is global comms. director for McLaren.

Southwest

Salt and Company, Austin, Tex./The National

Processed Raspberry Council, for marketing communications, following a competitive pitch. The NPRC, set up in 2013 with federal support, reps growers and processors of red raspberries from domestic and imported sources to promote the benefits of frozen raspberries.

Southeast

Dodge Communications, Atlanta/Advanced ICU Care, telehealth ICU clinical resources, operation and analytic infrastructure for healthcare providers, for strategic PR support aimed to boost national brand awareness and enhance thought leadership within the healthcare sector.

AR|PR, Atlanta/Nuance Communications, speech and language technology for businesses, consumers and healthcare organizations; RazorInsights, healthcare IT; NexDefense, cyber security for automation and control system operators in critical infrastructure and defense facilities; Attentive.ly, customer behavior platform for marketing; InvoiceWare International, Latin America business network; KidsLink, mobile messaging app for moms, and MobileQubes, New-Orleans based startup network of kiosks to rent compact battery "Qubes" for mobile devices.

New York Area

Rubenstein PR, New York/"The Lennon Report," independent film produced by twin brothers Gabriel and Rafael Francisco of Francisco Productions. The feature will begin filming in New York in early November and depicts the night John Lennon was killed.

CRC, New York/Powell & Mahoney, all-natural cocktail mixer brand based in Vermont, and Cookie Lee, 23-year-old direct selling jewelry brand, for consumer PR.

NEWS OF SERVICES**BW MOVES SAN FRAN HQ**

Business Wire has moved its San Francisco co-headquarters, including 150 staffers, into a custom, tech-savvy space at 101 California Street.

The Bay Area outpost is BW's largest office and houses its technology, legal, finance, accounting, licensing, HR, and operations departments, along with a 24/7/365 newsroom.

CEO Cathy Baron Tamraz said the move signifies a new "look-and-feel" of the company, which she described as "cutting edge, news and tech-savvy, and in lockstep with the business trend setters that the Bay Area typifies."

The Berkshire Hathaway-owned BW has been in the Bay Area since 1961.

RUSSIA SOV FUND INVESTS IN LOBBYING

The Russian Direct Investment Fund, which has more than \$10B in assets, has invested \$90K in a two-month effort by Capitol Counsel LLC to educate US Treasury staffers and policymakers about its operation.

The *Financial Times* reported Sept. 21 that RDIV is battling to preserve its goals as relations between Moscow and West plummet.

Russia's sovereign fund has avoided US economic sanctions, though its parent, state-owned VEB, and supervisory board member Sergei Ivanov, who was Vladimir Putin's chief of staff, are on the list.

Capitol Counsel, which is headed by Democratic lobbyist John Raffaelli, is to assist RDIF correct "significantly misstated" press reports, according to the representation agreement.

The letter says RDIF is "committed to international best practices, transparency, corporate governance."

The fund "acts as a co-investor or partners, always as a minority stakeholder, with leading international businesses and sovereign wealth funds."

FT reported that BlackRock, One Equity Partners, Deutsche Bank and Goldman Sachs and are among RDIF partners. RDIF CEO Kirill Dmitriev, who is a former Goldman banker, told the paper: "There are forces in Russia that are good for the world economy. We are one of them."

EX-SENATOR D'AMATO COVERS DC FOR GD

Former New York Senator Al D'Amato is working the Washington beat for General Dynamics regarding defense authorization and appropriations bills.

The Falls Church, VA-based company wrapped up the first-half of the year with a \$71.1B backlog, which was up 27 percent from the March-ended period.

That backlog represents potential contract value of \$99.5B.

The firm recently picked up \$17.8B multi-year contract from the Navy for ten Virginia-class submarines, \$425M pact from the Centers for Medicare & Medicaid Services for contract center services, and \$290M in work from the Army for 93 Stryker double-V-Hulled vehicles and logistical support.

Kraig Siracuse, a Senate aide of D'Amato, also handles the General Dynamics effort.

PEOPLE**Joined**

Dallas Lawrence, who led corporate affairs for toymaker Mattel, has moved to the Rubicon Project, the online advertising technology company, in a top PR role. Lawrence takes the title of SVP and head of corporate communications for Los Angeles-based Rubicon, which went public in a successful IPO in April that raised \$101.5M. He left Mattel in August after a year with the El Segundo-based toy giant. He was chief global strategist for Burson-Marsteller and senior VP for Levick guiding the Washington firm's social and digital media operations. Rubicon posted first quarter revenue of \$23M. James Aldous is director of PR and corporate comms. at Rubicon. Lisa Marie Bongiovanni heads strategic marketing and communications for Mattel.

**Lawrence**

Paul Cordasco, managing director of worldwide marketing and communications, Burson-Marsteller, to PubMatic, New York, as senior director of corporate comms. for the publishing industry advertising platform. He was previously director of marketing for Edelman.

Sheila Green, PR director, Coventures, to The Castle Group, Boston, as VP of PR. She was previously with Solomon McCown and Kortenhaus Comms.

Bridget Morris Stockdale, associate VP, client relations, DDC Advocacy, to The Herald Group, Washington, D.C., as VP of digital. She was previously a senior member and client services director of TIG Global, now part of IT giant MICROS.

**Green**

Ryan Duffy, comms. director and spokesman for Florida House Speaker Will Weatherford, to Hill+Knowlton Strategies, Tallahassee, as a VP. He'll support Florida PA work and work with the firm's national and global PA and corporate comms. operations, as well.

J.T. Anderson, VP, executive creative director, Enlighten, to Edelman, Chicago, as SVP and group creative dir. **Tanya Bennett**, EVP of global brands, Leo Burnett, joins as EVP and head of accounts, digital; **Jim Marcus**, EVP at Avooloo, as SVP and creative dir., as well as interim head of design and creative production, and **Jani Westcott**, VP, creative strategy at Digitas, signs on as SVP and strategic dir., consumer. **Sean Hudgins**, intern, R&J PR, Bridgewater, N.J., joins as an A/C.

Sonal Haladay, A/E, Ruder Finn, to LANE, Portland, Ore., as a senior A/E. **Heather McLendon**, social media and web content coord., Marylhurst Univ., joins as a digital strategist. Also, **Tracy Anderson** and **Claire Castellanos** were promoted to A/D, Rob Bitter to senior A/E, and **Rachael Ka'apu** to A/E.

Promoted

Lisa Wolleon to senior VP, Coyne PR, Parsippany, N.J. She leads accounts including Bimbo Bakeries USA, Pfizer Consumer Healthcare and Egglund's Best.

LEVY TALKS ABOUT ROCKY TIES WITH SORRELL

Publicis Groupe CEO Maurice Levy talked Oct. 2 about his somewhat contentious relationship with WPP chief Martin Sorrell during his lively and informative Advertising Week presentation at Times Center located in the New York Times headquarters building.

The Frenchman joked that he would begin to question his own self-worth in the event the Englishman didn't publicly needle him after he made a speech or did a business deal.

Sorrell took multiple potshots at Publicis/Omnicom's proposed \$35B mega-merger, calling it "clunky," "messy" and questioning whether it was an American or French takeover.

He took a victory lap after the merger fell apart, calling it a case of "eyes bigger than the tummy." He said the purpose of the transaction was "an emotional desire to knock WPP off its perch."

An audience member asked Levy if he thought Sir Martin would be compelled to intervene with a competing bid if Publicis arranged a merger deal with Interpublic.

He responded by saying the biggest difference between himself and Sorrell is that he would never publicly comment about WPP's strategy. "I have a hard enough time focusing on Publicis," he said.

The genesis of the rivalry goes back to the early 1980s when Sorrell and Levy were negotiating a 50/50 deal. After completing due diligence, Sorrell wanted to go forward, but Levy backed out. He told Sorrell that he couldn't go through with it because he had a feeling that the Englishman's 50 percent would have more clout than his 50 percent. The rest is history.

Levy and Sorrell have had lunches and dinners over the years, but a peace treaty has failed to materialize.

When asked to assess his relationship with Sorrell, Levy just sighed. He did it again for emphasis.

The packed house loved it.



Levy

CHARTWELL WORKS TO BOOT ISIS

Chartwell Consultancy has a \$300K agreement with the Governor of the Iraqi province of Ninawah to help him reclaim land now occupied by the Islamic State terrorist organization.

Under the three-month contract, Chartwell will promote Governor Atheel al-Nujaifi's recovery program with the White House, Defense Dept., National Security Council, State Dept. and Congress.

The McLean, VA-based firm will pitch business leaders to an effort to attract investment and commercial development.

Its consulting agreement dated Sept. 16 calls for implementation of a plan for the "creation of an indigenously recruited, multicultural and multi-religious National Guard unit of regimental size" to "participate in the expulsion of foreign forces from Ninawah."

The Governor currently has his office in Erbil, which is the capital of Iraqi Kurdistan.

CHICAGO OPEN SPACE NETWORK EYES PR

The \$179M entity that preserves and works to expand the Chicago's 69,000 acres of forest is looking to grow its PR.

The Forest Preserve District of Cook County released an RFP for media and public relations counsel on a one-year pact capped at \$100K.

The work includes handling media inquiries, guiding proactive PR, developing talking points and media training.

All PR was previously handled in in-house and the Network is in the process of looking for a communications director.

The District is the largest such forest preserve in the US and logs an estimated 40M visits each year.

Proposals are due Oct. 8.

The RFP is available from at cookcountygov.com.

HUTTON SITS IN EDELMAN CONSUMER CHAIR

Michelle Hutton, CEO of Edelman Australia, is shifting to global chair of the independent firm's consumer marketing practice Nov. 1.

She takes over the more than 1,000-member unit from Jennifer Cohan, who was recently upped to New York president.

Based in London, Hutton will report to practices president Ben Boyd.

Hutton oversaw the expansion of Edelman's Melbourne and Sydney offices and acquisition/integration of digital shop Design Royale.

Prior to Edelman, she was CEO of Hill+Knowlton Strategies' Australasia operations and staffer at the Network Communications firm.

Tim Riches, managing director of Designworks, will take over for Hutton in Australia late November.

Consumer marketing is Edelman's largest practice.



Hutton

ICR STEPS UP FOR BOOT BARN'S IPO

Boot Barn, the western footwear retailer that filed Sept. 29 for an initial public offering, is working with ICR for media and investor relations support.

The Irvine, Calif.-based company runs 155 stores across 24 states and does a robust online business, as well, peddling western and work boots. It seeks to raise more than \$86M with a New York Stock Exchange IPO with a goal of expanding to 400 domestic stores and broadening its e-commerce base.

Net sales were \$345.9M on net income of \$5.7M for fiscal 2014.

ICR managing partner Joseph Teklits and senior VPs Anne Rakunas and Alecia Pulman head the Boot Barn work at ICR from Norwalk and New York.

Private equity firm Freeman Spogli & Co. bought Boot Barn in 2011 and will retain a controlling stake.

The company plans to list as "BOOT" on the NYSE.



PR OPINION

Variety's editor Peter Bart has landed another haymaker on PR. It's one of several negative media items confronting the industry as PRSA gears up for its annual conference Oct 11-14 in D.C.

Bart wrote Sept. 30 that, "It's hard to remember a moment when the business of PR looked more off balance, its practices more inept."

A previous Bart column on April 9, 2011 was headlined, "For Publicists, Evasion Overrides Promotion."

Today's publicists, he said, "seem to be locked in their bunkers doing damage control. Their clients want to hide, not hustle. They want protection, not promotion."

What got Bart started on his latest tirade was a story in the *New York Times* Sept. 14 by Christine Haughney on counselor Shelley Spector loaning her Museum of PR to Baruch College, 24 Lexington Ave. at 24th st.

The collection includes 500 books, 100 hours of video interviews and 60 boxes of materials, about 20% of it on Edward Bernays, often called the "father of PR." Spector "is determined to improve the image of her peers," wrote Haughney.

Bad Time to Puff PR, Says Bart

Bart thought this was "an epic display of bad timing" since he feels the industry is experiencing so many miscues including those of the National Football League on player domestic violence; Walmart firing PR head David Tovar; the Obama Administration's "inability to articulate its Mideast policy," and Warner Bros. firing 1,000 but saying it won't be noticeable because those laid off are outside the film and TV production orbit.

Bart's biggest beef against Bernays is that he helped to popularize smoking, especially among women. He positioned it as a "symbol of liberation" for them. Cigarettes were also portrayed as "torches of freedom" in ads.

Lawyers, Marketing Impact Current PR

Others finding problems with PR include Gene Weingarten of the *Washington Post* who has written at least three columns on PR people, one saying they are about as welcome at media as "mosquitoes at a hemophiliacs' picnic."

PR specialists, particularly at PR firms, are doing a land-office business these days getting out client messages on social media and also on traditional media even though the latter is shrinking and is less of an option.

Reporters encounter problems when negative issues crop up. Michael Schubert of Ruder Finn told the PR Society's New York chapter Sept. 8 that lawyers have the final say over what goes into a release or what questions can be answered by PR. PR people are told not to deal with or talk to reporters—they already know too much.

Conference Hotel Emptied 1,500 Rooms

The Washington Marriott Wardman Park hotel, where the Society will meet starting on Saturday, had a giant crisis Saturday, Aug. 30, when an arsonist set seven small fires in stairwells and elsewhere in three buildings, causing the hotel to order people from 1,500 rooms starting at 1 a.m. They were allowed back in their rooms at 3 a.m. but another alarm was sounded and they were again

chased into corridors, ballrooms and outside areas until 8 a.m. Kenneth Benoit, professor of political science at the London School of Economics, who was staying at the hotel, took a picture of a burnt carpet in a hallway. He told the *Washington Post* that "The hotel had been evacuated and everyone was outside. Fire trucks arrived. We had no idea of what was happening."

There was "very poor communication" by hotel management on the middle-of-the-night uproar, wrote Election Law Blog reporter Rick Hasen who was on hand to cover the conference of the American Political Science Assn. Attending were 6,000 people in three separate hotels. Hasen praised police and fire departments and the cleaning and service staff but said the problem was "one of planning and management."

"The evacuation was difficult," he wrote. "We had to evacuate in part through areas with no lighting. There was virtually no communication from the hotel's management for hours as we were kept outside. Then we were given contradictory information."

They were slow to react and did not seem to have good disaster planning in place. Unfortunately, having attended too many meetings of the Assn. of Specialized & Professional Accreditors and the Assn. of American Law Schools at the hotel, this met my expectations of this hotel. Next time I'll stay at the excellent Omni Shoreham."

Marriotts Have No On-Premise PR

The expected 3,000 registrants at the PR Society conference starting on Saturday thus have a recent, real-live "crisis" they can sink their teeth into. Plenty of details are available on the web.

They won't find any PR person at the hotel to talk to. Manager Bill Walsh will be available but his time is limited. He has been helpful to us and is setting up a station in the hotel lobby where O'Dwyer products can be displayed since the Society has refused to rent us space in the exhibit hall.

Mark Indre was quoted as a "hotel spokesman" by the *Washington Post* article on Aug. 30 written by Michael Ruane.

We were able to reach Indre, who is at a corporate site in D.C., by telephone on Saturday, Oct. 4, and had a brief conversation. He did not have time for a number of questions that we have including whether occupants of the hotel had at least one night deducted from their bills.

Corporate PR Is Short-Changed

Ideally, and in years past, Marriott and other organizations would have a PR person with virtually unlimited time and attention for reporters and their questions. The PR people would not wait for us to contact them but had outreach programs that brought them people to the desks of reporters or created numerous other ways for interaction.

David Carr of the *New York Times* wrote: "The modern chief executive lives behind a wall of communications operatives, many of whom ladle out slop meant to obscure rather than reveal."
— Jack O'Dwyer