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O'Dwyer's Newsletter

The Inside News of
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Communications

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NEW ORLEANS SEEKS SOCIAL MEDIA AOR

New Orleans' tourism marketing organization wants to hear from firms to promote the city via social media on a six-figure contract.

The New Orleans Convention and Visitors Bureau and the New Orleans Tourism Marketing Corp., working together as New Orleans Tourism, have released an RFP for social media AOR to play a key role in and complement its overall PR and advertising efforts.



The tourism entities have set a goal to increase visitor spending to \$7B by 2018 and add 33K more jobs in the sector. They envision year-round social media efforts with a heavy emphasis on the cyclical low-occupancy periods of summer, early winter and mid-week year-round.

Budget is set at \$300K for the account.

Current firms on the New Orleans tourism roster include Deveney Communications, FSC Interactive, Community, Dentsu America/360i and Spears Consulting.

Proposals are due Sept. 4. RFP:
<http://odwpr.us/1rdAohd>.

FH GETS \$25M EXTENSION FROM HEALTH EX

FleishmanHillard, which withstood strict scrutiny from the Associated Press this year over its multimillion-dollar PR work with Illinois' health insurance exchange, has received a nine-month, \$25.6M extension.

Get Covered Illinois, under the purview of Gov. Pat Quinn, signed up FH for a new pact that breaks down into \$12.5M for media buys, \$4.7M for direct costs, and \$8.3M for hourly fees.

The Associated Press in June questioned FH's hourly billing rates for the work – dozens of staffers billed at a \$270/hour rate – noting the figures were well above other states' PR rates. The AP said the new contract has tighter controls over who gets the top rate, adding that only five people are authorized for the \$270/hour rate, compared with 24 in the previous contract.

FH's new pact runs through April 2015. The firm's Chicago office picked up the business in 2013 in a 12-agency pitch process. "We are committed to working with the State of Illinois to enroll as many uninsured residents as possible in quality health coverage," the firm said. "Building on the team's experience and successes from year one, we will extend the reach of our statewide, multicultural public education campaign."

WPP PR UNIT SLIPS 4.5% IN HALF

WPP reported a 4.5 percent revenues dip to \$718.9M during the first half for its PR/PA unit that includes Hill+Knowlton Strategies, Burson-Marsteller, RLM Finsbury and Ogilvy.

CEO Martin Sorrell noted the strength of the sterling "ravaged" WPP's revenues and profit numbers on a reported basis.

WPP reported a 2.7 percent growth in revenues to 5.469 pounds during the first-half of 2014. In dollar terms, the ad/PR combine posted an 11.3 percent growth to \$9.1B and a 6.5 percent jump in euros.

The firm's pre-tax profit rose 15 percent to 491M pounds (\$818M).

Sorrell reinforced his message of a "dual focus" for 2014. That strategy is geared to "stronger than competitor" revenue growth and continued emphasis on "balancing net sales growth with headcount increases and improvement in staff costs."

The chief said WPP showed strong growth in Russia during the first-half.

He anticipates facing strong headwinds there for the balance of the year due to US and EU-imposed sanctions for its invasion of Ukraine.

BRUNSWICK SERVES THE KING'S TAX PLAY

Brunswick Group is handling Burger King, majority-owned by Brazil's 3G Capital, in its deal to merge with Canadian institution Tim Hortons.

The deal is the highest profile "inversion" scheme to reduce US federal taxes.

In the event BK has its way, the combination would rank as the globe's No. 3 quick-service restaurant chain with sales of \$22B.

The burger joints and donut shops would operate independently with a corporate shell situated north of the border in charge of support functions.

3G would own a majority stake in the new entity. The private equity firm maintains the top rationale for the hook-up is for Hortons to tap into BK's global marketing savvy to back its international growth.

Brunswick senior partner Steve Lipin and director Radina Russell provide media support to Miami-based BK.

Scott Bonikowsky, senior VP/corporate, PA & government affairs, is their counterpart at Hortons in Oakville (Ontario).



HILLMAN AIDS AC AMID CASINO CLOSINGS

Baltimore-based Hillman Communications is helping the destination marketing organization Atlantic City Alliance respond to a spate of bad PR connected to the closings of three casinos in the New Jersey seaside resort town.

Struggling amid increasing gambling competition from Pennsylvania, Maryland and New York, AC casinos have seen revenue halved in recent years. The billion-dollar Revel casino filed for bankruptcy in July and will close Sept. 2, while longtime AC institutions Showboat and Trump Plaza will close Aug. 31 and Sept. 16, respectively.



"Our role is to help them promote the non-gaming tourism aspects of the destination in an effort to reposition the perception of Atlantic City from a gaming destination to a multi-faceted resort destination," Hillman senior VP Liz Feldman told *O'Dwyer's*. The firm, which has worked with the ACA since 2013, is focused on the Baltimore/DC market as well northern New Jersey, New York and national media in several categories.

Hillman, led by former Trahan, Burden & Charles PR chief Sandy Hillman, has significant gaming/casino PR experience and has worked the \$20M "Do AC" marketing campaign over the past two years.

The ACA is stressing that the difficult period is being met by job redevelopment, tourism promotion and economic development projects aimed to wean the city off its disproportionate reliance on gaming. Free beach concerts by Blake Shelton and Lady Antebellum drew 130K people this summer, while restaurants, nightclubs and beaches are pushed to the forefront of AC's marketing. Mayor Don Guardian said in a statement distributed by ACA that "we still have some difficult waters to navigate."

About 72% of the city's \$3.3B intake is related to gaming.

BOTT BOLTS TO MWW

Nicole Bott, who was senior manager/client relationships at Peppercomm, is now at MWW in the corporate communications practice in its New York outpost.

The 10-year-plus PR veteran has worked in the financial services, crisis, consumer, technology and sports sectors.

Prior to Peppercomm, Bott was VP at Linden Alschuler & Kaplan handling M&As, transportation and real estate clients.

The Jersey-based independent firm, which is No. 6 in *O'Dwyer's* rankings with 2013 fees of \$48M, also bolstered its technology offering in San Francisco via the hiring of MDC Partners' Allison + Partners unit's Jessica Church.

She's done PR for Sprint, International Game Technology, Thumbtack, Double Down Interactive as well as for consumer clients Madame Tussauds Museum and Beijing Media Times.

Church also was at Grayling/Atomic PR.

HAWAII TECH INCUBATOR REVIEWS PR

The technology incubator set up by Hawaii to grow that sector of the state's economy is calling for PR proposals to develop and execute a strategic communications plan.

The High Technology Development Corp., set up by the state legislature in 1983, in February installed a new executive director and CEO, Robbie Melton, who led Maryland's tech development entity for the past 10 years. It runs incubators in Maui and Manoa and has released separate RFPs for PR and branding/creative to support its tech incubation, events, and other programs that support manufacturing and alternative energy.

For the PR search, HTDC wants an agency to develop a communications plan, disseminate news, develop speeches and talking points, and coordinate media events and training, among other tasks.

A one-year contract with a six-month option is planned.

Proposals are Sept. 22. View the RFP (PDF).

IR EXEC CHARGED WITH INSIDER TRADING

The Securities and Exchange Commission and federal prosecutors have charged Lippert/Heilshorn & Associates director Michael Lucarelli with insider trading, claiming the veteran IR exec accessed clients' draft press releases and bought and sold shares on the info.

Lucarelli, who was arrested Aug. 26, faces 13 counts of criminal charges related to the trading, which reaped nearly \$1M in illicit gains per the SEC and \$500K according to the US attorney's probe. Both investigations are ongoing.

"As alleged, and despite the well-known parade of convicted insider trading perpetrators over the past several years, Michael Lucarelli was not deterred and violated both his company's policies and his responsibility to its clients by trading on material nonpublic information for his personal financial gain," said Manhattan US Attorney Preet Bharara.

Bharara's office said Lucarelli, in violation of LH&A policy prohibiting staffers from trading in client securities, engaged in the scheme from at least August 2013 through August 2014. Lucarelli, who did not list his employer with his brokers, bought shares of companies that L/H&A was advising in advance of earnings or other significant news and immediately dumped to the stock after the announcements "in order to reap instant profits."

"Employees of investor relations firms have access to sensitive information about their clients, and exploiting that information for personal gain is not an option," SEC New York regional director Andrew Calamari said.

LH&A partner Keith Lippert called the situation "devastating," telling the *Wall Street Journal* that the firm has policies in place to avoid such dealings and that it is cooperating fully with authorities.

Lucarelli has been with the firm for two years, according to his LinkedIn profile, which also lists posts at Allen & Caron and Rubenstein Associates.



Lucarelli

TURNER BROADCASTING WIELDS AX

Time Warner's Turner Broadcasting will extend voluntary exit packages to more than 500 staffers in an event to slash overhead and free up cash needed to bankroll programming and technology.

John Martin, CEO, unveiled a restructuring program in June to combat the dip in ratings.

TBS is the home of CNN, TBS and TNT and is a major contributor to Time Warner's bottom line.

It kicked in \$2.8B of TWC's \$6.8B second-quarter revenues and \$940M of its \$1.6B operating profit.

TB has 13,500 staffers.

BATTER UP AT TRIBUNE

John Batter is joining Tribune Media Co. Sept. 2 as executive VP and CEO of its Gracenote music and content venture. He reports to CEO Peter Liguori.

Most recently, Batter helmed M-GO, the digital movie and TV streaming service joint venture between DreamWorks Animation and Technicolor.

Gracenote's music and video metadata recognition system has descriptions of more than 180 tracks and TV listings in 50 countries.

Liguori believes Batter has "a deep understanding of the business, the emerging platforms and players, and the role metadata has in reimagining entertainment experiences."

Before M-GO, Batter was president of production at DreamWorks Animation and general manager of Electronic Arts' mobile and studio groups.

Tribune's 42 owned and operated TV stations reach 50M US households.

It also runs WGN America, which goes into 72M homes.



Batter

TIME INC. NAMES EDITORS

Hunter Lewis will take the editor job at Time Inc.'s *Cooking Light* magazine effective Sept. 22.

Currently, editor-in-chief of CL's *Southern Living* sister publication, Lewis will take over for Scott Mowbray, who is stepping down as a 17-year Time Inc. stint.

Based in Birmingham, Lewis will report to Sid Evans, group editor.

Evelyn Webster, executive VP, said in a statement that Lewis has a "rich experience spanning both journalism and the culinary world, as well as a profound skill for translating storytelling to digital, social and event platforms."

Lewis, who took the SL slot in 2012, also served as food editor at *Bon Appetit* and kitchen director of *Saveur*.

He collaborated on various cookbooks including Jonathan Waxman's "A Great American Cook" and cooked in Waxman's restaurant in New York City.

He began his journalism career at the *The Herald-Sun* in Durham, NC.

Time Inc. says CL's platforms reach 11M consumers every month.



Lewis

Takes Lump

Nathan Lump is the new editor of *Travel + Leisure*, taking over for Nancy Novogrod, who stepped down after a 20-year-stint at the title.

Since January, Lump worked as director of branded content at Conde Nast. He had been digital director of Conde Nast Traveler.

His return to T+L marks Lump's second tour of duty there. He also led content strategy at JWT and Hill Holliday advertising shops.

Lump's "deep digital knowledge and vast editorial expertise make him the ideal choice to further Travel + Leisure's stature as a powerful multi-platform brand serving customers in print, digital, mobile, video, and events," remarked Webster about Lump's return.

SATIRE SITE 'SORRY' FOR ISIS, BELL POTT STORY

A satirical Middle East website has issued a tongue-in-cheek apology to Bell Pottinger for an article that claimed the UK PR giant had taken on the Islamic State in Iraq and Syria as a client.

The Pan-Arabia Enquirer on Aug. 24 published a brief piece (since removed), "PR Giant Bell Pottinger lands \$10 million Islamic State account," claiming that the firm announced it will "oversee and promote the jihadist group's growing international image." It quoted a BP spokesman as saying, "We've been closely watching ISIS transform into the Islamic State and are now delighted to reveal that we'll be able to use our expertise to help steer this engaging and fast-moving brand onto the next stage of its exciting journey."

The Enquirer posted an apology on Facebook on Aug. 26 (also since removed), noting it took down the Bell Pottinger article after a complaint. "Following on from this, we would like to offer our apologies to PR firm Bell Pottinger for a satirical story that suggested it had won the account to represent the Islamic State," the statement read. "Although the article was entirely in jest, we feel we must apologise for any sully of the name of a company whose standing in the international community is reflected in a client list that has included the likes of Augusto Pinochet and the government of Bahrain. Oh, and the government of Sri Lanka. And [convicted child sex abuser] Rolf Harris."

The Enquirer's website says its stories are "made up," adding, "If you're absolutely outraged by something we've written, do drop us a grammatically questionable message ... and we'll see if we can come to some sort of arrangement..."

Recent headlines from the Enquirer include "UAE to Host World's Most Expensive Ice Bucket Challenge," "Israel Says US Has Right to Defend Itself Against Unarmed Black Teenagers," and "Exploding Anchorman Causes PR Disaster for Al Jazeera America."



MEDIA NEWS**ALIBABA FORTIFIES PR RANKS**

Chinese e-commerce juggernaut Alibaba, slating a large post-Labor Day initial public offering, has fortified its global communications ranks with a trio of execs, including former *New York Times* and *Wall Street Journal* PR chief Bob Christie.

Christie, who left the top corporate communications post at the Times in 2013 as his job was eliminated, joins Hangzhou-based Alibaba as VP of international media in San Francisco. The former VP of comms. at Dow Jones and managing director for Burson-Marsteller reports to Alibaba head of international corporate affairs Jim Wilkinson, a Brunswick Group and PepsiCo alum.

**Christie**

Alibaba is set to go public this fall in an IPO potentially worth more than \$16B and aims to challenge Amazon and eBay on the e-commerce front.

In addition to Christie, the company has added Visa exec Jennifer Kuperman as VP of strategy and planning and lead international strategic communications efforts. Kuperman, a former management consultant, was SVP and head of corporate marketing and reputation for Visa and chief of staff to its CEO.

**Kuperman**

Alibaba also signed on Brunswick Group's Greg Jenkins, a former Fox News Channel producer, as director on its global corporate affairs team.

All of the new hires report to Wilkinson.

Ashley Zandy, who left Facebook in 2013 to head corporate and financial communications for Alibaba in the US, returned to Facebook this month in a

London-based corporate comms. role.

Brunswick, Sard Verbinnnen & Co and Hill+Knowlton Strategies are on Alibaba's PR agency roster.

CLINTON PRESS SECS WERE TOP DODGERS

Clinton administration spokesmen, led by White House staffer turned TV host George Stephanopoulos, were the top dodgers among White House press secretaries over the past 21 years, according to an analysis by BuzzFeed.

The news site said it looked at more than 5,000 press briefings to flag "weasel phrases" like "I can't comment on" or "I'm not aware" for its review.

Stephanopoulos, a frequent press briefer although he never held the press secretary title, used the most "weasel phrases" per 1,000 words (12.5) in dealing with reporters, followed closely by Clinton press secretaries Dee Dee Myers (11), Jake Siewert (10.9) and Joe Lockhart (8.2).

Press secretaries have said the phrase "I don't know" almost 10,000 times over the past 21 years, the most common response.

President Barack Obama's trusted PR hand Robert Gibbs followed (7.7) ahead of Bush administration press secretaries Tony Snow (7.2) and Dana Perino (7.1).

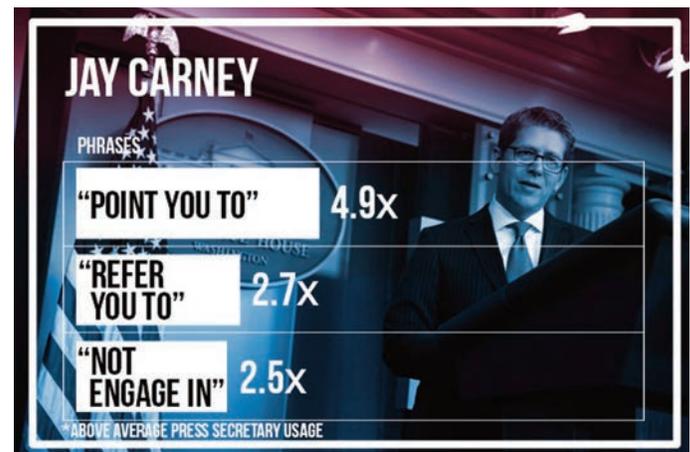
Current press secretary Josh Earnest was second to last (4.6) ahead of Bush's first spokesman, Ari Fleischer

(3.4). BF's John Telson press secretaries gradually became more evasive from 2001-09, while the trend reversed in the Obama administration as spokesmen have become more direct.

Read the full analysis and each press secretaries' go-to phrases at BuzzFeed.com.



Most of the former White House spokespersons now work in PR with the exceptions of the late Tony Snow, who died in 2008, ABC News anchor Stephanoloulos, former Burson-Marsteller exec Dana Perino, now a Fox News pundit, and Obama alum Jay Carney, who has not yet taken a new job since stepping down this year.



Current posts include Goldman Sachs (Siewert), Warner Bros. (Myers), Glover Park Group (Lockhart), Seattle University (Scott McClellan), Public Strategies Washington (Mike McCurry) and Incite Agency (Gibbs). Fleischer heads his own sports-focused PR shop.

GC LINES UP JUNKETS TO JAPAN

Global Communicators is courting U.S. and Canadian journalists through March for trips to Japan as part of that country's Ministry of Foreign Affairs' foreign press visitation program.

Jim Harff's firm is doing that work as a subcontractor for Kreab Gavin Anderson's Tokyo outpost.

Jonathan Kushner, KGA managing partner for Japan, oversees GC's work. Omnicom owns KGA.

GC is to identify relevant reporters and prepare a target media list.

NEWS OF PR FIRMS**HERTZ SHORES UP PR AMID FINANCIAL WOES**

Rent-a-car institution Hertz has moved to calm shareholders as activists swirl amid a review and restatement of financial results and a profit warning.

Joele Frank, Wilkinson Brimmer Katcher is bolstering the \$18B Naples, Fla.-based company's communications, led by executive VP of corporate affairs and communications Richard Broome. Broome has told media that the company has a long-standing policy not to comment on communications with shareholders, but Hertz released a statement Aug. 20 aimed at the group.

"The Hertz board and leadership team value the views of all Hertz shareholders and welcome a constructive dialogue with them," the company said, pointing to its "solid foundation" and \$1B share repurchase program, among other efforts. "All of us at Hertz are focused on addressing the company's recent challenges."

Among the investors calling for changes at Hertz is Carl Icahn, who reported an 8.5% stake in the company on Aug. 20. The *New York Times* noted he is one of a "gaggle of activists now in the stock." Other investors, including hedge fund Fir Tree Partners, want CEO Mark Frissora bounced.

Joele Frank signed on earlier this year to aid Hertz in its planned \$2.5B spinoff of its rental equipment unit. The firm worked with rival Avis in 2010 as it battled Hertz to acquire Dollar Thrifty, a showdown that Hertz won. Barrett Golden, partner at Joele Frank, leads the Hertz account.

Hertz said in June it would restate its 2011 results and look into 2012 and 2013 as accounting woes widened.

TEXAS REVIEWS CHINESE TOURISM PR

The Lone Star State is on the hunt for PR agency help to lure Chinese tourists.

Texas has cast an RFP to guide media relations (consumer and trade), support marketing programs and generally promote the state in the Chinese-speaking Asia markets region.

Texas earlier this month released RFPs for Europe and Asia markets. Weber Shandwick, which handles the Asia account, also currently represents the state in China.

Proposals are due Sept. 15. RFP:
<http://odwpr.us/1qlstyn>.

RWANDA EYES WINNING STRATEGY IN DC

The Rwanda Development Board has hired Winning Strategies Washington for a \$180K one-year campaign to engage DC officials on "issues related to US-Africa policy/trade matters" and to further its political relationship with this country.

Rwanda President Paul Kagame was among leaders to attend the US-Africa Summit earlier this month in Washington.

In power for the past 14 years, Kagame scores high marks from leading Rwanda from the depths of its 1994 genocide, which resulted in the murder of 700K people, and spurring economic growth.

Transparency International, which studied Rwanda's financial management and monetary policy, rated the nation "one of the cleanest countries in Sub-Sahara Africa."

NEW ACCOUNTS**New York Area**

Coyne PR, Parsippany, N.J./Beam Suntory Inc.'s portfolio of tequila brands, including Sauza, Hornitos and the newly launched Sauza 901. Coyne has handled the company's Skinnygirl Cocktails for the past two years. The account covers media relations, product launches, events, spokesperson management and influencer campaigns. Coyne recently launched Sauza 901, Hornitos Black Barrel and Sauza Sparkling Margarita Watermelon, in addition to promoting Sauza's "Make It With a Cowboy" ad campaign.

MWW, East Rutherford, N.J./Red Lobster, for PR following the casual dining chain's \$2.1B sale by Darden Restaurants to Golden Gate Capital. Edelman previously handled the account. MWW picked up the business, which covers corporate comms. executive visibility, issues management and brand positioning, following an agency search.

NKPR, New York and Toronto/Natural Balance Foods, UK-based snack food producer, for strategic communications to introduce North American media, influencers and consumers to the company and its Eat N?kd bars, which are available via retail sales in Canada and e-commerce in the US. The account includes media relations, strategic partnerships and influencer engagement.

East

PAN Communications, Boston/Falcon Social, enterprise social media management, and 908 Devices, analytical devices for chemical analysis, for PR, including launch of its flagship product, M908, a handheld analysis tool.

People Making Good, Burlington, Vt./Sneakers Bistro and Café, for PR after the Winooski, Vt., restaurant took down a sign reading "Yield for Sneakers Bacon" and the move went viral online.

Midwest

David Aquilina, Minneapolis/IrriGreen, digital technology for lawn irrigation, for PR and media relations. IG's Genius Irrigation System is aimed to save water and installation labor.

Providence Marketing Group, Pepin, Wisc./National Deer Alliance, a new, free membership organization to serve as advocate for deer hunters in the US, as AOR for media relations. The groups says it "fuels the passion for deer hunting and conservation through engagement, fellowship, and education."

Mountain West

202 Communications, Salt Lake City/AVIWest, video contribution systems for live streaming over cellular networks, for media relations and content marketing. Work is focused on AVIWest's Digital Mobile News Gathering uplink system for video professionals in the the broadcast and broadband markets.

West

Finn Partners, Los Angeles/BSH Home Appliances, as AOR for PR, a renewal covering the US-based Bosch and Thermador brands, as well as corporate relations in the US. RF retained the account after a competitive review and has worked with BSH for 11 years. Senior partner Brenda Lynch heads the work. BSH is a unit of Germany's Siemens Hausgerate.

NEWS OF SERVICES**UN TARGETS TERROR VICTIMS**

The United Nations is circulating an "expression of interest" for a firm to conduct a media training program for ten victims of terrorism.

The vendor would design and deliver a training course in communications including "how to communicate with the media, general public, youth and other stakeholders" over a period of 18 months.

The trained people will then be equipped "with the necessary communications skills in preparing and launching campaigns including digital, and strategy and targeted messaging," according to the EOI of Aug. 4.

Among objectives of the project are defining what "can be achieved via communications" and to "establish personalized media campaign and messaging strategy" and "identifying key audiences like vulnerable communities and journalists."

Muhammed Islam at islam21@un.org is contact. He has not yet been reached for comment about the program.

PRSA MAY ALLOW NON-APRs ON BOARD

PRSA's all-accredited leadership, responding to complaints against the APR monopoly on national offices since 1975, may allow two non-APRs on board of 17.

Non-APRs would be allowed to compete for two at-large seats according to a bylaw change announced by PRSA chair Joe Cohen of MWW. Candidates must show leadership posts at the national, chapter or district levels or have 20 years in PR.

The APRs, who comprise only 18% of the current 21,000 members, have again signaled their intent to keep control of the Society for an indefinite period.

They have fought attempts to remove APR from the bylaws since 1999 when that was urged unanimously by the Strategic Planning Committee.

Participation in the APR program is half of what it used to be. New APRs created in 2013 by the eight members of the Universal Accreditation Board totaled 153, down from 167 in 2012, according to UAB chair Bey-Ling Sha, interim director of the School of Journalism and Media Studies, San Diego State University.

Nearly 90% of those passing the computer-administered, multiple-choice test are PR Society members. Only 5% of the questions are on media and no "live" writing is involved at any stage of the process. Fees total \$415.

New PRS APRs averaged 274 from 1993-2002 and dipped to an average of 136 in the nine years ended June 30, 2012.

PRN IN DEAL WITH FOREIGN PRESS ASSN

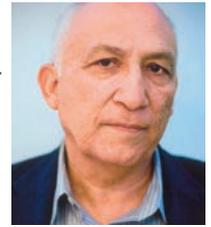
PR Newswire and the Foreign Press Association, which represents foreign correspondents working in the US, have entered a partnership to offer lower cost release distribution to FPA members.

The exclusive partnership also includes co-hosting several events during the year.

FPA president David P. Michaels said the deal "underscores our commitment to not only provide our members with access to news and newsmakers, but to offering services that reflect the needs of media organizations and communications companies."

PEOPLE**Retiring**

John Echeveste, founding partner of 26-year-old Los Angeles-based Hispanic PR firm VPE Tradigital Communications, is retiring. Echeveste takes the reins as CEO of LA Plaza de Cultura y Artes, the three-year-old Mexican-American museum and cultural center in Los Angeles. Patricia Pérez continues to lead VPA as managing partner. "I've had an extraordinary opportunity over the last 26 years to work with a talented group of staff members, clients and colleagues who all share the common commitment to serve the Latino community in a meaningful and respectful way," Echeveste said. "The opportunity to lead LA Plaza represents an exciting new direction in my career to continue my work in advancing the contributions of Hispanic Americans." VPE reps Verizon, Southern California Edison, Disney and the Los Angeles Theatre Center, among others.

**Echeveste****Joined**

Letitia Fecher, senior manager, marketing and comms., United Allergy Services in San Antonio, to Jarrard Phillips Cate & Hancock, Nashville, as a senior advisor. Kendra Rodgers, account group director, ACS Advertising, joins as director of marketing.

Kyle Kappmeier, A/D, MWW, to R&J PR, Bridgewater, N.J., as an A/D. He is a former senior A/E in seven years at R&J.

Mark Cerame, associate partner, brand and interaction planning, Rosetta, to B2B customer engagement firm Point To Point, Cleveland, as VP of engagement and connection strategy. Jennifer Ristic, senior A/D, Airfoil, joins as VP of PR and social media and Reggie Tabora, also a Rosetta alum (group creative director), as interactive creative director.

Julia Gilmour, content strategist for CrowdSource, and recent grad Marilyn Valenzuela to Quillin Advertising, PR & Social Media, Las Vegas, as social media strategist and PR coordinator, respectively.

Lori McQuestion, South Florida radio personality known as "Two Story Lori," to TransMediaGroup, Boca Raton, Fla., as VP of PR.

Promoted

Michael DeVeau to VP, global corporate comms., International Flavors & Fragrances, New York. The former IR manager leads IR, internal comms., PR, media relation and social media for the publicly traded creator of flavors and fragrances used in a variety of consumer products.

Elisia Canna to EVP to lead the expansion of GCI Health's Well Living consumer health specialty in New York. GCI CEO Wendy Lund said the new effort focuses on industry trends and "the fact that so many companies and brands are delving into the wellness space and how best to communicate the most appropriate wellness paths and solutions to enhance consumers' lives." The firm, which said it has hired 35 staffers over the past six months, has also named **Aimee Huss** market leader for Chicago and **Maura Siefring** VP for media initiatives.

US 'BOOTS TO BUSINESS' PUSH SEEKS PR

The US Small Business Administration is in the midst of an agency search to guide marketing and outreach for the Boots to Business Program, a new initiative to help military veterans become entrepreneurs.

The account covers a swatch of communications duties like PSA production, PR, event marketing, social media, research and monitoring.



The Boots to Business push was fully launched in 2013 by the Obama administration under the existing Transition Assistance Program that helps vets acclimate to civilian life. It includes entrepreneurship training and support to the estimated 250,000 service members who transition out of the armed forces every year.

Fifteen percent of all US business owners are said to be vets. There is no incumbent for the communications assignment, which includes a one-year pact with four one-year options.

The SBA released an RFP in early August with a Sept. 3 deadline. Details: <http://odwpr.us/1nut50a>.

STANTON, EDELMAN POLISH BAIN-TOMS DEAL

Stanton PR & Marketing and Edelman worked Bain Capital's acquisition of a 50% stake in socially conscious shoe retailer Toms, announced Aug. 20.

Blake Mycoskie, the trend-setting entrepreneur who founded Toms in 2006, remains with the company in a key role following the Bain deal, although a new CEO will be brought on board. Terms were not disclosed but the acquisition pegs Toms's value at around \$625M.

Toms sells simple footwear and eyeglasses, and donates a pair to an impoverished child for each pair sold, a commitment that has seen more than 25M pairs of shoes and 250K pairs of eyeglasses given away.

Alex Stanton, CEO of Stanton PR, is guiding PR for Bain in the Toms deal. Edelman Financial managing director Lex Suvanto is supporting Toms marketing and communications chief Doug Piwinski.

Mycoskie said the deal will allow Toms to grow faster and expand its social mission more than it could have on its own.

He will donate half of his profits from the Bain deal to a fund for social entrepreneurship and other causes, while Bain is also backing with matching funds a similar charitable endeavor by Mycoskie.

Ryan Cotton, principal at private equity titan Bain, said his firm will support continued growth of the business, which he noted is "synonymous with social responsibility and corporate impact and has demonstrated the power of being an authentic, mission-driven organization."



Mycoskie

PERRY ADDS CRISIS GURU TO LEGAL TEAM

Indicted Texas Gov. Rick Perry has added crisis PR guru Mark Fabiani to his robust legal defense.

"As we move forward to protect the Texas constitution and the First Amendment rights of any governor, I am confident this prosecution will be revealed to be contrary to the law and wholly meritless," Fabiani said in a statement released by Perry's office.



Perry

Perry, a likely presidential candidate, faces two felony counts of coercion of a public official and abuse of official capacity related to him pressuring a local district attorney, who pleaded guilty to drunk driving, to resign. He has orchestrated a forceful PR response to the grand jury indictment, from an Aug. 18 press conference to a smirking mug shot.

Fabiani, who will advise Perry's legal team led by attorney Tony Buzbee, is a partner in the California crisis shop Fabiani & Lehane and previously advised Lance Armstrong, Chipotle and the Sultan of Brunei's hotel group. He is a former crisis manager and spokesman for President Bill Clinton. Fabiani said: "I'm proud to join Gov. Perry's outstanding team which has been assembled to fight back against this attack on the rule of law."

CU BUSINESS SCHOOL REVIEWS PR

The University of Colorado's Leeds School of Business is seeking communications counsel as follows a blueprint to "emerge back on the national agenda as a highly rated and well-recognized business school."

The school, which stresses that it has a set brand identity, is two years into a nine-year "visioning" plan and wants PR help in two key areas. First, to help it refine and better articulate its message, and second, to provide tactical and strategic counsel as it shapes degree and non-degree programs.

A one-year pact capped at \$100K is expected.

Proposals are due Sept. 15.

RFP: <http://odwpr.us/1A1FePF>.

FTI, KEKST IN \$1.4B SALE OF BERLIN

FTI Consulting is guiding communications for Bahrain's Investcorp in its \$1.43B sale of Chicago-based Berlin Packaging to private equity firm Oak Hill Capital.

Kekst and Company reps Oak Hill, while SS|PR works the PR front for Berlin, a 116-year-old maker of glass, metal and plastic packing containers for sectors like chemicals, food/beverage and healthcare.

Oak Hill said Berlin is a "high-caliber business experiencing double-digit growth and targeting a large addressable market opportunity."

Investcorp acquired Berlin in 2007 and saw its growth (organic and through acquisitions) from around \$300M to \$800M in annual revenues.

FTI represents Investcorp in the US, Europe and Mideast.

September is “Ethics Awareness Month” at PR Society of America but undemocratic, anti-media, and anti-informational practices mar the celebration.

Nine members are vying for national posts headed by Mark McClellan of MSLGroup who is seeking to be chair-elect.

Their presentations do not address any of the key issues facing the Society, including its domination since the 1970s by the small group of accredited members.

Ten questions were sent to the candidates by this website in July but the candidates did not even acknowledge receiving them much less answer any of them.

They can be opposed by APR members as write-in candidates until Sept. 11. But it’s hard to run against candidates who won’t address any of the key issues facing the Society. This is not how democracy is supposed to work. The Society espouses “democratic” principles.

The presentation of McClellan shows he is in favor of ethical PR, diversity, social media, measurements of all types, community service, and volunteering for Society posts.

He has nothing to say on such matters as:

- ◆ Removing APR as a condition for national office, a reform sought since 1999.
- ◆ Whether reporters should again be allowed at the Assembly after three years of being barred.
- ◆ Whether the Society should stop booking dues as cash since no other major group does this, i.e., ABA, AMA, AICPA, ASAE, IABC, etc. A CPA in June said the Society’s financial reports are simply “not real.”
- ◆ Whether Assembly delegates should get IRS Form 990 (denied to the last three Assemblies), which shows the pay packages of the top six staffers. Total staff pay is nearly \$6 million of the \$10.9M budget.
- ◆ Whether all reporters and writers can join the Society instead of certain favorites and hundreds of PR pros who are also writers.

McClellan Favors Ethics

“I firmly believe every good PR leader helps advance the state of the profession through their actions by providing a living, ethical guidepost to those who are following in their footsteps and learning from them,” says McClellan’s presentation.

The Society’s Code is even more emphatic about the ethical duties of PR people, saying ethical practice is “the most important obligation” of a member and that the Code is not just for members but “more broadly, the PR profession.”

The Code “sets the industry standard for the professional practice of PR,” it says. “Ethics” and “ethical” appear 12 times on the first page.

What Kind of Ethics Does PRS Practice?

As the industry arbiter of what is ethical, the Society’s behavior should be a beacon of probity, honesty, morality, righteousness, etc.

Its elected leaders and staff should be experts at dealing with the press and a model of openness in all its communications with members and the outside world.

What we get is just about the opposite. Reporters are barred as members, key events such as the Assembly are off limits to the press, and financial information is withheld and/or delayed not only from the press, but also from members.

For the fourth year in a row, the Society is holding up publication of IRS Form 990 that shows the pay packages of the top six staffers (those making \$100K+). The 2013 audit was published in May meaning there is no excuse for sitting on this document except to hide the pay packages and other data not in the audit. Legally the Society can do that by skipping the first deadline of May 15 and filing for “extensions” to Nov.15.

Concealed from the 2013 Assembly was the \$61,222 bonus to CEO Bill Murray that brought his 2012 package to \$423,647, a boost of 12%. Murray quit on Friday, March 7, 2014, effective June 1, giving no explanation except that the decision was made upon “deep reflection.” After five months, the Society does not have a replacement for him.

The 2013 Assembly had boosted his title to CEO from president and COO.

PR/Media Practices on Display

A microcosm of the PR/media world will be on display Sept. 8 when the New York chapter brings together six panelists who will consider whether PR people “practice deception.”

“Join your PR colleagues,” says the chapter website, meaning only PR people will be allowed in the audience—members of a choir sitting in judgment of the choir.

Were this a bona fide event, the audience would include reporters who know whether PR people “practice deception.” The question posed is a “straw man” since PR people can say it is clients and employers who are ultimately responsible for messages they convey.

The session itself is an example of what reporters often experience in dealing with PR—namely, being blocked out.

PR people as of 2013 outnumber the press by a 4.6/1 ratio according to the Dept. of Labor (202,530/43,630).

Chapter Event Could Be Real

The chapter’s event, Monday Sept. 8 at 6:30 p.m. at SUNY, 116 E. 55th st., could be turned from a bogus event that compromises the seven speakers and six sponsors into one that is genuine by opening it to the press and inviting not only PR trade press but Gawker, BuzzFeed, ProPublica, Committee to Protect Journalists, New York members of Investigative Reporters and Editors headed by Sarah Cohen of NYT, Stuart Elliott of NYT, and others.

Panelists are Randy Cohen, former “Ethicist” columnist of NYT; Fran Hawthorne, author of *Ethical Chic* (critiques Starbucks, Apple, etc.); Jacqueline Brevard, ex-chief ethics officer, Merck; Steve Cody, Peppercomm; Doug Simon; Michael Schubert, chief innovation officer, Ruder Finn, and Paul Holmes,

— *Jack O’Dwyer*