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O'Dwyer's Newsletter

The Inside News of
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BRODEUR SUES BLACKBERRY FOR \$700K IN FEES

Brodeur Partners ramped up its PR work in a “make or break” campaign for Blackberry from late 2012 to early 2013, but the 16-year client split with the firm in April and has not paid for \$700K in PR services, according to a suit filed in federal court on Sept. 20.

The PR firm alleges Blackberry, which is going private in a desperate \$4.7B deal announced Sept. 23, induced Brodeur to “work around the clock” without any intent to pay the firm for the extra services and with “knowing intent” to part with the firm after the mobile device pioneer reaped the benefit of the campaign.

The campaign referenced in the suit was supporting the launch of the Blackberry 10 platform and smartphones earlier this year, seen by tech analysts and media as the company’s last chance to return to relevancy in a market now led by Apple, Google, Samsung and others.

Blackberry split with Brodeur in an April 25 letter from senior VP of corporate communications Heidi Davidson thanking the firm for its work, according to the suit. The pact between the parties officially ended June 30, 2013.

The suit claims Brodeur went above and beyond its scope of work for the final campaign, investing firm resources to meet the increased demands and logging thousands of hours of billable time beyond its regular mandate. The work corresponded with reductions in Blackberry’s in-house communications team through terminations and resignations, according to the suit. In all, the firm claims, Brodeur spent more than 3,000 hours of billable time outside of the account’s regular scope worth about \$700K.

Blackberry had not yet been reached about the suit.

Agency Review Amid ‘Exhaustive’ Campaign

Blackberry kicked off a PR agency review for its global account in November 2012 to consolidate its roster in a bid to save money. “Thus, in the middle of its exhaustive work on the BlackBerry 10 launch, Brodeur was asked to simultaneously pitch for Blackberry’s global business going forward,” the suit claims.

Brodeur lost the review and was notified in April, when Blackberry said it was moving its global business to APCO Worldwide.



BANGLADESH DEPLOYS BGR

Bangladesh, which is rocked by violent demonstrations by garment workers seeking pay hikes, has given a six-month PR assignment to Haley’s Barbour’s BGR Government Affairs.

The D.C.-headquartered firm is to handle outreach to the media, academia and key influencers.

An estimated 200K protesters have closed factories and blocked traffic in the quest for an increase in the \$38 per-month minimum wage, which has been in effect since 2010.

Workers are looking for pay increases to \$100 per-month, which is more than twice the \$46 offer made by factory owners.

Bangladesh’s clothing exports have soared 50 percent during the past two years as companies—lured by the low-wage cost structure-- shifted production there from China.

That apparel is sold at retailers including Wal-Mart, Gap, H&M and JCPenney.

The government has deployed paramilitary forces equipped with teargas and rubber bullets in a bid to restore order.

Earlier this year, Bangladesh suffered the collapse of a shoddily built clothing factory that killed more than 1,100 people.

BGR, which receives a \$20K monthly retainer, reports to Bangladesh’s U.S. ambassador, Akramul Qader.

H&K HIRES WEST COAST VET

Hill+Knowlton Strategies has recruited Monica Bouldin, who has more than two decades of PR experience, to oversee its Los Angeles and Irvine offices.

Bill Coletti, global crisis co-chair, has had oversight of those southern California outposts.

Bouldin took the general manager slot at the WPP unit on Sept. 25.

Most recently, she was Edelman Los Angeles’ executive vice president for consumer and multicultural marketing.

Earlier, Bouldin was senior VP/consumer marketing at Ogilvy PR Worldwide and VP/consumer, entertainment, technology at Ruder Finn.

Her PR career began on the staffs of Warner Bros. consumer products at Fox Broadcasting.

Andy Weitz, H&K USA CEO, predicts Bouldin’s “background and presence will be an exciting and energizing addition to the offices.”

KENYA COUNTS ON CLS&A

Kenya, site of the horrific shopping mall terror attack, counts on Omnicom's Chlopak, Leonard, Schechter & Assocs. property for strategic communications in the U.S.

Firm co-founder Peter Schechter heads the campaign, which covers research, messaging, media relations and management of third-party advocacy networks/coalitions.

CLS&A received more than \$630K in fees/expenses from the Kenyans during the year ended April 30, according to federal filings.

The firm contacted reporters (*Washington Post*, ABC, Time, *The Atlantic*), think tanks, Congressional and Kenya's Twitter followers on behalf of the client.

A CLS&A spokesperson said he "preferred not to comment" about the firm's activities during the Westgate Mall showdown.

PODESTA GROUP HANDLES SOMALIA

Somalia is handling Podesta Group under a \$120K one-month pact to communicate its priority issues to the U.S. government decision-makers, members of the policy community and the U.S. press.

The Al-Shabab Somalian militant group took responsibility for the attack on the Westgate Mall in Nairobi, Kenya, that resulted in the deaths of 61 civilians and six security personnel.

That attack by the Al-Qaeda-linked Islamic organization was in retaliation of Kenya's intervention in Somalia's civil war. It led to the ouster of Al-Shabab from Somalia's capital city of Mogadishu.

Kenyan president Uhuru Kenyatta announced Sept. 24 that Kenyan forces retook the mall and "ashamed and defeated" Al-Shabab.

Five militants were killed and 11 were taken hostage. An unknown number of attackers escaped in the chaos of the exiting crowd of shoppers.

NY ROAD RUNNERS GET NEW PR CHIEF

The New York Road Runners, the 55-year-old group that runs the New York Marathon and endured a backlash last year during Hurricane Sandy, has brought in Chris Weiller from the U.S. Fund for UNICEF in a top PR role.

Richard Finn, the group's longtime director of media relations, left in April.

The Road Runners organization was criticized last fall as it attempted to stage its flagship race in the Big Apple amid the devastation of Hurricane Sandy. The New York Times reported in March that in addition to the Sandy PR crisis, the group also faces a test of relevancy amid competition from rival races and runners put off by its entry system.

CEO Mary Wittenberg said Weiller, in a new VP post, will guide media and public relations for the group, its brand initiatives and events.

"Chris understands the power of the intersection of sports, culture, and making a positive difference in communities," she said.

He previously led sports marketing for the U.S. arm of UNICEF. He previously guided marketing and com-

munications for the NBA and its Charlotte Bobcats and New York Knicks franchises.

The ING New York City Marathon is set for Nov. 3, 2013.

BROD HELPS BK SERVE 'SATISFRIES'

Alison Brod PR is guiding Burger King's rollout of Satisfries, reduced fat French fries which debuted last week across the country.

The Miami-based chain is the latest fast-feeder to pitcher healthier food amid America's obesity epidemic. The new fries, which BK says contain 40% less fat because they absorb less oil, were teased with a social media campaign Sept. 20 in New York, Los Angeles and Chicago which had people take photos with eight-foot fries under the hashtag #WTFF.

"We see Satisfries as one of the biggest fast food launches and are excited to bring this great tasting French fry to our guests," said BK North American president Alex Macedo.

Time "Healthland" writer Alexandra Sifferlin said the new fries look and taste just like BK's originals, noting the chain is being careful not to pitch the new fare as "healthy," just "healthier."

Kathie Lee Gifford and Hoda Kolb tried the new fries on the "Today" show this morning with positive reports for BK. "It is good," said Gifford.

BK tapped Alison Brod PR in April after a review as it emphasized a focus on wooing women and families to its fare.



PN LANDS JERSEY CANCER CENTER PR

Porter Novelli has picked up the John Theurer Cancer Center at Hackensack University Medical Center, which is the largest facility in the Garden State.

The well-regarded institution is the only New Jersey organization to rank among U.S. News & World Report's rankings of the top 50 cancer centers. It was No. 35.

The Omnicom unit will handle strategic planning, branding, media relations and social media participation.

Bryan Soltes, VP-marketing and business development at the Center, credited PN's invaluable storytelling expertise for notching the account.

PN displayed "a very sophisticated understanding of best practices for raising awareness of the John Theurer Cancer Center as a world-class destination for the management and treatment of cancer patients," said Soltes in a statement.

The Center runs 14 specialized units covering the broad spectrum of cancer care including diagnosis, treatment, management, research, screening, preventative care and patient survivorship.

Paul George is global director of PN's health and wellness practice.

ALLBRITTON PRESIDENT EXITS

Fred Ryan, president of COO of Allbritton Communications Co, is leaving the company to pursue other opportunities.

His departure comes as CEO Robert Allbritton is revamping the company via divesting its broadcast unit and re-investing in online businesses.

Allbritton is selling its seven properties including flagship WJLA-TV in Washington to Sinclair Broadcast Group for \$985M. The transaction will close by yearend.

ACC has purchased Capital New York political site for an undisclosed amount.

Ryan, co-founder and president of Allbritton's Politico unit, believes the closing of the Sinclair deal "will be the logical time to pursue other career options that have emerged in recent months and explore how best to put my business interests to work in a new arena," according to his memo to staffers.

He believes the "gradual transition will allow Robert Allbritton to think about his goals for the company and his options for my successor at Politico."

Ryan agreed to remain a director of Politico.

EX-EDELMAN CANADA CHIEF TO CBC

Heather Conway, former Edelman Canada CEO and EVP at broadcast and film distributor Alliance Atlantis Communications, is set to move to Canadian Broadcasting Corp. as EVP-English language services, a post spanning radio, TV and digital.

She recently served as chief business officer for the Art Gallery of Ontario.

Conway in December takes the post vacated by Kristine Stewart, now head of Twitter's Canadian operations.

In addition to leading Edelman Canada's three offices and 130 staffers, Conway held PR and public affairs posts at TD Bank, Hill+Knowlton and The Neville Group.

CBC is subsidized by the Canadian government but also sells advertising on TV.



Conway

NEWS CORP TO PAY THOMSON \$2M SALARY

News Corp. agreed to pay CEO Robert Thomson, 52, a \$2M salary for fiscal 2014, according to financial documents filed Sept. 20 with the Securities and Exchange Commission.



Thomson

CFO Bedi Ajay Singh is in line for \$1.1M pay, while executive chairman Rupert Murdoch does not have an employment contract with News Corp.

Murdoch, 82, is in line for \$1M in salary from 21st Century Fox, which formally split with the newspaper owner (*Wall Street Journal*, *The*

Sun, *Times of London*, *New York Post* and Australian papers) in June.

This month, News Corp.'s compensation committee chaired by Masroor Siddiqui, managing partner of Naya Management investment firm, approved equity incentive program award targets of \$4M for Thomson, \$1.2M for Singh and \$2M for Murdoch.

During fiscal 2013, Thomson received total compensation of \$2.6M, including \$992,308 in salary and a \$1M bonus.

He was rewarded for the "successful execution of the separation, including the timely build out of the company's headquarters;" establishment of a corporate strategy/creative group; completion of the investor roadshow and outreach to the investment community; development of a strategic vision for News Corp, and "early commercial successes" including the acquisition of English Premier League mobile rights and the divestiture of Dow Jones local newspapers, according to the SEC document.

News Corp. bases its compensation award payments against what executives earn at a 14-member peer group.

That roster includes Gannett, Liberty Global, Thomson Reuters, McGraw-Hill, CBS, Dish Network, Sirius XM Radio, Virgin Media, Pearson, Omnicom Cablevision Systems, Discovery Communications, Charter Communications, and Interpublic.

News Corp. registered \$8.9B in fiscal 2013 ended revenues and \$506M in net income.

Its stock is trading at \$17.36, against a high of \$34.12 and low of \$14.52 since the corporate split-up.

CNN DROPS HILLARY DOCUMENTARY

CNN Films has cancelled plans to air a documentary about Hillary Clinton after the director of the planned piece faced a stout stonewall of opposition from sources in the Clinton political machine, Democrats, Republicans and journalists.

Charles Ferguson today outlined on the Huffington Post website the futility of making a film that nobody wanted him to.

"After approaching well over a hundred people, only two persons who ever dealt with Mrs. Clinton would agree to an on-camera interview, and I suspected that even they would back out."

Ferguson received negative feedback even from Clinton media adversaries including televangelist Pat Robertson and Fox News.

He speculated about some of the reasons "why Hillary Clinton might not be thrilled about my movie."

The list includes her past board of director service at Wal-Mart and Tyson Foods, Saudi Arabian funding of the Bill, Hillary and Chelsea Clinton Foundation and "the most amazing lies" that President Clinton allegedly told him.

Ferguson had envisioned an "ambitious, controversial and highly visible" film that was also fair to the former First Lady.

He called his defeat a "victory for the Clintons and for the money machines that both political parties have



Clinton

MEDIA NEWS

now become.” In his view, the loss is a blow to the media and the American people.

The director of “Inside Job,” and author of “Predator Nation” credited CNN CEO Jeff Zucker for being supportive of the effort and the Time Warner unit expressed dismay that things were so nasty for him. He denied that CNN applied any pressure to end the project.

Ferguson blogged that Hillary Clinton “has many virtues including great intelligence, fortitude, and a commitment to bettering the lives of women and children. But this is not her finest hour.”

APPLE’S NOVELLI MOVES TO TEAM OBAMA

President Obama has nominated Catherine Ann Novelli, Apple’s VP-worldwide government relations, to be undersecretary for economic growth, energy & environment at the State Dept.

She joined the computer/entertainment company in 2007 and headed its five-member lobbying team in D.C.

Apple spent \$1.4M on Capitol Hill this year, focusing on issues such as trade, market access, privacy, digital textbooks, geo-location, intelligence-sharing and data security.

Novelli was a partner at Mayer, Brown, Rowe & Maw before joining Apple. She did two separate stints at the Commerce Dept. as assistant U.S. Trade Rep for Europe and the Mediterranean (1997-05) and a member of the Office of the General Counsel (1985-91).

CUNY ORGANIZES ENTREPRENEURIAL JOURNOS

About 30 journalists who are operating their own businesses and/or exploring new approaches to journalism in a period when mass media have suffered setbacks gathered on the rooftop of the Empire Hotel last night to compare notes and trade stories.

Co-organizers of the event were Jeremy Caplan, director of education, Tow-Knight Center for Entrepreneurial Journalism, City University of New York Graduate School of Journalism, and Stephen Morse, a Fellow in the Tow-Knight program.

Tuition for the one-semester program, which leads to an Advanced Certificate, is \$4,345 plus \$565 in fees for a total of \$4,910. Non-New York residents would pay a total of \$8,665. Further information is available from www.towknight.org/apply.

Funding in support of the program is coming from The Tow Foundation and the John S. and James L. Knight Foundation.

Leonard Tow and his wife Claire were among the early pioneers in cable TV and cell-phone technology and now head a foundation, based in New Canaan, Conn., with \$108 million in assets as of 2011. Income in that year was \$45.8 million. EIN is 06-6484045.

Claire Tow was SVP of a cable company founded by Leonard that was sold to Adelphia Communications in 1999. It is now part of Cablevision. Leonard is CEO of New Century Holdings and former head of Citizens Communications Co., a wireless telephone company.

Seek to Support Journalism

Goal of the new program is to “help create a sustainable future for quality journalism.”

“We believe that the future will be shaped by entre-

preneurs who develop new business models and innovative projects—either working on their own, with startups, or within traditional media companies,” says a statement by CUNY.

The program will focus on “innovative approaches to journalism, business fundamentals, contemporary technology skills and new business models for news.”

Students pursuing the M.A. in Entrepreneurial Journalism will study the fundamentals of reporting, writing, and multimedia for three semesters and in the fourth semester will join Certificate candidates in the Entrepreneurial Journalism course.

By the end of the term, each student will have developed his or her own startup project, in consultation with faculty advisers and expert mentors.

On the last day of class, students will present their business plans and compete for awards from the Tow-Knight Center to fund further development of their projects.

Applications are due Oct. 31. Decisions for the 2014 class will be made by late fall or early winter 2013.

The deadline for applying for an M.A. in Entrepreneurial Journalism is January, 2014.

COMPANIES LAG IN SOMEDIA USAGE

Though corporate adoption of social media is widespread and on the rise, companies are lagging when it comes to the proper usage of the medium, according to a report from Grant Thornton and Financial Executives Research Foundation.

Only a third of respondents have a social media training set-up in place, while nearly six-in-ten (59 percent) of the 111 respondents don’t perform a risk assessment.

“The increase in risk and investigations related to social media underscores for organizations the need to have a considered approach to social media risk assessments,” noted Jan Hertzberg, leader of GT’s business advisory services IT audit, security and privacy practice in Chicago.

The top three social media sites are LinkedIn (32 percent), Facebook (20 percent) and Twitter (18 percent).

Hertzberg is at jan.hertzberg@us.gt.com while the report is available at 2013 Social Media Risks and Rewards report.

DALLAS MORNING NEWS REMOVES PAYWALL

The *Dallas Morning News* said it would replace its two-year-old paywall online with a “premium digital experience” for subscribers while opening up its content to the public without charge.

The premium service, included with print subscriptions, features limited advertising and an enhanced design.

The Morning News first erected a paywall in early 2011. “Now, we are going to experiment with another approach,” said CEO and publisher Jim Moroney.

The paper found only five percent of subscribers said they would give up their print edition for digital access. Maroney said that shows readers are paying for how they want the content, not necessarily paying for the content. “They were paying for a print experience,” he said. “Now we want to see if there are sufficient consumers who will pay for a premium digital experience.”

NEWS OF PR FIRMS**KETCHUM MERGES SEOUL UNIT**

Ketchum has acquired Seoul, South Korea-based InComm Brodeur, which took the Ketchum name effective Sept. 24.

The Omnicom-owned firm noted companies are planning their presence for the 2018 Olympics set for South Korea.

Ketchum said the move bolsters its Asia presence that includes China and India, as well as affiliates in Australia, Singapore, Indonesia, Japan and Pakistan.

InComm's longtime leader and chair Young Sohn retired this summer. "It is with my full support that Ketchum steps into the business to help the agency grow as part of a global network and achieve its highest potential," he said.

Sally Cho is senior VP and Jeff Joo is VP, reporting to Ketchum senior partner and international CEO Jon Higgins.

EX-CONGRESSMAN TO KY PR SHOP

Former four-term Democratic congressman from Kentucky Ben Chandler has joined with two Bluegrass State PR pros to form Omni Advocacy Group in Fort Mitchell, K.Y.

Chandler served in the House from 2004-13, departing after a loss to Republican Andy Barr in November. He was attorney general and state auditor of Kentucky, as well.

Chandler, who will focus on government relations and advocacy work for the firm, joins former reporters Pat Crowley and Jay Fosset, along with government finance guru Greg Greene, who run Strategic Advisors, parent to the new Omni Advocacy Group.

Four-year-old Strategic Advisors said Chandler will operate a central Kentucky office for the firm, taking on government relations assignments previously handled by SA, which returns to focus on PR and digital.

BEACON ATTRACTS EX-RICOCHET PR CEO

David Kalson, former CEO of Ricochet PR, has joined Beacon Advisors, corporate communications shop.

The ex-public information manager at the American Institute of Physics, where he produced "Science TV Report" syndicated science new programming, provides clients science-based counsel, reputation management and crisis management services, including response plan assessment.

Kalson also worked at Post + Beam (senior partner), RFBinder (executive managing director), E. Bruce Harrison (GM/New York) and Hill & Knowlton (VP in its scientific, technical and environmental affairs unit).

He'll work the greater New York area for Chicago-based Beacon.

BRIEFS: Annapolis-based **Crosby Marketing Communications** marked its 40th year in business on Sept. 12 by closing its offices as staffers took part in service projects with local charities and non-profits. Founder and chairman Ralph Crosby said the firm wanted to mark its milestone by "giving back to the community that has given so much to us." The firm said staff donated more than 360 hours of community service on the day.

NEW ACCOUNTS**New York**

Montgomery Communications, New York/Steppes Traveler and Steppes Discovery, tours company serving remote places and cities of the world, for PR.

Weber Shandwick, New York/TripAdvisor, online travel portal, as AOR for PR.

5W PR, New York/FragranceNet.com, for beauty PR for the portal of brand name fragrances, skincare, makeup candles and other products, and John Rowley, personal trainer and director of wellness for the International Sports Science Association.

East

451 Marketing, Boston/Foxwoods Resort Casino, as AOR for PR to promote the Connecticut resort's gaming, amenities, dining and sporting facilities. Foxwoods is on the Mashantucket Pequot Indian Reservation.

Warschawski, Baltimore/ImQuest BioSciences, for a new website and collateral after a previous brand assignment.

Bolt PR, Raleigh/Virginia International Raceway, as AOR for PR for the track.

Southeast

infinitee, Atlanta/Banyan Street Properties, private equity firm focused on commercial real estate, and SouthCare Cremation & Funeral Society, for marketing materials, PR and media work.

Midwest

Allison+Partners, Chicago/Reboot Illinois, non-partisan media start-up focused on state government, for launch of its Sound Off online activation tool. Work includes message refinement and media relations.

Simpson Communications, Auburn Hills, Mich./DE-STA-CO, material handling and automation equipment maker, as AOR for PR to promote its clamping, gripping, transferring, indexing and robotic tooling products.

Olson, Minneapolis/Guaranteed Rate, retail mortgage company, as advertising AOR, following a national search.

West

Edelman, Portland/Les Schwab Tire Centers, for strategic communications for the chain across eight states, including media engagement, community activation and digital community management. The account was awarded after a competitive pitch process.

The MacKenzie Agency, Santa Rosa, Calif./Yountville Chamber of Commerce, for a year-long campaign for the Napa Valley destination under the tagline "Taste Life Here."

VPE PR, Los Angeles/JustFab, fashion subscription e-commerce, for a national PR campaign targeting Hispanic women. Work includes strategy, media outreach and event coordination.

Muse Communications, Culver City, Calif./California State Lottery, for African-American outreach, following a review.

International

The Hoffman Agency, Singapore/Singapore Previous Metals Exchange, as AOR for PR.

NEWS OF SERVICES**DIGITAL GURU EHRlich RETURNS TO BW**

Serena Ehrlich, who recently led mobile marketing for Mogreet, has re-joined Business Wire in the new post of director, social and evolving media.

She oversees BW's social, mobile and evolving media channels, including its BusinessWired blog and Twitter feed.

Senior VP Tom Bechtold said the new post helps put changes in the content and media landscape "into context" for BW customers.

**Ehrlich****Inks VentureBeat Alliance**

Business Wire has inked an alliance with venture capital and tech news service VentureBeat under which VB will promote BW releases.

BW content is featured on San Francisco-based VB's main editorial channel and archived permanently on the VB site.

VB started up in 2006 and counts 5.5M unique visitors per month.

BW CEO Cathy Baron Tamraz noted BW was a San Francisco start-up 52 years ago.

HANSSON NAMED CISION CFO

Cision has named Charlotte Hansson as chief financial officer for the Sweden-based PR software provider as Tosh Bruce-Morgan steps down later this year.

She was CFO at facilities management company Addici and served as controller for Modern Times Group in Stockholm and London.

Hansson will work alongside Bruce-Morgan in the fourth quarter.

CEO Peter Granat said Cision will benefit greatly from Hansson's experience in the media sector.

SIMON BRANDS SPORTS UNIT

D S Simon Productions has promoted Mike Bako to director of its expanded sports marcomm division.

Bako, an occasional on-air PR pundit on sports issues, has been with the firm for 18 months as an account and marketing manager.

The promotion and branding of the sports unit coincides with Super Bowl XLVIII set for MetLife Stadium near Simon's base in New York.

Simon said he will be involved in strategy for brands developing sports marketing initiatives like viral video, content syndication, Internet and satellite media tours and social media initiatives as well as media training for athletes and spokespeople.

D S Simon CEO Doug Simon started his career at NBC Sports.

Simon clients include Sharp, Publisher's Clearing House, The Heisman Foundation, Samsung's Four Seasons of Hope, and Suzuki.

BRIEFS: Marketwired has revamped its website and blog, streamlining navigation for its flagship news distribution service. MW also added product overviews, a library of video, whitepapers and other resources, and case studies of clients. Info: marketwired.com.

PEOPLE**Joined**

Kate Cusick, partner, director of project management for Gardner Nelson & Partners, to Porter Novelli, New York, as executive VP, global director of business development. She was previously director of brand and integrated marketing for (Red).

Ogilvy PR, New York, has named six new VPs: **Charlotte McLaughlin**, former director of IR and financial comms., **Taylor Rafferty-Broadgate**, is VP/corporate affairs; **Alisha Marks Tischler**, VP at Schwartz Media Strategies, is VP/media influence; **Melissa Ng**, senior associate, Acquis Consulting Group, is VP/Ogilvy Impact (employee engagement), and **Kara Golub**, VP at Ruder Finn, **Linda Ruckel**, VP at MSLGroup, and **Christopher Wahlers**, VP, MWW Group, are VPs/healthcare.

John Quinn to partner, rbb PR, Miami. He joined the firm in 2010 as EVP handling clients like Florida Blue, United HomeCare Services and Kaplan University.

Nicole Conley, who led her own shop, Conley Communications, to Tanis Communications, San Jose, Calif., as director of media relations. Clients included SiRF Technology, CSR Plc. and Sana Security.

Chuck Ward, former president of Qwest – Colorado, to the Denver Metro Chamber of Commerce, as VP of public affairs, starting Sept. 30.

Leslie Anderson, principal at Anderson Grace Marketing Collaborative, to Phelps, Santa Monica, Calif., as a team leader. **Caroline Hillard** joins as technical project manager, **Erin Toerner**, **Astrid Angaladian** as team managers, and **Christina Contreras** as A/C.

Erika Couric and **Ryan Sabatini** to Clearpoint Agency, San Diego, as assistant A/E and A/C.

Mike Gallagher, creative director, Fixation Marketing, to Hager Sharp, Washington, D.C., as VP and creative director. He was previously with Porter Novelli and Arnold Worldwide.

Promoted

Philip Pennellatore to president, Schneider Associates, Boston. He joined in 2000 and has been COO and executive VP under CEO Joan Schneider. He also directs the firm's corporate, education, non-profit and public affairs practices.

**Pennellatore**

John Rosasco to senior VP, PR and player recruitment, New York Rangers. He is a 26-year veteran of Rangers owner MSG. He heads media relations and PR, community relations, as well as the player recruitment process, including free agent visits and tours of the team's facilities.

Liz Bard Lindley to CEO, Fetching Communications, Tampa, Fla. She joined the pet-oriented firm in 2011.

Awarded

Wendy Lane Stevens, president of Portland, Ore.-based Lane, was given a 2013 A Place With No Ceiling award from the Portland Business Alliance. The award, one of two honors given by the group, is based on mentorship of women in the business community, level of community engagement and public perception of the individual as a female icon.

LIPPE TAYLOR: OBAMACARE CONFUSION

Fifty-two percent of women polled in a Lippe Taylor survey said Obamacare will be bad for women as half believe the federal healthcare law is a confusing policy.

Only 22% believe the law will benefit their families, according to the online survey of 1,089 women by SheSpeaks, conducted Sept. 13-17.

As health insurance exchanges are set to debut Oct. 1, LT found uncertainty and doubt from women regarding the new policies under the Affordable Care Act.

The LT poll results are in-line with broader gauges of public sentiment toward the federal law. A Harris Poll released this week found 70% of Americans not at all or not very familiar with the term health insurance exchange.

Despite the ramp up of federal PR efforts regarding the ACA, LT found only 30% of women knew the date exchanges are set to open and 61% said they are not very or not at all familiar with the ACA. Fifty-one percent said they don't know if they'll be forced to change their primary care doctor as the ACA rolls out.

AIG, ALCOA ALUM TO APCO

Nick Ashooh, who led communications for AIG through the financial crisis and bailout and who left the top PR slot at Alcoa in July, has taken a senior role at APCO Worldwide.

Ashooh steered AIG's PR through its tumultuous financial crisis run and government bailout and left the insurance giant for Alcoa in early 2010, guiding the global aluminum producer as VP of corporate affairs for the past three years.

At Washington-based APCO, he takes a senior director, corporate and executive communication, role. CEO Margery Kraus said he'll be based in Washington, starting Oct. 1, but will counsel APCO clients across the global firm. She noted Ashooh's experience in corporate communications "in highly complex corporate environments during times of significant business change and in highly regulated industries."

Ashooh also held posts at American Electric Power, Niagara Mohawk Power, media company Paramount Communications, and Public Service of New Hampshire.

BUSH LIBRARY CHIEF TO VA FIRM

James Glassman, a journalist and media executive who stepped down as founding executive director of the George W. Bush Institute in August, has taken the reins of Arlington, Va.-based Public Affairs Engagement.

Glassman built up the "engagement arm" of President Bush's presidential library and museum in Dallas over the past four years and has served as a visiting fellow at the American Enterprise Institute for the past decade.

Former Quinn Gillespie and Associates senior exec Rick Shapiro is president of PAE, which handles PR, crisis and strategic counsel and similar services. Communications strategist and former chief of staff to Rep. Carolyn McCarthy (D-N.Y.) is senior VP. Glassman takes up a chairman/CEO role.

PAPP REPORTS TO BALTIMORE PD DUTY

Joe Papp has succeeded Anthony Guglielmi as PA director of the Baltimore Police Department, which has been battling a spike in violent crime.

He's a 20-year plus veteran of the U.S. Navy's PA office, San Diego County Water Authority, American Red Cross—following the aftermath of Hurricane Katrina—, Lockheed Martin and Altegrity, global security consulting.

Eric Kowalczyk, acting PD spokesman, has been promoted to lieutenant.

Maryland governor Martin O'Malley, a possible contender for the Democratic nomination for president, and Baltimore mayor Stephanie Rawlings-Blake are feuding about police tactics of fighting crime in the city.

O'Malley wants more arrests, saying Baltimore can't revert to the "pathology of failure." He told Fox45: We can't fall back into the pathology that led Baltimore to being the most violent and addicted city in America and all of us shrug our shoulders while lives are lost, children are being shot, people are being sprayed with gunfire in broad daylight and go back to the old Baltimore pathology that says there is nothing we can do about it."

Blake believes it's inaccurate to "suggest more arrests leads to less crime, opting instead to focus on the most serious offenses.

Former New York and Los Angeles police chief Bill Bratton is advising Baltimore's police department.

FIRMS REP \$7B APPLIED, TE COMBINE

Applied Materials and Tokyo Electron Ltd. are relying on outside PR counsel in the \$7B combination of the semiconductor equipment makers.

Applied is the world's top producer of chip-making products, while Tokyo Electron is No. 3. The all-stock deal would create a \$29B giant fueling production of semiconductor and display technology used in smartphones, PCs and tablets, among other devices.

Brunswick Group's Hong Kong office is supporting communications for Santa Clara-based Applied Materials regarding the deal. Joe Pon heads communications and public affairs for Applied.

Tokyo-based Ashton Consulting is outside PR counsel for Tokyo Electron.

The deal, announced Sept. 24, is expected to close in the second half of 2014, pending shareholder and regulatory approval.

Thomson Reuters said the merger is the second-largest foreign purchase of a Japanese company, following Citigroup's \$7.9B buy of Nikko Cordial Corp. in 2007.

Applied's third quarter 2013 revenue was essentially flat at \$1.98B with net income of \$168M.

The combined company, incorporated in The Netherlands, will have a new name, headquarters in Tokyo and Santa Clara, and dual listings on the Tokyo Stock Exchange and NASDAQ.

The companies have created a microsite regarding the deal at newglobalinnovator.com.

The new generation of writers and PR people who are unable to find jobs are joining groups, going to school, and starting their own websites in a bid to carve out a living.

We recently attended two events for “entrepreneurs” and found the second to be even more depressing than the first.

Eileen Gunn, a writer who attended the second event Sept. 24 on a terrace of the Empire Hotel opposite Lincoln Center had the same opinion that we had and posted it on the event’s website.

No nametags were supplied and people tended to talk with those they already knew. A group of about 20 was seated at the far end of the terrace and denied both to Gunn and us that they were even journalists. There should have been a host and a program of some type. A glass of wine was \$15.47.

Gunn operates www.familiesgotravel.com, which gives advice to families going on the road.

The Sept. 24 group was about as un-social as the Investigative Reporters & Editors of New York whose event we went (<http://tinyurl.com/l3qrffu>) to Sept. 10 at the Yotel on Tenth ave. and 42nd st.

There was no host to greet people at that event and do-it-yourself stick-on nametags were only belatedly handed out. Mine fell off.

This event was hosted by the CUNY Graduate School of Journalism, which is promoting both a one-semester Certificate in Entrepreneurial Journalism for \$4,910 and a four-semester M.A. in the same subject.

No E-mail Lists Available

Names of those at both events are posted on the websites but no contact information such as e-mails, phones or addresses. Somehow they are afraid to give out such information although plenty of other writers do.

Columnist David Carr of the *New York Times* signs all his articles with carr@nytimes.com. Sportswriter George Vecsey signs geovec@nytimes.com. Almost all of the writers at the *New York Post* supply e-mails at the end of their stories.

The new electronic forms of communication have replaced far superior forms that were the norms in New York PR/journalism groups a couple of decades ago.

Standard at 24 PR groups were lunches and dinners preceded by a cocktail period when conversations took place. Further conversations were possible at the meal and following that an expert of some type spoke and took questions. There was actual intellectual activity.

Companies and agencies picked up the checks.

Journalists Block Communication

Jeremy Caplan, director of education, Tow-Knight Center for Entrepreneurial Journalism, who was at the Sept. 28 meeting, refused to provide e-mails of the registrants or do an e-mail blast to them.

Caplan advised us to seek e-mail addresses by searching each of the names. We tried that but ran into roadblocks set up by Twitter, Facebook and LinkedIn that make that an arduous task. Direct contact is impossible in

many cases. Charges of one type or another are often specified.

Worst Yet—Gunn’s Critique Was Removed

When we went to double-check the Gunn comment, we found it had been removed. Luckily, it was part of an e-mail we had downloaded.

Such action is a journalistic atrocity of the first rank.

We then posted a comment asking what happened to Gunn’s comment. Caplan replied on the website: “We don’t see the comments board as a place for complaints or personal attacks or any other content that isn’t of benefit to the group as a whole.”

Having hit intellectual dry holes at the Sept. 10 and Sept. 24 events, our hopes have been raised by an event Oct. 8 at 6:30 at the New School on W. 13th st. titled, “Media Disruption: The New Normal.”

The School notes that the NYT sold off the *Boston Globe* “for a fraction of its worth a few years back,” that the founder of Amazon “snapped up” the Washington Post, and that “little known BT Media is taking ownership of *Newsweek*.” We’re hopeful of a serious discussion.

CUNY is raising its profile in the New York journalism community in several ways.

Its facilities at 219 W. 40th st. were used by the Deadline Club of New York, part of the Society of Professional Journalists, for a 10 a.m. to 5 p.m. “Social Media Bootcamp” for writers Sept. 28. Cost was \$45 for members and \$75 for non-members and included lunch.

Startup, Freelance Websites Explode

CUNY will have an open house Wednesday Oct. 9 from 7 to 8 p.m. at the Tow-Knight Entrepreneurial Center and will host a “demo night for startups” Tuesday, Oct. 22 starting at 6:30 at the school. Cost is \$5 per person.

Startup and freelance associations have proliferated throughout the U.S. and include the Editorial Freelancers Assn. (www.the-efa.org) at 71 W. 23rd st, New York.

The website www.engine.is has organized an annual “Startup Day on the Hill” which has won support from Senators and Representatives including Senator Mark Udall (D-Colo.), Senator Roy Blunt (R-Mo.), Rep. Anna Eshoo (D-Calif.), and Rep. Jason Chaffetz (R-Utah).

Engine’s goal is to “improve the entrepreneurial environment by providing knowledge to both lawmakers and startups about the issues that impact our community.” Eighteen startups met with the chief tech officer at the White House on Feb. 26-27 and also talked to Senators and Representatives.

CommPro.biz Succeeds in PR/IR/Mktg.

A successful startup in communications is www.commpro.biz, which will celebrate its third anniversary Oct. 18. Now owned by Fay Shapiro, it has established itself as a platform for news, data and events in corporate communications, PR, IR, advertising and digital communications. “We bring together thought leaders working in all aspects of communication,” she said.

– Jack O’Dwyer