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# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## GLOBAL AIDS CAMPAIGN UNVEILS PR REVIEW

The United Nations campaign to fight HIV/AIDS has released an RFP for PR and communications support with plans to hire up to six firms.

The UN Programme on HIV/AIDS, known as UNAIDS, wants pitches for English-language assignments in media strategy, press releases, advocacy campaigns, country visit briefings and similar assignments.

Ogilvy PR works with the organization.

UNAIDS in July asked for expressions of interest from PR firms, anticipating release of the RFP this month, but firms are not precluded from participating if they didn't respond to that request.

While the organization is based in Geneva, its PR contractors can work remotely through email, Skype or phone.

Proposals are due Sept. 16. RFP: <http://bit.ly/1e8QcNB>.

## ROBINSON LEAVES LEVICK FOR CLS&A

Michael Robinson, who handled financial/crisis PR at Levick during a nine-year span, has moved to Omnicom's Chlopak Leonard Schechter & Assocs. The 30-year PR veteran takes the partner slot.

Bob Chlopak, CEO of CLS&A, said Robinson's background is an important addition to the firm due to ongoing implementation of Dodd-Frank and the shifting regulatory landscape triggered by the creation of the Consumer Financial Protection Bureau.

At Levick, Robinson counseled AIG, World Bank, Dubai's stock exchange and the World Bank.

Earlier, he was chief spokesperson for then Securities and Exchange Commission chief Harvey Pitt, handling issues connected to Sarbanes-Oxley and Enron/WorldCom collapses.

Robinson was director of communications at Freddie Mac, VP-corporate communications at investment banker Friedman Billings Ramsey, senior media advisor for global PA at Mobil and spokesperson at the Justice Dept.

He began his career at the *New York Times*.



Joint United Nations Programme on HIV/AIDS

# UNAIDS



Robinson

## PEPPERCOMM GRABS CONSUMER SHOP

Peppercomm has acquired 20-year-old boutique consumer lifestyle shop Janine Gordon Associates, which will operate as a specialty unit of the New York-based firm.

Janine Gordon is a former president of Saatchi & Saatchi's PR operation, which she established in 17 years on the corporate communications front with that ad agency, now part of Publicis. She founded JGA in 1993, handling clients like the 21 Club, Fruit of the Loom and Kiehl's Since 1851 with capabilities like branding, events, traditional and social media, among others.

Peppercomm managing partner Ed Moed said the move is part of his firm's bid to be "deep category specialists" in certain areas. He said Gordon and Peppercomm share a similar approach to management, as well as a "sense of humor and work hard/play hard culture."

The newly minted JGA/Peppercomm unit focuses on a spectrum of consumer lifestyle clients. Currently on the roster are Texas de Brazil, Literacy Partners, Michigan State Univ., Sunrise-Soya Foods, Chanel's Holland & Holland division, Del Mar Development and Kiehl's.

Peppercomm, which topped \$16.1M in revenue last year with more than 80 staffers, recently picked up the Mini Cooper account to complement a roster that includes TGI Fridays, WebMD and Ernst & Young.

## LAUDER HIRES ALABASTER TO CREATE CSR

Pamela Gill Alabaster, a top corporate communications, sustainability and PA exec at L'Oreal USA, has moved to rival The Estee Lauder Companies to create a corporate social responsibility function.

Executive chairman Bill Lauder said that while CR has been important to the company since its founding in the 1930s, Alabaster will be instrumental in the "formal establishment" and success of the New York-based company's CSR operation. She was senior VP at L'Oreal, where she developed its corporate media, PA and sustainable development operations.

At Estee Lauder, she reports to Gregory Polcer, EVP of global supply chain, and Peter Jueptner, SVP, strategy and new business development. The company has, over the past two decades, been associated with breast cancer research thanks to the advocacy of the late Evelyn Lauder, who played a key role in creating the iconic "pink ribbon." It has faced some criticism for its staunch support of Israel.

Before entering the cosmetics industry in the early 1990s, Alabaster was assistant brand manager for Marlboro at Phillip Morris USA.

## **BP TAPS MORRELL IN PR REORG**

BP has promoted former Pentagon public affairs hand Geoff Morrell to a new post overseeing its consolidated U.S. communications, government and PA as the energy giant continues the long road back from the 2010 Deepwater Horizon oil spill.

Morrell, a former journalist, joined the energy giant in 2011 – a year into its post-Deepwater Horizon PR offensive – exiting the Pentagon press secretary post with former Secretary of Defense Robert Gates.



**Morrell**

BP has consolidated three divisions – U.S. communications, which Morrell previously headed, government/PA, and federal/international affairs – into a single unit dubbed U.S. communications and external affairs. BP America chairman and president John Minge said Morrell's team will ensure that the company's message is delivered with "absolute clarity" on a daily basis.

The company this month sued the U.S. government over a ban on winning new drilling contracts and is fighting the \$20B settlement deal over alleged fraudulent claims.

"As we continue to address the political and legal challenges we face in the United States, we have consistently conveyed BP's commitment to America and the contributions we make to the nation's economy and energy security," said Minge.

Morrell was a White House correspondent for ABC News before moving to the Pentagon in 2007.

Peter Henshaw is group head of communications, based in the company's U.K. headquarters.

## **GLOBAL YOUTH-NATURE NATURE SEEKS PR**

An international organization of governments and NGOs playing off the World Parks Congress in 2014 to tackle a "disconnect" between children and nature is fishing for PR agency help.

The government of Canada, on behalf of the Switzerland-based International Union for the Conservation of Nature, has released an RFP ahead of the 2014 WPC in Australia for a firm to forge strategic partnerships, foster media interest, and promote the campaign at three global conferences with a campaign theme of "Inspiring a New Generation."

"As the world's populations become more urbanized, there is increasing concern that people, particularly children and youth, are becoming removed and disconnected from nature," reads the RFP. "This disconnect has consequences for nature itself as well as for human health and well-being."

The youth push is one of eight "streams" slated for the 2014 event.

The selected firm will meet with officials via tele- or videoconference with travel expected to the events, which will be among conferences set for Spain, the U.S., Japan, Hungary and France, among others.

A contract through Dec. 2014 is expected. Proposals are due Oct. 8. RFP: <http://bit.ly/1fQvo9d>.

## **CHOBANI APOLOGIZES FOR MOLDY YOGURT**

Chobani, the upstate New York pioneer in the burgeoning Greek yogurt category, issued a swift apology on the company's site following the Sept. 4 Food and Drug Administration probe into reports of mold problems with its production.

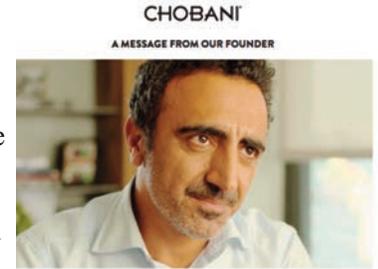
"I'm sorry we let you down," said a note from founder Hamdi Ulukaya addressed to fans and customers of the New Berlin-based company.

On Sept. 5, Chobani began a voluntary recall of a limited amount of yogurt that is produced at its Twin Falls, Idaho, plant. The suspected manufacturing line has been shut down. The New York and Australia factories are not impacted by the recall.

Ulukaya's apology notes the type of mold found is common in the daily business, especially the segment that makes all-natural product. Customers of the affected lot, which accounts for about five percent of total output, can either get a refund or replacement products.

The company vows to work "round the clock" to fix the issue and ship fresh yogurt to stores.

Chobani, according to the CEO and owner, believes "there is nothing we take greater pride in than making a perfect cup of yogurt" and making it "accessible to everyone."



## **PA HEAVYWEIGHT SEXTON JOINS B-M**

Alan Sexton, who was executive VP at Global Strategy Group, has joined Burson-Marsteller as New York market leader.

Taking the slot once occupied by Tony Telloni, who left for Interpublic's GolinHarris, Sexton oversees a staff of more than 200 people. He reports to Dave DenHerder, U.S./CEO.

Prior to GSG, Sexton was in charge of the PA practice at Ogilvy Public Relations, a sister WPP shop of B-M. He has managed clients such as BP, Ford Motor, American Express and Pitney Bowles.

## **PRATT LOOKS FOR PR**

Pratt Institute, the prestigious 126-year-old art, design, fashion and architectural college located in Brooklyn, is looking for a PR firm to bolster its visibility in the media and with key influencers.

Enrollment is 4,700 students at Clinton Hill and Pratt's W. 14th St. satellite facility in Manhattan.

As part of its promotional push and five-year strategic plan, the Institute has launched "Pratt Presents," an eight-to-12 event series that will run through May and feature speakers from its faculty and panel discussions to "position Pratt at the center of intellectual and cultural discourse," according to its RFP.

Work begins Oct. 1 and runs through the academic year ending June 1.

**WSJ HIRES SILICON VALLEY SCRIBE**

The *Wall Street Journal* has hired Farhad Manjoo, a top Silicon Valley journalist, as a technology columnist.

He currently writes for *Slate* and *Fast Company*, where he covered the rise of Facebook and management transition at Apple.

At the WSJ, the 35-year-old will write two columns per-week on trends, people and new products.

Jonathan Krim, global tech editor, told the WSJ "Digits" blog that Manjoo "will be sharing his deep knowledge, analytical eye and writing flair with our readers."

Manjoo also has contributed to *Wired*, *New York Times* and National Public Radio.



Manjoo

**WAP0 MAG SPIKES TWO STORIES**

The Washington Post Magazine killed two stories slated for its Aug. 11 education issue due to objections from its business side, reported WaPo blogger Erik Wemple on Sept. 5.

The "offending" pieces dealt with drinking among college students and whether Virginia will offer benefits to gay and lesbian couple staffers in its public university system.

Lynn Medford, magazine editor, said the Post sales team was "adamant" about spiking the stories because they didn't think the articles were "appropriate" due to the supposed "utilitarian" focus of the publication.

Medford took personal responsibility for pulling the stories.

WaPo executive editor Martin Baron told Wemple that special issues need a "service-oriented mission."

He added that the stories ran elsewhere in the paper.

**REPORTER TO HEAD STATE DEPT PA**

The White House has nominated former *Washington Post* scribe Douglas Frantz to head public affairs at the State Department, taking over a role held by Ambassador to Chile nominee Mike Hammer.

Frantz was national security editor at the Post after private and public sector gigs at Kroll Advisory Solutions and the US. Foreign Relations Committee, where he was chief investigator.



Frantz and Collins in a promo photo for their 2011 book.

President

Obama announced the appointment on Sept. 3 as Secretary of State John Kerry took a lead role in pressing the administration's case to attack Syria.

After a stint at the now-defunct Conde Nast Portfolio, Frantz was an investigative reporter for the *Los Angeles Times* and business reporter at the *New York Times*. He co-authored "Fallout: The True Story of the CIA's Se-

cret War on Nuclear Trafficking" with Catherine Collins (2011).

At the State Dept., he takes the role of assistant secretary for PA by presidential appointment. Hammer, a career diplomat and government communications aide who grew up in Latin America, took over State PA in June 2012 under Secretary Hillary Clinton after the tumultuous exit a year earlier of P.J. Crowley, who criticized the military detention of Pfc. Bradley Manning.

President Obama nominated him as the U.S. envoy to Chile in June.

**NEWS CORP SELLS LOCAL PAPERS**

News Corp. has sold its collection of 33 local daily/weekly newspapers to Fortress Investment Group for an undisclosed price.

Formerly known as the Ottaway Group, the mostly eastern U.S. papers include *Pocono Record* (Stroudsburg, Penn.), *Cape Cod Times* (Hyannis, Mass.), *The Herald* (Portsmouth, N.H.), *Times Herald-Record* (Middletown, N.Y.), *Standard Times* (New Bedford, Mass.) and *The Record* (Calif.).

The sale includes websites, magazines and advertising niche publications.

Robert Thomson, CEO of News Corp., said the papers "share a strong tradition of service in their communities and a highly talented staff."

The group, however, "is not strategically consistent with the emerging portfolio of the new News," he added.

News Corp.'s focus is on the *Wall Street Journal*, *New York Post*, *Times of London*, *Sun*, Australian papers, book publishing and the education market.

The GateHouse Media unit of Fortress will manage the Dow Jones Local Media Group. It oversees a media portfolio of more than 400 community publications.

**ALBRITTON BUYS CAPITAL NY**

Albritton Communications, the backer of *Politico*, has acquired Capital New York, the news site of former *New York Observer* editors Josh Benson and Tom McGeeveran.

Albritton said it plans to invest "heavily" in the property "to cover New York's most powerful leaders in media, culture, business and city and state politics."

"I have very big ambitions for this publication: to do in New York what we did in Washington with *Politico*," said publisher Robert Albritton.

The publisher, which recently unloaded several TV properties for \$1B, said CNY will follow *Politico*'s business model of ad-free content online and subscription products.

*Politico* executive editor/founder Jim VandeHei is president of CNY.

A re-launch is planned for later this year.



## **MEDIA NEWS**

### **FH AND THE RISE OF ANHEUSER-BUSCH**

Students of PR should pick up a copy of Bill Knoedelseder's "Bitter Brew," which chronicles the powerful role played by FleishmanHillard in the rise and fall of the Busch family of St. Louis and Anheuser-Busch.

Al Fleishman was deeply involved in every facet of the life of August Anheuser Busch, Jr. ("Gussie"), the man who led the brewer following the repeal of Prohibition through WWII and its epic battles with then marketshare neck and neck Pabst and Schlitz.

He stage-managed Busch's third marriage and pitched him to buy the St. Louis Cardinals baseball team. Those two "acquisitions" defined the rest of Gussie's life, according to Knoedelseder.

Busch didn't give a hoot about either the Red Birds or baseball, but Fleishman convinced him that the \$2.5M purchase would result in a PR windfall as the team was threatening to move to Milwaukee, home of Pabst and Schlitz.

Indeed, the *St. Louis Globe-Democrat* reported the sale on its front page with the headline "Busch Saves the Cards for St Louis." From a marketing standpoint, the deal was a grand slam. A-B turned Sportsman's Park into a giant outdoor tavern, where 30K fans could quaff down Budweisers for two to three hours a day under the sweltering St. Louis sun. The Cards were truly "America's Team" with a fan base that covered Missouri, Iowa, Nebraska, Kansas, Oklahoma, Texas, Arkansas, Kentucky and Tennessee. Bud would reign supreme in that swath of the country.

In 1967, Gussie sat down with the *St. Louis Post-Dispatch* to outline the ascension of his son to the helm. The resulting headline was "August Busch III Prepares for the Job of Keeping Anheuser-Bush on Top."

Knoedelseder wrote: "Al Fleishman had arranged the interview, with Gussie's approval. It couldn't have happened otherwise, because Fleishman tightly controlled all publicity for A-B, which didn't have its own PR department, just Fleishman's firm. Fleishman & Hillard, which devoted about 75 percent of its billing hours to telling the A-B story the way Gussie wanted it told to introduce his heir apparent to the public."

Other F-H highlights:

1) Al Fleishman handled media following the shooting death of a friend of Gussie's son, Peter, at the Busch family's Grant Farms estate. He told the press assembled at the gate that Peter carried a loaded gun around the house because all Busch children were taught to handle firearms and used them for hunting and target practice. When Fleishman was finished, a reporter said to him, "I guess you know nobody is going to believe this."

2) F-H set a "record for poundage" in mailing several thousand thick media packages to reporters in A-B's Federal Trade Commission false advertising complaint aimed at Miller's Lowenbrau. Miller had changed the Lowenbrau ingredients to violate Germany's so-called purity laws. Miller had played up the Bavarian heritage of the brew. F-H's campaign resulted in more than 200 pro-A-B stories, one from the Associated Press that

quoted a Munich beer executive who said he was embarrassed at what Miller did. Lowenbrau market share collapsed over the next year. That downfall was good news for A-B's Michelob.

3) August III ordered F-H to cut off *Forbes* magazine after it illustrated a 1978 article about Miller Brewing's market share gains on A-B with an antique bottle of Budweiser covered with cobwebs. The ban lasted eight years. When a F-H staffer supplied a *Forbes* reporter with publicly available A-B data, August had him removed from the account.

4) In 1987, F-H handled A-B's push at younger drinkers, handling PR for "spokesdog" Spuds MacKenzie. The skateboard riding, Hawaiian shirt wearing Spuds was positioned as the "original party animal." Spuds mania grew as Macy's launched 22 Spuds boutiques that sold posters, t-shirts, towels, stuffed animals and toys. More important, Spuds sparked a 21 percent rise in Bud Light sales during the first year of the campaign.

F-H also was there during the beginning of A-B's downfall, the elevation of the hard-living, women-chasing, party boy August IV, to the throne. The coronation took place in 2006.

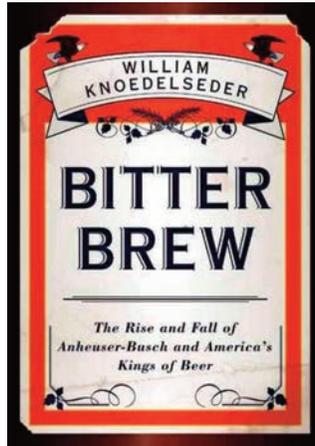
His first move was to ink a deal to make A-B the exclusive U.S. distributor of Belgium's InBev's Beck's, Stella Artois and Bass Ale. That deal, which was made against his board member father's wishes, put the fox in the proverbial chicken coop.

After unsuccessfully wooing A-B, InBev launched a hostile takeover of America's No. 1 brewer in 2008. Two weeks following the November completion of the deal, InBev fired 1,000 of A-B's employees in St. Louis. It ultimately cut salaries 20 percent, froze benefits and unloaded Sea World and Busch Gardens theme parks.

August IV left the company the following March for "personal and health reasons."

He's now a Howard Hughes-like recluse, a man "barely recognizable as the formerly trim and handsome head of Anheuser-Busch," wrote Knoedelseder in the 2012 book published by HarperCollins' Harper Business imprint.

— **Kevin McCauley**



### **PR WEEK UK GOES MONTHLY IN OCTOBER**

*PR Week/U.K.*, a Haymarket publication, said that its last weekly issue was dated Friday, Sept. 6 and that publication starting in October will be on a monthly basis. First monthly issue will be Oct. 9.

As in the U.S., where PRW went monthly in June 2009, but kept "Week" in its name, PRW/U.K. will similarly retain the word "Week."

PRW/U.S. stopped printing its annual *Contact* directory of corporate and agency PR personnel as of this year after ten years of publication.

Weekly digital products will be launched shortly by PRW/U.K. and a monthly interactive application will be made available in November, said group publishing director George Buckingham.

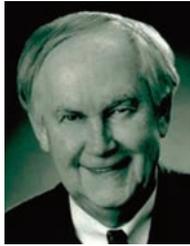
**NEWS OF PR FIRMS****MCGRATH TO HIMLE RAPP**

Veteran PR executive Dennis McGrath, a Weber Shandwick alum recently running his own shop, has moved to Himle Rapp & Co. in Minneapolis.

McGrath is former president/CEO of Weber Shandwick's Midwest operation after his consumer PR firm, Mona Meyer McGrath, was acquired by Shandwick in 1988.

Himle Rapp is the former Hilme Horner, re-named after the exit of Tom Horner to run for governor of Minnesota in 2010.

After leaving WS in 1998, McGrath opened a shop with his wife, Betsy Buckley, and directed communications for the Archdiocese of St. Paul and Minneapolis. Earlier, he was VP of communications and IR for Gelco Corp. after a stint as VP at Padilla Speer Beard-sley.

**McGrath****ALL TERRAIN RIDES DOME**

Doug Dome, one-time creative director at Hill & Knowlton/U.S. and Carmichael Lynch Spong, is the new president of All Terrain, an experiential marketing shop, in Chicago.

Dome had been running his own marketing consulting firm, which counted AT as a client. He takes the newly created position aside agency co-founders Brook Jay and Sarah Eck-Thompson. He merged Dome Communications into H&K in 2004 to create Dome HK, where he served as president.

AT is a 15-year-old shop, serving automotive, travel, publishing and food/beverage clients. S&SC has 60 staffers.

**Dome****DKC, JCIR ALIGN**

New York-based DKC has aligned with financial and corporate communications shop JCIR, making official a 13-year collaboration between the firms on clients like Marvel Entertainment and WMC Industries.

The firms said they will jointly pitch clients and integrate offerings through shared client assignments.

DKC president Sean Cassidy said the move reflects the importance of "360-degree communications" in today's market.

Joseph Jaffoni is founder and president of 18-year-old JCIR, formerly Jaffoni & Collins.

Jeffrey Klein, managing director of DKC, and Richard Land, senior managing director of JCIR, oversee the venture.

**BRIEF:** Republican counselor Craig Veith and Democratic advisor Scott Williams have formed ForeFront Strategies in Washington. Veith is the former president/CEO of Burson-Marsteller's Direct Impact unit and comms. director for the National Republican Congressional Committee. Williams is a former press sec. to Sens. Sam Nunn and Max Baucus. He started out as a segment producer for ABC News.

**NEW ACCOUNTS****New York Area**

**Porter Novelli**, New York/Treo Solutions, healthcare data analytics and advisory company, for PR. Treo develops payment models, population health management logistics and predictive analytics to help payers, providers and governments transition from "volume to value-based" healthcare models.

**Hawkins International**, New York/Gramercy Park Hotel; Sofitel, hotels; ACCOR Hotels, and Novotel New York Times Square, hotel in midst of \$85M renovation, all for North American media relations. The firm also picked up Lake Arrowhead Resort & Spa (Calif.), for NA media relations and social media strategy.

**Allen/Cooper Enterprises**, New York/Champagnes Piper-Heidsieck and Charles Heidsieck, sparkling wines, for PR.

**R&J PR**, Bridgewater, N.J./Women's Center for Entrepreneurship Corp., as AOR for its "We're Storming Back" Hurricane Sandy disaster relief program. Work includes PR, media relations and social media to promote its training programs for small business owners and employees, funded by a grant from the U.S. Small Business Administration.

**East**

**Story Partners**, Washington, D.C./Advanced Medical Technology Association; AdvaMedDx; Animal Health Institute; Noble Energy, and the American Trucking Associations, for PA/PR counsel.

**Scott Circle Communications**, Washington, D.C./Let Freedom Ring: The 50th Anniversary of the March on Washington, to manage messaging and credentialing for the D.C. event Aug. 28 at the Lincoln Memorial. SCC was contracted by BCT Consulting Group.

**Southeast**

**Brandware PR**, Atlanta/app3, U.K.-based IT services and recruitment, for brand and corporate PR for its North American division, based in Cary, N.C.

**Upoar PR**, Orlando/FlightScope, 3D Doppler ball tracking monitors, golf radars and launch monitors for sports, for PR.

**West**

**Xanthus Communications**, Seattle/CommSkills Group and president Terry Ward, for PR for the San Francisco-based national communication and presentation skills training organization.

**Fineman PR**, San Francisco/Shelter Co., luxury camping "pop-up" and event production services, for development of strategic partnerships and media relations, and Dale Scott & Company, K-14 education financial advisory firm, for message development and media relations. The firm has wrapped project work for the High Mountain Institute and Overland Company, both wilderness and adventure education providers.

**Robertson Communications**, Rancho Santa Margarita, Calif./NTI Corp., digital media and data storage management software developer, for PR for launch of a new file sharing services later this month. NTI, known for its NTI CD Maker software, is moving to subscription-based software for some of its services.

**NEWS OF SERVICES****PUBLICIS ACQUIRES TPM COMMUNICATIONS**

Publicis Groupe has acquired Toronto's TPM Communications, a video, digital and event firm with 35 staffers.

Toyota is a major account of TPM, which provides the Japanese automaker web design/maintenance, dealer meeting support and corporate videos. It also uses Publicis' Saatchi & Saatchi Canada operation for advertising.

TPM will align with S&SC, gaining access to its blue-chip accounts such as Procter & Gamble, Barrick Gold and Novartis.

Brian Blair will continue to run TPM, reporting to S&SC's leader Stuart Payne, who said the new acquisition's expertise in "digital, event production and video solutions has little overlap with Saatchi's core offerings."

**WORLDCOM TAPS LYNCH AFTER SEARCH**

Worldcom PR Group has tapped Todd Lynch as its first managing director, following an extensive search.

Lynch, who was a VP at Worldcom member St. John & Partners, Jacksonville, Fla., started the position on Sept. 2. He takes over for 18-year COO Daisy Guthin, who is retiring.

Lynch oversees strategy and direction for the network, including its PR and marketing and recruitment of new partners.

Global chair Stephanie Paul of Phillips Group (Australia) said Lynch understands the 25-year-old network through his 13-years with St. John & Partners.

"I have a deep understanding of Worldcom's needs from a partner's perspective and fresh insights to support Worldcom's future growth," said Lynch, who has been serving as Americas region board chair and chair-elect of Worldcom.

Worldcom, which counts 128 offices across 102 markets globally, said the search covered 12 months and 160 applicants. Hal Dash, president of Los Angeles-based Cerrell Associates led the search committee.

**VOCUS TWEAKS PRWEB**

Vocus said it is implementing a series of major updates to its PRWeb press release service.

New social tags for Twitter and Google+ are among the additions, including integration with Twitter Cards and Google Author Tags.

Additional markup language is aimed to ensure sites like Facebook identify news release content like headlines, summaries and dates.

**BRIEF:** WPP's Kantar has acquired 13-year-old research and consulting firm The Benenson Strategy Group, which ran research and polling for President Barack Obama's 2008 and 2012 campaigns. The firm has advised 11 prime ministers and presidents globally. Annual revenues are around \$15.6M. Clients include AARP, the NFL and Pfizer. The New York-based company has offices in DC, Los Angeles and Denver with about 50 staffers.

**Lynch****PEOPLE****Joined**

**Kaitlyn Buss**, director, Keybridge Communications, to Story Partners, Washington, D.C., as a senior director. She was comms. director for the American Legislative Exchange Council and started out as managing editor of Philanthropy. **Patrick O'Connor**, multimedia developer for Network Solutions, joins as a video producer.

**Donna Gibbs**, who held top posts at PlanetOut, Nike and digital shop Bluetext, to join Pacific Lutheran University, Tacoma, Wa., as VP of marketing and comms. Gibbs exits a managing director slot at Washington, D.C.-based Bluetext, after helping the firm establish its West Coast operations with clients like Google, Cisco and Intel. She was previously a senior VP at LGBT media company PlanetOut, executive VP at Racepoint Group and Weber Shandwick and VP of corporate communications for Nike. She worked abroad in Malta and Spain as CMO for Layers.com and ISSIMediaSystems. She started out in PR with Apple and Mattel.

**Gibbs**

**Julie Freeman**, executive VP and deputy director of Edelman's travel & hospitality unit, to executive VP and managing director, PR, MMGY Global, New York. She started out at VPE PR in Los Angeles. CEO Clayton Reid called the hire a "huge step" in the growth of the marketing communications agency's PR practice.

**Freeman**

**Arlena Jackson**, global PR exec for Emerson Network Power's Avocent division, to Association Vision, Washington, D.C., as PR director. She was previously with NASA Marshall Space & Flight Systems, IBM and Ketchum.

**Lauren Benet Stephenson**, fashion copywriter for Fab.com, to Hawkins International, New York, as digital media manager. She was previously an editor and social media manager at Women's Wear Daily.

**Promoted**

**Clinton Woods** to chief operating officer, Pierpont Communications, Houston. The 13-year veteran has been a senior VP and leads the firm's energy practice. CEO Phil Morabito called him "one of the most accomplished professionals I have seen in my 32 years in this business." Woods, who lead the firm's expansion to Austin in 2000 and handled expansion to Dallas and San Antonio, manages day-to-day operations and directs long-term growth for the firm as COO.

**Kassi Belz** to president and **Georgann Pizzi** to VP,

MassMedia Corporate Communications, Henderson, Nev. Paula Yakubik is managing partner of the 16-year-old PR, advertising and marketing firm. Clients include HealthCare Partners, Southwest Gas and ABQ Health Partners.

**Belz, Pizzi**

## **NY TRIBE TARGETS REDSKINS**

New York's Oneida Indian Nation, flush with cash from its casino and gas station operations, has launched an ad and PR blitz against the NFL's Washington Redskins, pressuring the franchise to change its name.

The Oneidas, who work Albany-based PR and lobbying firm The Roffee Group, are unleashing the "Change the Mascot" campaign to include a radio advertising campaign on sports radio that will follow the Redskins around the country during the season, starting with the team's opening game Sept. 9 against the Philadelphia Eagles in its Landover, Md., home.



The push is the latest in a growing chorus of criticism of the Redskins moniker that has included at least 10 members of Congress.

The radio spot points to NFL commissioner Roger Goodell's recent criticism of an Eagles player, Riley Cooper, who spouted a racial epithet that was caught on video, asking if Goodell will "do the right thing and join the campaign to stop the Washington team from continuing to use a racial slur as its mascot and team name."

While the Redskins have rebuffed calls to change its name, the firm of GOP pollster Frank Luntz was found to be circulating a questionnaire gauging fan attitudes toward the name and whether it should be change.

Redskins owner Dan Snyder told *USA Today* in May that he will "never" change the team's name. The NFL says the name "has always intended to be positive and has always been used by the team in a highly respectful manner."

The Oneida tribe, which owns the Verona, N.Y.-based Turning Stone Casino & Resort and a chain of gas stations and convenience stores, among other business interests, said it hopes the ads will cause more fans to speak out and urge the NFL to force a name change on the franchise. A website, [changethemascot.org](http://changethemascot.org), asks fans to contact the NFL. "We believe that with the help of our fellow professional football fans, we can get the NFL to realize the error of its ways and make a very simple change," said tribal rep Ray Halbritter.

Joel Barkin, communications director at The Roffee Group, serves as the tribe's VP of communications.

## **MWW PUTS BITE IN TECH UNIT**

Ryan Wallace, who led Bite Global's New York outpost, has shifted to MWW as VP-enterprise & technology.

At Bite, which is part of Britain's Next Fifteen Group, Wallace handles clients such as SAP and Plantronics. MWW counts Samsung Mobile Enterprise, NQ Mobile, Automic and Ancile Solutions on its hi-tech roster.

Ephraim Cohen, executive VP-media innovation and chair of the technology and content practice, oversees MWW's tech unit.

Prior to Bite, Wallace was at Kaplow, doing media and branding campaigns for Sprint, Citrix Online and Polycom. Jersey-based MWW ranks No. 6 on O'Dwyer's ranking of independent firms.

## **WEBER, ICR HANDLE YANKEE CANDLE DEAL**

Weber Shandwick is handling media and ICR has Wall Street duties connected with Jarden Corp.'s \$1.8B acquisition of Yankee Candle, the leader in the \$25B global candle and home fragrance market.

Based in Rye, NY, Jarden is an \$8B consumer products powerhouse, which owns such brands as Sunbeam appliances, Coleman camping gear, Rawlings baseball gloves, Ball canning jars and Bicycle playing cards.

CEO Martin Frankin said in a statement "iconic [YC] brand is a natural extension of our existing portfolio and or our branded consumables business segment." Yankee Candle, which is headquartered in South Deerfield, Mass., sells its products through a network of 35K retail locations, direct mail and online. It generated \$844M in sales last year and \$56M in profit.

Jarden is buying Yankee Candle from Madisoan Dearborn Partners private equity firm. The transaction is to be completed by the end of the year.

Weber's Liz Cohen and ICR's Allison Malkin work the Jarden deal.

## **MENENDEZ AIDE TO MERCURY**

Michael Soliman, a top New Jersey aide to Sen. Robert Menendez (D-N.J.), is slated to join Mercury Public Affairs as a managing director later this month.

Soliman has served as state director and managed the 2012 re-election of Menendez, who chairs the Senate Committee on Foreign Relations. He was previously an aide to the campaigns of ex-Rep. Steve Rothman, Gov. Jon Corzine and the late Sen. Frank Lautenberg, all Garden State Democrats. He joins Mercury on Sept. 17.

Omnicom-owned Mercury has an office in Westfield, N.J., led by partner and former strategist to Gov. Chris Christie, Michael DuHaime. The firm works PR for lottery operator GTECH, which is part of a joint venture tapped in June to run the \$2.7B New Jersey lottery.

## **FUND SEWS PR SUPPORT FOR FED ENERGY**

A well-funded San Francisco not-for-profit that backs green energy projects has engaged D.C. PR support for President Barack Obama's nominee for the U.S. Federal Energy Regulatory Commission.

The Green Tech Action Fund views the unusual PR move as necessary to overcome opposition of climate change skeptics to Obama's choice of Ron Binz to chair the FERC.

GTAF is working with VennSquared Communications, the firm of Democratic PR adviser and former Senate aide Michael Meehan which has outposts in Silicon Valley and Seattle. The group said its campaign in support of Binz' nomination is not coordinating with the nominee.

Bloomberg, which first reported the PR firm's hire, noted GTAF had nearly \$100M in revenue in 2001 and is backed by hedge fund titan Tom Steyer.

Binz is the former chair of Colorado's Public Utilities Commission and is drawing opposition from the coal industry for his clean air agenda in the Centennial State. A *Wall Street Journal* editorial July 29 blasted Binz as the "most important and radical Obama nominee you've never heard of," while a second editorial Aug. 28 blasted GTAF's hiring of PR support.

**Delegates of PR Society of America will consider** a proposal to give Bill Murray the single title of CEO, replacing the titles of president and COO he has had since 2007.

Chair-elect Joe Cohen of MWW Group would only have the title of chair in 2014. He would lose the title of CEO that he won in last year's election.

If passed, the governance changes will consolidate more power at h.q. PR Society governance practices are different from those at associations for lawyers, doctors and CPAs.

All three groups always have staffs headed by members of the profession involved. Murray, previously at the Motion Picture Assn., is an association careerist. All three also have large numbers of their own professionals on staff. The PR Society only has three PR people among a staff of 50+.

Laurel Bellows is the elected president of the American Bar Assn. and Jack Rives, a lawyer, is executive director.

ABA has a House of Delegates that is presided over by its own elected chair, Robert Carlson of Butte, Mont. The ABA board gets its policy directions from the House of Delegates.

#### **Assembly Blocked Governance Reform**

An attempt in 2006 by the Central Michigan chapter to give the Assembly control over the board, citing the bylaws of the ABA and American Medical Assn., was defeated after ten minutes of discussion by a vote of 261-19. None of the other 109 chapters supported it.

The AMA's CEO and executive VP is James Madara, M.D. Ardis Dee Hoven, M.D., is the elected president.

Barry Melancon, CPA, is staff president and CEO of the American Institute of CPAs. Elected chair is CPA Richard Caturano.

Only two bylaw amendments are up for consideration at the PR Society Assembly Saturday, Oct. 26. It usually lasts the entire day.

Last year there were no proposals at all, causing several senior members to blast it as "the most useless Assembly ever."

The morning session was taken up by 11 leader speeches including 20 minutes on elections when no positions were contested. With no amendments to consider, the afternoon session was supposed to be an "unconference" at which anything could be discussed. However, leaders decided the only topic they would allow was how to bring in more members. The Society is about the same size as it was in 2000 when it had 20,266 members. A figure of "21,000" is currently used on the Society website.

A dues hike of \$30 in 2012 has not put the Society in the black. It had an operating loss of \$18,719 for the first half after reporting an operating profit of \$403,048 in Q1.

The sudden death of VP-PR Arthur Yann June 13 at the age of 48 should be examined by a special task force

of the Society.

PR is rated No. 5 on a list of the ten most stressful occupations by careercast.com.

No. 1 is enlisted military personnel with a rating of 84.72. PR, at 48.52, is ranked as even more stressful than senior corporate executive, with a 47.46 rating.

Murray himself, in reporting the death of Yann, said he had "one of the toughest jobs in PR." A committee should explore what makes the job so tough. Murray posted Yann's death on the Society website Sunday night which was four days after it took place.

#### **Heart Attacks Associated with Stress**

Careercast notes that "heart attack is commonly associated with stress."

Corporate PR people are under pressure to push corporate messages and also under stress from reporters who have questions and demands to interview executives. The PR person is often the shield for the executive staff. PR can also function as the spear. This was one of the tasks of Yann. He criticized O'Dwyer reporting <http://tinyurl.com/m7wokcb> not only on the Society website but a half dozen blogs.

Psychotherapist Susan Price told a meeting of the PR Office Managers Assn. in 1990 that "PR is one of the most stress-filled professions."

She said PR people are highly motivated but can be "ground down by their own enthusiasm." Agencies with a high rate of account turnover are particularly stressful since employees fear loss of their jobs and may start competing with each other, she said.

#### **VP-PR Reports only to Murray**

The specs for the replacement for Yann say that the post reports to Murray and other staffers rather than the board. A career PR person should be the head of the staff, copying the legal, medical and accounting professions.

The new VP-PR should report to the elected head of the Society who should have the titles of president and CEO.

Consolidating more power at h.q. only means a continuation of press-avoiding, member-avoiding, and New York-avoiding practices and a further tightening of information flow. Members have lost the printed members' directory (which could easily be a PDF); list of Assembly delegates; transcript of the Assembly; staff list; 110 chapter presidents' list and timely release of IRS Form 990 with pay packages of top staffers and other information.

Staff domination is evident in the inability of 2013 conference co-chairs Oscar Suris of Wells Fargo and Patrice Tanaka of PadillaCRT to have any say on press access to the conference which is being limited by the staff. A New York member has had his Society web rights revoked without explanation but chapter leaders say they are powerless to do anything.

No "credentials" have been given to any press so far and it looks like all reporters will be barred from the Assembly for the third year in a row.

The Society is an example of a trade group taken over by non-members.

— *Jack O'Dwyer*