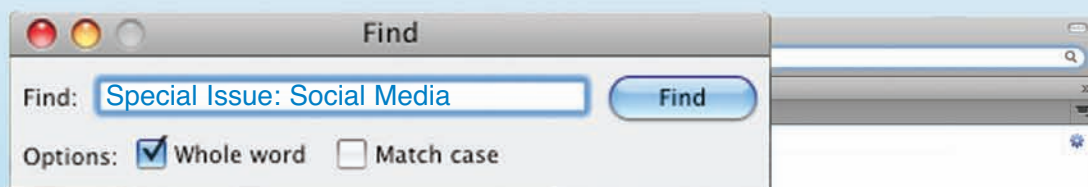


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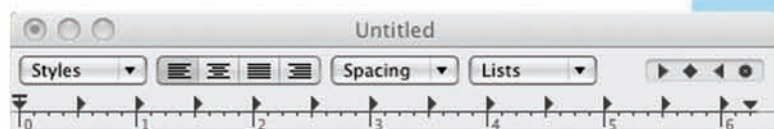
Communications & new media

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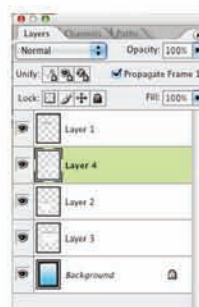
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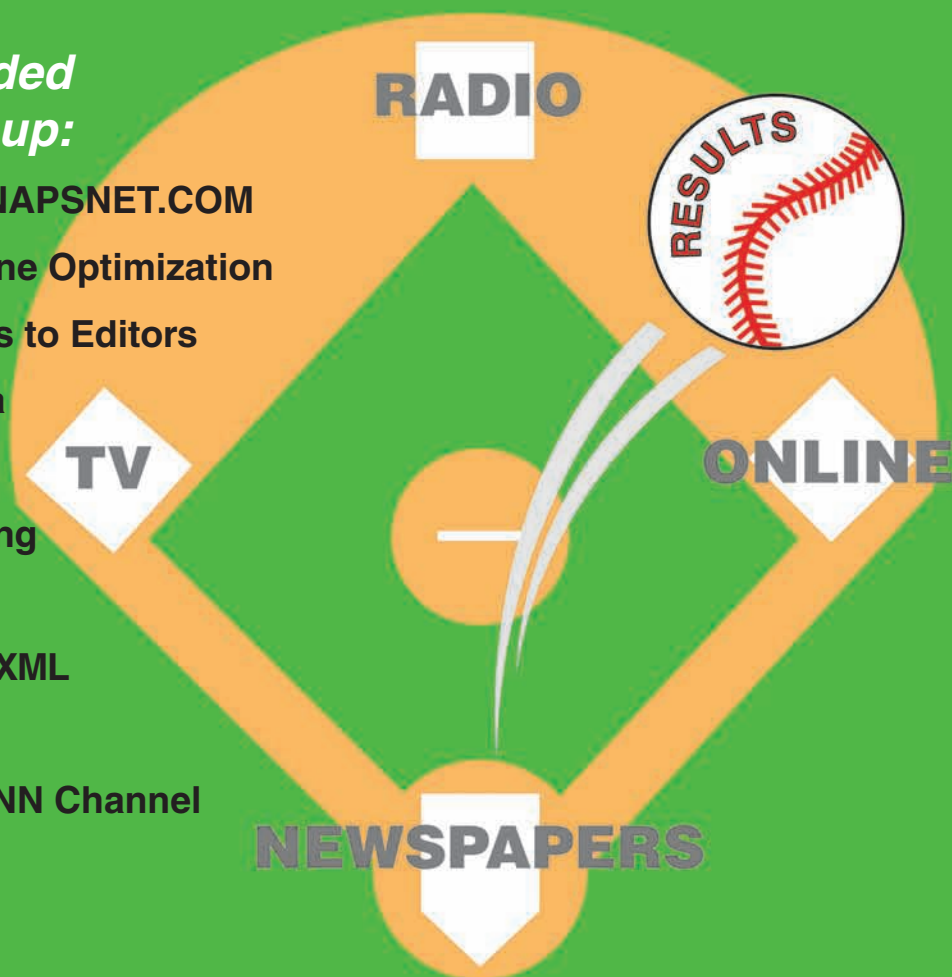
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May: *PR Firm Rankings*

June: *Global & Multicultural*

July: *Travel & Tourism*

August: *Financial/I.R.*

September: *Beauty & Fashion*

October: *Healthcare & Medical*

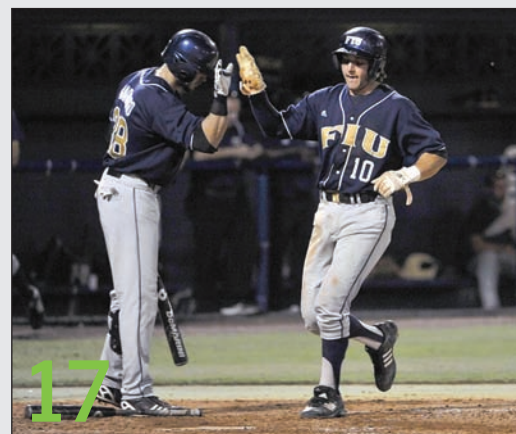
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NPR doesn't need cash ... it needs a backbone

Republicans' efforts to cut taxpayer funds for National Public Radio is a testament to the extraordinarily low value they place on the public's access to quality information. The successful though ultimately pointless March passage of H.R. 1076 was nothing short of a middle finger to those working in the public broadcasting industry. The bill would take away millions in federal funding to National Public Radio and prevent public radio stations from paying NPR dues with federal money.

It follows a similar February House vote aimed at eliminating \$430 million in planned future spending for the Corporation for Public Broadcasting, the parent organization of NPR. Like the January passage of a bill to nullify President Obama's Affordable Care Act, H.R. 1076 and the CPB bill will probably never see the light of day in the Senate.

If it's money they're after, Republicans are barking up the wrong tree. Granted, there was a time when NPR was primarily funded by the government. That ended about 30 years ago. Now, about half of NPR's revenues — or \$63 million — comes from the fees it charges member stations for programming and distribution charges. The rest comes from funds through on-air pledge drives, corporate underwriting, and federal funding in the form of grants by the Corporation for Public Broadcasting. In 2009, member stations only derived 6% of their revenue from direct government funding. NPR received only about \$5 million in federal funding in 2010.

Five million? Republicans would save more by slashing a single railroad subsidy. Or — God forbid — ending one of our ongoing wars.

Granted, it's not hard to push NPR around. The organization has spent the better part of six months being its own whipping boy. Senior News Analyst Juan Williams was canned in October for tepid remarks he made about Muslims on "The O'Reilly Factor," airing personal opinions that recently ousted NPR President and CEO Vivian Schiller said "undermines [NPR's] credibility as analysts."

Then things got really bad. A "sting" operation orchestrated by conservative political provocateur James O'Keefe, who secretly videotaped NPR Senior VP of Development Ron Schiller (no relation to Vivian) making disparaging remarks about the Tea Party, Republicans, Zionists and others, threw NPR's remaining graces in the fire. O'Keefe, who pretended to be a representative from the Muslim Education Action

Center, told Schiller his group was planning to make a \$5 million donation to NPR. In what is now a definitive palm-to-the-face moment, Schiller was quoted during the sting as saying NPR would be better off without receiving any federal dollars. D'oh.

Impossibly, thing got even worse. Ron Schiller resigned (he had already announced plans to depart to the Aspen Institute, who, as a result of the snafu, rescinded their offer). Then, after Vivian Schiller condemned Ron for his statements, she also resigned, in a move to make a good face for Republicans mulling a bill they ended up passing anyway. Wow.

In a public statement, NPR Chair Dave Edwards said the board accepted Schiller's resignation, with "understanding, genuine regret, and great respect." NPR later reported that Vivian Schiller left because the board said she had to go. The fact is, NPR threw Vivian under the bus to save face, just like she did to Williams. Does NPR make incoming employees sign a scapegoat clause?

Needless to say, Republicans hate NPR. They always have. But if NPR wants to prove itself worthy of taxpayer funding, the organization needs to do some serious soul searching. It should demonstrate that it has no agenda, and that it is led by competent and professional management. It should also make the case for why it remains a fantastic public service. The fact is, NPR remains the nation's only media group dedicated specifically to radio reporting. In some rural areas, it's the only station available. It is repeatedly voted the most trusted news source in the U.S. NPR's ability to explore the issues — to actually report — is a concept lost on most commercial broadcasters today; where most 'mainstream' news is now modeling itself after Fox — 'reporting' the regurgitated opinions back to a market segment — NPR remains a lone voice in a media landscape where news has been reduced to a fable. ●

— Jon Gingerich

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AT&T's T-Mobile takeover troubles experts, consumers

AT&T on March 20 announced plans to acquire T-Mobile USA, a move that would create the largest wireless provider in the United States. Many consumers and policy experts are now watching the deal with a jaundiced eye, claiming such a takeover would dissolve competition in the U.S. wireless market, forming a conglomerate akin to the Ma Bell monopolies of yesteryear.

By Jon Gerich

It's a merger of unprecedented scale. Dallas-based AT&T's \$39 billion buy of T-Mobile USA from Deutsche Telekom would merge the nation's second- and fourth-largest wireless carriers, surpassing Verizon as the largest mobile carrier in the U.S. The deal would give AT&T control of nearly 80% of the wireless market, inheriting T-Mobile's 34 million subscribers for a total of about 130 million customers — or 42% of the total U.S. population.

AT&T reported it would pay \$25 billion in cash for the proposed acquisition, forking out the remaining \$14 billion in stock. Deutsche Telekom would be allotted an 8% stake in the company and an AT&T board slot. Both boards unanimously approved the merger.

Inside the deal is a \$3 billion dollar

“breakup” fee AT&T must pay T-Mobile if the deal doesn't go through. Specifics of the transaction have been submitted to the Federal Communications Commission and the Department of Justice for review.

Consumer groups respond

Not surprisingly, complaints are coming in from consumers, policy experts, nonprofits and even executives in the private sector, claiming the deal would slash service, eliminate consumer choice and erode competition in the wireless market.

Media nonprofit Free Press blasted the merger, claiming in a press statement that “the FCC and the Justice Department should confront the very real problems of runaway consolidation in the wireless market.”

“Don't believe the hype: There is nothing about having less competition that will benefit wireless consumers. And if regulators approve this deal, they will further cement duopoly control over the wireless market by AT&T and Verizon,” said Free Press Research Director S. Derek Turner. “A market this concentrated — where the top four companies already control 90% of the business, and two of them want to merge — means nothing but higher prices and fewer choices, as the newly engorged AT&T and Verizon exert even more control over the wireless Internet.”

The Consumers Union, the nonprofit publisher of *Consumer Reports* and owner of the consumer rights website consumerist.com, has urged Congress to turn a leery eye toward AT&T's proposed buy. In a March 23 letter sent to key House and Senate lawmakers, the organization warned lawmakers the proposed merger would stifle further competition in the wireless market.

The Consumers Union also questioned what the merger would do to innovation. The group noted that already the wireless industry is not currently as competitive as it should be, simply because the evolution of important technological developments (like data roaming) are generally not led by research or innovation from small

competitors, but by the companies that own the lion's share of the market. Indeed, AT&T's plans to cannibalize their 3G infrastructure had threatened to put T-Mobile 3G phones on the chopping block.

The Consumers Union also said this lack of competition would mean fewer choices for consumers, and less incentive for the two dominant companies to provide better service or products. Already AT&T has been lambasted by consumers for removing unlimited data plans (even when they were used as a selling point on expensive phones), forcing capped data plans for tethering, and capping DSL service on some products — not to mention the notorious service complaints the company received from legions of iPhone users.

Parul P. Desai, Policy Counsel for Consumers Union, cited a recent survey of wireless customers by *Consumer Reports*, where AT&T ranked last in customer satisfaction and T-Mobile ranked the second lowest in many areas. Desai said this raises serious questions regarding how a proposed takeover could somehow improve present consumer relations. Desai also said the loss of T-Mobile from the national market could increase the likelihood of higher prices for wireless customers.

“Many consumers are already subject to high phone bills and cannot easily switch carriers for a variety of reasons such as early termination fees or the inability to get the device of their choice. Such concentration cannot be good news for consumers,” said Desai. “AT&T is already a giant in the wireless marketplace, where customers routinely complain about hidden charges and other anti-consumer practices. From a consumer's perspective, it's difficult to come up with any justification or benefits from letting AT&T swallow up one of its few major competitors ... We plan to work very closely with regulators and lawmakers to carefully scrutinize this deal and what it would mean to people's pocketbooks.”

The deal has also left AT&T and T-Mobile's competitors jumpy. During a March 22 panel conversation at the CTIA conference in Orlando, Sprint CEO Dan Hesse was forthcoming in his feelings regarding the prospects of his company moving from the third-biggest largest carrier slot to somewhere near last.

“I do have concerns that it would stifle innovation and too much power would be in the hands of two,” Hesse said. ●

Media Briefs

NY TIMES ANNOUNCES NEW PAY-WALL FEE

The *New York Times* will charge online readers \$15 a month for access to its news and features, the paper announced March 17.

Starting March 28, readers of more than 20 articles a month will be presented with three options: \$15 for a month of access and mobile phone app, \$20 for a web/iPad combo or \$35 for the works.

Home delivery subscribers are not charged for digital offerings. Readers, who are delivered to the Times from search engines, blogs and social media, get access, even if they surpassed their monthly story limit.

The Times believes its plan is designed to generate revenues from its heaviest users, while allowing casual readers to access the site.

In a letter posted on nytimes.com, Arthur Sulzberger, publisher, calls the paywall “an important step that we hope you will see as an investment in the Times, one that will strengthen our ability to provide high-quality journalism to readers around the world.”

Sulzberger believes the challenge is to price the NYT “without walling ourselves off from the global network, to make sure we continue to engage with the widest possible audience.”

The home page of nytimes.com and each section front will remain free to browse. Visitors to NYTimes.com are still able to read up to 20 articles a month without paying.

Online campaigns: bringing the audience to you

One of the reasons the Internet has become so popular is that it permits people to discover content as opposed to having information spoon-fed to them via the traditional formats of print and broadcast. Internet users are a savvy and vocal audience who can discern what's genuine and what's phony, enthusiastically embracing the former and thoroughly rejecting the latter.

By Jim Ethridge

A genuine interactive brand experience is the name of the game. Consumers and Internet gatekeepers want content delivered the way they prefer to receive and share it, whether it's video, audio, print, images arriving via social media, in e-mails, or online newsrooms.

Content must be highly visible and searchable as well as interactive and user-friendly. The best content wins online, which means you need the best distribution mode. In turn, that means inviting the consumer and the media — or whoever you want to reach — to come to you.

Quality and quantity

In the same way the Internet has changed the information delivery game, it's also changed the way we judge success. Where once it was all about media "tonnage" as measured in eyeballs and ears, the Internet is a far different model requiring entirely new metrics.

Yet some still try to use the old measuring sticks to gauge Internet campaigns and it doesn't work. I recently reviewed a report stating that a client's content reached an Internet audience of 90 million. When I showed it to KEF Media founder Kevin Foley, he said, "Here we go again," referring to the old days of reporting implausible video news release audience reach numbers.

The Internet is about quality, not just quantity, so success looks considerably different than what you might expect from traditional broadcast media tools like satellite or radio media tours.

Depending on the message, Internet audience impression numbers can be smaller, but that audience really cares about what you have to say. They're engaged in the aforementioned interactive brand experience, and many times they become advocates for your brand.

For example, an outdoor equipment company's new backpack is presented on *Backpacker Magazine's* website and a YouTube video demonstration is shared among a few thousand outdoor enthusiasts. The numbers might look insignifi-

cant, but if that backpack is a superior product you've got a bunch of new fans who'll spread the gospel for you and your client.

Of course, everybody wants to know who they reach with their message. From the everyday Twitterer who habitually checks their number of retweets to the PR pro who needs to quantify a publicity campaign, we want to find out who's paying attention and if it's making a difference.

Numbers can be very deceiving so it's our duty to educate our peers and clients on what is realistic and what is not in the Internet world and avoid the temptation to present or accept grossly inflated audience reach figures.

Just because your client's content is someplace in cyberspace doesn't mean

90 million people saw it.

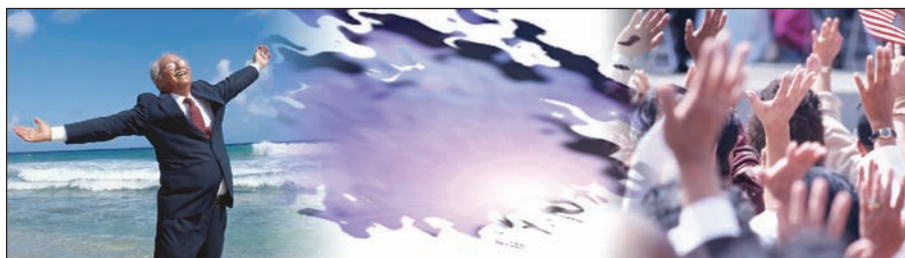
Niche and integration

In many ways, digital is more similar to traditional print media than TV and radio in that there is more opportunity to reach niche audiences. The main difference, of course, is that the web offers immediacy and intimacy with target audiences, whether in the form of comments, links to additional information, audio/video and more.

Digital PR like Internet media tours will not make satellite or radio media tours obsolete any time soon. At the same time, PR pros are finding ways to integrate old and new tools to optimize the reach and impact of their campaigns.

Similarly, the lines between PR and advertising are blurring due to the cross platform nature of the Internet. A spokesperson hosting a satellite media tour can drive viewers to the client's social media page, which in turn, highlights the creative YouTube videos described in the banner ads and the print ads, and on and on.

Jim Ethridge is the Online Media Manager at KEF Media •



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Who 'owns' social media?

Where does social media belong in an organization? Is it a public relations or marketing tool? Is it owned by customer service? Is it in a category by itself? Is it even relevant to put social media in a category at all?

By Stephanie Schwab

There are no clear answers. You can implement social media strategies and enjoy success without choosing a classification. But classifying it may prove critical when you're creating social media policies and planning across the organization.

Many companies and social media practitioners would have social media live in either PR or marketing. And it's easy to see why: the length of social media's arm and the receptiveness of online audiences make it an optimal tool for public relations departments. And socially-oriented campaigns, promotions and coupons fall into the marketing realm. But social media is much more; it's become an important tool for R&D, customer service, even employee recruitment.

Companies may have different strategies when it comes to deciding which department owns social media, but more and more it's becoming classified as an organization-wide endeavor. However, when ownership of social media is spread throughout an organization, communication and collaboration are key. Different departments must work together to coordinate the use of social media tools and ensure the organization's goals are met and everyone is on the same page. Internal communication and collaboration are critical for avoiding brand confusion and ensuring consistent implementation of cohesive strategies that benefit the organization overall. Many companies have established "social media councils" for this very purpose, bringing stakeholders from across the organization to regular meetings and online collaboration communities to work together on the company's social media efforts.

Another school of thought is that social media should stand on its own, as its own department. Some think it's better for social media experts to hold the reins, communicating and planning strategies with representatives of the organization's other departments. Others believe it's a better idea to gradually spread ownership out over a range of departments as long as one department holds the reins initially. In this case, one group — say, public relations — may explore social media and create strate-

gies before moving on to educate other departments on the use of social media tools.

Consider these departmental uses of social media. Which of these is your organization currently doing? Which make sense for you to consider in the future?

Public relations

Have a new product or service? Have exciting plans in the works? Social media makes it easy to spread the word. Start a buzz and encourage others to help you promote your products or services. Request reviews and testimonials and make sure everyone gets to read the great things people are saying about your company. Often, people who would be utterly disinterested in another new site or product are eager to check it out when someone in their network recommends it.

Other PR uses of social media include using social media to find, communicate, and develop relationships with journalists and bloggers; and staying informed of their current topics of interest. You can also deepen customer understanding by producing online video and sharing it through your corporate site as well as YouTube and Facebook. Companies are also successfully supporting their corporate cause marketing programs by using their social presences to draw attention to their supported charities or causes.

Marketing

Social media and marketing are a natural fit. Social media allows marketers to engage with audiences — providing valuable content, interaction, tools and tips which engender customer loyalty and attract new fans to the mix.

Social media marketing is increasingly dependent on creating a steady stream of quality content which becomes an entertaining or helpful resource to customers and potential customers. In order to become a trusted resource for your fans, be attentive: listen to what your market wants and then offer it. Use your own original content and curate from smart, non-competitive sources. Provide 90% value and 10% sales/company information — or go even lighter on the company info. This content mix works for Twitter, Facebook, your corporate blog or any other social platform.

Other ways marketers can socialize their efforts include announcing new products and services and giving community members the first chance to try or buy; posting special coupons or offers to fans and followers; promote marketing events through social platforms; and generating casual marketing research through polls, Twitter chats and blog comments. Business-to-business companies use whitepapers, webinars or blogs to drive leads into their pipeline, and support that content with social network engagement.

Customer service

Many organizations now use social media as a way to manage customer service concerns. I say "Twitter is the new 800 number" — customers expect to connect to your company using whatever platform they use the most, and they don't care if you personally don't understand Twitter. Why? Because social media allows customers to feel connected to your organization, by giving your company a more personal face. Use social media to answer questions related to your products and services, solve customer problems, and monitor customer issues before they get out of hand. Use the feedback you obtain to enhance the customer experience, plan for the future, and revise policies.

Whether you like it or not, people discuss products and services online. They share the good, the bad, and the ugly, in the open for customers and prospects to see. By being engaged and responsive you can enhance your company's image and build customer loyalty.

Recruiting talent

Social media tools make it easier to target talent from various geographic regions and attract tech-savvy candidates. Use social media to mount and enhance employee referral programs and to attract talent that isn't actively visiting employment boards but is actively using social networking. Post jobs (try using Twitter hashtag #jobs) and search for talent on popular social media sites, but don't forget the importance of personal networking. Your former coworker might refer you to a top-notch candidate. They could be just a Facebook message away.

Questioning the ownership of social media may not result in easy answers, but with some planning and organizational alignment you can benefit both your company and your customers.

Stephanie Schwab is the Principal of Stephanie Schwab Consulting. She blogs about social media at www.stephanieschwab.com and www.socialmediaexplorer.com. ●



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Google changes wreak havoc on newswires

By Greg Hazley

A February algorithm change in the U.S. by Google sent ripples through the closely monitored realm of web search, including the major news dissemination services, as one acknowledged taking a significant hit in traffic in the weeks following the move.

Google's revamp, referred to as "Farmer" or "Panda," was intended to root out what the company called "low-quality sites" — sites which are low-value add for users, copy content from other websites or sites that are just not very useful, while boosting sites with original content and valuable information and analysis. It affected 12% of all search results run through Google's search engine.

As the viable shelf life of press releases grew from a week or so as a printed page or fax to basically infinity as digital tenants of the 'Net, search engine optimization, or SEO, has been added to a range of digital offerings provided by PR services companies and agencies over the past decade. Newswire services especially tout their SEO prowess in disseminating press releases and other content, offering programs that scan text for search-friendly keywords and adding identifiers known as tags to attract the scanning eyes of search engines.

Marketwire, for example, says it scans news releases with 20 "complex algorithms" and provides a report ranking the text on a scale of 1 to 100 to estimate its readiness of search pick-up.

The problem for PR services is that while SEO is a technical science, it is far from exact or guaranteed.

Two days after the Farmer change was announced, PR Newswire, the PR dissemination service with the largest web traffic, was cited by the German analytics firm Sistris as one of the top 100 domains that lost a significant percentage of top rankings from the change — a 70% loss which amounted to 15,162 positions for PRN, according to Sistris.

Rod Nicolson, VP of User Experience Design & Workflow for PR Newswire, acknowledged March 8 that the company's website traffic took a hit following the algorithm change and noted its web traffic was running at about 20% below levels before the update. He added that some of the drop was cyclical as the flurry of releases that are sent in earnings season was winding down and said the hit from Farmer was not nearly as bad as the Sistris data indicated.

Nicholson said the change did not alter

PRN's Google Page rank or its Google News pick-up. Traffic to PRN customers' own investor relations sites was "unchanged."

"Maintaining high visibility for PR Newswire.com is something we take very seriously, and we're in contact with Google regarding the drop," he said.

Matt Albers, Director of Software Engineering and Web Services for BusinessWire, said the algorithm change could be an opportunity for content providers like newswires, which he says fall on the positive side of Google's intentions if they play by the rules.

Albers said March 15 that BW had seen an increase in traffic since Farmer was implemented, while he needed PRN for the Sistris report.

Of course, BW says its "best practice" and solid SEO skills paid off with the Google change, but Albers admits that "we don't know specifically why some press release services were dinged."

Ted Weissman, Principal of Lois Paul & Partners who blogged about the algorithm change, said a lesson from it is that PR pros should pay more attention to SEO tactics as well as capabilities.

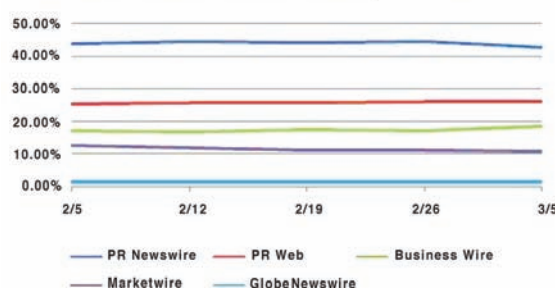
"All PR people need to understand more than just the SEO tools and tips each wire service provides by pressing their providers for specifics about their SEO practices and how they are staying in the good graces of Google and its algorithm," he said.

Google acknowledged that the change would cause some upheaval in its rankings, but stressed that the goal was to improve searches while rewarding good behavior.

"We can't make a major improvement without affecting rankings for many sites," wrote Google fellow Amit Singhal and the company's so-called "spam cop" Matt Cutts in announcing the changes on the company's blog Feb. 24. "It has to be that some sites will go up and some will go down. Google depends on the high-quality content created by wonderful websites around the world, and we do have a responsibility to encourage a healthy web ecosystem. Therefore, it is important for high-quality sites to be rewarded, and that's exactly what this change does."

Jiyan Wei, Director of Product Management for PRWeb, said he thinks the changes will benefit the service because the

Newswire Website Search Engine Traffic



Experian chart of web traffic to major newswires showed a decline for PR Newswire and Marketwire, and slight up-ticks at PRWeb and BusinessWire in the week following Google's algorithm change.

releases it publishes are the type of content that Google wants to showcase in its search results. He said that the day Google announced the initiative, PRWeb showed its best traffic day of the year.

Media reports precede 'farmer'


Google's decision to tweak its algorithm in the U.S. followed two widely read *New York Times* stories of companies appearing to manipulate search results to attain undeserved, even nefarious, rewards in traffic and customers.

On Feb. 12, the Times' David Segal penned a 3,700-word piece "The Dirty Little Secrets of Search," outlining search manipulation on behalf of the retailer J.C. Penny by asking an online search expert to study the performance and even questioning whether Penny's ad spend with Google influenced its results.

Segal's piece followed a 5,600-word November article in the Times about a small eyeglass company that gamed Google results with reams of negative feedback.

Neither article was flattering to Google but both were heavily discussed online and may have sparked the company to crack down on its SEO tactics. As Ruder Finn digital strategist Dave Cannon noted, web users now expect Google to make such changes.

"Because users can't be expected to alter their search habits — after all, what is more natural than asking a direct question? — the public eye is on Google to keep its algorithm up to date, dynamic and well-guarded against subversion and low quality content," he said. "It's oft quoted motto of 'Do no evil' has transformed into a public expectation that Google fight all evil doers of SEO manipulation." ●



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Increase your Internet media tour IQ

By Douglas Simon

A video interview with Santa on behalf of a major beverage company gets posted on Beliefnet.com. A major tech company hires an apartment decorator to talk about their product and the story is placed on USAToday.com. Engadget features a company CEO in a video the client recorded for them at a trade show on its site. Organizations are increasingly focused on using video to earn media online. This has made the Internet Media Tour a core part of any effective communications strategy.

If you are reading this you probably know and understand the power of the Internet to communicate to your target audience and motivate them to take action. But are you still asking “why?” The proof is in the numbers:

- More than 172 million U.S. Internet users watched video online in December of 2010. (comScore)
- 84.6% of the U.S. Internet audience views online video. (comScore)
- Microsites with video are 53 times more likely to be featured on the front page of Google Search. (Forrester Research)
- 84% of media websites use outside produced video. (D S Simon Web Influencer Survey 2011)

There are actually three types of Internet Media Tours. The first is the Internet Interview Tour, which is similar to a satellite or radio media tour. The second option is called a Video Press Junket. This is often used at trade shows or events where multiple members of the media have gathered. The third is Viral Video Media Placement.

This uses a video or a webisode you have created and distributes the content, including earned media, across the Internet. Frequently, these three types of tours can be combined into a more robust communications package. But it is important to use the right tour for you. Here is a brief overview of the different IMT options and how they can be utilized to meet your needs:

Internet Interview Tour (IIT):

For the IIT to be successful, you need a spokesperson and a story angle that will allow you not only to provide a full schedule of interviews but generate placements with valuable online media outlets. It is important to identify target media in advance and pre-pitch the story to determine your potential for success. When we introduced IMT's in 2009 you needed an “A” list celebrity to generate sufficient coverage. As the strength and breadth of online media has grown along with their demand for video, an informed spokesperson with an interesting story and good visuals can generate a strong lineup. Depending on your talent, budget and pitching team you can expect to schedule between 10 and 20 web interviews in a 4 to 5 hour tour.

Many IIT's are completed as an add-on to a Satellite Media Tour. That's because you already have the spokesperson, cameras, set and story ready to go. Increasingly, we're seeing stand-alone IIT's with no need for live satellite transmission. A video crew, onsite editing and a portable phone system, which will allow your spokesperson to hear the questions through an earpiece, allow you to conduct an IIT without the expense of satellite transmission. It's possible to incorporate via Skype. A point to remember is that each interview will require some post production work to create the file that is sent to the media outlet. Typically the turnaround for this is less than one day. Remember, when doing an IIT create a generic interview or webisode that can be used for further distribution and will increase campaign reach.

Video Press Junket (VPJ)

While an IIT allows you to be interviewed from thousands of miles away, the Video Press Junket is used when you're at the same location as the media. It's perfect for trade shows, press events, conferences or any location where there is a significant gathering of media and bloggers who cover your beat. As traditional journalists are now required to file multiple blog

posts and frequently provide video, they're often overwhelmed. The added responsibility, often without added salary, can make them even groucherier than normal. You may have experienced this yourselves. When a reporter compares two similar opportunities for interviews at a trade event and learns that one of them will include a video provided to them for easy posting (and a happy boss), which do you think they're more likely to cover? Again, the production can be handled with a new style crew and onsite editing.

It is important to confirm how you will provide the video file and in what format to allow for easy posting of your segment, just as with an IIT. An additional benefit to both the IIT and VPJ is that you own the footage unlike traditional TV station interviews and can distribute these video segments with third party media endorsement to employees, vendors, clients, and prospects. You'll also want to create a generic or webisode for further distribution.

Viral Video Media Placement (VVM):

This type of Internet Media Tour relies on promoting a completed video or video series and does not require the expense or time commitment of a talent or spokesperson. The concept is “shoot once, play anywhere.” In the D S Simon Productions 2011 Web Influencers Survey, we found that 76% of web media surveyed uses embed codes for video on their sites. About 68% will link to your completed video. This is a huge opportunity to extend the life of your IIT, VPJ or simply as a way to generate coverage of a video that has been part of your initiative.

This technique gets you the widest coverage for the lowest cost. It also can have a significant positive affect on Search Engine Optimization if you place the video on a microsite and design the campaign to drive traffic. It's components include earning media online, web syndication, viral video media distribution on social media sites like Twitter and Facebook, placement on media websites, B2B and B2F (Business to Friends and Family) outreach which turns your customers and prospects into BFFs!

These tools present an enormous opportunity for Public Relations professionals. For the third straight year our D S Simon Web Influencer Survey has found significant increases in web media using outside produced video. The demand is there, now you can choose the best Internet Media Tour to meet it.

Douglas Simon is President & CEO of D S Simon Productions. ●

PR News Briefs

Huntsworth acquires Atomic

Britain's Huntsworth has acquired high-tech firm Atomic PR for \$13.3M.

The price tag could hit up to \$50M based on profit performance of the San Francisco-based firm through 2015.

Atomic CEO Andy Getsey says the deal with Huntsworth provides his firm the “scale and geographic reach,” to provide the best service to clients.

The firm handles clients such as LinkedIn, Verizon, Intuit, Pioneer Electronics and NETGEAR. It becomes part of Grayling under the management of Getsey and James Hannon, Chief Digital Officer and Atomic Co-Founder.

Previous to the deal, Atomic had a joint venture with Grayling. Atomic has offices in New York, Los Angeles and London. It registered a 46 percent surge in 10 fees to \$11.1M. Atomic PR was ranked the fastest growing independent firm on *O'Dwyer's* Top 50 list.

How business kills creativity at every turn

Sadly, in almost every industry, companies squander a creative environment in every step from product development to operations instead of embracing it.

By William J. Comcowich

Apple and McDonald's produce consistently well-accepted products and employ superior logistics along with well-conceived and well-implemented marketing and sales programs to achieve superior financial results quarter after quarter. Most of their direct competitors languish.

Why can some companies get consistently better products and creative services than their competitors? Is it because they have better management? Is it because of their corporate cultures? Is it because they have different advertising or public relations agencies?

Often, it's the corporate approach to innovation and creativity that distinguishes wildly successful companies. From product research and development to operations and communications, the way companies nurture creativity often predicts long-term corporate success.

Two inevitable outcomes undergird the quest for superior creative performance. First, innovation and superior creativity inevitably produce superior sales results. Second, a boss or client gets the level of creativity he or she deserves.

Through the decades, companies, which develop innovative products or breakthrough production processes, are businesses that usually succeed. Innovative products supported by creative marketing and communications invariably become the market leaders.

Advertising research has shown that a great creative idea can generate up to 10 times the selling power of an ordinary idea. Powerful ideas can generate spectacular returns with relatively small media investments. Mediocre ideas produce mediocre results — even if millions are spent on media.

When all is said and done, the buck stops with company leadership. Employees and vendors can deliver only what bosses and clients allow and encourage them to deliver. The corollary is that bosses and clients usually get the work they deserve. Occasionally, a vendor rises above a bad client. Sometimes, a vendor fails a good client. But, on the whole, clients get what they deserve.

Killing Creativity

The worst bosses and clients — the assassins of creativity — are among the favorite subjects of discussion at company cafeterias and creative services companies. Some of these villains can be represented as cartoon-like characters.

Noah Nothing

Noah Nothing is the foremost assailant of creativity. Most businesses have many different types of know-nothings. Some decision-makers don't know enough about their businesses, the marketplace or competitors. The worst assassin, however, is the boss who simply doesn't understand or appreciate the power of creativity, one who can't distinguish a good idea from a bad idea. This boss truly can't see the difference between a Rembrandt and a painting by his mother-in-law. This boss (or client) absolutely, positively thinks TV commercials for local car dealers are as good as a Federal Express campaign. They also somehow believe that the two require the same effort and resources.

Dr. Noah Tall

In contrast, there is Dr. Noah Tall. The know-it-alls can do everything better than anyone else. They enforce their own vision on product design. They have the strategic solution to every problem. They also write better copy. They do better layouts. They are better video directors. In the end, know-it-alls get work from employees and vendors corresponding to their personal ineptitude. The products and communications programs they create write their corporate obituary.

Colonel Dick Tator

Then there's Colonel Dick Tator, the dictatorial leader. These bosses and clients exercise coercive power. They move things forward through threats. They are sandpaper on people's sensitivities. In war, they're the kind of leaders who would be shot in the back by their own troops. Creative employees and vendors shoot them figuratively by delivering less-than-sterling work.

Fred E. Cat

At the opposite extreme is Fred E. Cat. The fraidy-cats never take any creative risks. They do things the way they have always been done. They are stand-patters. They are usually sticklers for rules and regulations. They expect and receive

ordinary work.

I.M. Tough

The bosses and clients who revel in being 'tough' distrust employees and vendors — thinking vendors are only out to make a killing off their accounts. They're also tough about time schedules. They create crises by demanding extremely fast turnarounds. They make continuous changes right up to the "drop dead" date. They're often too inexperienced to know that toughness seldom produces superior work.

B.B. Sniper

Then there's B.B. Sniper. Old B.B. never has an original thought. Every time someone floats an idea, B.B. takes aim and shoots it down. Old B.B. often plays devil's advocate. In fact, B.B. is an obstructionist. It's a wonder that B.B.'s group produces any work at all.

Hiza Charmer

Finally, there's Honorable Hiza Charmer. Charmers are good guys who get by on personality. They have a lot of good qualities: they are very sensitive and supportive of the creative process; they're concerned about people's sensibilities. However, they're often ill-informed, unfocused, and indecisive — resulting in incomplete work or late delivery.

Each of these leader types lack an understanding of the creative personality and what motivates creative individuals.

William J. Comcowich is Founder and CEO of CyberAlert, Inc, a worldwide media monitoring service for news and social media. ●

News Briefs

Study: big demand for social media jobs in Q2

Nearly 10% of marketing and advertising executives plan to add full-time staff in the next three months, up five points from the first-quarter, according to a recent national study developed by The Creative Group.

A growing demand for professionals in the social media, media services, account services and brand/product management fields was cited for the increased hiring activity. According to the study, these areas were ranked as the strongest demand among executives who plan to hire in the second quarter.

Nearly 20% of executives polled said they plan to add staff with social media expertise. Experts with media services experience saw a close second, at 16%.

More than one-third (36%) of executives said they are concerned about losing top creative talent to other job opportunities in the coming year. Nearly 40% of executives polled said finding skilled professionals in these areas remains challenging.

Uses, options increase for online VNRs

Seven in 10 adult Internet users go online to watch or download video. That represents 52% of all adults in the United States. Despite video's explosive growth, many communicators still cling exclusively to the traditional text news release. But today, we can combine the traditional release with modern video technology and the instant and extensive reach of the Internet to effectively and convincingly deliver a client's message.

By Ernest Landante, Jr.

What is an online video news release? Think of it as your news release put to video. Just like how your news release features quotes from knowledgeable spokespeople and testimonials from customers, a video news release features soundbites. Your news release is written in the style and format that newspaper articles are written. Video news releases look and sound exactly like taped news reports on television. Video news releases are about two minutes long, the typical length of television news video packages, and include b-roll, which is video of the scene or surroundings you see while hearing the reporter describe the action or explain the story.

Why distribute a video news release via the Internet? Most text news releases today are available online, so they're easily available to both reporters and the general public. This enables communicators to get their message out quickly and easily. The same holds with video news releases. Posting them online means they're available instantly to reporters and the general public around the world.

PR Services Briefs

Brunswick phones in for AT&T, T-Mobile deal

Brunswick is providing PR support for AT&T as the mobile phone giant pursues a \$39 billion acquisition of Deutsche Telekom's T-Mobile USA unit, announced March 20.

Mike Buckley (San Francisco) and Steve Lipin (New York), partners at Brunswick, are serving as media contacts and advising Dallas-based AT&T in a deal that would create the largest mobile carrier in the U.S., surpassing Verizon. The firm has a Dallas/Fort Worth office headed by Jim Wilkinson. Regulators are expected to take a close look at the proposed combine, which would give DT an 8 percent stake and a board slot at AT&T. Both boards have approved the merger.

AT&T is the No. 2 carrier and T-Mobile slots at No. 4 in the U.S.

AT&T said it will pay \$25 billion in cash and the remainder of the \$39B in stock.

Here's another reason why to post your video news release on the Internet: Indexed video stands about a 50 times greater chance of ranking on the first page of Google search results than a text page, according to Forrester Research.

Where can I post my online video news release? YouTube, iTunes, Facebook, Twitter, your website — you name it, that's where it can be posted.

How do I make sure people can find my online video news release? Once you've decided where to post your video news releases, the next step is making sure the people you want to view them can find them. That's where video search engine optimization comes in. Just like how you search engine optimize a news release or web page, you can search engine optimize a video. An important step is creating a Google video sitemap for your online video news releases. This helps get your video news release indexed by Google, so when someone is searching a term related to your video news release, Google will find and return it in the user's search results.

Can I broadcast email an online video news release? Sort of. While you can't attach a video file to a broadcast email, you can embed a still image of your video and link it to where your video can be viewed. By clicking the image, the recipient is directed to YouTube or your client's web page to view the video.

Research by GetResponse suggests this is an effective way to deliver your online video news releases. Emails containing a video image received, on average, a 5.6 percent higher open rate, and a 96 percent higher click-through rate than non-video emails. Email marketer Campaign Monitor observed that an embedded screen grab of a video linked to a video player was clicked more than 5 times as often as text links to a video.

What should an online video news release contain? The best use of an online video news release is delivering a message or telling a story with strong visuals. There

is little value in an online video news release that's a series of long talking head soundbites.

If you're promoting a product or service, let's see the product in use or the service in action. Let's say you're marketing a new pair of running shoes. You'll want to show someone wearing the shoes while running either on the street or a track. Let's see a new pair being removed from its box. Get close-up shots of the runner slipping on and tying the shoes. Let's see a retail sales person stacking them on shelves.

Notice that action and movement is occurring with the shoes in each shot I described. This is video, not still photography, so let's see something happening. Who wants to look at a pair of running shoes doing nothing?

Are there non-sales uses for online video news releases? I believe online video news releases are particularly effective in reporting a company's corporate social responsibility program. For example, I know a company that has made an enormous impact preventing spread of a dangerous but preventable disease in Africa, Latin America and the Middle East. Its story is impressive and full of visual images, including the people and communities that this company has helped provide medical care.

Whether it's disease, hunger, education or other issues, corporate social responsibility lends itself to strong and compelling visual images that can tell a company's story movingly and convincingly.

How can I learn more about online video news releases? After you've visited Online VNR (OnlineVNR.com) you can learn more about video at Izzy Video (izzyvideo.com) and the New York Video School (nyvs.com). These subscription sites are terrific. If you want to learn about scripting a news report, read anything by Mervin Block. Reel SEO (reelseo.com) is a good place to learn about video marketing and video SEO. Matt Ballek at vidiSEO (vidiSEO.com) has several good videos on YouTube SEO and his four pillars to optimizing YouTube videos. Shawn Montano is a video editor for KWGN/KDVR in Denver. He authors Edit Foundry (editfoundry.com), an educational blog about video editing. It's excellent.

Ernest Landante, Jr. is President at Online VNR (www.onlinevnr.com) and Novita Issue Communications (www.novitaic.com). ●

Ethics practices questioned for college athletes

Three different instances of college athletes charged with criminal or ethics violations revealed widely differing policies from the institutions affected.

By Jack O'Dwyer

Brigham Young University, operated by the Church of Jesus Christ of the Latter Day Saints, suspended star basketball player Brandon Davies from the team in late February after he allegedly broke the school's policy against pre-marital sex.

The *Salt Lake Tribune* said Davies admitted to having sex with his girlfriend and apologized to teammates. The loss of Davies was a blow to the BYU basketball team which at that time was ranked third in the U.S.

Middle Tennessee State University suspended two baseball players from the team in February, one day after rape charges were placed against them. The players admitted having sex with a student while she was under the influence of alcohol, according to a story on WSMV.com. A friend told Channel 4 News that the victim was so disturbed by the incident that she quit the school.

Athletic director Chris Massaro took personal responsibility for the suspensions. The case has yet to go to court.

FIU let baseball star play

Florida International University was criticized from both within and outside of the school for letting Garrett Wittels play baseball while under charges of raping a 17-year-old woman at the Atlantis Resort & Casino in the Bahamas on Dec. 20, 2010.

He and two other FIU students similarly charged are free on bonds of \$10,000 each pending a hearing April 18. The trio met two 17-year-olds, identified as being students at the University of Arkansas by Dr. Michael Wittels, father of Garrett, when all were at a resort bar. A videotape reportedly shows the women were drinking although the legal age for alcohol in the Bahamas is 18.

Wittels, who had hit in 56 straight games, two short of the NCAA record, was allowed to play in the opening game Feb. 18 against Southeastern Louisiana. ESPN televised the game during which the Wittels streak was snapped.

Students, ESPN, Herald rap FIU

FIU student media said the school should have pulled Wittels from the team until the rape charges were settled.

It said a "dark cloud" was placed over the image of FIU and a "horrible precedent" set

by allowing Wittels to play.

"FIU should have suspended Garrett Wittels" said a headline on a column by veteran *Miami Herald* sportswriter Linda Robertson.

ESPN said it was "ridiculous" that Wittels was allowed to play while under rape charges. The AP, covering the game, interviewed Wittels after his hitting streak was broken and got him to admit that he lied to the umpire about being hit during one of his at-bats.

Robertson attacked the rationale offered by athletic director Pete Garcia that Wittels is "innocent until proven guilty." Calling that reasoning "flawed," Robertson said it is the duty of a judge and jury to "presume innocence" during a trial or hearing but standards outside of a court are different.

A politician who resigns while facing corruption charges isn't "innocent until proven guilty," she wrote.

NYT was interested pre-rape charges

New York Times coverage of Wittels and his streak was extensive until he was hit with rape charges. *Times* reporter Karen Crouse, in a lengthy article June 2, 2010, said the Wittels streak had been "a ray of sunshine" for FIU after the fatal stabbing of football player Kendall Berry on campus March 25.

That had "cast a pall" over the athletic program, she wrote. Crouse wrote that "Because of Wittels, the country is seeing FIU baseball in a positive light. No matter when his streak ends, it is, for the University, the start of something good."

There have been only two brief mentions of the rape charges in the NYT and both were AP pickups — the first on Dec. 28 and the second on Feb. 19 after the streak ended. The paper covered extensively the dismissal of BYU's Davies after he admitted having premarital sex.

"Honor Code Separates BYU from Other Teams," said the headline on a story March 2 by NYT reporter John Branch. NYT Reporter Lynn Zinser also wrote extensively on the same topic March 3. NYT coverage of rape charges against three Duke athletes in 2006 totaled many thousands of words.

Atlantis, NYT Advertiser, gets an "F"

The Atlantis Resort & Casino, where the alleged rapes took place, is a major advertiser in the NYT, spending millions each year.

It frequently runs full-color ads in the front news section at a cost of about \$130,000 each.



Florida International University star baseball player Garrett Wittels has been accused of raping a seventeen-year-old woman at a Bahamas resort. FIU officials have thus far declared him "innocent" of the charges, and have allowed him to continue playing for the team.

The Better Business Bureau gives the Atlantis an "F," its lowest rating. It says the Resort failed to respond to eight of the ten complaints against it over a period of 36 months.

BBB said it "does not have sufficient information to determine the size of the business" nor can it obtain "sufficient background information on this business."

The complaints concerned "advertising issues," "billing or collection issues," "customer service issues," "product issues," and "sales practice issues."

PR staffers at Kerzner International Resorts, which operates the Atlantis, have not responded to e-mails or phone calls from O'Dwyer's. The NYT would not comment when its PR dept. was asked about the skimpy coverage.

SI/CBS examined law-breaking athletes

Sports Illustrated and CBS made 7,030 background checks on 2,837 football players who were on the magazine's preseason top 25 as of Sept. 1. The March 7 SI said the six-month investigation showed that more than 200 of the athletes including 23.5% of the scholarship athletes on one team (Pittsburgh) have been "in trouble with the law."

Some schools ignore such backgrounds, feeling that "ignorance is bliss when it comes to knowing a player's arrest record," said the article.

Other schools told SI they were afraid to check police records of athletes because other schools would use that against them in recruiting efforts.

Four Pitt players were arrested on charges of violent crimes between mid-July and late September, 2010. ●

O'Dwyer's Guide to: SOCIAL MEDIA

■ 4.11

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The Coyne PR HotSheet is a weekly recap of the best campaigns, promotions, advertisements and ideas of the week. Coyne PR's internal digital group, Studio C, took the weekly HotSheet to the next level by designing and developing the Coyne PR HotSheet app. The app highlights the industry's coolest campaigns, web 2.0 promotions and advertisements in a weekly digest updated every Friday. The app gives users easy access to archives, videos and regularly updated content. The HotSheet app is available for free download in the iTunes app store.

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Following our role in bringing top digital companies such as YouTube and Ning to the forefront of the social media landscape, Allison & Partners continues to introduce the next generation of digital brands to the marketplace. Today, the agency is helping to build powerful, relevant brands for companies that include social travel guide Gowalla and community marketplace Airbnb. Our experience launching and growing new digital platforms has given us unprecedented insight into powerful strategies for leveraging them on clients' behalf, providing companies that include Progressive Insurance, GoodSkin Labs, Open Solutions and eHarmony with insights into building and

expanding their relationships with consumers, reaching influencers and growing their customer base through social media. Our services include digital media audits, social media strategy and implementation, blogger outreach, content creation, video strategy and more.

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Jennifer Prosek, *CEO*
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Since 2006, CJP Digital, a unit of PR + marketing agency CJP Communications, has been a pioneer in social and digital media and entertainment.

CJP Digital takes an earned media approach to branded entertainment; producing original digital programming designed to tell client stories that resonate with audiences, enhance brand perception, increase PR opportunities and drive growth.

CJP Digital is widely credited with creating the web's first and longest-running brand-sponsored series: The Temp Life, produced for Spherion Staffing since early 2006. CJP has since developed and produced a string of successful branded web originals including Bestsellers, The Webventures of Justin & Alden and Suite 7, a seven-episode anthology for the Better Sleep Council, distributed online by Lifetime and starring Illeana Douglas, Shannen Doherty, Brian Austin Green, Jaime Murray, Eddie McClintock and Milo Ventimiglia.

Our client experience also includes award-winning digital marketing and social media programs for GE Capital, BMW North America, MINI USA and NBC Universal.

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Andy Cooper, *Principal*
Ralph Katz, *Principal*
Anne Green, *President / COO*

CooperKatz & Company, Inc. is highly-regarded for its strong strategic and creative credentials. It offers full-service public relations, creative services and digital / social media capabilities to a national client base across many industry sectors.

The firm was an industry-leader in establishing a practice devoted to helping clients develop and execute effective social media and digital strategies. CooperKatz takes an integrated approach to digital strategies and factors them into every client engagement.

Capabilities include: conversation monitoring; influencer engagement; social channels development (including building / managing profiles and pages on sites like Twitter, Facebook and YouTube); creative campaign ideation / execution; Web content development; Web video production; and online crisis preparedness / support.

CooperKatz has won numerous industry awards like the SABRE, and has been honored as 'Best Agency of the Year' in its size category and 'One of the Best Agencies to Work For' by *The Holmes Report*.

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Coyne PR's Social Media efforts are driven by Studio C, the

agency's in-house digital design and content creation department. Consisting of graphic designers, PR professionals and former journalists, Studio C offers clients integrated, strategic solutions built around developing engaging content. Today, every brand is a publisher and understanding how to produce content that people want to engage with and share - whether educational, informational or merely entertaining - is an essential part of the marketing mix.

Sure, we keep up with all the new platforms and know our Quoras from our Gowallas, but what really matters is having a partner that understands when and how to use these tools in service of larger marketing and business-building objectives, something we've done for brands like Disney and General Mills. Social Media isn't just about Klout scores or chasing Facebook "likes," it's about making a human connection with other people. That's what we do best.

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Digital Park is the new media division of rbb Public Relations, the largest independent PR firm in Florida (*O'Dwyer's* 2010 rankings). Using creativity and best practices, Digital Park delivers measureable results for strategic social and interactive programs for consumer, corporate and B2B clients. Services include: Online Reputation Management, Web Site Assessment & Development, Search Engine Optimization with iPR, Digital Park's Proprietary SEO Syndication Tool, Social Media Marketing and Monitoring, Online Content Development, Blogger Relations & Blog Creation, Podcasts & Vidcasts, Online Video Production & Editing.

The Digital Park blog at www.rbbdigitalpark.com provides insight on the constantly evolving public relations and digital marketing fields.

Three-time winner of "PR Agency of the Year," rbb gives its *Fortune* 500 and entrepreneurial clients award-winning counsel and results, and the individual attention available only through a boutique agency. rbb's bilingual staff excels in media relations, corporate communications, digital/social media, product introductions and crisis counseling. The firm's capabilities encompass a variety of practice areas, including consumer products, B2B, travel & leisure, health and fitness, food and beverage, real estate and crisis communications. rbb is a founding member of the Converge network of PR firms. Explore how rbb's employee-driven workplace results in extraordinary client satisfaction at www.rbbpr.com or call 305-448-7457.

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We offer Internet Media Tours (IMTs) as a stand-alone option or in conjunction with our SMTs, RMTs, Web Video and B-Roll projects. We offer three types of IMTs.

First, the Internet Interview Tour, patterned much like a SMT, provides you the ability to generate earned media online with web influencers that reach your target audience.

Second, our Video Press Junket, which expands on the media coverage you compete for at trade shows and events and provides custom client controlled video that gets posted on leading TV stations, radio stations, newspapers, magazines, web media and blogger sites.

Third is Viral Video Media



On behalf of client Kraft Foods, Hunter Public Relations leveraged the power of Facebook and passion of fans of Kraft Macaroni & Cheese to support the launch of its newest variety, KRAFT Macaroni & Cheese "Cheddar Explosion." Hunter PR aligned the product with the implosion of the Dallas Cowboys' former home, the legendary Texas Stadium in Irving, Texas. In one week, the program attracted more than 180,000 brand target Facebook fans on the KRAFT Macaroni & Cheese Facebook page.

Placement, which is frequently used with Internet Interview Tours and Video Press Junkets. It's a distribution plan for taking your video viral. This includes earned media coverage, web syndication, targeted placement on media news sites, viral social media and the ability to drive traffic and increase search engine optimization for your messages.

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Henry Feintuch, President

The impact of social media on the public relations and marketing mix is profound; yet too many marketers focus on the tactics and not the strategy behind the campaign.

At Feintuch Communications, we build social media elements into client programs as appropriate — not as a separate project or expensive add-on — but as an additional channel for reaching targeted audiences. From smart blogging and LinkedIn groups to custom developed mobile apps and location-

based marketing, our team has the creativity and business acumen to support b-to-b and b-to-c organizations.

We are a strategic relations firm which delivers an integrated set of public relations, investor relations, business start-ups and marketing/creative services. We call it "integrated thinking™" because each client's business challenge isn't always met by the same, cookie-cutter PR program.

We enjoy helping our clients think through their business challenges and develop smart solutions that help them to grow their business. We welcome the opportunity to think through your needs.

HUNTER PUBLIC RELATIONS

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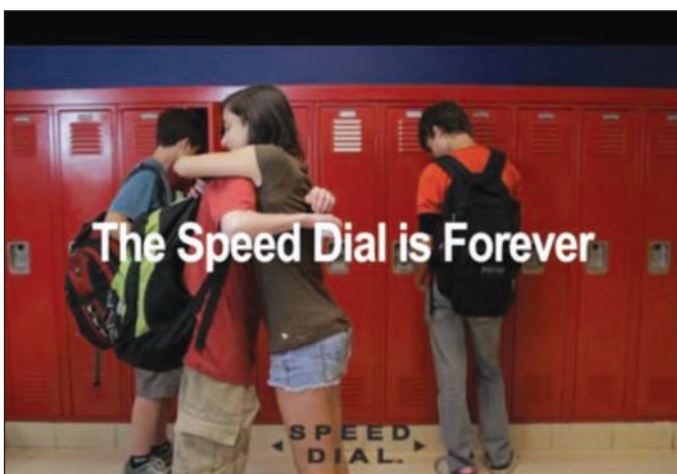
Grace Leong, Managing Partner
Jason Winocour, Agency
Partner, Social and Digital Media
Practice Leader
Samara Farber Mormar, Senior
VP, Business Development

Social media offers a rich, continually expanding platform to

Continued on page 20



Twitter is the ultimate source for keeping up to date with trends and sharing news and relevant information. JB Cumberland PR engages with key media contacts via Twitter, especially to capitalize on live-time communication during product launches, events and trade shows.



To help launch Master Lock's Speed Dial combination lock, JSH&A developed a humorous online video series and sweepstakes targeting teens and asking the question, "what is the secret combination to surviving the teen years?" More than 13,000 teens had an answer.

HUNTER PR

Continued from page 19

build stronger and more meaningful relationships among consumers, products and brands. Hunter Public Relations — an independently owned, mid-sized marketing communications firm — harnesses the enormous power of Twitter, Facebook, the blogosphere, social communities, online video, and an ever-evolving roster of emerging social media channels to revitalize brands, create buzz around new products and build awareness among key influencer groups. Named a Best Digital PR Firm in 2010, the firm's unmatched acumen and insights into social media — coupled with thoughtfully tailored programming and precise tactical execution — benefit some of the most respected companies in America including Hasbro, Diageo, Kellogg's, Kraft Foods, Campbell's Soup Company, Johnson & Johnson, E&J Gallo Winery and 3M.

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Joanna Cumberland, President
Cristina Villa, Digital Strategist

JB Cumberland PR (JBCPR) is recognized as one of the first full-service, boutique PR agencies to fully capitalize on all forms of social media for their clients, winning industry awards for groundbreaking online campaigns. As specialists in marketing consumer products for the past 25 years, JB Cumberland has stayed ahead of the curve by constantly adapting to emerging trends.

From generating chatter about green initiatives online to developing a highly interactive community for clients' Facebook pages, JBCPR identifies your target audiences and brings them together. JBCPR also creates and maintains popular YouTube channels for clients and supports the launches of smart phone applications with coverage in the top tech blogs. Our company Twitter page serves as a

go-to source for media and bloggers looking for new product information. At JB Cumberland PR we combine what we do best with what we are: social media users and enthusiasts!

Global e-commerce sales will reach a predicted \$963 billion by 2013 and advertising spending on Facebook worldwide is predicted to top 4 billion dollars in 2011. JB Cumberland PR helps you get the most out of these expanding opportunities. By employing a full spectrum of traditional and social media strategic tactics, we provide our clients measurable increases in brand recognition, customer loyalty and sales.

JSH&A

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Jonni Hegenderfer, CEO
Jim Kokoris, President
Miguel Cano, Director, Digital and New Media

Known for its innovative, cross-media PR strategies, JSH&A's Social LIF™ approach drives fully integrated campaigns that launch brands and support marketing promotions both online and offline.

While the social media landscape rapidly evolves, the digital team at JSH&A is leading the way with break-through programming. The Hershey's S'Mores Snacktivity Suite at BlogHer drew crowds and chatter. Celebrity Twitter Parties, such as Alexia's tweet fest with chef Tyler Florence, created conversation with consumers. A MasterLock video series for teens on Facebook and YouTube successfully launched an innovative lock targeting the school locker set. Facebook contests for recipes, tool tips, and shared experiences generated fans for JSH&A clients such as Hershey's, Jim Beam Global Brands, Dremel Rotary Tools, Master Lock, ConAgra, Life Fitness and Purina.

At JSH&A, our digital team works with clients to customize social and new media marketing initiatives to ensure programs are strategic and align with business objectives. JSH&A Social LIF™ services include: social media monitoring, digital business intelligence research, content marketing, establishing a digital presence on key

social networks, integrating location-based services such as Foursquare, influencer and ambassador programs, local-market events and home parties, and more. The results can be seen in the customized JSH&A measurement models and the growth of a brand's loyal customer base.

As a member of the IPREX network, JSH&A offers best-in-class PR & New Media capabilities for clients around the globe.

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Liz Kaplow, CEO
Evan Jacobs, CFO

Kaplow is an independent, award-winning public relations agency dedicated to changing the conversation. For twenty years, Kaplow has helped best-in-class companies tell their stories in the beauty & wellness, fashion, retail, lifestyle, and emerging technologies industries. We create programs that put consumers first by identifying the media, events and people that influence them and ensuring our brands are front and center in those places.

Kaplow is creating the communications agency of the future, redefining the PR practice in the changing media landscape. Kaplow's digital services division, Kdrive, pushes PR beyond the edges of traditional media to build word of mouth buzz, fueling the conversations where they occur. Kstudio, Kaplow's content creation and distribution center, uses video development to allow a brand to act as its own storyteller. Kaplow controls the media message and uses our stories to help people fall in love with our clients' brands.

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Kim Blazek Dahlborn, President and CEO

Shannon Quinn, Senior VP

In an age when everyone is "tweeting," "liking" and "blogging," it's difficult to determine how best to break through all the noise to interact and build relationships with target audiences online.

While it's typical for a social marketing firm to apply a "cookie cutter" methodology, L.C. Williams & Associates (LCWA) crafts customized plans for each client that employ the best mix of techniques to achieve the greatest impact. This can include creating buzz for a new product through viral videos, designing eye-catching Facebook pages, conducting online contests and creating online destinations that increase search engine optimization.

Our philosophy is that social marketing should be a part of every communications program. And, we practice what we preach. We pitch story ideas to journalists via our Twitter account, contribute to the websites of some of the most influential bloggers in our clients' industries and attend professional development workshops to keep on top of the latest trends.

LCWA also counsels clients on how to best respond and minimize the impact if faced with extremely negative chatter and online criticism expressed by bloggers and those on social media networks.

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Paul Maccabee, President
Mike Weiner, Dir., Web and Interactive Strategies

NODE, Maccabee Group's social media marketing and online communications practice, guides clients with a thoughtful and disciplined process for tapping into the brand-building power of online engagement via social media platforms such as Facebook and Twitter, and multimedia content for distribution across multiple channels, including sites like YouTube and Vimeo. Beginning with our NODE Web Blueprint process, we produce every element of our clients' social media outreach: video that tells the brand story, social media engagement



At MMC's offices, leaders from P&G Beauty and a cadre of online influencers gather to discuss the future of beauty on the Social Web.

that creates consumer action, and rigorous measurement that assesses message penetration, influence and real-world impact.

NODE may be best known for orchestrating the campaign that launched OfficeMax's "ElfYourself" holiday Web site, which achieved a #1 Alexa ranking for Web traffic in its debut year with 444 million pageviews and coverage from TV's "Good Morning America" to *USA Today*. Other clients that have benefitted from NODE's expertise: Deluxe Corp, Hazelden, Gold'n Plump Poultry and AmericInn Hotels.

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Robert J. Ricci, Group Senior Vice President, Social Media
Samara Finn, Vice President, Social Media

Experts in marketing to women, Marina Maher Communications' (MMC) Social Media Group partners with influencers, brand advocates and thought-leaders to reach target consumers where they live: online and on the go. Combining key insights with key strokes, they draw upon these deep relationships to generate awareness, inspire conversations and deliver highly-measurable outcomes. Led by an active digital pioneer and member of WOMMA's Ethics Sub-Committee, the team uses its connections and strategic ability to identify "what's next." Their evolving suite of products and

services include: Social Listening and Reputation Management; Digital Brand Strategies; Content Creation, Optimization and Distribution; Influencer Engagement; and Consumer Activation via the Web and mobile devices. MMC's Social Media team has produced unique programs with measurable results for a broad range of Consumer and Health & Well-Being clients including: P&G, Bimbo Bakeries USA, Kimberly-Clark, Pfizer and Eisai.

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Aida Mayo, President
George McQuade, V.P.

MAYO Communications, founded in 1995, based in LA with offices in New York, San Diego, Buenos Aires, AR and Bern, Switzerland, has been offering high-tech, corporate, government and nonprofit clients social media and traditional media services for more than a decade. Last year MAYO Communications produced and moderated a social media workshop "How to Create a Buzz for your film" at the LA Femme Film Festival, Hollywood, CA. The Festival is a multiethnic and multicultural festival was developed to empower women. The films are by women, and the four day event (open to the public) honored actresses Angela Bassett (Green Lantern, 2012), Angela

Continued on page 22



MAYO Communications' George McQuade with actress Angela Kinsey, who portrays the feisty, tightly-wound head of accounting "Angela Martin" on NBC's critically acclaimed show "The Office." Kinsey received an award at the Le Femme Film Festival (Oct. 2010), where MAYO Communications and O'Dwyer's sponsored a social media workshop.

MAYO COMMS.

Continued from page 21

Kinsey (NBC's *The House*) and Music Artist Carmen Carter (*Dancing with the Stars*, 2010). MAYO's social media workshop featured top social media experts that attracted film makers from France to Hollywood. Before that All4Media.TV teamed with MAYO Communications to launch The First Annual Noble Awards event in Beverly Hills, where a dozen charities honored Hollywood celebrities who made noble contributions to the community. Some of the celebrities honored included: Morgan Freeman, Teri Hatcher, Joel Madden, Norman Lear, Lionel Richie, Laila Ali, Nancy O'Dell, Brett Ratner, Kenny Babyface Edmonds, Emily Bear and Brian McKnight. This year PERI Software, based in Newark, retained MAYO for social media, branding of its smart grid technology hardware and software products, along with on camera media training. MAYO Communications, which also offers reputation management can be found on Facebook, Twitter, Google Buzz, and on most social media networks and websites. Last year MAYO earned 250 million media impressions. "We don't guarantee media, we just get it!"TM

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Stephen Marino, SVP, North American Head of Social Media & Digital

MSLGROUP is the Publicis Groupe's flagship specialty communications and events network. MSLGROUP is the leading next-generation agency offering trusted advice and unbounded creativity and value in the always-on conversation age. We bring together industry-leading experts, cutting-edge tools and global reach to provide comprehensive solutions not found in traditional public relations firms.

With more than 2,500 people, our offices span 22 countries and cover virtually every discipline required for our clients to engage creatively with their audiences 24 hours a day.

In the Americas, MSLGROUP represents some of the world's most powerful brands from consumer goods to financial institutions and pharmaceutical companies.

Our more than 1,000 seasoned professionals are strategic counselors, digital pioneers, masters in



The High Impact Digital Division of Pierson Grant Public Relations created Facebook and Twitter campaigns to engage the global yachting community and promote the Fort Lauderdale International Boat Show, the world's largest in-water boat show.

influencer marketing and innovative experiential marketers. Our diverse team of experts listen, analyze and create provocative campaigns that build brands, engage audiences, protect reputations and rally employees.

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**Barbara Goldberg, President
Toby Srebnik, Dir. of Social Media**

An independent, full-service creative public relations firm, O'Connell & Goldberg prides itself on connecting clients with their key audiences and keeping them relevant in the marketplace. Recognizing the rapidly-changing way in which consumers receive information, the agency works with clients to engage the most impactful methods of communication, encompassing both traditional and social media channels.

Social media, a fundamental shift in how people and businesses are communicating, has become a mandatory discipline for O&G clients. Working with Facebook, Twitter, Foursquare, LinkedIn, YouTube and other channels, we help steer our client's social media ship while maintaining a fresh and unique personality for each.

From launching and overseeing the social presence of Aventura Mall, one of the five highest grossing malls in the

country and one of the top 10 most active in social media to creating and managing the online presence of Anthony's Coal Fired Pizza, a fast-growing specialty pizza brand, O&G takes pride in helping its clientele become part of the social media conversation, rather than a sideline player.

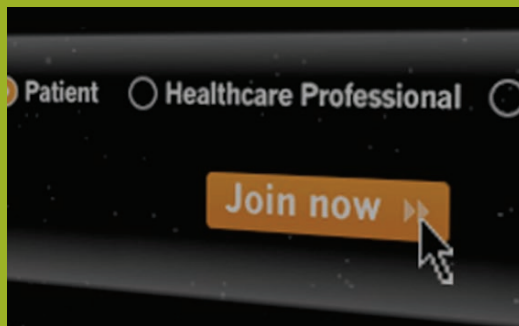
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**Maria Pierson, CEO
Jane Grant, President**

High Impact Digital, a division of Pierson Grant Public Relations, is composed of early adopters with over ten years of skilled Internet marketing experience. The division specializes in social media marketing, search engine optimization, brand monitoring and Web development designed to integrate online and offline PR.

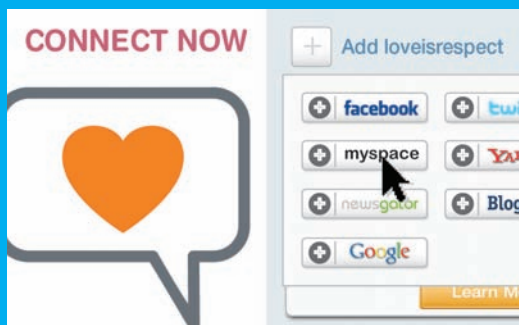
High Impact Digital crafts winning social media strategies for national and regional companies such as American Debt Counseling and Show Management and the Fort Lauderdale International Boat Show, as well as law firms, real estate developers, restaurants and other businesses seeking to connect with customers and enhance their Web-based marketing. Working together with Pierson Grant publicists, High Impact Digital delivers creative thinking, thoughtful execution and measurable results, employing the best practices in digital marketing.



socialactivation



socialstorytelling



socialnetworking

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Florence Quinn, President

Quinn & Co. combines our signature creative approach with strategic digital media initiatives to develop dynamic and highly effective integrated PR programs. We help clients in our core areas of Food, Wine + Spirits, Real Estate and Travel achieve their goals.

We were the U.S. PR firm behind the worldwide, blockbuster The Best Job in the World (Queensland, Australia) viral campaign. We crafted a Blowout Sale at a NYC condominium project, the centerpiece of which was an e-video campaign of weekly chats with the developer. This "first" in NYC residential development helped spike sales 25%.

The agency offers a Digital Audit that identifies opportunities and challenges, and generates recommendations. We have conducted audits and SM campaigns for Hilton, Westin and Marriott hotels, real estate firms, restaurants, The Grand Dalles Vineyard and the Finger Lakes. We have led clients in YouTube contests, SEO programs, Facebook campaigns, online press rooms, Twitter engagement and blog posts.

Our entire staff is immersed in digital media on a daily basis. An internal Digital Media Team keeps us abreast of all things digital.

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Amy Binder, CEO
Nada Arnot, Chief Digital Officer

Social media is an effective vehicle for reaching influencers and engaging with target audiences. RF|Binder has developed and executed many successful social media programs for various B2B and B2C clients, ranging from thought leadership on Twitter for The McGraw-Hill Companies to community

building on Facebook for Scharffen Berger.

While we recognize that all clients have unique objectives, we always begin our social media programming with an understanding of the client's social media footprint, with a focus on answering two WHOs, a WHAT and a WHERE. WHO are the influencers? WHO are their audiences? WHAT are they saying? WHERE are their conversations happening?

By integrating our social media talent with our traditional public relations expertise, we are able to quickly and effectively reach our clients' target audiences at multiple touch points and successfully influence their conversations.

To do so, we employ tactics that strengthen brand/consumer relationships while also ensuring that all communications and messaging are on-point and on-brand. As experts in public relations, we understand how to build online communities to activate programs and amplify messaging. We diligently monitor these communities, and know how to leverage our traditional and social channels to deploy an early response to any emerging developments that can impact the brand (either positively or negatively).

Our core digital services include developing and managing programs on mainstream and emerging social platforms, ranging from Facebook, Twitter, LinkedIn, and YouTube to Tumblr, Foursquare, SCVNGR, and Stickybits. We also have extensive expertise in conversation monitoring, ROI reporting, website development, search engine optimization, and pay-per-click marketing.

We currently provide strategic digital counsel for clients such as consumersearch.com, caloriecount.com, Dr. Praeger's and McGraw-Hill Education, and manage social presences for brands like Dunkin' Brands, Hershey's Scharffen-Berger, Kayem, and CVS.

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Tom Tardio, CEO

Rogers & Cowan is the leading entertainment marketing and PR agency with offices in Los Angeles,

New York and London. Our highly experienced team of professionals is at the forefront of social media, implementing social media communications, designing and executing comprehensive, integrated social media campaigns and creating custom applications for a diverse roster of clients.

As innovators in navigating the world of social media, we offer clients our knowledge, insight, relationships and a deep understanding of the quickly evolving social media space to assist them in developing and executing communications strategies that put them in the mix of the online conversation with consumers about their brands.

Whether we are targeting influencers via the power of the blogosphere, driving a brand's message home or engaging consumers on social networking sites, or building a mobile application, Rogers & Cowan will help influence the way our clients' audiences think about their brand while respecting and building dialogue with key online communities. When it comes to the digital community, we find the influencers who matter, get them the information that is relevant to them and their target audience, and build relationships that benefit the consumer and the brand.

Some clients/projects have included Avon Voices global talent search, Kraft's Real Women of Philadelphia with Paula Deen, 52nd Grammy Awards social media campaign, Scion Reinvent the Wheels web series and web/mobile widget development project, 19 Entertainment's If You Can Dream web series, GlaxoSmithKline alli mommy blogger campaign, Wrinkle Free Eyes Twitter and Facebook campaigns, Fanta's Search for the 4th Fanta blogger campaign, Pauly Shore's Adopted DVD launch and other campaigns for Classmates.com, Wheaties Fuel, AllGov.com, RockYou and Kohl's.

ROSICA PUBLIC RELATIONS

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Chris Rosica, CEO

Internet-enabled tools have transformed the media landscape, and conventional media outlets have had to adapt to an era of two-way conversations. Online social media networks have become the dominant way to create and share

content and opinions. Therefore, public relations agencies need to understand this trend and develop expertise in using New Media methods to effectively reach ever-widening audiences.

Rosica PR adeptly integrates traditional and online PR and marketing. Our agency's services comprise blogging, search engine optimization, and online reputation management as well as competitor and reputation monitoring. Along with our sister company, Interact Marketing (interactmarketing.com), our PR efforts incorporate all aspects of social media, including blogs, Facebook, YouTube, Twitter and others. Clients include: Exergen, La-Z-Boy, BJ Global and Telebrands.

Interact's targeted blogger programs, such as MommyOutreachSM, utilize online PR to generate positive word-of-mouth and leverage the buying power of influential demographic groups. At Rosica and Interact, we excel at identifying emerging online trends to keep our clients ahead of the competition.

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Scott Schneider, EVP, Managing Director, RFI Studios, New York

Not all brands and companies understand social media. In fact, many of them are still seeing strategy and tactical execution as an appeasement to internal or external pressure. We're here to tell you — there's a better way. Digital channels offer an opportunity to gain more context and interact directly with your end audiences. But we firmly believe that solely focusing on a digital channel instead of the larger problems or needs of the end user will lose your brand one of its greatest opportunities — a continual, authentic, one on one experience with your audience across the internet.

RF's Social Media Practice uses intent-driven social media programs to extend the reach of a message through the Social Web. We offer our global clients a range of social media marketing capabilities, including: online landscape analyses, social media monitoring, blogger relations, content creation, and application development.

Our award-winning digital

agency, RFI Studios, creates and implements integrated, digital communications platforms and programs across channels.

Measurement continues to evolve in the digital realm and we work with each of our clients to create systems that best measure program and overall business objectives.

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Joan Schneider, *President & Creative Director*
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Julie Hall, *Executive VP/Partner*

Schneider Associates (SA) began building social media capabilities when we witnessed bloggers being issued press credentials at the Democratic National Convention in 2004. Seven years later, we include a social strategy as a vital, integral component of virtually every campaign we develop for a wide range of clients in consumer retail, technology, home products, professional services, public affairs and creative services. We apply core components of listening, engagement, measurement and evaluation, while constantly scanning the horizon for new ways to activate engagement — whether it's mobile marketing, video, mommy blogger engagement, location based social networks, digital couponing or augmented reality. At SA, we help clients innovate in a digital age while cultivating and fostering communities that strengthen campaigns. Schneider Associates is a full-service public relations and integrated marketing firm specializing in Launch Public Relations®, a proprietary method of launching products, services, companies and communities. Learn more at www.schneiderpr.com

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Dean Trevelino, Genna Keller,
Principals

The agency continues to mature and scale its "Social" platform, speaking regionally and nationally on the importance of having a "Social" strategy, whether you are a B2C or B2B company. Its four-step methodology — Listen. Build. Engage. Measure. — has been refined and clients are gravitating to its simplicity and effectiveness. More important, the firm distinguishes between a community-based social media program and a marketing-driven social marketing program that leverages the firm's web 2.0 capabilities under its Wheelhouse brand, which includes interactive, video, SEO/SEM and web-tainment. Effective and cost sensitive, clients such as Ritz & Wolf Camera & Image, TCBY, Mrs. Fields and Verizon Wireless are leveraging the firm's "Social" capabilities more aggressively in 2011.

WEBER SHANDWICK

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Chris Perry, *Pres., Digital Comms.*
Stephanie Agresta, *Exec. VP & Managing Dir. of Social Media*
Chris Vary, *Senior VP, Emerging Technologies*

Weber Shandwick's Digital Communications practice helps clients understand, apply and benefit from social and emerging media in measurable ways. The group consists of more than 250 digital and social media specialists embedded in 34 offices around the world. Our firm works to infuse its award-winning Inline strategy — a combination of channels both online and offline that will be most effective in driving advocacy for a specific brand, issue or company — in real-world, real-time landscapes for clients across all practice areas/industries.

Our pioneering digital work for clients has received the highest industry honors in both marketing and public relations categories, and the firm was named a Top 4 Employer for Social Media Professionals by Mashable and a leading Digital Firm of the Year by *PR News*. Weber Shandwick also recently introduced crisis simulator, Firebell, an award-winning proprietary application that allows clients to participate in real-time



The Schneider Associates team and Boston Tweepup at the media and consumer launch event (tweepup) for Mojo Motors, an innovative online service offering the best way to buy a used car.

dialogue in a secure, off-the-internet environment.

ZCOMM

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Risë Birnbaum, *Founder & CEO*
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New FCC rules 'spell' change for video programming

Accessibility of video programming has been a hot topic in Washington recently, and the recent passage of a new law updating captioning and video descriptions will have a significant impact on the creators and distributors of video programming — as well as broadcast television stations, cable and satellite operators, and networks — for years to come.

By Brendan Holland

The October passage of the Twenty-First Century Communications and Video Accessibility Act of 2010 revises and expands current accessibility laws and seeks to improve access to television programming and other communications technologies for blind, visually impaired, deaf, and hard of hearing consumers. While the Act addresses such issues as the accessibility of digital equipment, including televisions, set-top boxes, and digital video recorders, and navigation devices, such as on-screen menus and guides, perhaps the most notable elements of the new law are the adoption of video descriptions for television programming to describe the on-screen action for blind or visually impaired viewers, and the extension of closed captioning requirements to certain video programming distributed on the Internet.

These two changes mark a significant expansion of the current accessibility requirements for television programming, which today consist primarily of closed captioning requirements. The closed captioning rules, which have been in place for nearly a decade, have become both accepted by the television industry and expected by consumers. By expanding the law to include video descriptions and captioning of television programming exhibited on the Internet, Congress seeks to further improve the accessibility of video programming as the technology for producing and delivering such programming evolves. In signing the Act into law on October 8, 2010, President Obama heralded the CVAA as an important update to the Americans with Disabilities Act, and one that would allow “Americans with disabilities [to] take advantage of the technology our economy depends on.”

Video description

The idea of requiring video descriptions, that is audio narration describing a television program’s key visual elements tucked into breaks in the dialogue, is not new. In fact, the Federal Communications Commission previously adopted rules requiring video descriptions in 2000.

However, the rules were challenged by the Motion Picture Association of America (and others), and vacated by the U.S. Court of Appeals for the D.C. Circuit in 2002. Now, by enacting the CVAA, Congress has given the FCC explicit authority to promulgate such rules, and the Act requires that the FCC update and restore its earlier video description rules by October 8, 2011, which is one year from the enactment of the new law.

The FCC recently began a proceeding to restore its rules, which would require that large market broadcast affiliates of the top four national broadcast networks and most cable operators and satellite television providers provide programming with audio narrated descriptions beginning as soon as first quarter 2012. Specifically, as proposed, the reinstated video description rules would require the following:

Broadcast affiliates of the top four national networks — ABC, CBS, Fox, and NBC — located in the top 25 television markets would be required to provide 50 hours per calendar quarter of prime time and/or children’s programming with video descriptions.

The top five national non-broadcast networks would be required to provide 50 hours per calendar quarter of prime time and/or children’s programming with video descriptions. Although the proposed rule would be applied to multichannel video programming distributors, such as cable operators and satellite television providers, with 50,000 or more subscribers, practically speaking, this burden will fall on the top-five networks, as the distributors will contractually require them to provide the requisite amount of programming with video description.

Live and “near live” programming (which the FCC proposes to define as programming created within 24 hours of when it is aired) is exempt from the rules.

All broadcast stations, regardless of market size or affiliation, and all cable and satellite providers, regardless of the number of subscribers they serve, must “pass through” video description when such descriptions are provided and when the station or program distributor has the technical capability

to do so.

After the top 25 markets, the FCC has the authority to expand the rules to the top 60 television markets in the country (and potentially beyond), following further reports to Congress on the issue. Similarly, the Commission could also expand the specific hourly requirements, if it finds that the benefit of the descriptions outweigh the costs of providing such programming. Thus, in another ten years, video descriptions could be as common as closed captions are today.

Closed captioning

With respect to closed captioning, the Act requires new regulations such that once a television program is aired or exhibited on television with closed captions, any subsequent distribution of that programming using Internet protocol would be required to similarly include closed captions.

The real work on the captioning of television programming distributed on the Internet has only just begun, and the FCC’s future rule making, which will need to determine the specific responsibilities of video programming providers and distributors, as well as content creators and owners, will undoubtedly be an active and closely watched proceeding.

So far, the Commission has established an Advisory Committee, as required by the CVAA, to develop recommendations on a variety of issues, including the captioning of television programming on the web. Within six months after the Advisory Committee submits its report (which could be as late as April, 2012), the FCC will need to revise its regulations and adopt a phase-in schedule for the captioning of television programming delivered via the Internet.

While some online video providers — such as Hulu and YouTube — currently provide some captioned material and are exploring ways to provide more, many others do not. Accordingly, it will be interesting to see how the FCC’s future captioning rules are implemented on the web. The recent Act is one of the first attempts to regulate video programming content on the Internet in a manner similar to traditional television, and as more video programming migrates to the Internet, it seems likely that Congress and the FCC will follow in order to ensure that such programming remains accessible to all.

Brendan Holland is a communications attorney at Davis Wright Tremaine LLP in Washington, D.C. He writes for the broadcast legal blog www.broadcastlawblog.com. ●

Using radio during a crisis

By Lynn Harris Medcalf

What's the first thing you think of when you hear about a crisis? Speed, responsiveness and immediacy probably come to mind first and foremost. If you are an individual impacted by the crisis, you want information and you want it now. If you are an organization responding to a crisis, you want to get out information and you want to do it now.

Where these two worlds tend to collide is in the media. Radio often provides the ability for people to respond quickly during a crisis. Without need for highly produced video, both radio stations and their affiliated websites provide media outlets with information that can be updated as quickly as news is breaking.

Recent examples of using radio during a crisis include coverage of the earthquake and tsunami in Japan, which according to Radio Info, "News of the quake has taken over radio reports [with] Japan's NHK Radio providing around-the-clock coverage." The protests in Wisconsin are another example of radio use during a crisis. Union representatives and the Governor regularly engaged with radio reporters. Outlets like Fox News and ABC News Radio reported regularly from the frontlines of the debate to provide the latest developments in the budget battle and collective bargaining.

In a 24/7 news environment, it's not only imperative to get there first but for reporters to get it right. This means that as a communications organization, you must prepare in advance of a crisis in order to get the facts right when it counts most. Here are some tips for dealing with a crisis:

Identify your messaging in certain scenarios. Play out ways that a crisis could unfold given your organization and know what your messaging would be under each circumstance.

Once a crisis breaks, fine-tune your messaging. Depending on each circumstance, it will be vital to tweak your messaging to respond to the particulars of each circumstance. Don't skip this step or you will seem like you aren't credible and don't know what is going on.

Keep it simple. Always keep in mind

the issue you're responding to and what your organization is doing about it. Do not have overly complex wording, ideas or legal wording.

Your primary mission is to communicate. This means to be clear and concise and communicate in a forthright and confident manner with factual, helpful information and an action step for listeners to take if they have been impacted. The step could include providing a website or a phone number to get more information. No stonewalling and no "let me get back to you on that" messaging.

Go to the media contacts you know first and quickly. These are people with whom you have had a productive relationship in the past who can help get your message out quickly and accurately. This means prior to a crisis, you have

to communicate with them regularly and build those ongoing relationships, not just reaching out to them during a crisis.

Don't offer exclusives. This is no time to get into a media competition about what outlet is going to break this story. Get the story out to the right contacts at the right time, and don't delay. If a television station is coming out to interview your CEO, don't wait for them to arrive to begin communicating. Every delay means that someone else is telling your story without your input, and those impacted by the crisis could be suffering in the meantime.

Lynn Harris Medcalf is Executive Vice President of News Generation, Inc. ●



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Local TV news remains vital for consumers, communities

Evolution is often a cruel process in which weak, underdeveloped species perish in the face of stronger, more adaptable ones. We saw it with the dodo. We're seeing it in the television news industry right now.

By Kevin Foley

When I started my public relations career in New York City some 30 years ago, it wasn't unusual for a local news crew to show up at a media event with a producer, a cameraman, a sound man and a grip: four people to tell a 70-second local news story.

This was back when the news operations in New York and everywhere else relentlessly battled for the coveted ranking of number one in their markets. They had helicopters and expensive anchors; satellite trucks and top-of-the-line Sony camera gear. No expense was spared to find and report news that mattered.

Before he became a cable news fop, Geraldo Rivera was once a serious journalist at WABC-TV in New York where he won a Peabody Award exposing patient abuse at Willowbrook State School in the early 1970s. Such was the quality of local market television news.

In Chicago, the ABC affiliate had a reporter who did nothing but cover "media." The CBS affiliate there featured a guy who only reviewed restaurants. Sports staffs consisted of five reporters with a ten-minute segment every evening.

Golden age

Times were flush because advertisers had few options in those heady days. In the late 1980s and early 1990s, the vast majority of Americans said they got their information from their local newscasts, so it was almost literally the only game in town for many national, regional and local advertisers.

"It certainly was the golden age for TV news and the folks working in it," says David Brunner, a former long-time news director. "Management hardly ever cut corners and salaries for talent were through the roof."

But like the aforementioned dodo bird who decided he really didn't need his wings, the future finally caught up with TV news rooms in the form of the Internet. In the wake of the dot-com boom of 1999-2000, consumers of information suddenly found they had thousands of new options. Today they have millions.

Adapt or die

The consequences have been stunning.

Where once local market television news operations were lavished with fat budgets and ample time to tell their stories, we now see news directors trying to stretch every dollar as far as it will go. Even in the largest markets, camera operators act as reporters and reporters act as camera operators. In Atlanta, several network affiliates pool news gathering resources, something unthinkable just 20 years ago.

Naturally, it's the lack of money that's pushing news directors to these unprecedented extremes. National advertisers no longer place spot ads on local air with the frequency they once did. In the same way TV viewers have millions of other Internet options, so do advertisers.

"Now stations want talent to multi-task. Anchors must produce and shoot. Sports and weather departments have been cut back. They are asking folks to double their work load, but paying less than ever," says Brunner.

These days advertisers are a sorry parade of personal injury lawyers, chiropractors, trade schools and title pawn brokers hawking their services during local newscasts. It's all decidedly low budget despite the happy faces you see on the anchor desks.

Local connection

If you're a TV station general manager, you might wonder why you should present a local newscast at all. Wouldn't it be cheaper and easier to offer re-runs of "Hogan's Heroes" instead of producing a local newscast?

It might, but if you did, your local station would lose pretty much its only visible connection with your market. For all the problems facing TV news in the second decade of the 21st century, local market news programs and the anchors and reporters who staff them remain the station's vital link to the communities they serve.

"Community involvement is so important that we've created a community-driven program, 3 Plus You," notes Julie Beaty of WRCB-TV in Chattanooga, Tenn., a television news veteran and the show's co-host and producer. "Management has staffed our show with many of the long-time faces and personalities viewers have

grown to know and trust. Having the community take part in the show ensures we're keeping that vital link open between broadcaster and viewer."

Force multiplier

For public relations professionals, TV news presents a very different medium than the one I encountered when I started KEF Media 25 years ago this month. It's a smaller audience, and older now. But — and this is important — TV news audiences are still very relevant and this is where the fate of the dodo and local TV news diverge.

TV newscasters may have been slow to adapt, but adapt they have by using the Internet to interact directly with their audiences, creating a conversation between newscaster and news consumer that didn't exist 25 years ago.

Station web sites today are loaded with news and feature content from a wide variety of sources. In fact, they actually deliver more news and information because there is more time and space available.

Herein resides the opportunity for PR professionals because these web sites serve as a force multiplier for your client's message. When your spokesperson or B-roll appears on a local newscast, the spokesperson or B-roll will also appear on the newscast's web site.

Given the limited resources at hand, any content that informs, educates or entertains will get a hearing in most newsrooms. The trick is (and has always been) to offer this content in ways the TV newscasters can make it relevant for viewers in Scranton or Sacramento. One size does not and never has fit all because news consumers in Scranton look and sound different than those in Sacramento. It takes more time to do it right, but the rewards are manifold when you develop and adapt your message for the intended audience.

Happily, local market television news continues to stave off extinction by adapting to forces — both evolutionary and revolutionary — at work in the mass communications field.

Kevin Foley is CEO of KEF Media, which is celebrating its 25th anniversary this month. ●



Kevin Foley



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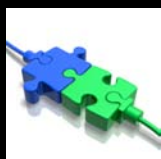
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O'Dwyer's Guide to: VIDEO & BROADCAST

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Alan Weiss Productions Executive Producers Alan Weiss (left) and Al Primo (right), on the set with the Teen Kids News reporting team.

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O'Dwyer's honored Caplan Communications with the "O'Dwyer's Award for Public Communications Excellence" in the environmental/public affairs category for orchestrating a proactive media campaign that effectively prevented the U.S. Environmental Protection Agency from "blending" by relaxing safeguards that prohibited the dumping of largely untreated sewage into America's rivers, streams and lakes.

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Celebrating its 25th anniversary in 2011, D S Simon Productions, Inc., is a leading video communications firm that produces and syndicates content to Broadcasters, Online Media as well as captive audiences through a variety of distribution channels. For years, the company was known primarily for its expertise in generating earned media coverage on broadcast outlets through the use of SMTs, B-Roll, RMTs and PSAs, while also producing award-winning corporate video for clients.

As the media landscape evolved, we created a suite of online media communications services which includes Internet Media Tours (IMTs), Video Press Junkets, Branded Editorial Video and Viral Video Media Placement, all of which take on a comprehensive, targeted approach to promoting a campaign or initiative to the online world. These tactics are growing

The May issue of *O'Dwyer's* will rank the largest independent PR firms in the U.S. Accompanying this issue there will be a profiles section where the top-100 ranked firms can discuss their practice in their own words. If your firm has been ranked by *O'Dwyer's* and would like to be listed, contact Editor Jon Gingerich at 646/843-2080 or jon@odwyerpr.com

in popularity as communications tools among both marketers and the media web sites and bloggers that crave online video content. Increasingly, they are being used in conjunction with a satellite media tour, to turn a press conference into a video press junket, with B-Roll or as a standalone service.

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Paul Gourvitz, giving instructions to Pee Wee Kirkland, during a Satellite Media Tour. Pee Wee, a Rucker street ball legend, was promoting his book, "Soul of the Game." After the tour Gourvitz challenged Pee Wee to a game of HORSE. Pee Wee declined.

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Paul Gourvitz, President

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"The Getaway Girl, Casey Wohl, in mid interview as she talks spring break travel on set in Orlando. KEF averages 30 bookings for satellite media tours, including TV, radio and Internet outlets.

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The pros at newscast mount a video camera on the hood of a car for a production on teen driving.

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MediaTracks produced and syndicated the 40-segment Merck "Milestones in Medicine" national radio series. We also syndicated "A Healthier World," a weekly national radio series for Pfizer, Inc. Radio media tours with consumer product messages have included the George Foreman Grills "Knock Out the Fat" campaign, "Child Safety" for Ross Products/Wal-Mart, and CDW's "Social Media Recruitment." Our client roster includes AstraZeneca, Alzheimer's Association, Walgreens, Bayer, Takeda, Eli Lilly, Novartis, MetLife, Genentech, Medtronic, Arm & Hammer, Kraft, Coca-Cola and McDonald's. We share long-term agency relationships with Burson-Marsteller, Cohn & Wolfe, Cooney/Waters, Edelman, Fleishman-Hillard, GCI, Ketchum, Ogilvy, Porter Novelli, WCG and Weber Shandwick.

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Continued on page 34



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Katlean de Monchy, Editor in Chief, Nextpert News, produces 1-minute feature segments airing every 15 minutes on the New York Taxi TV.

NEWS GENERATION

Continued from page 32

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O'Dwyer Rankings Now Open Year-Round

To help clients shop for PR and wind up with legitimate firms, odwyerpr.com is opening its ranking process to PR firms throughout the year.

Public Relations Firms Rankings

Updated March 2011

2010 WORLDWIDE FEES OF INDEPENDENT FIRMS WITH MAJOR U.S. OPERATIONS

[listing] -- Listing for each firm in O'Dwyer's PR firms database

	Firm	2010 Net Fees	Empl.	% Fee Change from 2009
1.	Edelman, New York [listing]	\$521,969,675	3,635	+18.6
2.	APCO Worldwide, Wash., DC [listing]	\$113,400,000	566	+13.1
3.	Waggener Edstrom, Bellevue, WA	\$111,910,000	839	+5.9
4.	Ruder Finn, New York [listing]	\$97,059,000	602	+8.8
5.	Text 100 Global PR, San Francisco [listing]	\$46,700,000	451	-3.9
6.	WCG, San Francisco	\$37,008,000	179	+37.6
7.	MWW Group, East Rutherford, NJ [listing]	\$34,798,000	184	new
8.	Qorvis Communications, DC [listing]	\$29,713,320	98	new
9.	ICR, Norwalk, CT [listing]	\$26,514,621	87	+20.0
10.	Schwartz Comms., Waltham, MA [listing]	\$25,210,803	179	+1.2
11.	Regan Comms. Group, Boston [listing]	\$19,462,000	45	+6.0
12.	Taylor, New York	\$19,300,000	100	+1.0
13.	Padilla Speer Bearley, Minneapolis	\$17,074,827	110	+12.0
14.	Coyne PR, Parsippany, NJ [listing]	\$16,051,100	94	+32.0
15.	Gibbs & Soell, New York [listing]	\$15,979,927	92	+5.0
16.	Allison & Partners, San Francisco [listing]	\$15,509,135	93	+6.0
17.	Cooney/Waters Group, New York [listing]	\$14,088,673	47	+14.1
18.	French/West/Vaughan, Raleigh	\$13,597,663	74	+18.0
19.	Zeno Group, New York [listing]	\$12,468,755	76	+24.0
20.	RF Binder Partners, New York [listing]	\$12,310,000	75	+6.0
21.	Hunter PR, New York [listing]	\$12,005,679	72	+16.5
22.	Peppercom, New York	\$11,825,816	60	-5.6
23.	Capstrat, Raleigh	\$11,800,000	88	+13.0
24.	SW Public Relations, New York [listing]	\$11,393,178	69	+3.0
25.	Atomic PR, San Francisco [listing]	\$11,112,250	75	+46.0

The current ranking of more than 150 firms (top 25 shown above) will remain unchanged but there will be a section on the site beneath the list that will include firms that have satisfied the O'Dwyer ranking rules – supporting fee and employee totals with income tax and W-3 forms and providing a current account list.

The entire counseling industry will benefit by having as large a database as possible of firms that have met these reporting requirements.

The bigger the database, the more accurate a picture that can be painted as to how the PR counseling industry is faring.

An "O'Dwyer Seal" will be provided to firms that document their revenues and staff and provide a public account list.

Log on to odwyerpr.com to download rankings instructions in PDF form.

Transparency PR primer

By Fraser Seitel

Public Relations Society of America's "Statement of Professional Values" includes, among the profession's most important ethical standards, the practice among its members of "transparency."



Fraser P. Seitel has been a communications consultant, author and teacher for 30 years. He is the author of the Prentice-Hall text, *The Practice of Public Relations*.

And who among us would dispute the importance of communicating clearly, without obfuscation or deception?

President Obama told his departments, "My Administration is committed to creating an unprecedented level of open-

ness in Government. We will work together to ensure the public trust and establish a system of transparency, public participation, and collaboration."

Google the words "transparency + corporation," and you'll come up with 48 million listings.

Herb Baum, former CEO of Dial Corporation and Quaker State, and author of the book, "The Transparent Leader," says, "Transparency is a long-term commitment of being honest and open in everything you do."

CNN's Anderson Cooper agrees, "It's a good thing that there are bloggers out there watching very closely and holding people accountable. I'm for as much transparency in the newsgathering process as possible."

And then there's everybody's favorite, WikiLeaks founder Julian Assange, who intones, "Transparent government tends to produce just government."

Transparency, in short, has become the new "watchword" for openness in society. And since PR professionals should be the "keepers of the transparency flame" within the organization, here's a primer on what each of us ought to know about the subject.

A definition

Transparency is about being open, honest, and accountable in how you conduct your business and how you communicate.

A transparent organization demonstrates its integrity through the quality and rela-

bility of information — financial and non-financial — that management provides to key constituents.

In other words if even a good company hides information that would be of "material" knowledge to its shareholders — like the extent of the illness of its CEO, for example — than that organization is suspect when it comes to transparency.

Literal translation: It can't be trusted.

Constituents

Every organization has a number of key constituents with which it must communicate and about which it must be sensitive. Among them:

Investors. Stockholders and bondholders have a clear right to know what's going on in terms of the institution's business and finances. Regular communication with investors is usually the best policy. Just ask Warren Buffet, whose Annual Letter to Shareholders is not only cherished but, more important, believed.

Consumers/Customers/Clients. Client "transparency" is the primary 21st century thrust of state and federal legislation — whether dealing with hospital patients, mortgage borrowers, or consumers of every stripe.

Employees. With recession-inspired salary freezes and layoffs abroad in the land, the employee public has become increasingly brittle in the 21st century. Winning management trust isn't easy and requires constant credible communication.

Media. Like 'em or not, the local media play a key role in most communities. They're the last public you need as enemies when you're on the wrong side of a crisis.

Legislators/Regulators. It also makes sense to keep on the right side of legislators and regulators, with periodic updates of how the organization is doing.

General public. The public needs to look at each local institution as a "community resource." To accomplish that task demands regular communication.

The benefits

There are a number of presumed benefits to greater transparency. Here are three:

Presumed benefit #1: If organizations report more information about their philosophies, policies, and programs, in a meaningful, consumer-friendly format, customers can make better and more

informed decisions.

This assumes, first, that the material is presented clearly without legalistic overkill; and, second, that consumers are motivated to make a more informed decision. Some will be; others will not.

Take hospitals, for example. In a setting of third party payment, many consumers find hospital cost data to be meaningless because their insurance pays the bill. So they will welcome quality data, but may ignore pricing. And, if data on quality is absent or confusing, some patients will tend to view higher prices as a signal of better quality.

Presumed benefit #2: Inside the organization, there's another result: Supervisors and staff will become more aware of the organization's performance, understand where improvement can be made, and know their role in improving it.

This assumes an enlightened culture of continuous improvement and constant communication.

It is axiomatic in public relations that: You won't be able to persuade the people outside that you are a top-quality organization, unless the people inside believe it first.

Stated another way, for them to be with you, employees must be told "why" decisions have been made. Answering the "why" is the critical question.

Presumed benefit #3: Nationally, if organizations share actions taken and lessons learned, they will be considered by markets, evaluators and commentators as the "top of class."

The world is awash in ratings agencies — from J.D. Power rankings of airlines and banks to *Consumer Report's* ratings of autos and cribs to *US News & World Report's* assessments of colleges and hospitals. Such rankings are important in a society overwhelmed by uber competition in every sector.

One way to enhance an organization's status in these competitive rankings is to practice "transparency."

The risks

Becoming a "transparent" organization is not without risks. Among them:

Presumed risk #1: Great expectations.

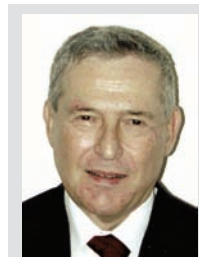
Transparency in communication presumes "leadership." And a leader is held to great expectations. Once an organiza-

Continued on next page

Questions regarding Libya begin sounding familiar

By Arthur Solomon

Why is it when I listened to President Obama talk about Libya, I thought I was listening to President Bush II?



Arthur Solomon is a former Senior Vice President and Senior Counselor at Burson-Marsteller.

Why is it when I listened to Secretary of State Hillary Clinton talk about Libya, I thought I was listening to Secretary of State Colin Powell talk about Iraq?

Why is it when I listened to Obama talk about removing Colonel Qaddafi, I thought I was listening

to President Bush talk about regime change?

Why is it when I listened to Obama talk about the Arab League supporting the U.N. resolution against Qaddafi, I thought why don't they offer troops and money instead of talk support?

Why is it that when President Obama said, "Let me be clear, these terms are not negotiable," I thought he was reading from a recycled President Bush speech?

Why is it that no matter what happens to Qaddafi, I feel that the Arab Street will blame the West for attacking another Muslim country?

Why is it that no matter what the outcome of the Libya situation, the Arab Street will say that the West just got involved in order to ensure a supply of oil?

Why is it when I think of U.S. intelligence in Libya, and the other countries in the Mideast, I think of our military intelligence prior to our sending troops to Iraq?

Why is it whenever I hear Sen. John Kerry say that the U.S. must act against Qaddafi, I think I am listening to Sen. John McCain?

Why is it that whenever I hear Sen. McCain urge action against Qaddafi, I think I am listening to Sen. Kerry?

Why is it that when I hear Sen. Joe Lieberman talk about action against Qaddafi, I think I am listening to someone who should have retired years ago?

Why is it that when Obama said, "American leadership is essential, but that does not mean acting alone," he means that if military action is needed, many more U.S. servicemen lives will be put at risk than that of all other nations combined?

Why is it that when all is said and done, I fear that any Libyan military action will be similar to that of President Bush's "coalition of the willing," prior to the U.S.-led invasion of Iraq in March 2003?

Why is it when I think of the U.S. again getting involved in a war against another Muslim country, it reminds me of Iraq and Afghanistan?

Why is it that I feel that the U.S. never has enough money to feed the hungry, clothe the poor, provide decent housing for the homeless, make certain that all our citizens receive the healthcare they need, but always has money enough to provide tax relief for the wealthy or for another war?

Why is it that I no longer believe anything that Obama says about America's foreign policy?

Why is it that I feel certain that the U.S. has no idea of what type of government will emerge from Libya, or any other of the Mid-East countries now facing revolutions?

Why is it that the U.S. doesn't wake up to the fact that not all successful revolutions work to America's benefit?

Finally, why is it that when I listen to the Obama administration speak about its Mid-East policy, I think I am listening to the Bush agenda? ●

TRANSPARENCY

Continued from previous page

tion is perceived as a "leader," it is expected to offer up information on a constant and consistent basis.

Presumed risk #2: No turning back.

Once an organization discloses data, "the horse has left the barn," and it's too late to lock the door. You're now committed to a policy of disclosure.

A hospital which discloses cost and quality data or a university that discloses admissions policies and results are forever obligated to releasing that data. There is no turning back.

Presumed risk #3: More, more, more!

When asked "what he wanted," the legendary labor leader Samuel Gompers famously replied, "More." So it is when an organization proclaims itself, "transparent." The stark reality is that transparency is "inelastic" it knows no bounds. Constituents always want

"more disclosure." A CEO and board must be prepared for the inevitable demands for "more."

Presumed risk #4: Accountability.

Finally, transparency about your actions is de facto acknowledgement that management and board accept "accountability." And sometimes, it's tough to be "accountable" to all constituencies simultaneously. For example, securities holders might feel entitled to certain information that if exposed to the staff might cause problems. Since management is "accountable" to both constituent groups, walking the tightrope of transparency is not always easy.

All of this suggests that the decision to become more "transparent" should not be taken lightly. Some of the nation's most formidable companies — Apple, Goldman Sachs and Disney, to cite three — are among the least "transparent."

In the end, "disclosure" is generally preferable to "exposure." And so, an

organization must ask, "Do we want the light to shine from your own institution — or emerge from somewhere else?" ●

PR news briefs

Chrysler cans 'F-bomb' firm

Chrysler says it isn't going to renew the contract of an Arlington, Va.-based social media firm that was responsible for dropping an "F-Bomb" March 9 on the company's Twitter account.

"I find it ironic that Detroit is known as the Motorcity and yet no one here knows how to 'f-----' drive," read the offending tweet on the ChryslerAutos site.

The tweet was removed and the automaker issued an apology to say that its "account was compromised early today. We are taking steps to resolve it."

Pete Snyder, CEO of New Media Strategies, posted a blog March 10, regretting "this unfortunate incident. It certainly doesn't accurately reflect the overall high-quality work we have produced for Chrysler. We respect their decision and will work with them to ensure an effective transition of this business going forward."

Snyder and NMS have counseled blue-chips such as Burger King, Time Warner, CBS, Revlon, Northwest Airlines, Reebok and Coca-Cola.

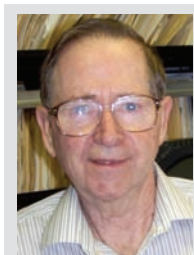
Mideast shows difficulties tossing the corrupt

By Jack O'Dwyer

The spread of revolts in the Middle East shows how hard it is to topple an entrenched regime no matter how corrupt it may be.

Insiders have their hands on the army, the treasury, usually the press, and most importantly the flow of information.

A populace kept in the dark is a weak populace.



Jack O'Dwyer

Only a few members of a country or group can be counted on to voice opposition. The American Revolution in the 1770s was backed by a small percentage of the population.

Some members of the PR Society of America staged their own revolt last year via the "Committee for a Democratic PRSA" (CDP).

The revolt against 35 years of a monopoly on Society leadership by APRs went nowhere. Only 305 signatures were obtained on a petition in spite of a six-month campaign.

It's easy to see why. The PRSA board wouldn't let the CDP e-mail the 21,000 members, a list reserved for pitches to members for seminars and webinars.

Tactics online never mentioned it. A story in printed *Tactics* finally appeared in September.

The board itself was noticeably cool on this, saying it only favored the APR proposal that had already been defeated in 2009.

"Revolt" was 11 years old in 2010

The revolt against the APR monopoly is now 11 years old. The first Strategic Planning Committee in 1999 urged removal of APR throughout the bylaws. The 1999 board pledged a fight against any such change.

Following is a list of 20 abusive policies and practices of the Society that need reforming. Dogged adherence to them by Society leaders and staff damages the image of PR, the Society itself, and all APRs.

1. Refusal to listen to or dialogue with members including Fellows who send questions to the board.

2. Elected officers who spend the year dodging questions and speak to a half dozen or fewer of the 110 chapters and never to the New York chapter. Schedule of 2011 chair Rosanna Fiske is unavailable. No one is

available to pitch the "Business Case for PR."

3. Failure to post throughout the year the list of Assembly delegates with their e-mails (reachable by a single e-mail).

4. Refusal to audiocast the Assembly when it would be cheap and easy to do so.

5. Failure to supply a transcript of the Assembly since 2005 after doing so for many years.

6. Substandard and misleading financial reporting marred by booking dues as cash and providing late reports (IRS Form 990 not given to Assemblies).

7. Lack of financial information in the web press room. Financial reports available to members only.

8. Cronyism on the board now lets any member return indefinitely — negating the intent of the founders who barred returnees.

9. Making huge decisions such as canceling the printed members' directory and moving to downtown New York without any input from the Assembly.

10. Refusal to discuss providing a PDF of the membership list.

11. Failure to have a press conference. Last conference involving CEO and board was in 1993.

12. Interference with coverage of 2010 Assembly including barring photos or recording any part of the Assembly — new policies instituted in 2010.

13. Refusal to let the only reporter who has covered the Assembly for the past 15 years (Jack O'Dwyer) attend the 2010 Assembly lunch.

14. Refusal to give this reporter credentials to cover the 2010 conference although credentials were given to us for the Assembly (a contradictory policy that defies explanation).

15. Ignoring bedrock Robert's Rules (that make the Assembly the "ultimate" authority and bar proxy voting) while pledging obedience to RR.

16. Ignoring the Assembly which asked for an investigation of e-mail elections (BigPulse would handle such votes for a few thousand dollars).

17. Wining and dining chapter presidents-elect, district and section chairs in New York each June at a cost of \$100K-plus when this should be a Spring Assembly.

18. Refusal to settle with the authors it ripped off from 1980 to 1994, a practice that earned it hundreds of thousands of ill-gotten dollars.

19. Excessive costs of staff and the isolated downtown h.q. that requires airport-level

security checks to enter. Staff of 50 or so has 22,000 sq. ft. to rattle around in. All but seven of staff names are now hidden.

20. Roadblocks put in way of member interaction including removal of the former single list of 110 chapter presidents. Visits to 110 websites needed to get such info.

Society committed theft

There's no question that the Society committed massive theft of the intellectual property of authors from 1980 to 1984.

Chief victim by far was the O'Dwyer Co. whose articles comprised up to a quarter of the materials in some of the 1,000 packets that were sold at prices up to \$55.

To those Society members and leaders who ask us why don't we also cover the positive aspects of the Society, we reply that if some neighbor stole something valuable from their house and wouldn't return it, there would be nothing good to say about that neighbor.

The victim would not want to hear about how hard the head of the family works, nor how kind he or she is, nor what his or her charitable activities are.

The victim wants the property back or adequate compensation paid for it.

Lying and thieving at national level

Lying and thieving at the national level is responsible for the three-year recession that has caused severe pain to many Americans and lesser pain to the rest.

The Financial Crisis Inquiry Commission concluded that the meltdown was avoidable and not due to inexorable economic forces.

The cause was Bernard Madoff-type corruption in the banks and big Wall St. houses and complicity with government regulators who abandoned their responsibilities.

One duty of PR is to be a "corporate conscience." It's supposed to be more than just a tool of business. It's not supposed to be "a secret weapon," as treated by Kraft CEO Irene Rosenfeld.

PR's largest group of PR people should be setting an example of openness, honesty and democracy.

The Society needs outside counsel but can't have it because no PR firm would allow its name to be identified with such member and press-dodging and stonewalling.

None of the major CPA firms will work for it, either. Deloitte & Touche and Ernst & Young split more than ten years ago.

New leadership of this "revolt" is needed. Acting head Art Stevens says he and the CDP are on "winter break." ●

G&S makes consumer splash

Gibbs & Soell has recruited 25-year PR vet Greg Sherry to expand its consumer practice at the New York-based shop that is celebrating its 40th anniversary.

Sherry takes staffers and clients of his SK Communications (U.S. Tennis Assn., HEAD USA, BenQ, Archdiocese of Newark, Wenger/Swiss Army and

Commonfund) to G&S' consumer lifestyle practice group.

He founded The Sherry Group, which was acquired by Publicis/BCOM. Earlier, Sherry served as Director of Communications for Spalding and Evenflo Cos. and

was a VP at Robert Marston Assocs.

M&M/Mars, Campbell Soup, LG USA Miller Brewing, Avon, Cadillac, FedEx and Perrier have also received counsel from Sherry. •



Greg Sherry

Gordon plugs into Nintendo

Agency vet Cynthia Gordon has plugged into the vacant VP/Corporate Affairs post at Nintendo of America.

The recent VP at Boston-based 360 PR is based in Redwood City, Calif., to help Nintendo's kick-off of the U.S. launch of its 3DS gaming system.

Gordon previously ran PR and new media for Universal Studios as a VP and held in-house posts at Dunkin' Brands (Director/Corporate Communications) and Togo's. She also headed the Chrysler account at



Cynthia Gordon

GolinHarris in Chicago.

At 360 PR, she headed digital and social media for the agency.

The VP/Corporate Affairs post had been vacant for more than a year following the exit of Denise Kaigler in

November 2009 after a short stint. The last long-term VP in the post was Perrin Kaplan, who left in 2009 to form the marketing and PR shop Zebra Partners with other Nintendo vets in Seattle. •

Barbour taps Dyke for comms. counsel

The political action committee for Mississippi governor and possible presidential candidate Haley Barbour has brought in seasoned GOP PR operative Jim Dyke as a communications advisor.

Dyke, who runs six-year-old PR and PA shop JDA Frontline out of D.C. and South Carolina, is charged with managing and raising Barbour's profile nationally.

Haley PAC Treasurer Henry Barbour said Dyke will "help us manage the increased national media interest and demand for the governor."

The *Washington Post* had named Dyke one of the six top "free-agents" still available for the 2012 campaign.

Dyke was Communications Director for the Republican National Committee during President George W. Bush's re-election and Press Secretary for the RNC prior to that.

Earlier, he was Press Secretary for Commerce Secretary Donald Evans and worked on K Street as a communications strategist for Quinn Gillespie & Associates.

Barbour is a former lobbyist and RNC Chairman. •



Jim Dyke

Weber Shandwick's Risi to Ogilvy

Jennifer Risi, co-founder of Weber Shandwick's global strategic media practice, joined Ogilvy PR Worldwide on March 1 as Executive VP and chief of its 360 media influence operation.

She will tackle media relations, brand innovation and work with clients to develop impactful "content-rich" campaigns.

At Weber Shandwick, Risi counseled

clients such as Siemens, Fresh Direct and MAC AIDS Fund and created its VoiceBoxx approach to line up speaking opportunities at venues spanning the globe.

Kate Cronin, Ogilvy's New York Managing Director, praised Risi's skills in creative problem-solving, CEO positioning and knowledge of the evolving media landscape. •

Oestreicher, Pearson tell all

Veteran communicators Paul Oestreicher and Bob Pearson have written the latest "must-have" books for any PR library.

Oestreicher, formerly of Hoffman-La Roche, Genasance Pharmaceuticals, Sanofi-Synthelabo, Edelman Health, Hill & Knowlton and Zeno Group, has written "Camelot, Inc.: Leadership and Management Insights from King Arthur and the Round Table."

The book charts Arthur's evolution from clumsy youth, to wise King to tired ruler. Oestreicher examines how Arthur's successes/failures can be applied to today's business challenges.

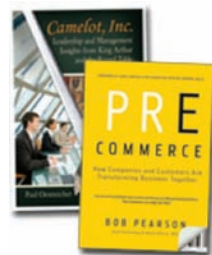
The book is written for a broad audience of business leaders and is filled with quotes from various Arthurian legends.

Oestreicher views Camelot as a "great read while commuting or traveling" and a resource for training programs in business, entrepreneurship, human resources and PR.

Pearson, who is Chief Technology Officer and Media Officer at WCG, wrote "Pre-Commerce: How Companies and Customers are Transforming Business Together." It explores how social media has upended the way customers make buying decisions, learn about a product and why choose and support a brand over competitors.

Pearson sees a world moving from e-commerce to pre-commerce. He notes that less than one percent of online time involves a transaction, while 99% of the time is spent in researching, and socializing about the product before the actual purchase.

"Companies that develop excellence in pre-commerce will be the ones to drive e-commerce success," notes Pearson. •



NPR CEO Schiller quits

NPR CEO Vivian Schiller resigned March 9 in the aftermath of the “sting” operation orchestrated by conservative political operative James O’Keefe, who secretly videotaped the network’s chief fund-raiser making disparaging remarks about the Tea Party and Republicans.



Vivian Schiller

O’Keefe, who pretended to be a rep from the Muslim Education Action Center, also told fund-raiser Ron Schiller (no relation to Vivian) that the group was considering making a \$5M donation to NPR to counter “Zionist coverage” of other news outlets.

Ron Schiller is also quoted as saying NPR, which is fighting off Republican efforts to cut its taxpayer funding, would be better off without federal dollars. The senior VP-development officially resigned

March 8 though he had already announced plans to depart to the Aspen Institute. He has now dropped the Aspen job.

On March 8, NPR released a statement in Vivian Schiller’s name that called the money-raiser’s remarks “contrary to what NPR stands for and are deeply distressing to reporters, editors and others who bring fairness, civility and respect for a wide variety of viewpoints to their work every day.”

In the next day’s announcement, NPR Chairman Dave Edwards accepted Vivian Schiller’s resignation with “understanding, genuine regret and great respect for her leadership” during the past two years.

Joyce Slocum, Senior VP-Legal Affairs and General Counsel, moved to the interim CEO slot and the board has established an executive transition team to hunt for new leadership. ●

Parnell sets up shop

Agency veteran and PR professor Larry Parnell has set up a Washington, D.C., area firm after spending the last few years building up the PR masters program at George Washington University.

Parnell said he’ll handle strategy development and implementation, CSR and management training while developing a network of specialized PR practitioners.

Recent clients have included Discovery Communications and the Defense Information Security Agency.



Larry Parnell

Parnell said he’ll continue as an Associate professor at GWU while taking clients. “Our students benefit because we can give practical, real life examples to support learning and our clients benefit from our classroom experiences and the interaction with our exceptional students and colleagues,” he said.

Parnell’s resume touches every corner of PR — corporate, public sector, agency and academia. He was Director of Global PR at Ernst & Young, Senior VP of Corporate Relations for Barrick Gold Corp. and VP for Hill & Knowlton Canada. Other roles were at Beacon Advisors, StevensGouldPincus, Ketchum, Gavin Andersen and MS&L Group.

Parnell started out in politics as a speechwriter for the mayor of



Atlanta and Press Aide for Jimmy Carter’s Presidential campaign, among other posts.

He can be reached at larryparnell@mac.com or 571/223/3888. ●

Dodd becomes lobbying star

Former Connecticut Senator Chris Dodd took the helm of the Motion Picture Assn. of America on March 17.

The 66-year-old Dodd, who will earn a \$1.5M salary, is the consummate D.C. insider who views his new post as a continuation of work on Capitol Hill. Dodd says he is eager to work to protect intellectual property rights and expand international trade.

He was elected to Congress in 1974 and moved to the Senate in 1981. Dodd succeeds Dan Glickman, former Kansas Congressman and Secretary of Agriculture, who did a five-year stint.

The *Los Angeles Times* reported that Dodd’s appointment is a move by MPAA to regain some of the political clout that it enjoyed under the 40-year reign of Jack Valenti, a former aide to President Johnson who “turned the lobbyist’s role into a starring turn.”

Dodd takes the helm as the movie business suffers from plummeting DVD sales, shrinking theater attendance, piracy and the digital upheaval. MPAA members are Paramount Pictures, Sony Pictures Entertainment, Twentieth Century Fox Film, Universal City Studios, Warner Bros. Entertainment and Walt Disney Studios. ●

GOP gets Spicer for RNC

Sean Spicer, a Bush Administration PR hand who co-founded D.C. PR firm Endeavour Global Strategies in 2009, has been named Communications Director for the Republican National Committee under new chair Reince Priebus.

Spicer and Endeavour co-founder Gretchen Hamel worked public and media relations in the Office of the U.S. Trade Representative during the recent Bush administration.

Spicer previously worked for the House Republican Congress, Dept. of Defense Criminal Investigation Task Force and National Republican Congressional Committee.

The RNC also hired former Rudy Giuliani aide Rick Wiley, a former top Wisconsin GOP official, as political director heading into the 2012 election cycle. ●



Sean Spicer

Morocco signs \$2.5M pact with Gerson Global

The Kingdom of Morocco is paying Gerson Global Strategic Advisors \$2.5M through 2012 to oversee and supervise efforts in the U.S. to promote political and economic goals of the northern African state.

Morocco is the site of a growing pro-democracy movement that has pressed King Mohammed VI for constitutional reform. On March 9, the King promised to relinquish some of his powers. Human Rights Watch reports that security forces have alternated between allowing peaceful demonstrations and breaking them up. More than 35,000 people marched in the capital city of Rabat and Casablanca on March 20.

Under GGSA's agreement, the New York-based firm shall recommend "appropriate third-party resources" to promote the Kingdom's strategic interests as well as cross-border trade and business development between the Morocco and the U.S. Selected contractors are to be compensated separately by Morocco.

GGSA was founded by financier Russ Gerson, a Drexel Burnham Lambert alum and advisor to John McCain's presidential campaign; Stephen Norris, Co-Founder of the Carlyle Group — who recruited President Bush I, ex-Secretary of State Jim Baker, and former Defense Secretary Frank Carlucci as advisors to Carlyle — and Rabie Mansouri, a Moroccan who has advised multinationals in the middle east and northern African region.

Either GGSA or Morocco may terminate the representation agree-

ment with 90 days notice. The contract however states that it is anticipated that the engagement term will be extended for an additional two years. •

NATO's Stopford stops at Weber Shandwick

Michael Stopford, who was NATO's Deputy Secretary General for Strategic Communications, has joined Weber Shandwick as Executive VP/Senior Global Corporate Strategist. Based in Washington, Stopford reports to Micho Spring, Global Corporate Chair.

Stopford joined NATO in 2008 from Coca-Cola, where he was Group Director of Corporate Reputation for three years, ahead of the celebration of the military alliance's 60th anniversary. Establishing a media operation in Afghanistan was among issues that he tackled.

Earlier, Stopford handled PR duties for Syngenta International in Switzerland and ExxonMobil in Texas. He also held posts at the United Nations (information center director) in New York, Geneva and D.C. and served as the World Bank's chief of media and PR at its International Finance Corp. •



FARA News



NEW FOREIGN AGENTS REGISTRATION ACT FILINGS

Below is a list of select companies that have registered with the U.S. Department of Justice, FARA Registration Unit, Washington, D.C., in order to comply with the Foreign Agents Registration Act of 1938, regarding their consulting and communications work on behalf of foreign principals, including governments, political parties, organizations, and individuals.

Akin Gump Strauss Hauer & Feld, LLP, Washington, D.C., **registered March 2, 2011 for Embassy of Japan**, Washington, D.C., regarding counseling and advising on U.S. international trade law and communicating with U.S. government officials about issues impacting the principal.

Reid Collins & Tsai LLP (f/k/a Reid Davis LLP), Austin, Texas, **registered February 15, 2011 for The United Mexican States** (Mexico), Washington, D.C., regarding providing legal services.

Quinn Gillespie & Associates, LLC, Washington, D.C., **registered March 1, 2011 for Japan External Trade Organization** (JETRO) New York, New York, N.Y., regarding providing reports on the state of deliberations within the U.S. Congress and Administration concerning energy and environment policy and more.

Lobbying News



NEW LOBBYING DISCLOSURE ACT FILINGS

Below is a list of select companies that have registered with the Secretary of the Senate, Office of Public Records, and the Clerk of the House of Representatives, Legislative Resource Center, Washington, D.C., in order to comply with the Lobbying Disclosure Act of 1995. For a complete list of filings, visit <http://sopr.senate.gov>.

American Continental Group, Washington, D.C., **registered March 9, 2011 for International Intellectual Property Institute**, Washington, D.C., regarding appropriations funding and government contracting.

Bockorny Group, Inc., Washington, D.C., **registered March 4, 2011 for Blue Cross Blue Shield Association**, Washington, D.C., regarding tax issues related to the health industry.

Manatt, Phelps & Phillips, Washington, D.C., **registered March 10, 2011 for ATM Industry Association**, Sioux Falls, S.D., regarding implementation of Dodd-Frank with regard to the ATM industry and legislation impacting the ATM industry.

Mercury Strategies, LLC, Washington, D.C., **registered March 13, 2011 for Qwest Communications Intl., Inc.**, Denver, Colo., regarding S. 3480-Cyber and Communications Act Infrastructure Security Act and general telecommunications and Internet legislation.

Raffaniello & Associates, Washington, D.C., **registered March 7, 2011 for Nuclear Energy Institute, Inc.**, Washington, D.C., regarding nuclear facility depreciation and allocation of nuclear facility production tax credits.

Rasky Baerlein Strategic Communications, Boston, Mass., **registered March 8, 2011 for Association of Information Protection**, Washington, D.C., regarding data privacy issues.

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Attention: Recruiter-Director of PR
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