Communications & new media Repril 2013 : Vol. 27 No. 4



















































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EDITORIAL

Time to rethink PR's economic recovery.

COMPANIES WITH POLITICAL, SOCIAL STANCES RISK IMAGE

A study of corporate perception found that companies viewed as politically moderate are treated more favorably.

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Confidence, as well as economic optimism, are key factors driving record expectations in M&A.

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More agencies are utilizing a Chief Digital Officer, because the industry needs them now more than ever.

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Consumers engage with brands when they encounter narrative arcs, in places where engagement is just a hop, skip, tweet or Facebook post away.

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The next big thing in social media is Real Time Marketing. But this fad isn't what you think it is.

BIG DATA WILL CHANGE CUSTOMER EXPERIENCE

The deciding factor in successful business over the next decade will depend on companies' use of big data.

TAKING ADVANTAGE OF THE MOBILE CONNECTION

When leveraged with social media, mobile advertising offers tremendous opportunities to drive brand awareness in today's digital world.

MEDIA MONITOR VIOLATED **AP'S COPYRIGHT**

A federal judge ruled that media monitoring service Meltwater infringed on Associated Press copyright for taking excerpts of stories.

SHOW AND TELL: THE NEW PR PARADIGM

For businesses to stand out, they need to create original content that their customers feel compelled to view and share.

PROFILES OF SOCIAL MEDIA

ARE AUTO COMPANIES GOING TO KILL CAR RADIO?

Rumors are circulating that U.S. auto manufacturers have discussed the possibility of phasing out a.m. and f.m. radio from cars.

HOW TO MAKE B-ROLL AND INTERVIEWS FOR TV NEWS

Pitching interviews for the morning news begins with knowing what TV stations need to get interviews and on-air video.

NEW BROADCAST STRATEGIES FOR PROS

Radio and TV coverage results from selecting powerful voices and positioning desired coverage on local and national stages.

LIVE STREAMING FOR **PUBLIC RELATIONS**

Broadcasting video over the Internet has changed the face of PR. Cameras and cell phones makes everyone a video producer. Or does it?

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MEDIA WORKSHOP Abby Dalto



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January: Crisis Comms. / Buyer's Guide February: Environmental & P.A. March: Food & Beverage April: Broadcast & Social Media May: PR Firm Rankings June: Global & Multicultural

July: Travel & Tourism August: Financial/I.R. September: Beauty & Fashion October: Healthcare & Medical November: High-Tech December: Entertainment & Sports

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Martha Wilcox, Chief Marketing Officer, Safe Kids Worldwide

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Time to rethink PR's economic "recovery"

ow's the economic recovery treating you? I know many PR people who either have been out of work for months or are doing freelance work, but itching to go back on a more reliable payroll basis.

One friend reports that a round of "salary adjustments" is in order for administrative staffers at her firm — though her company is doing very well. Guess which way those salaries are going? Hint: it's not up.

Why the payroll cuts? Management hired a consultant

to analyze operations. The key finding: salaries were higher than at competitor firms. Left unsaid: those salaries were why the firm was doing better than others.

Yet, the bulls are running amok on Wall Street, feasting on the Federal Reserve's commitment to keeping interest rates low. The Standard & Poor's 500 stock index hit an all-time high of 1569.19 on March 28 to join the Dow Jones Industrial Average in record territory.

The S&P benchmark collapsed under the weight of the financial meltdown, sinking to its all-time low of 676.53 on March 9, 2009. Jim Baird, Chief Investment Officer at Plante Moran Financial Advisors called

the S&P's remarkable rise to new heights a "symbolic day, which means we've recovered from the experience of the past five years." The DJIA was up 11% during the first quarter. That's its best opening performance since 1998.

Even happier days appear to be ahead. A survey conducted by Brunswick Group found that confidence among CEOs about the economic outlook is driving the merger and acquisition binge. The consumer goods, technology, telecommunications and energy sectors are the ripest sectors for consolidation.

And the media are awash with news of the economic recovery. One would think that happy days are here again.

Economist Paul Samuelson, in his March 24 Washington Post column, suggests it's time to rethink the term "recovery."

The brain trust at the National Bureau of Economic Research, the academics who determine the dates for the beginning and ends of business cycles, decided the Great Recession ended in mid-2009. Samuelson wrote: "Despite indisputable evidence that the economy is expanding — producing more goods and services — economic conditions have been dismal."

For instance, GDP has passed its pre-recession peak in 2007 only by a skimpy 2.5%, and the 5.7 million jobs created from their low point are off three million from the 2007 pre-recession level.

Samuelson believes the U.S. is currently in an economic twilight zone. "It's a recovery, but it's not; the recession is over, but it isn't," he wrote.

PR has a role to play. The best strategy would be to toss the term recovery out the window. Too many PR firms are holding their cards close to the vest. Caution is the byword. They are waiting for the economy to blast off before committing to ramping out hiring. It's a "Waiting for Godot" game. Time is being lost. Pennies, not dollars, are squeezed.

The PR business cries out for leadership. Who is going to declare the current economic state of affairs as the "new normal?" Let's deal with it and get down to the business of growing PR.

Though it will require spending some money, the outlay will result in clients and prestige. \bullet

— Kevin McCauley



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Companies that take political, social stance risk image

Americans want businesses to take action or participate in debates over political and social issues relevant to their respective industries, but companies viewed as politically moderate are viewed as more favorable, according to a study of business in politics by Global Strategy Group.

By Greg Hazley

bout 80% of adults said it's appropriate for companies to take a political stance on an issue facing their industry, but only 51% say it's okay for issues that do not pertain to their field. More skepticism surfaced over social issues. While 72% said businesses should take action to address important issues in society, only 31% said it's acceptable with controversial issues like abortion or samesex marriage.

Nordstrom president Blake Nordstrom, for example, conveyed the company's support for full benefits for gay and lesbian employees in an email to staff, pitching the policy as in-line with public opinion and good business practice.

While only 31% of Americans said they think it's appropriate for a company to chime in on such an issue, Nordstrom got 68% approval of its position.

"Because Nordstrom framed the position in the context of the company's business, the company was able to take a stance on a social issue that may have otherwise been perceived as inappropriate," said GSG.

Another example is Coca-Cola's opposition to New York City's proposed ban on large sodas. The soda maker came out against the policy by saying "New Yorkers ... can make their own choices about the beverages they purchase," making its stance about choice rather than selling large sodas. The company was rewarded with 83% of respondents viewing its public statement and position as appropriate.

"Often what is an unpopular action, in theory, becomes more acceptable if well-positioned and put in the context of the company's business," said Nick Gourevitch, SVP and director of research for GSG.

Perceptions of companies' politics can affect reputation, GSG found. Companies that are viewed as left-leaning or right-leaning tend to be characterized more unfavorably than those in the middle of the spectrum.

GSG gave respondents a list of 27

companies — from Apple to Wells Fargo and asked whether they thought the firms would be a Democrat or Republican. MTV. Nickelodeon. Whole Market Foods Amazon.com came out as the most Democratic (from 74% to 60%), while Hilton, Tiffany & Co., Wells Fargo and News Corp. were the most Republican (from 71% to 75%).

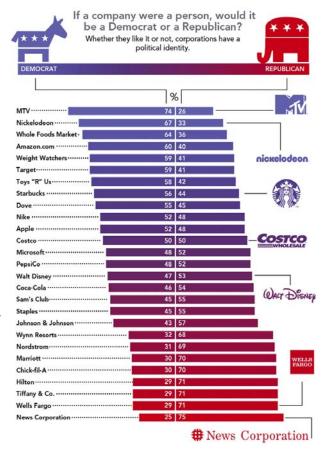
GSG noted hospitality and luxury goods companies were seen as Republican, while entertainment skewed Democratic. Notably, the perception of Whole Foods as a left-leaning company flies in the face of its CEO's staunch opposition to Obamacare.

Companies to appear in the middle of the Microsoft. Disney, Coca-Cola drew some of the higest levels of favorability, according GSG. That could be political because stances by companies were found to hurt reputation more than they helped. GSG found that while a company's

favorability dropped by 42% among people who disagree with a political statement by a corporation, there was no significant upward change when people agreed with a statement.

But GSG contends that companies can improve public views by taking stances on issues with carefully weighed positions relevant to a corporation's interest, as the Nordstrom and Coca-Cola cases showed.

GSG urges four steps to take for a company to engage an issue. First,



Global Strategy Group's recent study of Americans' perception of corporate brands revealed that many corporations have a clear political identity, whether they intend to or not. Companies specializing in hospitality or luxury goods were more likely to be identified as Republican, for instance, and youth-focused media and entertainment companies like MTV were seen as Democrats, as well as brands that identified with "green" causes, regardless of statements made to the contrary by their CEOs, as in the case of Whole Foods.

know where public opinion comes down. Second, anticipate the public reaction and how it will affect a brand and reputation by planning out scenarios. Third, stay as close to the core of a business' interest as possible. This can be achieved, for example, by tying a position to commercial success or to employees.

And finally, companies should know what employees think before going public. Scanning social media and even polling employees can avoid a backlash among the workforce. •

Survey: good times rolling for mergers and acquisitions

Confidence among CEOs and boards, economic optimism and plenty of cheap money are key factors driving record expectations in the M&A realm, according to a recent survey by Brunswick Group.

By Greg Hazley

f the deal community is right, it is le bon temps rouler for the deal business," said Brunswick senior partner Steve Lipin.

In North America, consumer goods are expected by advisors to be the ripest for consolidation, followed by technology, telecommunications and energy.

Berkshire Hathaway and 3G Capital's \$23 billion deal for Heinz announced in February, coupled with the American Airlines-US Airways merger and a revamped \$20 billion pursuit of Grupo Modelo by A-B InBev are key signs of a rebound in M&A activity.

Brunswick found that healthcare has dropped out of the top three sectors viewed as active for deals, slipping from 21% last year to only 14% in 2013. Large deals for Virgin Media and Dell are also in the works.

While M&A overall is forecast to rise,

Media Briefs

CPJ REPORTS 150 DEAD JOURNALISTS IN IRAQ WAR

The ten-year Iraq War cost the lives of 150 journalists and 54 media support workers, according to data compiled by the Committee to Protect Journalists.

Most (92) were murdered in targeted killings, rather than combat. Many of them were killed because of their affiliation with the U.S. or western press. Nobody was prosecuted for the killing of a reporter, according to CPJ, which reports the current government of Iraq has shown no interest in investigating the murders.

Other victims died via airstrikes, checkpoint shootings, suicide bombings, sniper fire, or the detonation of improvised explosive devices.

Eighty-five percent of the journalists were Iraqis, while only one of the support workers was a non-Iraqi.

CPJ, founded in 1981, reported the deaths of 58 journalists in Algeria's civil war ('93 to '96), 54 victims in the civil strife that gripped Columbia beginning in '86, and 36 deaths in the Balkans chaos from '91 to '95.

It cites research from the Freedom Forum, free press organization, that counted 68 journalists killed in WWII and 66 killed in Vietnam from '55 to '75.

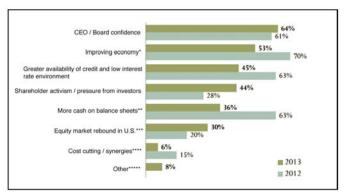
CPJ reports that 21 journalists have died in Afghanistan since the U.S. invasion of 2001.

To date, thirty-five reporters have died in the Syrian civil war.

nearly 90% of North American advisors expect leveraged buyouts to rise as well. Low-cost debt fuels expectations for an increase in all-cash deals (forecast to be 69%), followed by cash-andstock (27%) and allstock deals (5%). Acquirers are seen to be private equity firms (49%), strategic buyers (32%),

hedge funds (17%) and management (2%).

Domestic U.S. deals are expected to make up most of the M&A activity here, with China seen by 61% as the top source of inbound transactions. Latin America spiked from 4% last year to 11% this year on the radar of North American advisors. The firm, which polled M&A advisors in North America, Greater China and Europe, found North America to be the most bullish on deal-making as 97% of



Strong CEO/board confidence is seen as a key factor to drive North American M&A in 2013, while the improving economy and availability of credit will also help fuel the projected uptick in activity.

advisors in that region said they expect an uptick over 2012. That compares with 67% in China and 61% in Europe.

While board/CEO confidence, economic improvements and cheap debt are the top factors fueling North American M&A optimism, shareholder activism and pressure from investors surged as a factor from 2012-13, according to Brunswick's survey. Last year it was cited by 28% as a factor driving M&A, while it hit 44% in this year's survey. •



The evolving role of the Chief Digital Officer

More agencies are utilizing the role of a Chief Digital Officer, and for good reason: our industry needs them now more than ever.

By Linda Perry-Lube

artner Group recently reported that by 2015, 25% of all organizations will have a Chief Digital Officer. At the inaugural Chief Digital Officer Summit held in New York City on February, 28th, conference curator David Mathison shared findings from his survey, "Chief Digital Officer Talent Map." Mathison's study found 40% of current Chief Digital Officers work in agencies, and many agencies have had CDOs for upwards of ten years.

This got me thinking: do PR agencies still need Chief Digital Officers? After more than a decade, haven't we mastered digital and social media strategies and adequately discovered how to integrate them into our programs and campaigns? Aren't we light years ahead of our clients?

In a sense, no.

Today's Chief Digital Officer needs to be one part futurist and one part evangelist. As the challenges and opportunities arising from digital, social, and mobile media escalate, agencies need a senior leader who is attuned to the ever change communications landscape where new technologies will continue to disrupt PR agencies' core competencies of creating programs that reach influencers.

Near-term trends affecting PR

Social media disrupted the communications landscape and had a huge impact on

PR News Briefs

WEBER SHANDWICK UNVEILS CONTENT UNIT

Weber Shandwick is the latest firm to create a division focused on content creation and distribution to tap into the "branded" media frenzy.

The Interpublic unit in March said Jason Wellcome, an EVP and Edelman and MWW alum, will serve as GM of Mediaco, which focuses on editorial planning, production, paid media and technology like SEO and production supporting content.

Wellcome acknowledged content is the "hot topic" in media and marketing of late, but said there is less understanding of how complex it can be, especially regarding scale and a sustained approach. He will work with digital chief Chris Perry to guide the new practice.

Mediaco will also lean on partners like social engagement specialist Adaptly and content recommendation engine Outbrain.

the types of services PR agencies provide to their clients. With social media we no longer needed to go through traditional gatekeepers to reach influencers — social media enabled us to have direct conversations with them.

PR professionals are experts in engaging and influencing audiences and the opportunity to continue to grow this aspect of our business looks bright. eMarketer surveyed 468 top marketers in February who reported their companies are spending 8.4% of their budgets on social media. Over the next year, that number is expected to increase to 11.5%, and in the next five years it will reach 21.6%. PR Chief Digital Officers need to lead their agencies in evolving their social media practices by continuing to create meaningful conversations augmented by social media ad campaigns.

Growth of visual spurs new demand

As teens begin to move away from Facebook, Chief Digital Officers need to track their migration to other platforms and prepare their agencies with content strategies for those platforms. One such platform is Pheed, which was the App Store's most downloaded social app in February. It's a new social media platform where users share texts, photos, video and audio and 81% of the users are between 14 and 25.

Increasingly, we are seeing the rise of visual content. PR agencies need to move from creating engaging written content to creating visual engagement — videos, infographics and images. Two visual social media platforms poised for exponential growth in 2013 are Instagram and Vine. Facebook acquired the 11-employee, non-revenue-producing Instagram early in 2012 and can be expected to activate the one billion people on Facebook.

Currently, only 18% of Americans who use social media platforms use Instagram, but that is predicted to rise dramatically in 2013. Chief Digital Officers can lead the charge by creating Instagram strategies for their clients. Vine, acquired by Twitter prior to its February launch, is an app that creates six-second video loops.

2013 is the year that B2B social media will start to see its potential. PR agencies have traditionally guided our clients in creating thought leadership content. But that

content should be distributed beyond print, broadcast and corporate websites. LinkedIn, with more than 200 million members, is the perfect platform for B2B businesses to engage with current and future purchasers of their products and services.

Publishing and content creation continue to undergo massive and continuous changes that will effect PR agencies ability to reach key influencers, policy makers,

stakeholders and consumers. Millennials cite Huffington Post and Twitter as their top two news sources. With 175 million tweets and 450 million Facebook posts per day, how do PR agencies make sure their client's continue to have engaging, genuine conversations?



Linda Perry-Lube

As media outlets such as *The New York Times* and BBC experiment with media that gets to know you — where you are, what subjects and topics interest you, etc. — and begins delivering relevant content tailored to your individual preferences, how do PR agencies stay ahead of this trend?

The rapid growth of mobile has driven development of apps that facilitate news consumption on mobile devices. The Summly app links news stories into 400 characters, while Wavvi parses news articles down to a sentence; basically a headline. PR agencies will need to tailor new messages in ways that capitalize on the algorithms as we do for Facebook and SEO today.

CDO as evangelist

Chief Digital Officers will continue to have a significant role counseling and guiding our client CEOs and CMOs. PR agencies will continue to need senior leadership who can educate and influence both their agency and clients on trends that are impacting the communications landscape. Chief Digital Officers need to keep their finger on the pulse of new digital and social tools and trends; articulate solutions and programs incorporating the trends; and finally communicate the value of embracing new communications approaches.

Linda Perry-Lube is Chief Digital Officer at RF|Binder + Partners. ●

KAPLOW



Knowing what's coming next is the key to success.



Social media storytelling: five tips for success

Consumers engage more deeply with brands when they encounter "narrative arcs" across channels, where the distance from newfound engagement to customer is often just a hop, skip, tweet or Facebook post away.

By Scott Bauman

his "new kid on the block will forever change the industry," writes the journalist covering a sizzling new startup. The "new kid" moniker is familiar and requires little exposition; it's a familiar storyline that at one time even described icons such as Apple, Google and Netflix. Meanwhile, over at *Fortune*, the story of a fledgling e-business taking on an entrenched brand is so recognizable — and subject to predictably passionate side-taking — that "David vs. Goliath" is a recurring feature in the publication.

Although thousands of stories appear daily across mainstream business media, ten storylines recur with surprising regularity. These comfortably formulaic storylines ease readers into the narrative structure in the same way a TV sitcom does. Yes, the viewer anticipates the late arrival of the hapless groom — feeling a slight tension (maybe it will be different *this* time), but alas all turns out in the end.

Formulaic doesn't mean artificial; it means structured. Up close, a company's narrative arc has subtle imperfections, the almost undetectable joints that reveal how, in fact, multiple stories have been welded together over time. If you could closely examine Apple's arc, for example, perhaps you'd see where it transitioned from "new kid on the block" to "David vs. Goliath," well before it ever enjoyed its lucrative role as Goliath or — shudder — its more recent "fall from grace" (arguably a short fall, but a fall nonetheless). So what can we learn from this?

Everyone, from journalists and analysts to your customers and prospects, is hardwired to "get" familiar contexts — or archetypes. They are so central to business storytelling that you must take great pains to understand them. We did so recently in our Prevailing Storylines Study, and we now know more about the anatomy and frequency of certain storylines and how a brand's narrative can evolve over time.

While our study focused on ten of the most widely read media, from *Fortune* to *The Wall Street Journal*, mainstream media is only part of the paradigm. The brand is the storyteller. And how and where a story is told — and by whom — is so important that it borders on proprietary. Like formula,

proprietary also doesn't mean artificial; it means knowing precisely where your brand is in its narrative arc, storytelling in a manner consistent with that, while thinking ahead to what's next.

Brand storytelling isn't easy. It requires discipline and lack of hubris to step outside your brand to see it with fresh, critical eyes. Fortunately, in an age of refreshing, and frightening, transparency, your customers and prospects are capable — and willing to provide a "warts and all" view. Listen to them! A brand story mustn't be just convenient fiction. It's about recognition, articulating where you add real value; reaction, adapting quickly to feedback; and building relationships that make them believe.

Although recognition, reaction and relationships can underpin any communications strategy, the balance of this piece focuses on social media. Today, social media is often tragically disconnected from a brand's story — that must change for social to have any meaningful impact.

So how can companies bring brand storytelling into the confusing labyrinth of channels that is social media? Assuming you've first done the hard work to recognize where you are in your brand's narrative arc (you're the new kid, a best-kept secret, just became Goliath, etc.), it's all about moving to reaction and relationships. Below are five tips to help move you there quickly and successfully.

Start with the storyline. If you're the "new kid," write a one-page narrative that includes all the necessary story elements: protagonist (you), antagonists (your competition), hero (your CEO?), the setting (customers can't do X or Y), etc. This is your archetype, for now.

Find the vibrant commons. Looking at your narrative, what are key concepts, words and phrases that stand out? Take those keywords and key phrases and plug them into a social listening platform — doesn't matter which one (we've used them all). Where is conversation around those keywords taking place and who is driving it? On a single page, write down the top 10-15 sites/pages/groups where your narrative would/does resonate.

Connect your story to theirs. Foremost, you want your customers to act. But let's face it, they don't react to market-

ing channel-speak. They react to things that matter to them. So go back to your one-pager, especially the setting part. If you're the best-kept secret, how is that solving customer problems? And how do

customers talk about those problems? Spend less time thinking of new ways to articulate your value proposition; instead, try understanding how your customers' define and solve their pain, expectations, frustrations and objectives.



Scott Bauman

Build relationships. Most marketers talk of channels as if they are conduits, but treat them like TV channels — mute as you please, turn volume up as needed and run just enough programming so viewers don't catch on that it's really all about ads (messages). If that sounds like your company, stop. Consider building a content calendar that is equally weighted to what you don't know. Ask questions. Post answers, even if your product doesn't address them. Don't just be the "bestkept secret" because of product X, be so because of other things such as your CEO's policy on vacation, your CMO's focus on charity or your HR director's innovative recruiting tactics.

Evolve. Your social media content calendar should look markedly different in Q4 than it did in Q1. Reject consistency and repetition in favor of demonstrable growth as a company (okay, you can lean on certain core messages). And, if you're ready to evolve from "new kid" to "clash of the titans," for example, revise your one-page storyline accordingly. Then follow the steps above so that you're maturing, not in isolation based on your product roadmap, but out in the open with your customers as the market evolves and your brand story changes along with it.

Your company's narrative arc will have subtle imperfections as you weld evolving storylines together, but instead of hiding those imperfections, acknowledge them and weave them into your social content. By doing so, you're much more likely to craft a brand story that doesn't just create affinity: it wins your customers' heart.

Scott Bauman is Executive Vice President of Greenough in Boston. •





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The wrong-headedness of Real Time Marketing

Have you heard the news?! The next big thing in social media — this week, anyway — is Real Time Marketing. Put your enthusiasm on hold, however: the meme isn't what you think.

By Jeremy Pepper

hat's Real Time Marketing, you ask? Why, Real Time Marketing is the process of pushing content in a real-time, real-world setting via Facebook, Twitter, Instagram and wherever else you want to push a message that ties into a real-time, real-world event.

The term Real Time Marketing has been around forever, but it's been recently resurrected after a particularly infamous event that occurred in February.

Blame Oreo and Super Bowl XLVII.

If you watched the Super Bowl this year, you noticed the lights went out for

about 30 minutes in the third quarter. And if you were on Facebook or Twitter, you might have caught what appeared to be a responding tweet from Oreo, accompanied with a photo of the cookie with the phrase "you can still dunk in the dark." Social media went hyper nuts as OMG, this is real-time and it's amazeballs and whatever annoying other phrase that anyone over the age of 30 shouldn't be saying.

However, if you had been paying attention to Oreos on Facebook and Instagram prior, you'd noticed that they had been jumping on memes for the Oreo's 100th anniversary and putting out a lot of content. As noted in *Business Insider*, this "spontaneous" in the dark Oreo was 18 months in the making.

By the by, other brands were also on top of the dark and tweeted and posted creative things that actually tied into their marketing. And

actually tied into their marketing. And that's the thing: real-time marketing works relatively well for a live event that is very commercial oriented, like the Super Bowl.

And therein lies the rub of real-time marketing. It's not social media, it's marketing and banner ads thrown into social networks. No real call to action but for you to like or retweet — isn't marketing, PR and advertising supposed to have a call to

action? — but an extension of a commercial venture. In this instance, TV commercials.

Real Time Marketing goes to the Oscars

So, for the Super Bowl, Real Time Marketing makes a lot of sense. Even if the fact that very little was done in realtime, but had been done in the office weeks ahead of time.

For other events, does this make sense? As we saw at the Oscars, maybe not.

The Oscars, like the Super Bowl, are a pretty big deal. They're appointment television, a lot of people watch them, and the conversations on Twitter were off the chart as usual.



Oreo's quick-draw social media comment during the infamous blackout at Super Bowl XLVII kicked off a renewed interest in the concept of Real Time Marketing.

So that makes sense to have a team waiting to post ... well, content that you created the weeks and months prior and try to call it Real Time Marketing? Well, no, that's not really real-time now, is it? It's pre-packaged banner ads that are forced into a situation that doesn't really work.

So let's take a step back and look at the Oscar's Real Time Marketing. You have brands that might have been advertising on the show — which, unlike the Super Bowl, is not advertis-

ing driven but rather red carpet focused — who then push out their Real Time Marketing and try to spur conversations. And those conversations didn't really take off, as noted by Jay Baer.



Jeremy Pepper

Instead of the hard-sell of Real

Time Marketing, how about doing a smarter social campaign? How about bringing in your fans to showcase their photos and work with a hashtag? Oscars are a huge event for at-home parties. One brand (Kellogg's) used the event to push Real Time Marketing

through sponsored posts for their new product, Special K Cracker Chips.

Why didn't they do a party pack for the Mom bloggers that had re-posted their Real Time Marketing ads? Why not have those same bloggers showcase their party style and post pics on Instagram and Facebook that would have been highlighted by a hashtag?

Or if you were a clothing company, instead of the banal comments on the best dressed, why not do the "what's your Oscar style" party pictures?

During the Oscars, I saw both on Facebook and Twitter images from brands ... that made little sense beyond some social media person pushing Real Time Marketing to seem in the know.

Instead of creative campaigns that would have generated some buzz, they were just shown to be followers instead of an inde-

pendent thought leaders.

And this, all this, is for a low price of way too much money as the firms push the latest and greatest without strategy or thinking it through. Just say no to Real Time Marketing unless the firm can give you a real reason why.

Jeremy Pepper is a social media strategist and PR consultant based in Los Angeles. •

How big data will transform customer experience

Perhaps the single deciding factor determining business success over the next decade will be companies' use of big data.

By Robert Reiss

n his book "Managing in the Next Society," Peter Drucker explains the nature of transformation. The Industrial Revolution of the 1820s occurred 40 years after James Watt's steam engine; and the railroad concept pioneered in 1829 became transformative in the 1860s, setting the stage for national expansion in America.

We are now witnessing a new transformation in the very fabric of what every successful company has in common — satisfied customers. The entire customer experience as we know it will be transformed by a new revolution ... the revolution of big data. And perhaps the greatest difference between the winners and losers of business over the next decade is that the winners will utilize the powerful engine of big data.

First let's define big data. In the simplest terms, the reason it's called big data is because of two new elements: one, no-SQL data utilizes parallel processing instead of sequenced processing, which dramatically escalates speed; and two, non-structured data includes blogs, emails, web logs, voice streams and social media etc., which when added to traditional structured data dramatically escalates data volume.

So while many believe social media is the game changer, in truth social media is just the appetizer of the big data banquet. Companies now have real-time speed potential and mind boggling amounts of every piece of personal preference information on customers. Smart companies will be able to capture significant business in two ways.

First, from a macro stand point, companies will be able to anticipate trends and change their offering to give customers what they want before they tell them. Just like the ATM did years ago for banking.

Second, companies for the first time in history will be able to reach millions of customers and market and provide service to them as individuals. Just like the salad bar allows for a mass customization (a word Joe Pine coined over a decade ago), companies will no longer segment by demographics ... they will segment by individual prefer-

For example, when you're passing by a Brooks Brothers, they will know because of the GPS in your phone that you're approaching and that you like a certain style cuff links; they can real time send you an 30% discount on those cuff links. Then in store they can create a customized experience and even get your feedback.

Consequently big data enables companies to treat each customer — potentially 1 million at a time — as an indi-

A key issue of course is privacy. Baby boomers and Gen Xers are willing to give some personal information. However Millennials understand and really appreciate — the trade off of privacy for completely relevant and customized customer experiences and they will gladly make the trade.

In IBM's 2012 CEO study, the most

important driver to CEOs for the first time is no longer external market factors — it is technology. Of course, as

technology drives our future, even more value placed on authenticity. That's why perhaps the most powerful of all customer experience tools is still the handwritten letter.



Robert Reiss

In summary, a while back I read a

book by Bill Gates called "The Road Ahead." He described his house. It was customized to the individual where painting and music would change according to the guest's preferences, because his home was actually a large computer. Today's customer experience will become like Bill Gates' home customized to the individual.

Robert Reiss is an author, host of 'The CEO Show," and a Forbes.com



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Taking advantage of the mobile, social connection

Brands want an edge that separates them from the competition. Mobile advertising is the most important tool in today's digital world. When leveraged with social media, it offers tremendous opportunities to drive awareness and attract new customers.

By Mark Simmons

ocial media has changed from its humble beginnings that consisted of gaudy profile pages on MySpace. Today, social media is a chief component in most company's digital strategies. As a distinct channel, it provides the opportunity to engage with customers, fans, and prospective customers. When properly executed, a social media campaign can reach millions with the right message. Add in tracking and you can figure out your return on investment to prove its worth. Social media is more than posting images on Facebook or sending quick thoughts on Twitter. There are some very sophisticated methods used to not only grow traffic and users, but to foster engagement.

For instance, gaining fans can be accomplished on Facebook by running a contest or giveaway. Offer something of value in return for their time and you'll see results. These come in the form of a greater connection with the brand, but more important, an opportunity for fans to share the brand with their networks. Sharing is the ultimate form of word of mouth and a very powerful tool on Facebook. Provide great content and a reason, such as a giveaway where their chances increase the more they share, or comment, or like. Use the tools to your advantage and you'll see a difference.

Video has many possibilities. A well-crafted, professionally produced piece of content can spread like wildfire. Don't expect every video you create to go viral. Tell your story in a way that connects with your target audience. That might mean being serious, humorous, or straightforward. Only you know the tone necessary to position your brand.

Once you've produced content, syndicate it. Advertise in Google Adwords' display network, use video only networks, add to your blog, post on social media, and partner with other bloggers. Do whatever you can to get it into as many places as possible. Make sure you add to YouTube for the SEO value and write a descriptive title and description that also includes a link to your website. Get the most traction

out of great content by casting a wide net.

Mobile advertising has changed so quickly in the last six months that it can be difficult to keep up. Yes, SMS messages have a place with advertisers such as retailers for the ability to geo target and the higher open rates versus email. Mobile can be used in conjunction with apps like Shazaam for engagement. Brands have teamed up with Shazaam and created dedicated mobile landing pages to showcase commercials, social media sites, and other content during events such as the SuperBowl. This creates a situation where the engagement spans two touch points and continues after the 30-second spot is over.

QR codes and QR pop-up stores have also increased in popularity. Tesco, in Korea launched a pop up store in a subway last year where customers see a poster of their grocery products and using a QR reader app, can scan, and purchase at the train station. Mobile advertising is getting increasingly complex and opportunistic.

Mobile and social media have a unique relationship. All the major social media sites have mobile apps for the most popular operating systems and devices. We as consumers, use our mobile devices to access social media sites at an alarmingly increasing pace, soon to overtake desktops and laptops. This creates a unique situation for advertisers to ensure their content is mobile friendly. Video is a major consideration as some devices have an issue handling certain video formats. Locationbased apps such as FourSquare also fall under the mobile/social umbrella. While not every brand fits, those that do should take full advantage by completing their profile and setting up offers. It's important to fully embrace the endeavor offline as well as by encouraging customers to check-in while at stores and making the experience worthwhile.

As brands consider the impact of multiple devices and consumer touch points, it becomes important to consider the platforms and content used to execute your strategy. It's essential to have a dedicated mobile website. If you have apps, you have to create versions for tablets and smartphones, Apple and Android. My bank and credit card are two examples. The iPhone apps are useful, but the Android app is annoying because it's a stretched out version of the iPhone app and navigation is painful. It makes the point that you should avoid frustrating customers. If your analytics show you

have significant mobile traffic and you want them to make purchases on their phones, you need proper m-commerce setup to make the user experience as best as can be. Anything less results in a poor user experience and potentially diminished loyalty.



Mark Simmons

The keys to bringing this all together are strategy and measurement. You can't go into a marketing campaign without creating a roadmap of whom you want to reach and how you want to reach them.

Avoid Digital Data Deception, a situation that occurs when you manage channels separately and silo the data. This trend of avoiding integrated management in favor of specialist agencies is not effective. A quick review of your web analytics, with the proper tool, will show you that your sales cycle is a multi-touch point, multi-channel ecosystem. Ignoring synergy existing across channels results in lost revenue growth opportunities. Use the data to understand your customers. Marketing and sales teams need to work as one to understand the sales funnel and how different aspects impact results. This information highlights lead quality and target audiences that should get attention versus those that are unprofitable. Using customer data allows you to determine why repeat customers come back and provides for better segmenting and targeted mes-

Remember: winners keep score. If you're not measuring your marketing, you are throwing away money. Not only does analytics show the performance and help to allocate budget, it can uncover hidden gems of opportunity. Create a plan, execute it, measure it, optimize it, test it, and repeat it all over again. Success comes to those that take the extra effort.

Mark Simmons is Co-Founder of Mixed Digital, in Durham, NC. ●





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Judge says media monitor violated AP copyright

Media monitoring service Meltwater infringed on Associated Press copyright in the course of providing excerpts of stories in search results for clients, said a federal judge.

By Greg Hazley

R service providers, some of which operate like Meltwater in the gray area of fair use doctrine, have closely watched the suit filed by the AP last year.

In a 91-page decision that includes a detailed description of the nuts and bolts of online news monitoring, Judge Denise Cote of U.S. District Court for the Southern District of New York said Meltwater competes with the AP and its licensees for business, including monitoring competitors like BurrellesLuce, Cision, LexisNexis, and Google News, which all hold AP licenses while Meltwater does not.

Cote found that Meltwater's use was not "transformative," as required under fair use doctrine, noting "Meltwater copies AP content in order to make money directly from the undiluted use of the copyrighted material," and that Meltwater's own marketing materials "convey an intent to serve as a substitute for AP's news service."

Cote said that while commercial news clipping services like Meltwater perform an

important function for clients, the public interest of such a business does not out-weigh "the strong public interest in the enforcement of copyright laws or justify allowing Meltwater to free ride on the costly news gathering and coverage work performed by other organizations."

Meltwater vowed to appeal.

"We're disappointed by the court's decision and we strongly disagree with it," said CEO Jorn Lyseggen. "We're considering all of our options, but we look forward to having this decision reviewed by the court of appeals, which we are confident will see the case a different way."

Meltwater contends that its monitoring service operates under fair use like a search engine in that it displays excerpts of information displayed publicly online. But Cote said the service, unlike a search engine, is not public and did not show that it directs users to the original source of content.

Cote highlighted a paltry click-thru rate

— .05% was suggested in some cases —
for links in Meltwater's summaries, noting

the service did not show it drives traffic to the original websites of the news articles. "Instead of driving subscribers to third-party websites, Meltwater News acts as a substitute for news sites operated or licensed by the AP," wrote the judge.

Articles 'scraped'

The AP suit centered on 33 articles "scraped" by Meltwater's service and delivered to customers through thousands of excerpts, often the first few lines of a story.

Dawn Conway, Executive VP for Customer Experience and Global Content licensing for Cision, which holds an AP license and is unaffected by the ruling, said the structure of an AP news article is unique because it puts so many details in the first paragraph. "The AP, in contrast to other publishers, delivers 'the heart of the story' in the lead and therefore the lead can be a substitute for full text," she said.

Conway was hired last year from LexisNexis after Cision reached an out-of-court settlement with Dow Jones over alleged copyright infringement that cost the monitoring company about \$6.5 million in fees, production changes and the payout to DJ.

In the Meltwater case, the AP sued on four counts of copyright infringement, as well as "hot news" misappropriation, and removal or alteration of copyright management information. Meltwater counterclaimed for the court to declare its use okay, as well as for a count each of libel per se and tortious interference with business relations.

The suit drew interest from prominent advocates on both sides. Meltwater, which began offering news monitoring in 2005, was backed by the Electronic Frontier Foundation and Public Knowledge, which received legal help from Stanford Law School's Center for Internet and Society.

On the AP side, an amicus brief was filed by the *New York Times*, Gannett, McClatchy, BurrellesLuce, the Newspaper Association of America and Advance Publications.

BurrellesLuce, which acquired Cision's print monitoring operation after the DJ episode last year, in the brief noted that it is at a "significant competitive disadvantage" because it pays license fees to publishers, adding that it "expects and hopes the resolution of this dispute will eliminate that disadvantage and make the rules of the copyright road plain, while strengthening the economic health of AP and other news organizations on which it depends for the provision of its own services." •



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Show and tell: the new PR paradigm

In order for businesses to stand out, they need to create original content that their fans, investors and prospects feel compelled to view, read, and share.

By Scott Signore

'm a visual guy — and have always been. My earliest PR client was ■ Kodak, many moons ago, in a time when it was common to pitch silverhalide film and the first consumer-facing digital cameras on the same phone call. Since then, I've represented a seemingly countless number digital imaging organizations (meaning I'm slightly old), and so has my PR agency. In fact, doing PR for digital imaging companies is a big part of our proud history, and an evergrowing part of our current portfolio.

So, it's no surprise that I'm in the midst of sea-change in PR, one that has agencies worldwide working to help clients tell stories — visually. How did we get here?

As recently as 2000, the media business consisted largely of newspapers and magazines jockeying for print subscriptions. Letters to the editor and overthe-counter sales were the metrics pubs used to woo advertisers. It was a neat and tidy world back then, when the Internet was more distraction than attraction, and PR was about generating fat clip books for clients.

But in the intervening years an explosion of sorts democratized informationsharing. Joe Sixpack and Suzie Snowflake found a voice online, and the masses organized around topics of interest. Internet speeds increased exponentially, making it possible to quickly create and share text, digital images and video, meaning everyone could now be a publisher.

And publishers demand captivating content that either informs, entertains or drives the conversation forward.

Fast-forward to today. Facebook, Twitter, LinkedIn and literally hundreds of other social sharing sites have become baked into the culture of consumers and businesses alike. To add value to the stream, businesses must create original content that their fans, investors and prospects feel compelled to view, read, and share.

The data points are omnipresent, but businesses that blog, for instance, enjoy nearly double the leads. A Facebook post with a picture or video enhances audience engagement by greater than 100 percent.

That's why we're prioritizing visual content in the PR planning process as a matter of practice. That's why we're encouraging our creative team to work hand-in-hand with day-to-day PR account staff, who are increasingly becoming more creative — and thinking more visually - from those interactions. I'm personally fueling this change away from the status quo by bringing in key talent who will help bridge the gap between text, copy, and rather traditional ways of storytelling, with high-impact images and visual information. I'm excited about this change — and pumped to be part of it.

We're not pitching things we can't do and then scrambling to manage vendors. We pitch an integrated story and create it all, from soup to nuts. That means clients have "one neck to choke," and that's easy to manage.

And we're eating our own dog food. We wanted to get more eveballs on our new creative studio (called Studio-C) so what did we do? We created a survey for marketers that asked their opinions about visual content. We took the data and created a killer infographic that elegantly displayed the findings. Within a day of announcing, Forbes wrote a stand-alone piece about the content, imploring anyone within eye-shot to get cracking on visual content, or step aside for competitors who "get it."

Every day businesses are becoming increasingly more receptive when discussing or experiencing how a concrete story gets even stronger with a powerful infographic, or a complex one gets easier to understand when conveyed with a well-produced video.

We're a PR agency that has become something more, and clients' eyebrows raise to their respective hairlines when seeing the positive impact at the intersection of PR, social media and creative tools to help tell a story visually, and metrics that validate the initiatives

At the business-level, creative is all about new opportunity. Why be limited to a traditional PR budget? Why provide your client 80 percent of what a program

needs to succeed because you're hampered by a hole in your capabilities? I say buck the system: develop plans that are not only smart and strategic, but also comprehensive. Finish telling the story, or give your client's storytelling some

visual strength. Don't limit the addition of visual power to one medium, but rather go with gusto, across platforms, aggressively

By philosophy, we "stick to the knitting" at Matter. We butter our bread with award-winning PR



Scott Signore

and social media, but creative services is a "new" and exciting extension of our belief that you need to act credibly, not

Appropriately, clients are the major beneficiaries of the sea-change occurring in PR — and communications overall. Visual storytelling helps clients tell any story better, and in turn do better business. It's exciting — and far more important than that, it's happening now. Are you encouraging change or being left behind? More importantly, are you leaving revenue on the table, resigned to let other firms take it?

Scott Signore is CEO of Matter Communications. •

PR Services Briefs

KEKST, SARD WORK ENERGY PROXY FIGHT

Walter Energy and Audley Capital Advisors are relying on outside PR counsel as hedge fund Audley wages a proxy fight for five of the nine spots on WE's board.

Audley Capital, based in London, has nominated five directors and is lobbying shareholders as it says WE shares are undervalued. The company stock has dropped more than 50% over the past year. AC has engaged Sard Verbinnen & Co for PR counsel and proxy/IR firm Okapi Partners for support in New

Walter Energy, which produces coal for the global steel industry and is based in Birmingham, Ala., today blasted Audley's slate, saying its proxy statement contains "serious omissions" like insider trading charges and deficient governance, among other "troubling aspects."

WE is working with Kekst and Company. Mark Tubb is VP of IR and strategic planning for the com-

WE's 2012 revenue were \$2.4 billion with a net loss of \$1.1 billion.

D'Dwyer's SOCIAL MEDIA

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Matt Kovacs, EVP/GM Apryl DeLancey, Director of Marketing & Social Media

Blaze is the nationally recognized PR firm that attracts compelling and aggressive consumer brands that need to win. Social Media isn't an afterthought handled by junior staff but a conscious, strategic partnership with brands. Utilizing comprehensive strategic communications campaigns to differentiate and elevate our clients from their competitors, we are able to exceed our clients' expectations when it comes to positioning them to their audiences, and attracting positive attention from both consumers and the media. Blaze creates and manages interactive communities using all relevant platforms but refrains from spreading the client thin. Our social media division targets the brand audience where they are already talking and works hand-in-hand

with the traditional PR team to reach targeted media, influencers and consumers to support all initiatives. Blaze also offers full public affairs capabilities through its parent company Davies.

Clients: Marriott Hotels, Spa Nautica, AmaWaterways, Marina del Rey CVB, SnöBar Cocktails, Blue C Sushi, Boom Noodle, DesignbyHumans, Hangar 24 Brewery, and KeVita Sparkling

COOPERKATZ & COMPANY, INC.

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Ralph Katz, Principal Anne Green, President / CEO

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 industryleader 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; social monitoring and analytics; and online crisis preparedness / support.

CooperKatz has won numerous industry awards, 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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Thomas F. Coyne, CEO Rich Lukis, President Tim Schramm, Senior Vice President Marie Baker, Social Media

Driven by industry experts with more than 20 years of experience in digital marketing and governance, Coyne PR's Social Media Division offers integrated, strategic solutions that drive measureable business results for industry leading clients such as Disney, Burger King, Mary Kay, Playmobil and more.

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.

We create relevant social

media content and programming that connects brands with consumers in an authentic and meaningful way, fueling community engagement, growth and — leading to advocacy increased brand awareness, loyalty and conversion! Coyne PR's social team offers social media strategy, community management, content generation, influencer engagement, conversation monitoring, SEO/SEM, mobile optimization, social & mobile app development, analytics & measurement, crisis management and more.

The agency has also partnered with General Mills to manage and implement initiatives for two properties: MyBlogSpark, an 8,600 member blogger network, and MyInsite, a word of mouth network featuring 250,000 highly influential brand advocates. From blogger engagement to conversations on Twitter, the Social Media team understands the value of connecting with the right people. At Coyne, it is critical for brands to not only engage in conversation with real people, but to also convert their behavior into meaningful action. In addition, the agency boasts an internal digital and design group, whose capabilities include digital production, full service design, video production, website design & development, mobile applications & programs and webcasts & e-learning.

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Brad Dodge, President and CEO Brian Parrish, Senior VP and Principal Elizabeth Glaser, Vice President and Principal

Ever wonder what your social media strategy says about you? If you're like most B2B marketers, you fall into one of these categories:

The enthusiast. Your business was one of the first to have a social media strategy, and it just keeps growing. You're everywhere, all the time, but have no idea if it's actually working.

The non-conformist. You resist change and social media is no exception. Besides, you don't really need a bona fide plan since it's only a passing fad, kind of like the Internet.

The savvy executive. You partner with Dodge Communications, the healthcare industry's leading authority on building and maintaining a dynamic social media presence. Whether generating content for a corporate blog or creating an ongoing dialogue with potential customers across multiple networks, every one of your social media efforts work together to support offline activities, enhance online visibility and deliver quantifiable results.

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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.

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firm which delivers an integrated set of public relations, investor relations, business start-ups and marketing/creative services. We call it "integrated thinkingTM" because each client's business challenge isn't always met by the same, cookiecutter 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.

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Noah Finn, Managing Partner

At Finn Partners, we employ a hybrid approach to our digital campaigns by closely integrating our work within the traditional media program. The landscape continues to evolve, and as we predict and follow digital and social media trends, we work closely with our clients to develop a shared set of goals and metrics to show success.

Our collaborative team is well-versed in web design and development, video production, social media strategy and community management, as well as blogger relations and showcases these skills for clients such as Verizon Foundation, Hyundai Hope On Wheels, IEEE, Hotels.com, and the Jamaica Tourist Board.

As a full-service digital department, we offer in-house capabilities for digital platform development within existing channels and to create customized stand-alone platforms. From writing engaging blog content, and designing eyecatching infosnacks, to developing new website functionality and serving as dedicated community managers, our team is agile, experienced, and savvy.

We focus on developing targeted digital strategies, relying on research and analytics to map out brand goals. No matter what your digital need may be - you can count on our team to deliver.

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French/West/Vaughan (FWV) is the Southeast's leading public relations, public affairs and brand communications agency, independent or otherwise. Founded in April 1997 by Agency Chairman & CEO Rick French, FWV now employs 84 research, public relations, public affairs, advertising and digital marketing experts among its Raleigh, N.C. headquarters and New York City, Dallas, Los Angeles and Tampa offices.

FWV is home to one of the nation's fastest emerging and groundbreaking digital services practices. A leader in launching head-turning, results-driven marketing campaigns, FWV executes multifaceted digital and social media initiatives to stimulate product trials, awareness and purchase on behalf of some of the world's foremost companies and brands, including Wrangler, Gemesis Diamond Company, Teradata Corporation, Melitta Coffee, the United States Polo Association, Central Intercollegiate Athletic Association (CIAA), RBC Bank and Hood River Distillers (Pendleton Whisky, Pendleton 1910, Yazi Ginger Vodka, Broker's Gin and SinFire Cinnamon Whisky).

Comprised of a team of specialists in audience insight, user experience, interactive marketing and online media innovation, our digital marketing experts help clients better understand, navigate and utilize existing, new, and ever-changing communications platforms. Public relations, social media and search engine optimization (SEO) continue to converge at a mind-bending rate, and FWV and its digital staffers continue to stay ahead of the trend. Capabilities include: digital research and strategy; online communications planning; creative development for the web including website design, online video, social media content and interactive advertising; word-ofmouth and viral marketing campaigns; SEO; and paid online, social and search advertising.

FWV has achieved significant results on behalf of its clients, including establishing companies and brands as online authorities in their respective industries and lifestyles; providing fans and brand loyalists online communities for engagement with each other on meaningful topics; maintaining a consistent increase in engagement levels monthover-month; increasing brand affinity, reach and purchase intent for specific products; and creating unprecedented emotional connections with consumers, while delivering targeted reach in scalable and measurable ways.

GREENOUGH

9 Harcourt Street Boston, MA 02116 617/275-6511 pgreenough@greenough.biz www.greenough.biz

Phil Greenough, President, Founder

Brand storytelling is the unique differentiator that makes Greenough one of the industry's best-kept secrets. The difference starts with its agency model: each client is assigned a seasoned account services leader who taps distinct media, content and social media marketing teams. As clients navigate headline issues ranging from the future of information technology to healthcare IT, energy and life sciences, Greenough's disciplined teams keep a 24/7 watch. The media team, comprised entirely of former journalists and editors, does nothing but engage media. Meanwhile, the social media team uses sophisticated listening and engagement platforms to move from simple customer awareness to brand affinity and, ultimately, action. From Facebook and Twitter campaigns to targeted programming on LinkedIn, Greenough's social media marketing programs are highly strategic and outcomebased. Working collaboratively, teams of social media analysts and content experts methodically turn data-driven insights into blog posts, tweets, posts, video and other content that measurably contributes to sophisticated lead generation campaigns and overall sales enablement.



Alexia Foods built on the momentum from its "Reinvent a Classic" campaign in 2011 to launch a second campaign to engage fans and top food bloggers through a new, reinvented flavor selection housed on the brand's Facebook page. JSH&A was tasked with recruiting a group of top food bloggers to develop recipes for a new "reinvented" french fry flavor and calling on consumers to vote for the flavor they would most like to see in stores. The result? A 325% increase in total votes year-overyear and more than double the number of Facebook fans!

JSH&A

Member WOMMA (Word of Mouth Marketing Association) 2 TransAm Plaza Drive, Suite 450 Oakbrook Terrace, IL 60181 630/932-4242 www.jsha.com facebook.com/jshapr Twitter: @JSHAPR

Jonni Hegenderfer, CEO & Founder
Jim Kokoris, President
Cheryl Georgas, Sr. VP, Deputy
General Manager
Deanna Killackey, Sr. VP
Kristin McCormick, VP,
Business Development

A lifestyle communications firm, JSH&A is known for connecting brands to consumers and stakeholders through its trademarked LIFTMStyle strategic approach.

From highly integrated social strategy development to message mapping, influencer outreach and online engagement, clients like Beam Inc., The Hershey Company, McDonald's, Nestlé Purina Pet Care, the Robert Bosch Tool Corporation, ConAgra Foods, Skil Tools, and Staples call on JSH&A for creative social and digital marketing campaigns.

JSH&A makes social and digital programming a part of every campaign. Guided by the insight and research findings from our in-house new media team, JSH&A carefully crafts 360° integrated campaigns that connect with consumers online in meaningful and measurable ways.

Celebrating more than 20 years, JSH&A was named one of the top boutique agencies in the country (PR Week) as well as a top consumer marketing agency of the year (Bulldog Reporter). The agency's industry awards in the categories of digital and new media are testament to its ability to drive impact and achieve business objectives.

As a member of the IPREX network, the agency works with partner affiliates in 100 offices around the globe.

KAPLOW

19 West 44th Street, 6th Floor New York, NY 10036 212/221-1713 email-liz@kaplowpr.com www.kaplowpr.com

For over 20 years Kaplow has been helping clients change conversations. Now, with the emergence of the Internet, social media and mobile platforms, consumers are completely inundated with branded messaging. We call it the "Times Square Effect." To break through the clutter, it is more important than ever to create a holistic plan that is grounded in insights about the target consumer, from behavior to passion points, and then amplify the core message across platforms. Kaplow's K-Drive division is fully integrated to reach consumers everywhere they live. We are focused on best-in-class digital and social media, creating campaigns that reach consumers at all relevant touch points through fresh and creative content. Our clients include Unilever. CVS, Laura Mercier and SKYPE.

KELLEN COMMUNICATIONS

355 Lexington Avenue, 15th Floor New York, NY 10017 212/297-2100 www.kellencommmunications.com

Joan Cear, Vice President

1100 Johnson Ferry Rd., Suite 300 Atlanta, GA 30342 404/836-5050

Debra Berliner, Vice President

750 National Press Building 529 14th Street N.W. Washington, DC 20045 202/591-2439

Francie Israeli, Vice President

We believe that great social media or digital marketing campaigns recognize that there is no formula or set solution; that's why Kellen Communications' professionals specialize in knowing what is new and changing and leveraging the right channels to drive actionable and measurable campaigns. We develop strategies, content and multi-channel branding programs for clients ranging from consumer brands, to business-to-business, to not-

for-profit organizations to trade associations. We cultivate and maintain online relationships to enhance or expand market research, stakeholder communications and community outreach, brand promotion, influencer engagement, and issues and reputation management.

Kellen Communications' capabilities as a single source for digital and brand asset development; public relations, issues management and crisis communications; and event management and promotion; enable us to provide creativity, consistency and seamlessness in client programs that flows from ideation, strategy and positioning through to online media, social communities and traditional media. Our strategically located offices in New York, the nation's media capital: Washington DC, the nation's public policy capital; as well as in Atlanta, Chicago, Brussels, and Beijing; offer national and international reach and expertise. Whether engaging loyalists or key opinion leaders, Kellen professionals work across vertical sectors, industry influencers and traditional and social media channels to communicate, engage and make an impact.

L.C. WILLIAMS & ASSOCIATES

150 N. Michigan Ave., Suite 3800 Chicago, IL 60601 312/565-3900 Fax: 312/565-1770 info@lcwa.com www.lcwa.com facebook.com/LCWATeam twitter.com/LCWATeam

Kim Blazek Dahlborn, President and CEO Shannon Quinn Sherrill, Executive Vice President

In an age when everyone is "tweeting," "liking" and "pinning," it's essential to break through the noise to build meaningful relationships with target audiences online.

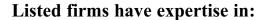
L.C. Williams & Associates (LCWA) builds customized, well-rounded campaigns that make the most of social channels to spur audiences to action. From buzz-building through viral videos and attention-getting Facebook or Twitter con-

_ Continued on page 24

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 - Marie Raperto, The Cantor Concern
- "Single most important source of information on PR firms."
 - Thomas L. Harris, Author, Choosing and Working with your PR firm



From left to right: George McQuade, MAYO Communications, Operation Blankets of Love Founder Eileen Smulson, Brad Smulson, OBOL Mgr. and Dave Gilman, General Manager, Hamer Toyota, Mission Hills, CA. MAYO Communications' Social Media campaign won the OBOL Toyota's "100 Cars for Good" Facebook contest. Also pictured is mascot "Ginger," the dog that started it all after being rescued on the freeway.

L.C. WILLIAMS & ASSOCS.

Continued from page 22

tests, to daily interactions with our robust network of bloggers, we mine the constantly-changing social landscape to make an impact for our clients.

Of course, in social media, listening is just as important as talking. Our reputation management capabilities rely on monitoring, measuring and minimizing negative chatter to keep conversations focused on the positive.

Our staff is immersed in social media and considered leaders in the industry, participating on industry panels on how to reach mommy bloggers, contributing "how to" articles to our agency blog and managing daily interactions on behalf of clients First Alert, Eureka, Electrolux, Trex, Snow Joe and more.

MACCABEE

211 N. First Street, Suite 425 Minneapolis, MN 55401 612/337-0087 www.maccabee.com

Paul Maccabee, President Christina Milanowski, Director, Social Media

Leveraging social media channels from Facebook to Twitter and smart online content strategies, Maccabee creates bold and thoughtful social media marketing, blogger engagement and inbound marketing campaigns for clients in categories from healthcare and technology to food, law and financial services.

Most recently, Maccabee supported the launch of Gold'n Plump chicken sausages with a food blogger campaign and partnered with CollegeHumor for a YouTube-driven PR program for Deluxe Corporation. Maccabee catapulted the Hazelden iPhone app for people in recovery to one of the Top 10 grossing book-related apps, alongside The Bible and Marvel Comics. The agency was honored with Promo Interactive's "Viral Campaign" award for its role in OfficeMax's ElfYourself launch.

Our Maccabee Analytics practice helps clients listen to online interactions while providing actionable intelligence. Another hallmark of Maccabee is its network of strategic alliances, including inbound marketing, SEO, Web design and online video agencies, whose services complement Maccabee's public relations and online marketing campaigns.

MARINA MAHER COMMUNICATIONS

830 Third Avenue New York, NY 10022 212/485-6800 Fax: 212/355-6318 www.mahercomm.com

Susan Bean, EVP, Creative Catalyst Group Robert J. Ricci, Group SVP, Creative Catalyst Group Social Media

Marina Maher Communications (MMC) Creative Catalyst Group has the urgency of the newsroom in its DNA. Its crossfunctional social and digital team is guided by a social media pioneer who helped produce the Web's largest loyalty program for moms. Our team has a proven, award-winning track record of activating influencers, building communities and delivering content and campaigns that spread brand messages that move consumers from conversation to commerce.

MAYO COMMUNICATIONS

7248 Bernadine Ave., 2nd Floor West Hills (L.A.), CA 91307 818/340-5300 818/618-9229 Fax: 818/340-2550 publicity@mayocommunications.com www.mayopr.com

Aida Mayo, President George McQuade, VP

MAYO Communications, a full service PR firm based in LA since 1995 with offices in New York, Boca Raton, FL and San Diego. MAYO PR offers Social Media, blogging, Facebook, Google+ account setup services, maintenance and reputation management services. Our clients are B2B, B2C and social cause platforms including Today I Can Do Anything, Hollywood, CA with a line of apparel with an inspiration message. MAYO also provides on camera media training. Our clients and services include government, smart grid technology, utility companies, nonprofits, celebrity charity and Fortune 500 corporations. MAYO also brands startups, performs product launches, represents musicians, actors, directors, reality TV shows and TV dramas.

MAYO produced a Social Media campaign winning first place in the Toyota "100 Cars For Good" for nonprofit organization OperationBlanketsofLove.org. via a Facebook contest. Each

charity had to produce a video and get their FB fans to vote on an assigned day. "We provide aid and comfort to animals in shelters, in rescue groups and even wildlife sanctuaries," explained Founder Eileen Smulson, Operation Blankets of Love (OBOL). "We collect old and new items like blankets. towels, portable shelter and we have received so much support that OBOL has become the Red Cross of animal shelters.' MAYO also tripled OBOL's fan base on FB.

MAYO recently participated in the American Cancer Society Relay for Life in Hollywood, featuring ABC TV Soap stars from "General Hospital." MAYO provided photography, corporate social responsibility volunteers and conducted event TV interviews with celebs and cancer survivors.

MAYO donated away products to cancer survivors and celebs and posted the event on social networks. MAYO clients participating included Actress Marina ("Desperate Anderson Housewives," and ex-wife of the late David Carradine of the TV series "Kung Fu"); Actress Alexis Rhee ("Crash," 2004), and Martial Arts Grand Master Greg Yau and Sun Born Natural Products. MAYO used Twitter, Facebook, blogs, Google+, Tumblr and other social platforms to help publicize the event.

At MAYO Communications, "We don't guarantee media, we just Get It!"TM

MWW

304 Park Avenue South New York, NY 10010 212/704-9727 Fax: 212/704-0917 www.mww.com

Michael W. Kempner, Pres. & CEO Jared Hendler, EVP, Global Director of Digital & Creative Services

MWW is one of the nation's top mid-sized public relations firms and one of the ten largest independent global agencies. MWW's award-winning digital media practice leverages the power of digital and social strategy to help our clients engage and lead the conversation. In our age of real-time, direct communication, in which brands are defined by online influencers, communities of enthusiasts and

voices of detractors both on and offline, we create compelling stories driven by powerful distribution, user-friendly design and continuous measurement to optimize our clients' programs in order to best compete in real time. Our team is made up of digital specialists led by analysts, social media and marketing strategists. Execution is carried out by our talented team of media planners, creative digital designers, copywriters, producers and programmers. Services include: listening analysis and research, site analytics and measurement, digital strategy, mobile, website design and build, web optimization, community management engagement, content development and production, platform design, and application development. Honored as PR News' 2012 Digital Team of the Year and 2012 Digital Agency of the Year by Bulldog Reporter, MWW helps our clients to matter more in the digital space by developing specialized digital programs that create conversation and drive engagement, delivering business results for products, services and brands. Our campaigns have established best practices for the public relations industry and continue to define how to engage with online communities.

OGILVY PUBLIC RELATIONS

The Chocolate Factory 636 Eleventh Avenue New York, NY 10036 212/880-5280 rachel.ufer@ogilvy.com www.ogilvypr.com

Rachel Ufer, Senior Vice President, Business Development and External Relations

Reaching across all practices and regions, Ogilvy Public Relations has been at the forefront of pioneering ways to tap and realize the power of social media and word of mouth marketing. Through Social@Ogilvy offering, we identify the digital channels that can most effectively reach our audiences — and then provide roadmaps to engage and influence them.

Social@Ogilvy enables the firm to more efficiently and

effectively serve the complex needs of clients, as social solutions become true business solutions. Named 2011 Global Digital/Social Consultancy of the Year by The Holmes Report, Social@Ogilvy has led awardwinning social media initiatives for clients around the globe, generated groundbreaking industry thought leadership and established a worldwide training discipline.

The practice leverages social media expertise across all Ogilvy & Mather disciplines, offering an extensive list of services within the foundational business solutions — Listening and Analytics; Social Business Solutions: Social Media Marketing Communications; Social Shopping; Social CRM; Social Care; and Conversation Impact. With nearly 600 dedicated social media experts around the world — and another 4,000 digital experts — the Social@Ogilvy team is the largest network of social media strategists delivering global and local solutions. Headquartered in New York, the team is led by John Bell, Global Managing Director, and a board of advisors including Christopher Graves, CEO of Ogilvy Public Relations; Gunther Schumacher, COO of OgilvyOne; and Brandon Berger, Chief Digital Officer of Ogilvy & Mather.

For more information, visit us at social.ogilvy.com or facebook.com/socialogilvy, www.twitter.com/socialogilvy,or www.slideshare.com/socialogilvy.

..... PIERSON GRANT PUBLIC RELATIONS

6301 NW 5th Way Ft. Lauderdale, FL 33309 954/776-1999 www.piersongrant.com www.highimpactdigital.com

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 comsuch panies as Show Management and the Fort Lauderdale International Boat Show, as well as law firms, real estate developers, restaurants, luxury products 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.

PROSEK PARTNERS

350 Fifth Avenue, #3901 New York, NY 10118 212/279-3115 www.prosek.com

Jennifer Prosek, CEO Wilson Cleveland, SVP, Prosek Digital Thomas Rozycki, Jr., Managing Director

Prosek is one of the few midsized agencies in the U.S. to have a comprehensive social media, digital communications and branded entertainment practice. Our capabilities include social media creation and communication; video production and distribution; branded entertainment; social network marketing and content creation; online reputation management; web development; mobile marketing and content; and online advertising creative and media buying.

We specialize in developing social media communications and in-house training programs for financial communications and professional services firms.

Prosek is also a leader in digital entertainment. Since 2006, Unboxd (formerly CJP Digital), our digital media and branded entertainment studio, has been a pioneer in social and digital media, branded content and online video. Unboxd produces and promotes original web series designed to tell clients' stories in a powerful way. Unboxd has created and executed award-winning digital and social media programs for IKEA, GE Capital, Hiscox, BMW North America, MINI USA, Trident, Spherion Staffing, NBCUniversal and the Better Sleep Council.



QUINN & CO.

520 Eighth Avenue New York, NY 10018 212/868-1900 Fax: 212/465-0849 www.guinnandco.com facebook.com/quinnandco twitter.com/quinnandco linkedIn/company/219984

Florence Quinn, President John Frazier, EVP Jim Lee, SVP, Miami Office Katie Coleman, Digital Media Specialist

Quinn & Co. combines our signature creativity with strategic digital media initiatives to develop dynamic and highly effective integrated PR pro-We help clients in grams. Food, Wine + Spirits, Real Estate and Travel achieve their goals. Following are a few examples that best illustrate this work: We were the U.S. PR firm behind the worldwide blockbuster The Best Job in the World (Queensland, Australia) viral We increased campaign. Facebook "likes" for a NYC condominium building by 200% in three months with a Facebook design contest that was also covered by the New York Times. To position Waldorf Astoria Hotels & Resorts at the forefront of the luxury conversation, we created Luxury Manifesto, a series of online video chats between the brand leader and other world-class luxury brand heads. We increased Affinia

Continued on page 26



Affinia Hotels' Chief Comfort Officer Chrissy Denihan O'Donovan poses with Boo after Quinn & Co. courted the World's Cutest Dog via Facebook to indulge in the NYC hotel's pet friendly services. As a result, Affinia reached 4.6 million Facebook users when Boo posted about his stay.

QUINN & CO.

_ Continued from page 25

Hotels' Twitter followers by 50%, including media influencers WSJ and T+L reporters. increased Affinia's Facebook post views by 596% with content shared by USA Today and Hotel Chatter. Our CyberMonday social-media sale for Affinia produced 328 new MyAffinia.com profiles and 172 bookings. We increased the Facebook "likes" for the largest mall in Queens, NY by 20% in less than six months. We developed Occidental Hotels & Resorts' social media and reputation management strategy and plan, trained 40 executives and staff from 13 properties and are now leading the implementation. Q&C conceptualized, implemented and built a Facebook app for Real Estate Weekly's Most Influential Woman in Real Estate Competition, which drew more than 2,000 votes. To launch EL AL Israel Airlines' new Economy Class Plus seating, we conceptualized a humorous video campaign depicting people trying to get a free upgrade. Economy Plus Seating has been sold out since the campaign ran. Our entire staff is immersed in digital media on a daily basis. Most of our campaigns include social media. An internal Digital Media Team keeps us

abreast of all things digital.

RF | BINDER

950 Third Avenue, 7th Floor New York, NY 10022 212/994-7600 www.rfbinder.com twitter.com/rfbinder facebook.com/rfbinder linkedin/rfbinder

Amy Binder, CEO

At RF|Binder we believe that social and digital media plays a unique and integral role in telling a brand's story and communicating with target audiences. We view the continuously changing communications landscape as an opportunity for us to capitalize on our core strengths - reaching and influencing audiences. With traditional media, reporters serve as gatekeepers, determining whose story is told and how. Our creative use of digital and social channels enables us to have direct conversations with these audiences.

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

By integrating our social and digital media talent with our traditional public relations expertise, we are able to quickly and effectively reach our clients' target audiences at multiple online touch points and successfully influence their conversations. To do so, we employ online tactics that strengthen the target audience's emotional connection with our clients' brands 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, digital and social channels to deploy an early response to any emerging developments that can impact the brand (either positively or negatively).

Our digital strategy group develops and delivers engaging content that tells our client's stories and builds communities of brand advocates. The group's services include digital and social media strategies, social media programs, multimedia content marketing and creation, search engine marketing, measurement and analytics.

Our clients run the gamut from venture-backed start up to global multinational corporations including edX, Talenti, Abine, Wines of Germany, Johnson & Johnson, McGraw-Hill, Loews, and Dunkin' Donuts.

ROGERS & COWAN

Pacific Design Center 8687 Melrose Ave., 7th Floor Los Angeles, CA 90069 310/854-8117 Fax: 310/854-8106 inquiries@rogersandcowan.com www.rogersandcowan.com

Tom Tardio, CEO

Rogers & Cowan is the leading entertainment marketing and PR agency with offices in Los Angeles, New York, Nashville and London and the first leading entertainment firm to build a social media practice. Our highly experienced team of professionals is at the forefront of the social media spectrum whether we are creating an overarching digital strategy for brands implementing platform communications, designing and executing comprehensive, integrated social media campaigns or creating custom applications and content programs for a diverse roster of clients.

As innovators in navigating the world of social media, we offer clients knowledge, insight, relationships and a deep understanding of the constantly evolving social media sector to assist in developing and executing communications strategies. Our team creates and implements customized campaigns for start-up companies seeking to build awareness in the blogosphere as well as established brands seeking to utilize social media solutions to engage with consumers on a deeper level. One of the social tools we provide is a "proprietary" social media management and publishing tool to assist talent clients to engage with fans and mainstream media.

Whether we are targeting influencers, engaging fans directly, or driving home a brand's message, Rogers & Cowan helps influence the way our clients' audiences think about a brand while nurturing and building ongoing dialogue with affinity groups. When it comes to digital communities, we identify the influencers who matter to our clients and build relationships that benefit both the consumer and the client.

Our clients and projects have included Rdio, Avon Voices, Swarovski, Kraft's Real Women of Philadelphia with Paula Deen, Sony Pictures Home Entertainment, Target music exclusives, the launch of the Jennifer Lopez and Marc Anthony Collections for Kohl's, Coca-Cola Ekocycle, Will.i.am FIRST campaign, Blockbuster, Anthony Zuiker's Level 26 Transmedia Series, EQAL, Cambio (AOL & Jonas Brothers joint venture), GRAM-MY Awards/Recording Academy social media campaign, Scion Reinvent the Wheels web series and web/mobile widget development project, among others.

ROOM 214

3390 Valmont Road, Ste. 214 Boulder, CO 80301 303/444-9214 Fax: 303/865-3759 www.room214.com

Jason Cormier and James Clark, Co-Founders

Room 214 provides social media and digital marketing

solutions for iconic brands and companies seeking leadership in their markets.

Services include social media research, strategy, and execution on all aspects of digital marketing campaigns. The Boulder-based agency fosters a high competence culture, consisting of a 30-member team with in-house expertise to fulfill all requirements pertaining to online customer engagement strategies, digital advertising, creative design, video production, blog and mobile site development, marketing dashboards and custom Facebook applica-

Founded in 2004, the company began by creating unique marketing programs that combined public relations with search engine visibility practices. As a leader in social media marketing since 2006, Room 214's co-founders and Group Practice Directors regularly contribute to social media publications, expert speaking panels and quarterly trend reports.

RUDER FINN

301 East 57th Street New York, NY 10022 212/593-6400 www.ruderfinn.com www.rfistudios.com

Kathy Bloomgarden, CEO Michael Schubert, Chief Innovation Officer Scott Schneider, Chief Digital

In today's hyper-connected world, all communications are social. Having been one of the first agencies to establish an inhouse digital practice in 1999, Ruder Finn has a longstanding heritage and extensive experience in leveraging digital and social platforms to engage key stakeholders. Our award-winning, in-house digital practice, RFI Studios, has a team of more than 65 strategists, designers and technologists globally. RFI Studios creates integrated platforms for mobile, social and .com as a means to enhance strategic digital storytelling, build engaged communities, activate audiences and provide meaningful metrics to measure success and return on engagement

With a consistent focus on

digital content and strategy across industries. Ruder Finn and RFI Studios provide clients with a range of differentiated offerings from our ability to create digital builds in-house to social activations across all existing channels. Our breadth of experience includes managing Facebook communities of seven million plus, creating digital builds and engagements that span more than 150 countries, developing mobile apps, implementing geolocation and gamification and utilizing big and little data. Additionally, we have extensive experience working with clients on internal engagement programs which includes development of enterprise-wide platforms. Our capabilities also include a dedicated health and wellness digital offering to help clients navigate the regulatory complexities of engaging with patients via digital channels. Blending traditional PR and digital expertise, Ruder Finn takes a holistic approach to helping clients create meaningful content and bring their story to life digitally.

TREVELINO/KELLER

949 W. Marietta St., Suite X-106 Atlanta, GA 30318 404/214-0722 Fax: 404/214-0729 www.trevelinokeller.com www.wheelhousetk.com www.prstarbase.com

Trevelino/Keller's media platform features an award-winning methodology that is designed to create new channels to engage B2C and B2B audiences in a socially authentic manner. Freestanding or integrated into an overall communications strategy, the firm's five-step Social Methodology (Strategy, Listen, Build, Engage and Measure) is winning client engagements, generating new revenue streams and delivering measurable results for its emerging and established brands. In 2013, Trevelino/Keller became one of the first agencies in the country to begin adopting a new technology called Insightpool, which offers a powerful algorithm for identifying and maximizing a company's Twitter platform. Realizing the importance of integrated campaigns rather than free-standing social promotions, the firm is having significant incremental success and anticipates social programming in 2013 to continue trending with its overall revenue growth.

..... WEBER **SHANDWICK**

919 Third Avenue New York, NY 10022 www.webershandwick.com

Chris Perry, President, Digital

Weber Shandwick is a global leader in digital communications and content marketing. The firm incorporates the fundamentals of social media throughout the organization connecting, conversing and collaborating to address new opportunities and issues. At the heart of the firm's work is the "incite idea," a creative trigger so powerful that it drives ongoing advocacy and engagement

for clients across all practice areas/industries.

Weber Shandwick is trusted to handle a range of digital responsibilities, including social business consulting programs, digitally-led campaigns, brand media programs and community management for 100+ major household names. The firm helps clients address new opportunities and threats online, using data throughout to plan and assess program impact. The firm has a wide array of digital products and service offers, including a social crisis simulator, FireBell, an award-winning, proprietary application that allows clients to participate in real-time online crisis simulation drills in a secure, off the-internet environment.

Weber Shandwick's Digital practice has received numerous industry awards including PR News' "Digital PR Firm of the Year" and was named a "Top 4 Employer for Social Media Professionals" by Mashable.

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Anand Bhatt Ava's Guide to Garage Sale Gold

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Are auto companies abandoning car radio?

Rumors have been circulating within broadcast circles that several U.S. auto manufacturers have discussed — privately, anyway — the possibility of phasing out AM and FM radio service on their dashboard stereos. Not surprising, this talk has put the radio industry in a state of alert. But now the rumors surrounding this issue are spinning out of control, and few know what to believe anymore.

By Jon Gingerich

ar companies have been getting a lot of static recently. Rumors surrounding radio's demise from dashboard consoles have been circulating for several years, and for good reason. The recent popularity of competing mobile listening services like Pandora and Spotify — not to mention hugely popular satellite radio services — has left many wondering if the AM/FM dial's days are numbered.

It's a known fact that cars are keeping radio alive. About 50% of all radio listening takes place in cars. Increasingly long commutes in metropolitan areas — where commuters in Sussex, N.J. or Fredericksburg, VA now spend an average of 37 minutes getting to work every day, according to media research firm Arbitron — have had the unintended consequence of boosting listening time for an otherwise dying medium. Bill Burton, President of the Detroit Advertising Group, has

long referred to cars as "radios on wheels."

Given these statistics, it makes sense that members of the radio industry have a vested interest in

ensuring radio use in U.S. automobiles doesn't become a thing of the past.

Crossed wires

The rumor mill really began to rattle in March, though not due to a disappointing industry report or an automaker's announcement about upcoming changes to car stereo systems. Instead, what awakened the talk of AM/FM becoming a thing of the past in cars was the result of something far more human in design: a simple misunderstanding.

In early March, *Radio Ink*, a broadcasting industry trade publication, held its annual Convergence conference in Santa Clara, California. One panel at the conference, moderated by Greater Media Vice President of Program Development Buzz Knight, featured an executive at Gartner, a popular tech research firm, as well as a representative from the Silicon Valley offices of General Motors. The panel dis-

cussed the future of automobile consumer technology; specifically, how Internet radio and an increasingly digital console are changing what sorts of content consumers use inside our cars.

In the audience was Eric Rhoads, Radio Ink Publisher and Chairman of Streamline Publishing. In an editorial he penned several days after the event, Rhoads claimed he'd been listening to the panel, until, according to him, a statement was allegedly made that literally got him out of his chair.

The statement was made by Thilo Koslowski, Vice President and Practice Leader at Gartner Research, who is known as an expert on automobile technology.

Here's what Koslowski allegedly said:

"AM and FM are being eliminated from the dash of car companies within two years, and will be eliminated from the dash of all cars within five years."

Nothing but talk? Though no official statement in the industry has been made to suggest it, some radio professionals are worried that several U.S. auto manufacturers may be considering removing AM and FM radio options from their cars.

Rhoads claimed that upon hearing this, he "went to the stage, apologized for interrupting, and started cross-examining the panel to find out what they really meant." In his ensuing editorial — titled "A Cold Harsh Reality for Radio" — Rhoads reported that the panel reiterated "... automakers see no need to continue to put radios in cars," in part because "... young people don't use radio anymore."

Instead of disbelief, Rhoads claimed in

his editorial that he felt "vindicated" by the panel's candid claims, as radio's tenuous future in cars is something he's been "predicting ... for years." Rhoads concluded: "This is the most important 'unofficial' announcement in history regarding the future of broadcast radio. Though radio broadcasts will be available through distributors like TuneIn and iHeartRadio, your competition won't just be in-market stations anymore. You will be facing a world full of competitors."

Rhoads' editorial became the most popular in *Radio Ink*'s history. Thousands linked to the article via blogs and social media channels. But almost as soon as it was released, readers began doubting some of its veracity.

One group who questioned the statements alleged in the editorial was none other than General Motors itself. The editorial was so popular GM issued a statement on the matter, claiming the editorial came

as a "surprise" to GM executives, and that the company still views AM and FM radio as "a significant source of news and entertainment." The car giant assured the public it will continue to offer radio in their cars.

The statement continued: "We can't speak for other automakers, but to be clear, GM has no near term plans to eliminate AM and FM from GM vehicles. We are committed to providing consumers innovative services that dramatically enhance the driving and riding experience. We expect AM/FM radio to be one of the choices consumers have in our vehicles."

Soon after the event, Ford followed suit, and spokespersons allegedly called *Radio Ink* to similarly promise their support for radio.

Setting the record straight

Four days after the GM press release Rhoads retracted his editorial, claiming he'd made the mistake of quoting material from his memory of the event rather than from a transcript, and admitted he didn't confirm what was said with either

_ Continued on page 39

How to make B-roll and interviews for TV news

There's an art to pitching interviews and B-roll for the morning news. This process begins with marketing and communications pros asking themselves: what do television stations need to get interviews and video on-air?

By Susan Apgood

n late 2012, we conducted an informal survey with a number of television stations in the top-50 media markets to find out their specific content needs and priorities for video content, including pitching satellite interviews, bites and B-roll.

The biggest headline to emerge from our study is that 77% of those we spoke with currently do satellite media tours and use bites and B-roll from third parties. We found that regardless of market size, all stations are seeking to air the most relevant, topical and newsworthy content.

Simply stated, if what you are pitching fits those criteria, stations will likely be receptive to reviewing it. In fact, if a story meets the guidelines, it will make their very hectic jobs easier and that is a good thing to enhance the relationship.

Taking a step back, how do you know if the story you are pitching is even right for television, rather than radio or print?

It may seem obvious. The one big difference with television is video, and the power it holds to capture viewers simply can't be underestimated. Words and sound are important, but moving pictures are potentially the most important attribute when it comes to television.

Try turning down the volume and just watching the visuals. Then close your eyes and just listen to the sound. Nothing creates a more impactful story than both elements, strategically combined.

So, let's look at the six most important elements of pitching television:

Think about the visuals. Unless you are working with a well-known celebrity, there is nothing duller than a talking head. So, before you pick up the phone to pitch, you need to figure out what the visual elements are going to be that will story compelling. your Remember, television is about viewership, and creating memorable images that reinforce good storytelling.

Good storytelling incorporates a strong human element. For example, if you are working with the American Diabetes Association on the latest campaign to fight type 2 diabetes it is not enough to offer a sound bite with the director of the organization. If you want your pitch to turn into a television news package, you may need to find a family to illustrate the day-to-day struggle with diabetes, to witness the fear of a family member losing a limb or his or her eyesight because of the disease, or to see the limitations a child faces when diagnosed with diabetes.

Viewers relate to the circumstances of other people as they see the story through their eyes. They share in their joy, sorrow, triumph, or tragedy. Finally, such stories can also add the important 'can't get elsewhere' benefit which is yet another selling point to sta-

Be different, but relevant to command attention. Don't underestimate the value of the little known and surprising or if it's broadly entertaining. We know stations want to be number one in their markets. National shows are competing with every other viewing option for your attention. To be successful, news producers and directors are charged with making sure viewers come and viewers stay.

Lewy Body Dementia, is a little known, degenerative brain disorder that, surprisingly, affects an estimated 1.3 million individuals and their families in the United States, but is widely underdiagnosed. Interesting, but not that compelling on its own. The Lewy Body Dementia Association, wisely maximized a unique opportunity when they formed a timely, strategic alliance with the Starz Network's criticallyacclaimed original television series. "Boss," after the lead character, portrayed by Golden Globe and Emmy Award-winning actor Kelsey Grammer, was diagnosed with the disease.

Look for local angles if you are pitching local television stations. It should come as no surprise that local

television stations focus on local news. They typically pull in national news from network feeds unless the story impacts their local coverage area. So, if you can find a local twist for your pitch, and you know your video is unique, meaning the stations can't simply get it on their own, you will be that much closer to getting your story on the

Pitch a strong, single angle. Keep

in mind, television news stories and interviews move quickly ranging anywhere from 30 to 90 seconds. They need to focus on one important news angle, be told concisely and in a visumemorable ally way.



Susan Apgood

Formulate a unique and compelling pitch to override the cost. If you are pitching an interview for a satellite media tour, remember satellite time costs money. Stations don't want to book interviews they can't use. The onus is always on the content provider to assemble a pitch so targeted and compelling that television stations will immediately see the urgency and benefit to their viewing audience. remember, once you sell a producer on your interview, it normally has to be cleared with a news director or someone who is watching the newsroom and production budget.

So, what can we take away from these producers and news directors?

First, content that tells a strong and visual story is always king.

Second, your pitch to them has to be not only very relevant and newsworthy to their viewers, but it also needs to be a unique story or new angle, and something they are unlikely to get else-

Third, resist the urge to push your brand too hard. Get the story to knock their socks off, and your brand will get the credit. If you can sell your pitch in those terms, you just might see your story on morning news shows around the country.

Susan Apgood is Presient of News Generation in Bethesda, MD. •

New broadcast strategies for PR pros

Radio and TV coverage doesn't result only from the pitch. It comes from leveraging information against today's news cycle, selecting powerful voices, and developing a knack for opportune timing.

By Aric Caplan

oday's PR professionals must be mindful of the mechanics involved with conducting interviews that strike a balance where top-line messaging either survives or fails at the hands of an interviewer. My counsel starts with thinking more like an interviewer, and speaking without sounding rehearsed. Also, know the ground rules for each broadcast appearance. Regrettably, those of us who have either worked in radio or TV newsrooms or served as show producers can attest to many incidents where newsmakers were unaware with whom they were pre-interviewing, exactly what, if any, their politics were, who any challenging panelists would be, and whether the format would be a debate or a one-on-one interview. They seemed oblivious to the expected length of the segment, whether the discussion would be live or "tape" recorded, and when it would be slated for broadcast. One might doubt whether they were even inclined to ask. However, it's important to stay alert to the process as few opportunities are straightforward news features. Therefore, PR folks must prepare clients to always conduct themselves as though the camera is rolling, the microphone is hot, the telephone line is on-air, and the interview has begun. Similarly, broadcast interviews can begin suddenly and could equally end abruptly. In addition, be advised when conducting radio interviews, cell phones and headsets are never broadcast quality. Landline phones are more reliable.

Although energy levels may be considerably higher during live broadcast interviews, newsmakers' answers must always be succinct and delivered in less than 30 seconds. They ought to approach every interview as though it were live to ensure always appearing poised. Consequently, as an advocate on behalf of high profile, highstakes issues and advocacy, PR pros must urge CEOs, diplomats, Congress, scientists, and others in the spotlight to be conversant on the issues that involves proficiency at delivering real news value while simultaneously exhibiting shrewd listening skills. Those talents are indispensable for helping spokespeople to know when they have answered the question, and to stop talking.

And, in the event they do not understand

a reporter, they should ask for clarification, and never presume they know where an interviewer is heading.

PR consultants must always stay vigilant to help clients remain on message. The days are long gone when experts could effectively debate what matters in the role of "the generalist" or compete as an all-purpose network or cable news contributors. Nowadays, pundits have to own the issues. Oh, sure, they are knowledgeable and respected authorities in their field. Regardless they have to bring their A-Game to broadcast media by identifying and conveying why their respective experience is relevant, newsworthy and timely.

Recently, a distinguished principal in Democratic policy circles in Washington, D.C., asked me what he should say when addressing a large Capitol Hill rally. After I conceded that he certainly knew the issues better than I did, he still pressed for an answer. So, I advised that he needed to emphasize the why: to do so would more profoundly engage thousands of activists in attendance instead of telling them simply what he was expected to communicate. Emphasizing the why also transforms audiences into stakeholders, and motivates viewers and listeners to act. The most persuasive approach positions the facts as they relate to diverse communities and affect local businesses, jobs and the economy.

Considering everything that PR invests in messaging and training ahead of strategic broadcast interviews, some journalists may be better prepared than others to conduct them. Either way, you had better be prepared. As a result, take what I call the "80/20 rule" seriously, and make it your first rule of thumb. Every broadcast pitch should be written for the 80% of reporters and producers who - by no fault of their own and possibly due to media consolidation — were too busy, overworked or understaffed to either prepare thoroughly for the interview or to become more conversant on your issues. Ahead of time, consider providing the reporter two or three suggested interview questions with which your spokesperson wants to answer. Sure, 20% of reporters and producers could be well primed on the news, central arguments and controversies. Nevertheless, PR professionals cannot go wrong when broadcasters are furnished with helpful clues ahead of conducting interviews.

Even the most astute PR specialists are obliged to always ask themselves and clients whether the latest broadcast news pitch passes the "who cares?" test. As a matter of fact, journalists have a news agen-

da not an industry, political, advocacy, legal, public health or scientific one. Do not presume that an interviewer will support your talking points, ask to mention your website or make the plug for your product or legislative concerns. Don't wait for an interviewer



Aric Caplan

to ask. They won't. Even though they have agreed to an interview, journalists expect to achieve their editorial goals by addressing the perceived concerns of their viewers and listeners. For that reason, be prepared to coach your client, their surrogates and other validators to use "bridging" techniques to ensure the focus is preserved and all directives are met. My favorite messaging bridges are: "I'm not sure about that, but what I do know is ..." "That's a common misunderstanding ..." and "The facts in our state show something altogether different "

One of the most underestimated but invaluable results of any broadcast interview is obtaining an "air check," or recording of the interviewee in action for future review. It should come as no surprise that many of the most successful on-air professionals and broadcast consultants critique themselves or pay others handsomely to evaluate their performance. It is never too late to start collecting video clips, MP3 audio or podcasts of ones' recent interviews.

If broadcast PR had five commandments, they might look like this:

Prepare spokespeople for radio and TV without sounding rehearsed.

Think about your subject or focus using the discretion of an interviewer.

Approach every news appearance as though it were being conducted live.

Relate to your desired audiences either locally or using demographic relevance.

Review and evaluate your performance after conducting broadcast interviews.

Aric Caplan is President of Caplan Communications in Rockville, MD. •

Live streaming for public relations

Broadcasting live video content over the Internet has changed the face of public relations. Cameras and microphones on computers, tablets and cell phones makes just about anyone a video producer. Or does it? By Kevin Foley

here's a big difference between streaming video produced with strong production values and something that reminds you of your high school cable access show. There's also a big difference in the audience for each of those.

For the very few uninitiated, streaming video has been around for 15-plus years and has evolved into a highly effective communications tool for public relations professionals. A digital video signal is routed through servers and can be viewed live by anyone you want to reach.

This sounds simple and it is. It gets a little more complicated, however, when you have to decide who you want to reach and what impression are you trying to make.

While traditional media like television and radio let you target your audience by market, digital media allows you to target by demographic. This is a very important distinction often overlooked by practitioners when it comes to broadcast public relations. "Eyeball tonnage" doesn't necessarily equate to effective communications, especially when it comes to streaming video.

There are two main types of live streams, chats and events. An event could be a news conference, new product or service unveiling, or a presentation of new initiatives. Since events are more of a one way communication tool, we'll concentrate on the second type of live streams, the chat.

Chats are streaming video conversations between spokesperson(s) and audience hosted on a web site, micro site, Facebook account, YouTube channel, or similar platform.

Users can ask the talent questions live. In real time, the talent will be able to respond while on camera. You have the option to incorporate supporting graphics, video, etc. as needed. But avoid the trap of using graphics as a crutch. If it's not compelling, don't use it.

As in any PR tactic, you must match spokesperson, topic, and platform to the event. Is the spokesperson a compelling representative of the topic? Often times, PR pros come up with a great message, and then think any spokesperson will be able to deliver it, which isn't always the

Because audiences respond in real time during the stream, you'll need spokespeople who can think on their feet and who are comfortable talking to a camera. Remember, your audience isn't a typical journalist with typical questions. You can, of course, ignore questions, but you can also have fun with them. While there are ways to steer the conversation, the organic nature of the web needs to be allowed to take place.

For example, we conducted a recent live video Facebook chat with a NASCAR superstar. We decided ahead of time to filter the live questions through our agency and the brand's PR team before sending them to the talent to answer.

He discussed NASCAR, of course, and worked in brand mentions. His fans, though, asked some off topic questions, which we sent through after approval from our client. When he was asked a "boxers or briefs" question, the audience loved it.

On the Internet, it's important to remember conversations are a two way street. It's an opportunity for the brand to show its personality. Obviously, a "boxers or briefs" question won't work for all brands, but in this case, it really showed the audience that the brand could have fun just like them.

Tone is an important element of a streaming chat. People want to be spoken with and not at during a chat. While messaging is important, like all such communications, the audience doesn't want a commercial. Make sure the spokesperson has their call to action, but that he or she really talks to folks.

Live streaming chats aren't just for celebrity spokespeople. From her desk, your CEO can chat live with investors, employees, customers, and stakeholders. Virtual press conferences with invite-only media on a password protected page are another way to promote these and attract an audience.

Take advantage of built-in audiences such as Facebook and other social media platforms like Google+. They are not only a great way to promote your live stream, but they can also house the stream. Location, location is

just as important in the digital realm. Create a tab on Facebook and embed the stream.

This works well to keep barriers at a minimum. example, fans on Facebook see you are running a contest, click on a tab,



Kevin Foley

and then join the conversation. Include Facebook ads to increase attendance.

Determine your goals ahead of time. Is your objective to gain likes for the brand's Facebook page? Then make users like your page before then can view the content. Is your goal to drive traffic to an online contest? Don't "likegate" your page, but make sure the spokesperson mentions where to enter and what the prize is.

Choose a partner that understands the entire live streaming process. It may sound simple, but there are a number of moving parts and places where things can go wrong. Your partner should be able to advise you on platforms where your stream can be hosted, Facebook ads if needed, relevant analytics for your project, and how to reach your goals.

So, how do you explain all this to your boss or your client? If you're trying to compare analytics from a live stream to live TV, don't. Live TV will always get you bigger numbers. You'll be able to say that live TV in Chicago reached a potential audience of millions. Most live streams get nowhere near that number.

What you do get with a live stream is engagement. The computer is in front of each audience member and all of their friends are just a click away. They can immediately visit your brand's website or react to the call to action. This isn't just background noise; they are taking part and becoming your brand ambassadors in the digital sphere.

Kevin Foley owns KEF Media Associates, Inc. in Atlanta. •

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The D S Simon camera crew took to New York Harbor for Macy's on July 4th to get an exclusive look at the holiday spectacular from the tugboat positioned next to the barge hosting the display. Footage of the event was seen on NBC's Rock Center with Brian Williams.

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Our crews, producers, editors, artists and staff represent over 100 years of combined professional content creation and distribution experience. That coupled with the most advanced HD and SD video production and post production equipment makes for a combination that's impossible to beat.

Big Shoulders Video has five staff camera crews and more then twenty production packages (SD & HD). We have experience in shooting for a diverse client base and we are well known for our video editing and incorporating graphics to create a more engaging video.

In our downtown office we have a 20' x 25' studio (green screen) which is perfect for one & two camera SMT's, webcasts, and live interviews. We are connected by fiber and satellite for either HD or SD tape feeds. In 2008, we built an ISDN Audio Suite for radio media tours and radio spot production.

Big Shoulders will help to strategize and effectively produce all broadcast PR tactics. Including: B-roll packages, media fulfillment, viral videos, SMT productions, RMT productions, highlight reels, PSA productions, internal communications, interactive webcasts, and multi-camera events. Our clients include Fortune 500 companies, PR agencies, associations, broadcast TV networks and reality TV shows.

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D S Simon is a video communications firm that helps organizations and brands secure more exposure for their products, initiatives and events with broadcast, online and social media.

The firm helped pioneer Internet Media Tours, has created awardwinning viral video production and content distribution campaigns, and recently created a syndicated program division with the launch of "The Best of CES" hosted by Mario Armstrong which aired nationally including on stations in New York, Chicago and Los Angeles. D S Simon has trademarked its PRketing® approach, and is an official newsroom source of the RTDNA.

Celebrating its 26th year, the company's headquarters and HD Broadcast studio are in New York with offices at The National Press Building in Washington, DC, Los Angeles, Chicago and Houston. Its award-winning video blog www.vlogviews.com receives more than 150,000 hits per month. For more information visit the D S Simon website at dssimon.com.

GOURVITZ COMMUNICATIONS

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Paul Gourvitz, President-NYC Robert Gourvitz, Producer-L.A.

Gourvitz Communications is now in its fourth decade as a pioneer in the broadcast public relations business. Back in the 80's when The VNR was "all the rage,"



Gourvitz Communications was producing top quality broadcastquality packages. Times have changed and we have adapted, coming up with new production techniques like the Co-Op SMT in which a variety of companies combine to promote their products using one studio and one spokesman. Along with Peter Hoffman and Greg Sullivan we also came up with the interactive media tour (IMT). This innovation lets us book top websites who conduct interviews with a wide array of celebrities and get an actual video interview that they can put on their site. Our interviews have an UVPM of 20 million. What you see is what you get here at Gourvitz Communications. We promise good interviews on top sites and that's what we give you.

Our most recent invention allows companies to hold press conferences for media members who don't have to leave their desks. We call it the Virtual Press Conference.

If you want a company that knows how to work with some of the top names in the worlds of entertainment and sports, Gourvitz Communications is a good place to go. Here are some of the names that GCI has worked with in the Allison last few months: Williams, Sophia Vergara, Eva Longoria, Jordin Sparks, Molly Simms, Cake Boss Buddy Velasco, Jay Bilas, Dwayne Wade, and Doug Flutie.

If you want a company that only hires TV-savvy professionals to headline their co-op SMT's Gourvitz is the place to come. Our stable of "experts" all know their subject matter and can deliver a message the way Segment Producers want. Whether it's Mark Schlererth talking about food and football, Elizabeth Werner talking about toys, Jamie Sorcher or Michael Garfield talking about Hi-Tech gear, Rudy Maxa talking about travel, or Allison Rhodes-Jacobson about safe products for the family, our people are as good spokespersons as you are going to get for your products.

What really separates Gourvitz from the pack is its placement and distribution capabilities. GCI books only top markets, guarantees secured placements and uses legitimate audience numbers.

If you want hi-tech editing facilities, we have it. Gourvitz has expanded its video editing services to two full-time editors and four edit bays. What separates us from the pack is that Gourvitz editors are available twenty-four hours a day, seven days a week. If you can reach us, we can edit. There isn't a facet of post-production that we can't put together. Whether you want a clip reel or a sizzle reel or a b-roll package or a commercial. we can put it together. Recently we put together some sizzle reels for top products and companies such as Dove, Arm&Hammer, Axe Foe Men, Dolce&Gabbana, or Old Spice.

Gourvitz Communications has also expanded its West Coast operation, working exclusively in Los Angeles with HD Vision, producing Satellite and Interactive Media Tours, with major celebrities such as Nicole Richie, Odette Annable and Kate Walsh, Steve Nash, Damon Wayans Jr., and Paula

Of course, Gourvitz continues to provide top camera crews and studios to videotape your media events, interviews and media tours.

We provide everything you need. From tech support to lights to catering, just put your event in our hands and we will get it done.

If you want a company that has four decades of experience working with major corporations, trade associations and government Gourvitz Communications is the place to go. Frigidaire, Electrolux, Unilever, NRG Energy Corporation and the Consumer Electronics Association.

New services coming in 2013 will be productions filmed in Spanish and placed on Spanish speaking stations. We also are coming up with a variety of new ground tours with unique placement opportunities.

As the world of Broadcast Public Relations expands and adjusts to the new rules for PR, you can be sure Gourvitz will not only be ready, but will have already changed the rules in your favor.

..... **KEF MEDIA**

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Kevin E. Foley, Founder & CEO Yvonne Goforth-Hanak, Co-President



Gourvitz Communications' Peter Hoffman poses with Jordin Sparks at Excedrin Media Day.

Linda Buckley, Co-President Amy Burton, VP, Business Development Dwight Woods, VP, Media Relations Jim Ethridge, Dir., Digital Media

The most trusted name in broadcast and digital media services, KEF Media partners with our agency and corporate clients to produce and deliver results that matter.

We have built KEF Media from the ground up over 26 years through long-term relationships based on credibility and honest counsel.

We offer a full range of customized electronic communications services including SMTs, Broll, PSAs, RMTs, ANRs, Internet Media Tours, secured media, inmarket media tours, multi-media press releases, webcasts, podcasts, micro web sites, corporate film and video productions, commercials, special events and much more.

In early 2012, we moved to our new 10,000 sq. ft. headquarters in Smyrna, Ga., just eight miles from downtown Atlanta and 25 minutes from the Atlanta airport. In addition to housing production and media services, we now offer a 1,000 sq. ft. production studio.

KEF Media will once again be serving clients during the 2014 Winter Olympic Games in Sochi, Russia. We have worked with sponsors and clients at many Olympic Games cities dating back to 1984. For information on the services we are offering in Sochi, contact Linda Buckley.

MEDIA CONNECT

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Brian Feinblum, CMO, SVP

Media Connect, a division of Finn Partners, a Ruder Finn Co., has been serving clients since 1962. The firm is known for delivering broadcast service to the entertainment, book publishing, healthcare, association, and corporate worlds.

Specialty services include the Satellite TV Tour (15-18 local TV interviews from one location in a single morning), a trademarked service; national and local television and radio services and the trademarked Morning Drive Radio Tour (guarantee of 20-22 interviews with local and national radio shows in one morning). Our targeted online media campaign generates coverage with influential blogs and top Web sites.

We have generated media for: Janet Evanovich, Jeff Price-Chopper, Foxworthy, Jamaica Tourism, Judge Judy, Consumer Reports, People, 1-800-FLOWERS, Zoosk, Motion Picture Association, American Heart Association, AAA, Orbitz, Lonely Planet, Hilton Hotels, President Jimmy Carter. Random House, McGraw-Hill, Sports Illustrated, St. Martin's Press, and Simon & Schuster.



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Shel Lustig, President Reed Pence, VP

Next week, radio will reach 240 million listeners. We want them to hear your story.

For 24 years, MediaTracks Communications has worked with PR professionals to craft clear, engaging messages that get heard on air and online to support your brand. As producer and syndicator of the award-winning national radio programs, Radio Health Journal and Viewpoints, we deliver guaranteed placement ANRs with tangible, measurable results. Our experienced, accessible Chicago-based team connects with major market stations and national networks every day to communicate your message via ANRs, custom news feeds, RMTs, PSAs or podcasts. Our expertise also extends to targeted placement in both the Hispanic and African American markets. Solid, long-term relationships with repeat clients demonstrate our proven record in healthcare, consumer, corporate, public affairs, high tech and not-forprofit fields.

Radio media tours with consumer product messages have included Best Western's "Spring

The May issue of O'Dwyer's will profile our top ranked independent PR firms. If you have participated in the O'Dwyer rankings and would like your firm to be listed, contact Editor Jon Gingerich at 646/843-2080 or jon@odwyerpr.com

Travel," "Cedar Fever" for Zyrtec, and GSK Abreva's "Cold Sores." Our client roster includes AstraZeneca, Alzheimer's Association, UPS Store, Forest Labs, Walgreens, Takeda. Arby's, Sanofi Pasteur, Novartis, MetLife, Purdue Pharma, Dole, Arm & Hammer, Kraft, Coca-Cola and McDonald's. We share long-term agency relationships Burson-Marsteller, with Fleishman-Hillard, Edelman, GCI, GolinHarris, Hunter. Ketchum, Ogilvy, Porter Novelli, Ruder Finn, W2O Group, Weber Shandwick, and more. MediaTracks has also produced and syndicated the 40-segment Merck "Milestones in Medicine" national radio series and "A Healthier World," a weekly national radio feature for Pfizer, Inc.

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Washington Independent Productions producer Sue Stolov takes a break atop Tower 4 of the new World Trade Center complex with crew (Kathryn Zimmerman and Rick Patterson) while interviewing veteran William Plotner for the U.S. Army video Hire a Veteran: Obstacles & Solutions. Purpose of video is to knock down hiring obstacles that prevent wounded veterans from getting jobs.

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Apple becomes PR lemon

By Fraser Seitel

ote to Tim Cook: Just shut up! Every time Apple's no longer new CEO opens his mouth, the stock goes down. (Full disclosure: I own the stinkin' stock!)

Cook took over the world's most respected high-tech franchise for the



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*.

iconic Steve Jobs a year-and-a half ago. After riding a residual crest of post-Jobs approval, the new CEO has presided, shockingly, over the dismantling of the Apple reputation and the crumbling of the Apple stock.

How did this happen?

Was it inferior products? No, Apple's products are

still the envy of the world.

Was it inferior service? No, Apple's stores and personnel are still the model of enthusiastic competence and professionalism.

Was it increased competition? Not really. Sure competition has increased — especially from the Samsung Galaxy SIII phone — but Apple is still the dominant force in a market that has ample room to grow, particularly in China and India

Was it an inflated stock price? Again, not really. Apple's price/earnings ratio — which generally measures the market's "valuation" of a company — is a paltry 10, compared to Google's 24, IBM's 14, or General Electric's 17. Even the hopeless Dell has been awarded a 9 P/E by the market.

So what has caused Apple's stock to tumble?

Two words: Public relations.

Apple, one of the greatest marketing companies of all time, has never been known for good public relations.

Steve Jobs was a marketing genius but lousy when it came to public relations. Jobs was well known for his dictatorial control, secretiveness and arrogance. Apple famously refused to share any details of the founder's health, even though the company's fortunes and stock price were materially linked to the

CEO's personal well-being.

Rather than Apple's miserable public relations improving when Tim Cook took over in August 2011, it has only gotten worse.

So much so that with Apple's stock down 35% in six months, investors have begun calling for the CEO's scalp.

What can the confused Cook do to prevent the ignominy of getting canned and having to slink away with nothing but his \$378 million compensation package as comfort?

How 'bout these for starters:

Lose the defensiveness

By all reports, Steve Jobs was one of the most arrogant human beings ever to grace the planet. He was vindictive to competitors, abusive to his employees, and, according to Apple's chief designer, didn't bathe!

But Jobs was also brilliant, so the market looked the other way when it came to the CEO's personal loathsomeness.

Tim Cook, on the other hand, while thankfully not as arrogant as Jobs, also doesn't possess the aura of "brilliance" that protected his predecessor. He's had a tough time in recent months proving he's even "competent." The fiasco over the premature release of Apple Maps was just one example of the company appearing to falter on Cook's watch.

Despite his un-Jobs-like record, Cook appears every bit as defensive as his predecessor. Like Jobs, he avoids the media and spurns disclosure. When he does open his mouth, he is perceived to put his foot in it. Analysts carp about Cook's chilly conference call to explain last quarter's earnings, when Apple recorded revenues of \$36 billion and the stock got clobbered.

Similarly, this month when Cook appeared at a Goldman Sachs conference to respond to comments that Apple should share some of its \$137 billion cash hoard with shareholders, his defense of the company's strategy — to essentially "trust it" to use all that money wisely — drove the stock even lower.

Clearly, the company's tone that under Jobs was perceived as "arrogance," is considered "defensiveness" under Cook. And it ain't workin'.

Meet the media

Steve Jobs rarely deigned to be interviewed by hoi polloi in the media. He obviously thought it beneath him, and his Apple enablers single-mindedly

agreed, as the company's fortunes ascended.

Likewise, Tim Cook has remained aloof from the media, but now the company's stock and reputation have steadily declined. In the meanwhile, Apple's adversaries — most particularly self-promoting, hedge fund manager David Einhorn — are given free rein on CNBC to bad mouth Apple any time they want. With no resistance from the company — and little pushback from CNBC anchors — Apple enemies pontificate unchallenged.

Such unanswered and constant criticism can't help but hurt the company, no matter where the truth lies. The public relations axiom is that, "silence grants the point." Apple's silence, accordingly, suggests the firm has no answer for its critics. Ironically, in his only major TV interview with Brian Williams for NBC's "Rock Center," Apple CEO Cook came across as a smart, approachable, down-to-earth fellow.

So all Tim Cook would have to do is ask for airtime on CNBC, and his mere appearance — even if he revealed little — would at least indicate that Apple is willing to discuss its plans, explain its culture, and answer its critics.

Again, Jobs could get away with media invisibility; Cook can't.

Buy a blazer

Which leads to Tim Cook's primary problem as Apple CEO; He ain't Steve Jobs. And never will be.

Somehow, Cook is convinced that he has to act like a Jobs' clone to be respected. Jobs famously presented Apple products, always dressed in a black turtleneck sweater and black denim pants. Cook presents Apple products in black denim pants and a black shirt; evidently believing that switching the shirt for the turtleneck suggest a break with the past.

It doesn't or at least not enough.

Why not present like an adult, take a risk — even, if you've got the nerve — purchase a blue blazer! Anything to break the deleterious chokehold of the Steve Jobs' legacy.

Apple's stock slide and reputational falloff are largely "man made," and the "man" who deserves most of the blame is its new CEO.

Tim Cook needs to be his own man. He should get more aggressiveness with the media, change his tone, change his look, and let the financial community and the public understand why he was clearly the man to replace the great Steve Jobs.

He should also bathe regularly! •

Resetting the Vatican's PR

Bv Richard E. Nicolazzo

ere's the Vatican's massive crisis communications problem in a nutshell:

After being accused of improper conduct with priests, Cardinal Keith O'Brien, Britain's highest-ranking Catholic leader, announced in February he was resigning



Richard E. Nicolazzo is managing partner of Nicolazzo & Associates, a strategic communications and crisis management firm headquartered in Boston, Mass.

and wouldn't take part in the conclave to elect the next Pope.

What does the Church say?

The Vatican confirmed that O'Brien resigned Archbishop of Saint Andrews and Edinburgh, but insisted the accusations against him had nothing to do with his quitting. Really?

In my view, given what's happened to

the Church over the past decade statements like this lack transparency and credibility, and infuriate Catholics around the world who are trying to see the light at the end of this dark and disturbing tunnel.

The O'Dwyer's website ran a monthly poll on its home page asking the question: "who needs the most PR help this month: the Catholic Church, L.A. Police Department, European meat producers, Chris Brown or soda makers?" Not surprisingly, the winner was the Catholic Church (36%).

The respected Italian newspaper La Repubblica has reported that Pope Benedict XVI resigned after receiving the results of an internal investigation (delivered in a 300-page, two-volume dossier) that laid bare a sordid tale of blackmail, corruption and gay sex inside the Vatican.

Naturally, Rev. Federico Lombardi, Vatican spokesman, refused to comment on the report.

This comes in the wake of a grass-roots campaign orchestrated by parishioners to shame another Cardinal, retired Los Angeles Cardinal Roger Mahony, into refraining from taking part in the conclave because of his alleged role in protecting sexually abusive priests. Mahony, who is testifying before a grand jury, maintains he will participate in the conclave and

More than a decade ago, my firm faced

the same problem, albeit on a smaller scale, when it represented the Society of Jesus (Jesuits). The Society was drawn into the public maelstrom over the occurrence and handling of pedophilia cases involving clergy in the Archdiocese of Boston.

The Jesuits, long noted for producing some of the Church's leading theologians and educators, staffed three preparatory high schools in New England. Allegations of sexual abuse had been raised about a number of Jesuit priests, in particular, one who coached young boys at Boston College High School.

Instead of ducking the matter, the Jesuits stepped up and took responsibility. Leadership of the N.E. Province created a hot line inviting anyone to call who might have been impacted by the priest in question. At one point, the Jesuits stood by school leadership at a press conference where every question was addressed and answered. The Jesuits also offered psychological counseling for the victims, their families and anyone who might have been impacted as a result of the abuse. They displayed humility, kindness and sympathy.

It turns out that as far back as 1987, the N.E. Province adopted a formal policy for dealing with cases of sexual misconduct. In 1994, the policy was further amended and strengthened to adhere to relevant state laws.

While the scrutiny of the Boston Archdiocese continued for years, the Jesuits' recognition of the problem and commitment to take immediate remedial action took the media spotlight off their Province in a matter of weeks.

What lessons from the Jesuits matter can be applied to Rome? Here are six ideas that. in my view, can begin to change the tide.

- 1. Take Responsibility. The first step in any crisis is to take responsibility. While the Church has settled a number of lawsuits and established counseling centers for victims, there is an air of arrogance and lack of accountability for the behavior of the clergy at the Vatican. They must admit to wrongdoing.
- 2. Clean House. The Church has been too reactionary. Gratuitous PR toward victims further demeans them and leaves permanent psychological scars. Pope Francis has an opportunity to take more decisive action, even defrocking priests, monsignors, archbishops, and cardinals suspected of any type of illegal or illicit sexual behavior, or for hiding the behavior of others. As things now stand, the "dribble-out" effect

continues to haunt the institution. It's time to make all clergy accountable for their behavior.

- 3. Stop the Secrecy. One of the most common mistakes in any crisis is secrecy. Perpetuating the centuries-old way of doing things inside the Vatican breeds mistrust. The report referenced by La Repubblica is a good example. Allegedly, when it was given to the Pope, it was stamped "Pontifical Secret." Instead of burying it, maybe the new Pope should release this document to the public as an example of the type of "cleansing" that signals a new era. Getting the facts, taking responsibility, and being transparent are key steps in addressing a major crisis.
- **4. Get Outside Help.** Having become so insular, the Church continues to struggle with a meaningful solution to this human tragedy and PR nightmare. Like any institution, when systematic problems linger for years and years, outsiders can often provide an objective perspective and lead the way out of the darkness.
- 5. Name an Effective Spokesperson. I have no doubt that Rev. Lombardi, who is often quoted, is an honorable priest put in a difficult position. However, the Church should put someone in front of a microphone who can actually say something meaningful about this issue. Start simple: instead of eloquent stonewalling, say something like "... As an institution, the Church will not tolerate any illegal or illicit behavior by members of the clergy. One's position in the Church hierarchy does not matter. We are going to be transparent."
- 6. Change the Model. The Church continues to adhere to celibacy and won't allow women to say Mass. Decades have rolled by with the Church stuck in the past. Would any practicing Catholic (not the men with the robes and hats inside the Vatican, but the people in the pews) actually object to letting priests get married? My hunch is it would be a very low percentage. As Frank Bruni wrote in a New York Times op-ed on February 26, "...The pledge of celibacy that the Church requires of its servants is an often cruel and corrosive thing. It runs counter to human nature. It asks too much."

The institutional and communications tasks facing the Church are multi-layered, complex and emotionally charged. While improving communications is a good start, it will not be a panacea for a meaningful turnaround. However, it will be a powerful first step and clear message to the 1.2 to 1.3 billion Catholics globally.

Change in the Catholic Church can't come soon enough. •

Social media drives conversation at CatalystCon

Social media was at the forefront of the sold out, three-day CatalystCon East sexuality conference in Arlington, VA.

By Abby Rose Dalto

eld March 15-17, Founder and Organizer Dee Dennis described CatalystCon as a "melting pot of sexuality," where sex educators, activists, sex bloggers, health advocates are united to "inspire exceptional conversations about sexuality." According to Dennis, the conference is about "reaching out and stimulating those who attend to create those important conversations in their own communities, changing how we as a society talk about and treat sexuality."

Social media played a huge role in fostering those conversations, and was fully integrated into the event. "CatalystCon is all about sparking communication," said "Jezebel," Co-Founder of ESC Forever Media (esc-forevermedia.com), the team behind CatalystCon's social media, "so our goal is to encourage and facilitate conversations among attendees, speakers and sponsors and with those who aren't able to attend the conference."

Conference announcements came from the official Twitter account (@CatalystCon) and attendees could post comments and questions using the hashtag #ccon. The Twitter usernames of all speakers were published on the CatalystCon website and announced at the start of each session. The social media team also created individual hashtags for each session, keynote, workshop and special event. After the conference, all of the best tweets were rounded up and curated on Storify to "tell the story of CatalystCon" which will be available on the website.

"CatalystCon does one of the best jobs I've seen integrating the conference and its participants and sessions with social media," said Tristan Taormino, author, sex educator and radio host, who presented two sessions at the conference and also moderated the Opening Keynote Address. "I can search each session I do afterward and read quotes and audience feedback — all through a session's unique hashtag, which is invaluable."

"I was deeply impressed by the forethought of the organizers to set aside Twitter hashtags for the participants to use," said Steve Gustafson, Contributor Weekly Columnist "These were used 411mania.com. throughout the conference to great effect. It was forward thinking like this that will set apart CatalystCon from the average sex-related expo. Twitter is the ideal social networking platform for an event like this and the use of organized hashtags allowed participants to not only share ideas but to coordinate information. I saw a number of Twitter followers exchanging website links, informational videos, and suggestions with one another. Days after, people are still staying in touch with one another thanks to the planning of the organizers. I can't stress enough how impressive this is and crucial to future conference expansion."



CatalystCon East Opening Keynote Panel (left to right): Ducky Doolittle, Dr. Hernando Chaves, Jessica Drake, Mireille Miller-Young, PhD, Tristan Taormino.

Photo: Tyler Keegan Grigsby, www.tylergrigsby.com

With 350 attendees and others following at home, the hashtag #ccon was tweeted so many times it became a trending topic on Saturday evening. Dennis tweeted from her personal account (@DeeDennis): "Happiness is seeing your conference trending on twitter," adding that she especially never expected to be trending alongside Sarah Palin.

"I would have to grade CatalystCon as

an overwhelming success. Not only for the sex industry but for social media and its influence in changing perceptions and spreading ideas," said Gustafson, who spoke on a panel discussion on sex in the media with Sherri Shaulis, a senior editor at AVN and N'jaila Rhee, a marketing professional and freelance journalist. Other session topics at the conference included online activism, body image and sexuality, erotic writing, homophobia in communities of color, sex and disability, and digital piracy.

In addition to using Twitter and Storify, Dennis and her staff are also active on Facebook, distribute an email newsletter, and publish a blog on the CatalystCon site (catalystcon.com). In the weeks leading up to the conference, they posted a series of Q&A blog posts called "Speaker Spotlight" to give speakers and panelists the opportunity to discuss being a catalyst in their own words. Dennis also promoted the event by appearing on various radio shows and online podcasts, such as Life on the Swingset and Sex Out Loud with Tristan Taormino. Taormino then brought Sex Out Loud to CatalystCon and held live

tapings of interviews throughout the weekend.

The fundamental principle behind CatalystCon is that "knowledge is power and sharing that knowledge is the first spark in igniting change," said Dennis. "I created this conference to make it possible for everyone to see that we all have a voice and all of those voices are valuable. The power of social media makes it possible to even further amplify those voices and become catalysts for change."

The conference drew attendees from around the U.S. and Canada and as far as Sweden and the Netherlands. "At CatalystCon, everyone is welcome, everyone is respected, and everyone is encouraged to share their knowledge and experiences,"

said Dennis. "Everyone has something to offer, and the more participants, the better the experience — for everybody."

CatalystCon will return to the west coast September 27-29, 2013 at the Warner Center Marriott in Woodland Hills, CA. Dr. Joycelyn Elders, former Surgeon General of the U.S. Public Health Service under President Clinton, is confirmed as Closing Keynote Speaker. ●

CAR RADIO'S FUTURE UNCERTAIN

Continued from page 28

the speakers or the car companies mentioned in the editorial.

The primary misquotes were attributed to Koslowski. After listening to video taken of the panel, here's the claim Koslowski actually made that caused Rhoads to take notice:

"The changes we are talking about, they will actually really happen over the next couple of years. They are beginning to now, kind of bloom in certain areas ... but eventually you will see this everywhere. The challenge that I see is radio listening in the car [sic] consuming content is not going away but the way you do this and the platform that you use, platform meaning the technology that I use in order to get to that content will be very different."

When Rhoads asked Koslowski to elaborate on his statement, the video captured Rhoads saying the following: "... everything's gonna go to IP and you're gonna pull that AM and FM receiver to save twelve cents out of each car ... Do you think that's likely to happen?"

Koslowski answered him by stating: "Absolutely. I think you will see that happening."

Rhoads then asked: "When will that happen?"

Koslowski then replied with what was later reinterpreted into the ominous thesis of Rhoads' editorial: "That will not happen over the next five to ten years, but past that absolutely."

The problem, Rhoads admitted in his retraction, was that he "thought Mr. Koslowski has stated that the changes would occur within five to ten years when he actually said that it would not happen within that time frame but sometime thereafter."

Questions remain

Even if Rhoads did misquote Koslowski during the Convergence panel, one might make the observation that the same claim still comes through in the corrected, transcribed text: big changes are coming to the automobile's treatment of radio listening. Maybe not now, maybe not in ten years, but AM/FM's days may be numbered.

Indeed, some technology on the market today already seems to suggest that even if his quotes were wrong, Rhoads is still correct in asserting that the industry may be pushing in the very

direction he elicited in his editorial. It could simply be that Rhoads came to the correct conclusion through the wrong means.

There's the iRoc, a new in-dash stereo unit that contains no radio but instead, allows users to simply plug an iPhone or iPod directly into the console and use it as they would at home or in the office. Chevy's MyLink system now allows users to control their iPhones remotely, either via a touchscreen interface or with the use of voice commands. The Porsche Boxster Spyder and Cayman models don't have stereos at all (this is intended to reduce the car's weight, however, and is not a response to lack of consumer demand for in-car listening). Other models, like Pioneer's AppRadio 2, comes equipped with a litany of apps and also attaches to a smart phone, but still has a radio.

Regardless of his recent mea culpa, Rhoads doesn't dispute that the industry is still moving in a direction away from radio. Indeed, Rhoads told O'Dwyer's that prior to the conference, he'd spoken with at least one auto industry insider who told him that one auto maker has discussed the idea of phasing radios out entirely within the next few years. Rhoads said the man who made this claim was bound by a confidentiality agreement not to reveal which car company had said this. In his now-infamous editorial, Rhoads also said he heard "a rumor that Ford and Toyota both believe AM/FM should be left out of their new cars."

"Radio is continually under attack because there's always a new technology coming along that threatens to replace it," Rhoads told O'Dwyer's. "I'm not a regulation guy, but if people in the auto industry are at all considering doing something like this down the road, people in the radio industry need to talk to them and let them know why keeping radio is a good idea."

One reason it's a good idea, Rhoads said, is the safety radio provides in an emergency.

"During Hurricane Sandy, when the power went out, the only means of communication many people had was their radios," Rhoads said. "Some people stayed in their cars just so they could hear about what was happening in their community."

Rhoads also believes a strong market viability for radio remains. Data packages and streaming subscription content will be an alluring incentive for car companies to continue bringing radio services to the dash, especially if they

can find a way to make money doing

"Even if it's being delivered through different methods, we still think radio will continue being distributed. Whether it comes through apps or an IP device, you'll be still able to get radio."

Rhoads also debated the notion discussed on the panel that younger Americans don't listen to radio, referring O'Dwyer's to a recent Arbitron statistic that says otherwise.

"Radio is strong among baby boomers and older people, but our statistics bear a much bigger story than that. Ratings show radio is growing and is strong among young consumers. And if they take radio out of cars, there will be a backlash."

That brings Rhoads to his final point. Only time will tell if Rhoads' predictions on radio's future become reality. Ultimately however, he believes it will be consumers — not the car companies - that will make that call.

"I think the bottom line is consumers are going to drive this issue. Car companies still have to make sure they embrace their customers. Radio is still engaging audiences, and if they take radio out of their cars, there will be many people who will respond negatively. If it comes down to literally saving pennies by not putting transistors in their cars, that decision could hurt them by driving some consumers away." •

PR News Briefs

5W FIGHTS NYPD WATCHDOG

5W PR is handling police pushback over New York City Council president and leading mayoral candidate Christine Quinn's support for an inspector general to serve as an independent monitor over the activities of the 35,000-member New York Police Department.

The firm represents the 11K-strong Sergeants Benevolent Assn., which today ran full-page ads in the Wall Street Journal, Daily News and New York Post taking Quinn to task for her backing of the watchdog.

The ad blasts Quinn's position as "political pandering at its most reprehensible." It says the NYPD "already has the most oversight of any police department in the nation" in "addition to numerous media outlets that consistently chronicle the department daily operations."

New York police commissioner Ray Kelly and Mayor Mike Bloomberg oppose the monitor. Kelly believes "another layer of so-called supervision or monitoring can ultimately make this city less safe," while Bloomberg promises to veto and inspector general bill.

Quinn and the four top Democratic candidates for mayor support the independent watchdog as a way to curb abuses in the NYPD's "stop and frisk" strategy.

The SBA claims "the answer to stop question and frisk likes not in an inspector general but rather in the value of education."

FTI acquires D.C. lobbying shop

TI Consulting has acquired Washington lobbying and government affairs shop C2 Group to bolster its public affairs offering.

C2, led by former George W. Bush Aide Jon Cline and tax lobbyist Tom Crawford, added 12 staffers to FTI in the capital. The firm said it had nearly \$7 million in 2012 lobbying revenue, but terms of the deal were not disclosed. Its clients include Comcast, AXA, 7-Eleven, PepsiCo and Yum!Brands.

Ed Reilly, global CEO of FTI's strategic communications operation, said clients "more and more" require direct advocacy for legislative and regulatory goals.

Crawford of C2 said gridlock in D.C. has pushed lobbying firms to move toward PR and public affairs. "With the gridlock we see, there's not a lot of legislating that's happening," he told the *Washington Post*. "A lot of lobbying firms have decided we need to be in the communications space."

FTI, which is based on K Street in D.C., said C2 will work under its own name during a transition period and will remain in its 7th Street headquarters. Jackson Dunn heads Americas public affairs at FTI. •

Hinton merges D.C. shop with Mercury

aren Hinton, a progressive PR pro and seasoned Democratic hand, has merged her Washington firm, Hinton Communications, with Omnicom's Mercury/Clark & Weinstock.

Hinton, who has worked with the amazon Defense Coalition to rap Chevron's human rights record in Ecuador and handled crisis support for stock research firm Gradient, takes a managing direc-

tor title with the firm.



Hinton

She was acting assistant secretary for public affairs at the U.S. Dept. of Housing and Urban Development during the Clinton administration and handled press for the Democratic National Committee and ex-Rep. and Agriculture Secretary Mike Espy.

Mercury has also added former Rep. Denny Rehberg (R-Mt.) as Co-Chairman

and Erick Mullen, senior staffer to Sen. Chuck Schumer and Reps. Steny Hoyer and John Dingell, as a Managing Director.

'The Dean' returns to AIA

Joe DiGiovanni returned to the American Insurance Assn. on April 1 after a dozen years. He took a position as Senior VP for State Affairs.

He departed the VP-PA position at Liberty Mutual Group, where he headed that property and casualty insurer's 50 state outreach effort.

DiGiovanni, prior to moving to Liberty Mutual, spent 21 years at AIA, leaving as Chief of its State Government Affairs Operation. He began his career at the Massachusetts Division of Insurance, where he held administrative assistant to the commissioner and director of consumer services posts.

Leigh Ann Pusey, President/CEO of AIA, called DiGiovanni



"the dean" of insurance government affairs.

AIA is the trade group of about 300 insurance companies that write more than \$100 billion in premiums each year in categories such as auto/property insurance, workers' compensation, medical malpractice and product liability. •

Podesta starts Global Solutions

ashington-based lobbying and PR shop Podesta Group has created a new company focused on global risk, new market strategy and communications consulting led by former U.S. ambassador to Mexico, Arturo Sarukhan.

Founder and Chairman Tony Podesta said rapid change in the global landscape sparked the new operation, Global Solutions, which will guide strategies for entering new markets, gauging political risks and communicating to global audiences. "Our plan is to reside at the intersection of trade, economics, politics and diplomacy" by using technology and strategy, he said.

Sarukhan, a digital media savvy diplomat, was Mexican Ambassador from 2007-13 and earlier in the Mexican Foreign Service before advising and serving as International Spokesman for Mexican President Felipe Calderon. Podesta, a veteran Democratic PR strategist and lobbyist, pointed out that he was the first D.C.-posted ambassador to use Twitter in an official capacity.

Glover Park counts A123

lover Park Group reps Wanxiang America Corp., the U.S. unit of the Chinese auto parts company, which purchased bankrupt advanced electric battery maker A123 Systems for more than \$250 million.

That transaction triggered howls of protest from U.S. lawmakers and military officials concerned about the potential transfer of technology to the Chinese.

A123 received more than \$250 million from the U.S. Dept. of Energy as part of the federal stimulus program.

The State of Michigan lavished \$125 million in tax credits to A123, but the state's attorney general Bill Schuette asked the bankruptcy court on March 6 to disallow the transfer of the tax break to Wanxiang.

WAC argued that all of A123 rights were transferred to it as part of the acquisition.

GPG's team includes Joel Johnson, who was President Clinton's Senior Advisor for Policy and Communications; Susan Brophy, a member of the Clinton-Gore transition team and former head of Time Warner's Public Policy office, and Alex Mistri, ex-special assistant to George W. Bush, work the WAC account. •

Edelman reps Saudi Arabia

delman is providing creative services and strategic counsel to Saudi Arabia's permanent mission to the United Nations.

The purpose is to promote the Kingdom's interests among key groups within the world body and to U.N. observers.

There is no written contract between the two parties, according to Edelman's federal lobbying filing.

An unsigned "letter of intent" dated Jan. 25 provides a timeframe for PR services from Dec. 19, 2012 through the end of this year. There are also two "statement of work" orders.

The first (Dec. 19 to Jan. 19) calls for development and production of 300 brochures for a fee of \$30,000. The second (Jan. 21 to Feb. 28) is for book development/giveaways, video production, event backdrop development and strategic counsel for a \$160,000 fee.

Rahima Abdul Rahman Abdullah, Special Advisor to the Saudi ambassador, is Edelman's contact at the U.N.

Edelman has assigned 14 people to its Saudi team, including Jere Sullivan, Vice Chairman-PA; Michael Holloway, Senior VP; Tyler Suiters, VP-International Affairs, and Libby Fiedler, Senior Account Supervisor. They are based in New York, Chicago, Washington and San Mateo. •

Singapore taps F-H

ingapore's Washington embassy is ironing out a two-year contract with Fleishman-Hillard with a fee capped at \$420,000.

The Omnicom unit will assume responsibilities for message development, media relations, management of "as it happens" news and social media counseling. F-H is to be on continuous call to respond to coverage of the city-state and will write speeches for embassy staffers.

A quarterly media analysis is required to detail the volume/tone of media coverage, share of types of media, identification of most prominent Singapore voices and recommendations to influence future press. F-H will report to Ashok Kumar Mirpuri, ambassador, and Jerome Lee, first secretary and communications counsel.

Singapore's foreign ministry has been making the rounds of Washington this week, assuring policymakers there is no link between its Institute of Microelectronics and China's Huawei Technology, which has been deemed a national security threat to the U.S. for its connection to the Chinese military.

A U.S. engineer who was working for IM was found hanged in his Singapore apartment in June. His family claims he was murdered because of a tie to Huawei. Singapore denies any transfer of technology to Huawei and is sharing the results into the death probe with the FBI. •

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. For a complete list of filings, visit www.fara.gov.

Ruder Finn, Inc., New York, NY, registered March 19, 2013 for VIA Rail Canada, Vancouver, BC, to provide strategic counsel and media relations.

42West, LLC, Los Angeles, CA registered March 7, 2013 for Serial Enterprises Limited, Wanchai, Hong Kong, for outreach to U.S. newspaper and magazine editors to persuade them to publish articles about the Beijing International Screenwriting Competition.

Covington & Burling, LLP, Washington, D.C., registered March 1, 2013 for Embassy of the Grand Duchy of Luxembourg, Washington, D.C., to provide advice regarding the U.S. Foreign Account Tax Compliance Act ("FATCA").

Gephardt Group Government Affairs, LLC, Washington, D.C., registered March 7, 2013 for Republic of Korea, Embassy, Washington, D.C., to provide strategic advice, lobbying, and government relations services.

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 www.senate.gov.

Brownstein Hyatt Farber Schreck, LLP, Washington, D.C., registered March 22, 2013 for PricewaterhouseCoopers LLP, Washington, D.C., for assistance with issues related to partnership agreement.

Greg Lankler LLC, Washington, D.C., registered March 22, 2013 for Northrop Grumman Corporation, Falls Church, VA, for fiscal year 2014 defense authorization and appropriations for Air Force programs.

Watson Green LLC, Washington, D.C., registered March 21, 2013 for Nestle USA, Washington, D.C., to support of legislation to liberalize planting restrictions on pumpkins.

Hallmark Cards, Inc., Kansas City, MO, registered March 19, 2013 for Hallmark Cards, Inc., Kansas City, MO, for continuation of Saturday mail delivery.

PR Buyer's Guide

SEARCH ENGINE OPTIMIZATION



Monument Optimization, Washington, DC. 202/904-5763. john@monument optimization.com; www.monument optimization.com. John Stewart, President.

While we specialize in search engine marketing, we are more than just an SEO firm. We blend a variety of marketing tactics to maximize the effectiveness and return on investment of search engine campaigns.

We excel in non-traditional search marketing environments where the next steps are rarely obvious and there are not any existing models to copy or fall back on.

Since every client's situation is unique, we focus to understand their specific needs and create customized solutions that accomplish their goals online.

MEDIA & SPEAKER TRAINING



Impact Communications, 11 Bristol Place, Wilton, CT 06897-1524. (203) 529-3047; cell: (917) 208-0720; fax: (203) 529-3048; JRImpact@aol.com. Jon Rosen, President.

BE PREPARED! Impact Communications trains your spokespeople to successfully communicate critical messages to your targeted audiences during print, television, and radio news interviews. Your customized workshops are issue-driven and role-play based. Videotaping/critiquing. Groups/privately. Faceto-face/telephone interviews/news conferences. Private label seminars for public relations agencies.

Make your next news interview your best by calling Jon Rosen, Impact Communications. Over 30 years of news media/training expertise.

WEBSITE DEVELOPMENT



At Point, Inc., P.O. Box 361, Roseland, NJ 07068. 973/324-0866; fax: 973/324-0778. services@atpoint.com; www.atpoint.com. Mick Gyure.

At Point provides the services of developing websites and managing the Internet operations of businesses, both small and large, that do not have the experience or the resources in-house to perform these functions.

Clients receive personalized and high quality customer service, solutions that fit their budgets, and the assurance of At Point's reliability.

PR JOBS - http://jobs.odwyerpr.com

List your PR firm with O'Dwyer's & pick up new business "I get a steady flow of new business leads from my listing, some of which ulted in business for the firm. The O'Dwyer listing has paid off for us. Henry Feintuch, Feintuch Comms., N.Y. kers Employers Jobs/Careers Keyword Search: Go **Featured Jobs** Account Supervisor **Browse by State** New York, NY New York (9) Child's Play Communications Dist. Columbia (9) **Public Relations Consultant** Connecticut (4) Hopkinton, MA Virginia (3) Texas (2) **Public Relations Account Supervisor** North Carolina (2) Houston, TX New Jersey (2) **Lopez Negrete Communications** Missouri (2) Michigan (2) **Public Relations Vice President** Massachusetts (2) Confidential Illinois (2) California (2) **Director of Media and Public Relations** Washington, DC **Browse by Job Function** National Multi Housing Council Public Relations (25) **Director of Public Relations** Communications (4) Other (3) National Multi Housing Council Assistant Professor (3) **Director of Public Relations** Marketing/Advertising (2)

New York, NY 10016; Tel: 212/679-2471 or Toll Free: 866/395-7710

Dir. of Public Relations & Editorial

The Stephen M. Ross School of Business at the University of Michigan is a dynamic, distinctive learning community that is consistently ranked among the world's leading business schools.

The Director of Public Relations (PR) & Editorial leads and manages a team that is responsible for utilizing earned and owned media to achieve overall school and client-specific goals for the Ross School of Business. This person and his/her team will create and disseminate content that is meaningful, relevant, and compelling to a sophisticated and global audience of business leaders and decision makers (e.g., prospective and current students, alumni, current and prospective donors, corporate partners, and media).

He/she will be an expert in the utilization of public relations, search, and social media to create and share compelling content that (1) organically reaches audiences searching for the right information at the right time, and (2) is available and distributed via owned media, (e.g., website, blogs, brochures, magazines). This position will enhance the school's reputation by presenting Ross - and its research and intellectual capital - as the expert and go-to source for help and information. This person will work closely with the marketing communications that will deliver on established strategies established by the brand management team. He/she will work with the marketing analytics and research team to develop and monitor success metrics to evaluate each deployed tactic.

To apply, please visit: http://umjobs.org and apply to position 78191.

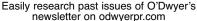
Get O'Dwyer's Newsletter, Magazine & 2013 Directory of PR Firms plus a year's access to all the content on odwyerpr.com for \$295/year



You'll get the news first in the eight-page weekly O'Dwyer letter, the "bible" of PR according to the New York Times—tips and stories that can lead to jobs, new accounts, media placements—sent as a PDF to your inbox every Monday afternoon.

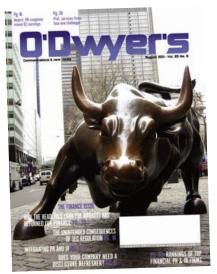
Plus, you'll have access to all the news and commentary posted daily on PR's #1 website, odwyerpr.com, which has over 10 years of searchable content and O'Dwyer's exclusive database of RFPs for PR services.







Get the latest RFP announcements and pick up new business



O'Dwyer's magazine, now in its 27th year, examines a different area of PR each month. Issues include practice-area specific feature stories as well as profiles of PR firms with strengths in the focus area. The agency profiles constitute the ideal starting point for companies beginning their search for PR counsel.

Editorial Calendar:

January, PR Buyer's Guide/Crisis Comms.
February, Environmental PR & Public Affairs
March, Food & Beverage
April, Broadcast Media Services
May, PR Firm Rankings
June, Multicultural/Diversity
July, Travel & Tourism
August, Prof. Svcs. & Financial/Investor Rels.
September, Beauty & Fashion

October, *Healthcare & Medical* November, *Technology*

December, Sports & Entertainment



Contact magazine editor Jon Gingerich to profile your firm in an upcoming issue: jon.gingerich@odwyerpr.com

O'Dwyer's 2013 Directory of PR Firms gives you quick access to large, medium-sized, and small PR firms and even experienced freelancers who work out of their homes. 1,600 firms are listed. 7,000 clients are cross-indexed. O'Dwyer's directory is the only place

Listed firms have expertise in:

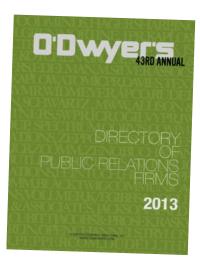
- · Public Relations
- Social Media
- Branding
- Investor Relations
- Employee Communications
- Internet PR
- Product Publicity

- · Crisis Communications
- Integrated Marketing
- Corporate Advertising
- Lobbying

you can look up a company and determine its outside counsel.

- Proxy Solicitation
- International PR

O'Dwyer's Directory of PR Firms has brought billions of dollars in business to PR firms



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