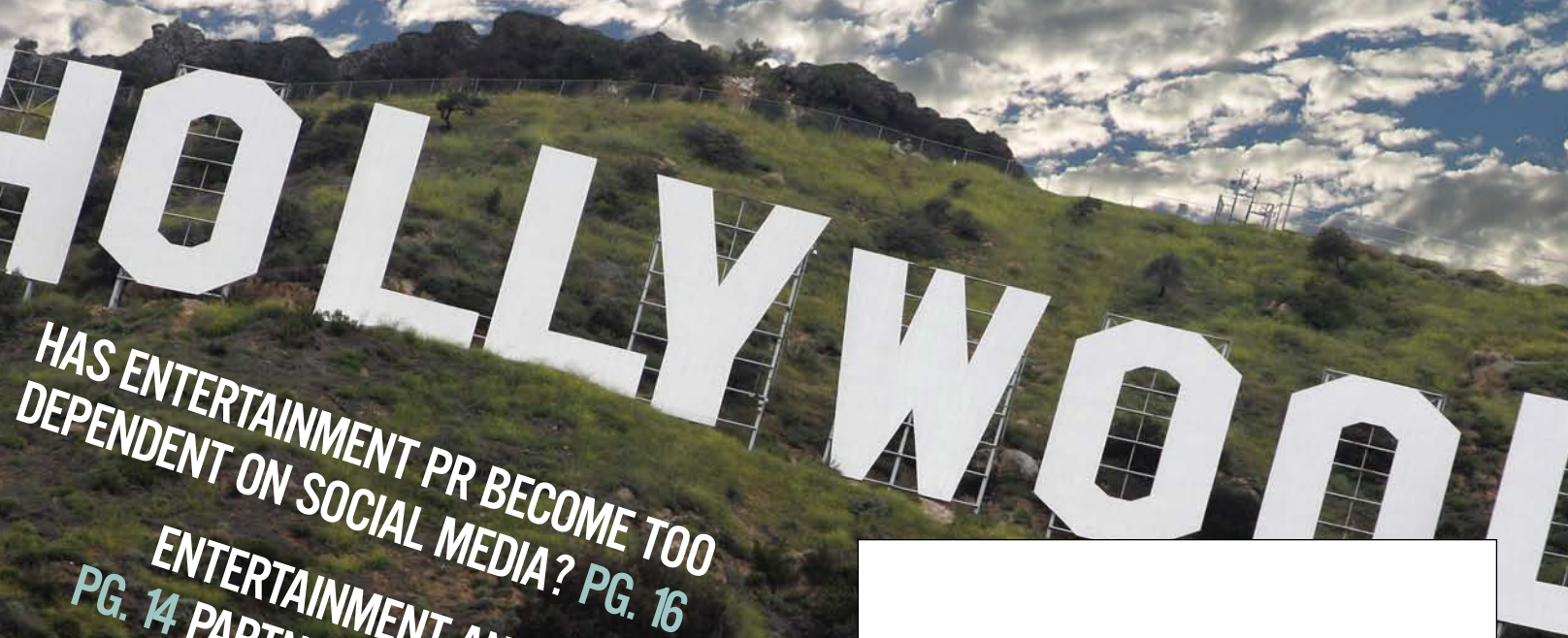


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O'Dwyer's

Communications & new media

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GOP debates reveal inconsistencies, idiots.

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It's not easy making social media programs work within the framework of consumer and B2B brands.

FOX VIEWERS MORE UNINFORMED THAN NON-VIEWERS

A study found those who watch Fox were less likely to be informed on events than those who watch no news at all.

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CELEBRITY ENGAGEMENT, SPONSORSHIP TODAY

A new proprietary measurement tool offers solutions for brands engaging celebrities for an endorsement deal.

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A Hollywood panel discussed the challenges and benefits social media has posed for entertainment PR pros.

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Israel's Ministry of Tourism has tapped PR groups in an attempt to rev up foreign tourism traffic.

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Done correctly, a cause-related marketing program can forge relationships while boosting market value.

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PR IS 'PUBLIC ENGAGEMENT,' SAYS EDELMAN

Richard Edelman called on the PR community to strengthen its commitment to transparency at a Nov. IPR engagement.

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RANKINGS OF ENTERTAINMENT AND SPORTS PR FIRMS

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OPINION

Jack O'Dwyer

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GOP debates reveal inconsistencies, idiots

You've got to love a good debate. You can even learn to love a bad one. The participants on contestants' row for the 2012 Republican primary have offered less an examination of policy and something more like idiot theater. Sure, some of it's been the standard tack: each candidate has wheeled out empty campaign promises full of bogus bromides and tautological assertions, and then taken the beleaguered stance that any question not of the "Coke or Pepsi?" variation is a "gotcha" stumbler perpetrated by the elite liberal media. But more than any season in recent memory, the 2011 Republican debates have been a working primer for how to insert one's foot in one's mouth.

Practically every candidate — barring Mitt Romney and Ron Paul — could use a lesson in public speaking. *All* of them could learn how to properly prepare themselves when faced with crisis or besieged by opponents. This sort of political pig-piling is par for the course, and sometimes all it takes is the slightest gaffe to throw a well-oiled campaign off the rails. Howard Dean had a red carpet to the 2004 Democratic nomination until some harmless campaign caterwauling sent him back to Ralph Nader levels of elected probability.

This year, practically everyone's taken turns on the political yo-yo. For every candidate to emerge as a possible contender, they've invariably been pushed under the bus, either by their opponents or, more often than not, their own lack of oratory savvy. During every one of the nearly dozen debates we've had this year, we've seen train-wreck levels of embarrassment, each reminding us how ill-prepared these candidates are for the highest office in the land.

The first sacrificial lamb was Michele Bachmann, who in August unexpectedly rose to win the Ames, Iowa Straw Poll and has sunk like a lead balloon since. The Minnesota lawmaker has been blasted for everything from her lack of leadership experience to owning a clinic that prays homosexuality out of people, but it was her off-the-cuff — and notably uneducated — remarks that the founding fathers were against slavery and the HPV vaccine causes cancer, that really sunk the ship.

Then it was Rick Perry, whose debate performances have gone from funny to painful. Perry, who referred to Social Security as "a Ponzi scheme" and later bragged about overseeing the deaths of 234 people as Governor of Texas, alienated his base for supporting a tuition credit for illegal immigrants' children, and defended his use of an order to mandate young girls to receive the HPV vaccine. Things got worse. First it was revealed that Perry owns a ranch formerly called "Niggerhead." Then, the final straw: he couldn't name the three federal government agencies he said he'd eliminate if nominated Commander in Chief. His public flubs have resembled cruel experiments in human mortification.

Then it was Herman Cain. The former Godfather's Pizza executive was an upstart who rose to default prominence after Perry and Bachmann's falls from grace — and then he joined them just as fast. Four women have now publicly accused him of sexual harassment. A fifth woman said she'd had a 13-year affair with him. He admitted he didn't understand the U.S.'s role in Libya, and it was recently discovered his much-heralded '999' tax plan would actually raises taxes for many Americans. So long, Herman.

Now it's Newt Gingrich, who's emerged as the Republican Party's flavor of the week. Gingrich got big conservative points when he stated that Occupy Wall Street protesters should "get a job, after they take a bath." He then proceeded to alienate his base when he said many illegal immigrants who'd been in the U.S. for decades shouldn't be deported. Gingrich, who looks about as Presidential as a middle-aged Frisch's Big Boy mascot can hope for, has now said children should be hired to replace janitors.

There's no surprise why Romney's been in the lead this entire time. He's smarter, he's a better speaker, he's more successful, he's got the experience and he's more charismatic than his rivals. In short, he's the most believably presidential. If Romney wants to keep his number-one slot, he needs to do more than simply avoid saying something stupid. Romney now needs to move his campaign into phase-two, and make sure he clarifies his message, his brand, for prospective voters. Despite his successes, Romney's got a much bigger hurdle ahead: he needs to somehow convince southern conservatives to vote for a Mormon from Massachusetts who passed notably 'socialized' healthcare reform legislation. Good luck. ●

— Jon Gingrich



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Getting integrated social media programs to work

Go to any social media conference today and every other speaker will be touting the benefits of “owned, earned and paid media,” as if they discovered fire. But few know how to actually make social media programs work within big consumer and B2B brands.

By John Bell

There are two barriers keeping us from living the dream.

The way brands task their multi-agency rosters with bits and bobs of particular programs works against integration. Big organizations have diverse business owners each contributing to revenue outcomes like increased sales of products and services. Many of them hire specialist firms to extend their team's ability to design strategy or execute marcom programs. There's a certain belief that brand marketers need to pick “best-of-breed” specialists and constantly pit them against each other to leverage the best commitment or price. It's all quite logical in a way. It also produces far too much friction to really overcome some of the barriers to truly getting all of your disciplines working in a complimentary fashion. The best that most brands ever achieve is a campaign success where two or three disciplines (out of five or six) are aligned enough for a time to produce remarkable results for a short period of time (think Old Spice).

Brand + Agency teams have become large. Whenever something isn't quite going right, the answer is to add someone new to the team. The type of innovation we are looking for (“imagine a program where all disciplines were aligned to inspire as much sustained positive word of mouth for a new product — all measured by a common, focused dashboard ...”) comes easiest from small, tight teams with common motivations. Either brand managers need to become the team leader of these small teams featuring a few members of different tribes and agencies or brands are going to have to take a chance on a single agency/partner who has enough of the right disciplines within their camp to pull it off.

Behavior-driving planning model

It's so hard within a multi-agency team to have a single planning methodology prevail. I am a fan of Ogilvy's Fusion model not because it's ours but because it's designed around driving behavior. Rather than have every discipline chasing its own planning approach measured by

impressions, click-to-actions, GRP's or whatever, focus on a collaborative planning approach that is designed to get people to take an action or actually change behavior. Do you want people to try a new product? Buy more at one time? Exercise every day? And just where are they on the proverbial customer journey?

A behavior-driving model can take advantage of the most useful research in behavioral economics. It's a more sympathetic approach to our customer and more effective.

The planning model should also tell the team what they find important. As more brands use contests and promotions to lure consumers to interact on Facebook, some marketers are swearing off contest incentives preferring to generate engagement and word of mouth through “ideas.” This is an example of a belief that ought to be shared by the core planning team (I'm neither endorsing this particular notion or bashing it — merely using it as an example).

Unified story and content strategy

Different brand organizations use different tools to align work across their marketing and communications. “Brand Keys,” “Brand Creative Ideas,” “Brand Platforms,” are all models for distilling what a brand stands for and what the most contemporary messages are during a particular season. But few brands develop a holistic approach to content no matter whether delivered via the Facebook wall, television or online display advertising, or in the stories pitched to traditional media. Customers, consumers, people-like-us are losing track of what they ought to expect from different channels. They just want relevant content — if they actually want anything at all beyond a good product that delivers on a promise. Marketers can make better use of the mix of touchpoints with customers if they take care to form clear stories and manage content cohesively across the different ways and places customers make use of it.

A blended measurement framework

Instead of having a different metric for each discipline, have a limited num-

ber of KPIs — each of which reflects desired behavior and is shared by all efforts. Perhaps, brand marketers feel like they already have this or that sales data is the bottom line. What I see again and again is teams tracking and reporting 10 to 20 data points and often becoming lost as to which are most important. They count Facebook fans, comments on wall posts, wall postings, individual ‘likes,’ tab interactions, retweets in Twitter, Twitter follower acquisition, blog mentions, “impressions,” and so much more. Some are trying to roll up all types of interactions like commenting and ‘likes’ into a single engagement metric. That certainly helps marketers get focused back on driving engagement (e.g., time-spent or interactions believed to be steps along the way to persuasion and product-related behavior change). Like our planning model — what do we want people to actually do? Let's count that.

If we need proxy metrics to help optimize an effort, let's make the effort to confirm that they are the ones indicative of behavior change.

Prioritize key operational changes

We have to do things differently to expect different results. Brand marketers are used to commissioning one of the agency partners to come up with the creative big idea that all other disciplines will interpret. It's time to evolve beyond the creative idea as the only binding principle. Now we need a small team who will work together to optimize the relationship the brand has with the customer and make certain it delivers great value to both brand and customer.

Since marketing has become more ‘always-on’ and less purely campaign-focused, it makes sense to designate a small strategy team that guides all disciplines through their ongoing and iterative execution. A small team can look at the overall effort and make a call that the paid advertising online is not leading to the level of active fan acquisition, for example, or that the volume of peer recommended trial is not all that was hoped and that two or three disciplines might work together to incent more customer sharing and trial. Designating this small strategic team at the helm would be a big shift from the large group model so often put in place.

John Bell is Global Managing Director of Ogilvy's 360 Digital Influence team. ●

Regular viewers of Fox News are more uninformed about current events than those who watch other news channels — and even those who watch no news at all, according to a new study.

The results offered a telling portrayal of Americans' grasp of current events. A slim majority of those polled — 53% — knew Hosni Mubarak's government in Egypt had been overthrown, while 21% believed the uprisings were unsuccessful and 26% admitted they didn't know. Almost half — 48% — knew the Syrian uprisings have been unsuccessful thus far, while 36% said they didn't know and 16% believed Syrians had overthrown their government.

dialing techniques to control for factors like education and partisanship.

The study's most significant findings however, were discovered when respondents divulged their preferred news outlets. The study found those who watch Fox regularly are "18-points less likely to know that Egyptians overthrew their government," and "six-points less likely to know that Syrians have not yet overthrown their government," compared to those who said they watch absolutely no news whatsoever.

“Because of the controls for partisanship, we know these results are not just driven by Republicans or other groups being more likely to watch Fox News,” said Dan Cassino, a Fairleigh Dickinson Political Science Professor and PublicMind analyst. “Rather, the results show us that there is something about watching Fox News that leads people to do worse on these questions than those who don’t watch any news at all.”

The study found those who turn to *The New York Times* or *USA Today* for news were 12-points more likely to know that Egyptians have overthrown their government, and NPR radio listeners were 11-points more likely to know that Syrians have not yet overthrown their government. The study found the most informed

respondents were those who cited Sunday morning news shows as their media program of choice.

This isn't the first time a study has found something spurious in Fox audience behaviors.

A December 2010 study by WorldPublicOpinion.org and managed by the University of Maryland's Program in International Policy Attitudes graded how exposure to different brands of media influences users' political beliefs. It found those who watch Fox on a daily basis were "significantly more likely" to be misinformed on current events than those who consume news from competing broadcast and media outlets. The study found those who view Fox News on a daily basis were "significantly more likely" to possess false information. Those polled who said they watch Fox News on a daily basis were twice as likely to be incorrect as those who never watch the channel.

Fox News is currently the most popular 24-hour news program. A July 2010 study by the American Customer Satisfaction Index, which polls national customer satisfaction scores, found FOXNews.com achieved the highest-rated score for a news and information site in the 10-year history of the ratings system. ●

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Penn State turns to crisis counsel in sex abuse scandal

The child sex abuse scandal that rocked Pennsylvania State University in November, leading to the firing of long-time Nittany Lions head coach Joe Paterno and the resignation of school President Graham Spanier, has left university officials and those affected by the scandal in a massive scramble to seek professional counsel to quell further reputation damage.

By Greg Hazley and Kevin McCauley

As the Pennsylvania attorney general announced charges against three current and former Penn State officials Nov. 5, Penn State joined the ranks of BP, Toyota and Tiger Woods in November as the latest real-time case study in crisis management.

Penn State's revered football coach Joe Paterno called in McGinn & Company, formerly TMG Strategies, as media focused on his role in reporting the alleged improprieties by a former assistant coach.

Paterno was bounced after his alleged inaction to bring to light his knowledge of alleged sexual abuse committed by former assistant coach and defensive coordinator Jerry Sandusky.

Sandusky, who retired in 1999, is charged with 40 counts of abuse, which includes the sexual assault of at least eight young boys. The story hit a new low after alleged sex abuser and former defensive coordinator Sandusky told NBC that he liked to "horse around" and shower with young boys.

McGinn & Company, representing the Paterno family, is led by PR veteran Dan McGinn and has counseled clients like General Motors, Texaco and 3M, specializing in crisis, environmental disasters, and litigation issues.

Before he was fired, Paterno said Nov. 9 he would retire at the end of this season after 61 years, following the scandal.

"At this moment the Board of Trustees should not spend a single minute discussing my status," Paterno said in a Nov. 9 statement issued via McGinn. "They have far more important matters to address. I want to make this as easy for them as I possibly can."

McGinn co-founded Ryan-McGinn in 1987 after working on Capitol Hill and sold it to Interpublic in 1998. He started The McGinn Group a few years later.

Penn State calls Kekst, Ketchum

Kekst and Company is handling Penn State's probe into the alleged sex abuse. Jeffrey Taufield, Managing Director of the Publicis Groupe property, told *O'Dwyer's* the work is for the "special committee of

the Pennsylvania State University board of trustees that is investigating the university's actions with regard to the allegations of child abuse."

Kenneth Frazier, Merck CEO, is the trustee who heads the special committee. The committee has hired the firm of former FBI director Louis Freeh to probe the abuse and the way the allegations were handled by the university.

Kekst also worked Ohio State University's crisis surrounding the memorabilia-for-cash scandal that triggered the fall of its revered football coach Jim Tressel.

Meanwhile, Penn State's full board of trustees hired Omnicom's Ketchum for counsel as the media crush descended on the school.

Alicia Stetzer, Ketchum's Associate Manager of Corporate Communications, confirmed with *O'Dwyer's* that Ketchum is "currently providing counsel to the board of trustees of Pennsylvania State University." Stetzer added that the "details of all our client assignments are confidential." Head of Ketchum's crisis team is James Donnelly.

Charity chief quits

Jack Raykovitz, President & CEO of the Second Mile charity tied to the Penn State sex abuse scandal, resigned Nov. 14 due to fall-out connected with the allegations lodged against Sandusky, the non-profit's founder.

The practicing psychologist testified at the grand jury hearing that indicted Sandusky on 40 counts of child abuse. That jury found that many of the Sandusky's victims were involved in Second Mile's charity programs that serve 100,000 children a year. Sandusky told the Second Mile board in 2008 that he was under investigation.

In a statement, Second Mile said it plans to conduct an internal probe of its procedures and make recommendations regarding its future. Those will be released by the



end of the year.

The non-profit has retained law firm Archer & Greiner.

Vice Chairman David Woodle takes over for Raykovitz, who issued his own statement to say the focus should be on the "children, young adults and families who have been impacted" by the scandal.

He hopes the resignation will bring "the beginning of that restoration of faith in the community of volunteers and staff that, along with the children and families we serve, are The Second Mile."

Raykovitz wants anybody with information about abuse to contact either Pennsylvania's attorney general office or state police.

Penn lecturer: school mishandled crisis

Steve Manuel, a senior lecturer in PR at Penn State University, criticized his school for mishandling the child sex abuse scandal during a guest appearance in a class titled "Joe Paterno, Communications and the Media."

USA Today quoted Manuel as stating that "The golden rule of public relations is you have to get something out in the first 60 minutes ... And mentioning the victims always comes first. Bad news doesn't get better with time. When you cede the message to (critics or adversaries), you lose the battle."

Manuel, former Public Affairs Officer for the Office of the Secretary of Defense and Marine Corps Spokesman, said the school knew the "shoe was going to drop, and was not prepared," adding that cancelling Paterno's press conference 30 minutes before its start was also an error. He added that "this is going to take a long time to repair." ●

Celebrity sponsorship today, influence and engagement

Have you ever wondered who's the right celebrity for your brand? Have you wondered who would excite your consumers? Have you ever wanted to know how to accurately measure ROI from a celebrity-driven marketing campaign? These are questions that most marketing and PR professionals have had to grapple with for years, only to find there are no adequate tools to help them come up with the answers.

By Chris Robichaud

The current trend says social media is the new paradigm and leading metric that marketers are using to determine the right celebrity for a brand or campaign. However, social media numbers alone don't offer a deep enough look into what marketers really need to understand, which is influence and engagement.

Brands have always had a love-hate relationship with the idea of using celebrities to market their products and brand to consumers. There's long been a debate brewing about whether to engage a celebrity ambassador and how best to utilize them once they're on board. Brands look to communications and marketing experts to guide their decisions, as well as the strategy on how to connect with celebrities and get the most effective return on their investment.

There have been no proven research tools available to skillfully make informed celebrity recommendations. Over the years, executives have looked at a celebrity's fan engagement based on their image in the media, or simple metrics such as awareness and likeability. Assumptions were made based on an individual's press clippings and magazine covers, leading to an indirect summary of unspecified impact. The 2.0 version of measurement is being driven by one's social media status. Mainly consisting of a numbers game, marketers conduct extensive research on an individual's number of Twitter Followers, Facebook Friends and views on YouTube to draw conclusions based on quantity alone. However, no method has been available to quantify these numbers, and marketers have been left still wondering who the fans actually are and how engaged those fans will be.

Our firm, PMK*BNC, kept hearing from clients that they needed more authentic proof that a celebrity endorsement would translate into significant and measurable ROI.

We decided to brainstorm this pressing challenge with cross-media market research firm Interpret, and together attempted to tackle these often asked questions and offer an effective solution based on criteria that brands utilize when deciding whether or not to engage in a celebrity endorsement deal. The result was the recent release of our proprietary measurement tool, fanDNA.

We set out to develop a metric system that would establish a new and highly effective industry benchmark for typically arbitrary, emotional-based decisions. Marketers are currently making multi-million dollar decisions based on unsubstantiated evidence or plain gut instinct but with this system, we are turning that old thought process on its head. The data supports our theory that celebrities should be viewed as their own individual networks, and the right partnership with an influential celebrity can be extremely successful for a brand.

Thus, fanDNA was born to provide the elusive missing ingredient — context. With fanDNA, marketers can now begin to understand who the fan is, and combined with awareness and the knowledge of what a celebrity stands for can make informed, supported planning decisions. fanDNA metrics quantify a celebrity's influence on consumer behavior and identify key links between celebrities and fans.

Based on metric data collected quarterly from approximately 5,000 U.S. consumer panels and utilizing proprietary science and extensive category knowledge, fanDNA provides the deepest pro-

file available of a celebrity's fan-base, including behavioral, attitudinal and product consumption metrics. The product features a widespread database of actors, athletes, musicians, reality stars and models that are currently on both big and small screens, celebrities making headlines and emerging stars that fans will be talking about in the near future.

fanDNA was created to connect the dots between brands and celebrities. Interpret and PMK*BNC's extensive research has resulted in the creation of a forward-thinking solution that offers marketers the ultimate source of celebrity and brand connection. With data that extends beyond existing fan affinity tools, fanDNA has the potential to revolutionize how brands interface with celebrities for years to come.

*Chris Robichaud is Co-CEO of PMK*BNC. ●*



Chris Robichaud

PR news briefs

SITRICK MOUNTS PR SALVO OF PACERS OWNER

Sitrick and Company is handling the PR defense of real estate mogul and Indiana Pacers owner Herbert Simon and his wife, Bui, as they face a series of lawsuits from former household employees in Los Angeles.

The Simons won a court victory against a former nanny seeking back wages, two months after a superior court judge tossed claims made by a driver and another nanny previously employed by the couple, who claimed they were fired after becoming pregnant and disabled, respectively.

"We would not have been setting the right example for our children had we decided to simply write a check to avoid negative publicity," Bui Simon said via Sitrick's Tony Knight, the former *Los Angeles Daily News* Editor and 14-year veteran of the firm.

The couple has sued the attorney for the former staffers, Joseph Davis, for defamation via L.A. law firm Glaser, Weil, Fink, Jacobs, Howard, Avchen & Shapiro.

Simon is a Co-Founder of publicly traded Indianapolis-based shopping center developer Simon Property Group.

PR, press play role in sports cover-ups

By Arthur Solomon

Sports can be fun. They can also be dangerous. On the amateur level, the jogging and skiing craze has made orthopedic surgeons wealthy.

Not much is written about the “healthy” individuals who keel over during a fun run or in marathons of various distances.

Young athletes, whose bodies are still developing, are injured by well-meaning “mom and pop” coaches in youth sport leagues, who don’t have the training or expertise necessary for proper conditioning of their warriors.

Teenage athletes, supposedly in the prime of health, die because of insufficient medical testing. An April 27 *USA Today* editorial reported an average of 64,000 high school football players suffered concussions each school year from 2005 through 2008, according to a study from the Center for Injury Research and Policy at Nationwide Children’s Hospital in Columbus, Ohio.

More than 35% returned to play too soon, and 16% who had lost consciousness were allowed to play the same day.

A subsequent *USA Today* article on August 16, reported that a University of Georgia study showed that 123 high school football players died of illnesses related to heat from 1960 to 1994 and the annual death rate is rising.

An August 30 *New York Times* story reported that about two to five high school football players die each autumn as a direct result of on-field brain injuries.

The American Academy of Pediatrics and the Canadian Pediatric Society, in the September 2011 issue of *Pediatrics*, recommended that “young people participate in sports where the prime focus is not deliberate blows to the head,” and that “boxing is not an appropriate sport for children and teens.”

So-called minor injuries are caused by insufficient warm-up exercises, resulting in simple strains to injuries that require medical attention.

And those are just a few examples of the dangers of amateur sports.

On the professional level, the dangers abound from the opening kickoff of a football game to an umpire calling “play ball” at a baseball game.

Every play called by a National Football League (or high school or college) quarterback produces a danger-in-work scenario.

Broken bones or muscle tears are too

often considered relatively minor injuries; most can be repaired without affecting a player’s career.

But concussions, long dismissed by the NFL, National Hockey League and Major League Baseball, which often result in major negative altering life changes in athletes requiring long-term medical care, have only recently and grudgingly been acknowledged by the pro leagues.

As any fan knows, for years professional football and hockey have long glorified hits to the head and body checks into the boards, ignoring the consequences of concussions.

And Major League Baseball had fences made of concrete without any padding to protect a player who crashes head-first into them while trying to make a catch.

Last year, the Luddite thinking about the effects of concussions provided the NHL with much more major news coverage than the league normally gets, when a sponsor said play was becoming too rough.

Prize fighting is in a category of itself. Without punishing blows to the body and head, there wouldn’t be such a sport. And the doomsday attraction of spectators to motor sports is worthy of a psychological study (if one hasn’t already been done).

A *New York Times* story on September 25, reported that professional cycling is becoming more dangerous, and that 10 cyclers have died in crashes since 1995.

Covering it up

Then there are the dangers to viewers of sports provided by the TV networks (that bring us such intelligent and thought-provoking programming), their advertising agencies cohorts and all-too-often the on-air talent.

Sports commentators, especially on football and baseball games, often use code-language when having to report on unsportsmanlike conduct of athletes they cover or played with (or just ignore their off-field transgressions), even when praising the individuals’ on-field talent.

Telling it like Howard Cosell used to has mostly disappeared. Too often an athlete is described as having a personal problem.

Only when the problem achieves major news coverage do team announcers do what they should, act like news reporters and report. Like sports reporters of the past, and as recent as the Tiger Woods tales, covering up for athletes unsportsmanlike conduct, is still with us.

Beating the odds

A less often discussed aspect of the negative affect of sports on society has nothing

to do with the acceptance of violence on the field or the unsocial conduct of many pro and college athletes off the field. It’s the thrill of victory after placing a wager.

Many individuals are introduced into gambling by fun Super Bowls, Final Four and World Series office pools (and government run off-track betting parlors and sweepstakes).

True, you can’t blame the leagues for these activities. But you can point a finger at both the league and the media for helping foster year-round betting.

The NFL announces the status of injured players prior to a game. Baseball teams announce probable starting pitchers. In particular, the point spread on football games is a staple of radio sports talk shows.

No harm, no foul

Reports about the dangers of sports have a long history, dating back at least to when unqualified Little League coaches damaged young athletes by having them throw curve balls before they were fully developed.

But sports dangers reports are more prevalent during the last couple of years because of the increasing news coverage and medical discussions about the dangers of concussions; also, players are now speaking publicly about the problem.

The old sports adage of, “what is said in the locker room, stays in the locker room” no longer applies to many situations, including injuries. (Which is as it should be. If the public demands transparency about government and Wall Street dealings, why the Big Business of Sports should be given an exemption is beyond my reasoning.)

For too long, those in the Sports Family thought they were in a special universe. Buoyed by politicians, irrational fans, wealthy alumni, huge TV and sponsorship deals, the all-too-often anti-social actions of their community were largely unknown to the general public and until fairly recently not reported by a “see no evil, tell no evil, write no evil media.”

The cover-up of many years by Penn State officials to the depraved actions of a football coach shows that when evil is unlocked it is difficult to contain. Brand reputation and greed overcame morality. Then the evil led to rioting students.

Yes, sports can be fun. But it can also have dangerous consequences. And not just to those on the playing field.

Arthur Solomon was a Senior Vice President/Senior Counselor at Burson-Marsteller. ♦

Publicists: social media brings accountability, challenges

By George S. McQuade III

Social media took many publicists by surprise, providing immense opportunities for some and significant challenges for others who are still trying to navigate this world and measure its successes. About 150 PR pros in October packed into the International Cinematographers Guild's Local 600 auditorium in Hollywood for a media workshop hosted by the Entertainment Publicists Professional Society to discuss what it all means, and where it's going.

According to the seven-person panel, one of social media's biggest current challenges lies in the fact that businesses still maintain a narrow view of social media marketing campaigns, their successes, and how something like a Facebook posting might influence potential customers and profits. Or how retweets by an influential blogger might boost membership or general awareness of a brand.

"Think of Facebook as marketing, and Twitter as a mini news release," said Tracy St. Pierre of NBC Publicity.

St. Pierre has worked on everything from daytime, primetime and late night programming to specials and made-for-TV movies. She continues to oversee campaigns for "The Tonight Show with Jay Leno," "Whitney" and the midseason drama "awake." Additionally, she works with her PR, marketing and digital teams at NBC to create and implement social media events for the network.

Dawn Wilcox, General Manager of Allison and Partners, said social media has generally improved because it now comes with more accountability.

"It's more challenging now, but it also now gives us the opportunity to be more strategic," Wilcox said.

Wilcox said social media has also changed the demands for current and new hires at her firm.

"Before, anyone who knew how to do Facebook or Twitter were on the Social Media team. Now you have to know much more about technology," she said.

She's also noticed sizeable progress in the technology in the last year.

One hot button issue is how to respond to negative posts or comments on Facebook, Twitter, company websites or articles online in an article's comment section.

Most panelists agreed you can't ignore negative comments. Beth Braen, Senior Vice President of Marketing for NATPE, said her nonprofit organization is committed to being a catalyst for the content revolution. Braen said NATPE "engages visitors and encourages them to participate on its site."

Todd Beck, President of Beck Media & Marketing, agreed. He advised clients not to ignore negative comments, but be careful in responding until you've had a chance to analyze the motive or the reason for the posts. He noted that by taking the agitated visitor offline or sending a direct



The October Hollywood media workshop, sponsored by the Entertainment Publicists Professional Society and the International Cinematographer's Guild.

Photos by George S. McQuade III

email or twitter message you can often diffuse the situation.

Vice President Andrew Stachler of Interactive Marketing, Warner Bros. said, "despite cutbacks the motion picture studio recently put one person in charge of social media. The studio is careful what they post." ●



From Left to Right: Beth Braen, Senior Vice President of Marketing for NATPE; Andrew Stachler, Vice President of Interactive Marketing, Warner Bros.; Todd Beck, President of Beck Media & Marketing; and Jenny Connelly, Social Media, Academy of Television Arts & Sciences.

Israel enlists global tourism PR help

By Greg Hazley

Israel's Ministry of Tourism has tapped incumbent Geoffrey Weill Associates for U.S. PR and U.K. travel PR firm Hills Balfour, following an RFP process, as the Jewish State is planning tourism PR campaigns in Europe and North America.

Five firms that pitched the U.S. as agencies responding to the RFP were said to include Quinn & Co., 5W PR, Ketchum and Edelman.

A U.K. official confirmed the hiring of Hills Balfour, but a representative of the Ministry of Tourism in New York did not

return inquiries.

The ruling Likud Party in Israel retained Rubenstein PR for a three-month pact through September this year as the Palestinian Authority pushed members of the United Nations on a vote for statehood over the summer.

But Israel's outreach to agencies in Europe and the U.S. is an effort to position the country beyond its long-running conflict with the Palestinians.

Conflicting reports about the ministry's PR searches have surfaced in mainstream and trade press, and firms said by sources to have pitched for the work denied doing so last month.

The London office of Israel's tourism entity put out an RFP in February for the U.K. and Ireland search, calling for pitches for a contract promoting the country to tourists. It did not work with a firm in the U.K. prior to hiring Hills Balfour, said a representative.

London-based Hills Balfour has worked with tourist boards including Arizona, Chicago, Portugal, Tahiti and Mauritius.

Israeli Foreign Minister Avigdor Lieberman said the country planned to hire a network of European firms to handle PR throughout the continent, where Israel does not enjoy the steadfast support it gets in the U.S., and to position the country beyond the Palestinian conflict. ●

Entertainment efforts get big boost with philanthropy

For sports and entertainment clients seeking an edge in their marketing and public relations efforts, a PR program that also gives back to a nonprofit or the community at large can be a great way to obtain new customers, drive loyalty amongst audiences and enhance corporate reputation. Done correctly, the right cause-related marketing program will achieve business objectives and set up future opportunities to partner with like-minded organizations.

By Sandra Fine

The first step is to find a nonprofit that makes sense to your targets — one that will drive them to choose your brand over another because of a shared commitment to that cause. Second, to make an impact in a saturated fundraising market, one has to shake things up.

That's exactly what rbb did when they partnered client Zumba Fitness with Susan G. Komen for the Cure to create a new fundraising craze — the Zumbathon. Zumba Fitness is the sexy, dance-based exercise program that in addition to being good for the body, offers a party-like atmosphere that's good for the soul. When Zumba's marketing team with rbb Public Relations learned breast cancer survivors were using Zumba classes as therapy, a cause-related program was envisioned that would shake up the world of fundraising — much like what Zumba has done to the world of fitness. rbb helped Zumba Fitness launch Party in Pink to generate sales for its online Zumbawear store and attract new clients for its primary audience of independent instructors, as well as draw new instructors.

The measurable objectives within three months were increasing class attendance by 20% (Zumba instructor training registrations by 10%), selling \$135,000 in Zumbawear (\$40,000 donation to Komen, 2.5 times guaranteed commitment) and securing 10 million media impressions.

The challenges for this campaign were plentiful. Zumba's financial guarantee to the charity was relatively small (\$16,000) so joint promotional opportunities were very limited. In addition, saturation in the media market during Breast Cancer Awareness Month (October) is significant, so cutting through the clutter and resonating with media presented a serious challenge. Zumba needed to mobilize thousands of instructors behind one coordinated effort, directing each to host and manage his or her own event in accor-

dance with the Zumba plan. Since many instructors had their own pet causes and ideas for strategy, keeping all on board and the Zumba brand fully intact was mission critical.

One of the keys to this campaign success was the intensity of the due diligence used to select the right fundraising strategy and philanthropic partner. A year of secondary research on Zumba's message boards showed that a large percentage of fans afflicted by breast cancer found Zumba to be their saving grace because the sexy dance moves helped them overcome emotional trauma while the group camaraderie served as a built-in support system. With uncertainty about whether it was possible to buck the already popular Race for the Cure events to make room for a novel idea, a test event was planned. Three months prior to the campaign launch, Zumba hosted an initial "Zumbathon" at Pittsburgh Pirates' PNC Park to benefit a local charity. More than 700 people turned out for the event, including numerous Zumba fans who were also breast cancer survivors, as well as a medical oncologist who credits Zumba for his patients' remissions. The overwhelming response on Zumba message boards and in media following the event validated the plan. rbb proceeded to sort through the many national breast cancer organizations to find the right fit. Komen was chosen because research showed it had the highest exposure during Breast Cancer Awareness Month (garnering 69% of media coverage); three out of four respondents recognized the Komen name and 80% associated it with having a leadership role in the fight against breast cancer. Komen also earned the highest rating possible from Charity Navigator, an independent evaluator of



Zumba Fitness teamed up with Susan G. Komen for the Cure to create the Zumbathon, a dance-based exercise program that's quickly becoming a fundraising craze.

charities.

Following the extensive research, rbb set forth three distinct strategies to create a plan of attack.

- Partner with nationally-respected Komen for the Cure to create a Zumba Fitness-branded fundraising and awareness program.

- Tap into Zumba's passionate instructors, empower them to host local events to support the partnership, and create a grassroots program that enhances brand awareness and draws participation around the nation.

- Attract new donors and inspire charity supporters to try a new, fresh way of giving — the Zumbathon.

To execute the first part of our strategy, rbb borrowed from Zumba's brand slogan "Ditch the Workout, Join the Party," to develop the Party in Pink as the umbrella campaign theme. A unique logo was created, as well as PartyinPink.com to communicate the program's offerings and details for all events, and to serve as a community for story sharing. Additionally, a key component of the fundraising effort was the design and sale of specialty Party in Pink workout tops and bracelets with 30% of the proceeds benefitting the charity. In addition to raising funds,

Continued on next page

Zumba leveraged the shirts to promote the program among instructors and fans who wore them to classes and Party in Pink events.

The second and third part of our firm's strategy was realized through the creation of Zumbathons. First, we initiated instructor-hosted hometown Zumbathons. Zumba and rbb saw the value in utilizing its thousands of U.S. instructors to make a grand impact. Giving instructors ownership of events in their own backyards more deeply connected them to the program and enhanced word-of-mouth exposure. Instructors were encouraged to use their local knowledge to set the right location, time and price for events with the caveat that they must give 75% of proceeds to Komen. Cognizant of the challenges to ensure brand uniformity for Zumba and Komen with hundreds of events taking place, the Zumba marketing team created customizable template marketing materials for instructors. The team also created a comprehensive web-based planning document to host all event details and automatically populate the Party in Pink website with listings of local events. A carefully crafted email with details on the program, tips for hosting a successful Zumbathon and terms and conditions was shared with all U.S. instructors. Upon event approval, hosts received a thank you email, marketing materials, an accounting form, donation receipts for attendees and a sign-in sheet so Zumba could gather email addresses for future communications. In week one, 182 events were scheduled. Within four weeks, the program grew to 560 events. By the end of the three-month program, 788 events were held in 50 states.

Focusing on the newest fundraising craze, rbb embarked on a media blitz that included "Party Packages" for target media outlets with Zumbathon posters depicting the trend's explosion, Party in Pink apparel and comprehensive press materials. rbb enlisted the help of the medical oncologist identified at the test event to become program spokesperson and add further credibility. To showcase the campaign's snowball effect, a special push was made to ensure there were events in all 50 states. During the last week of Breast Cancer Awareness Month, to culminate the media campaign, rbb arranged a guerilla marketing style "Party on the Plaza." A group of vibrant and enthusiastic Zumba instructors swarmed "The Today Show's" Plaza decked out in pink wigs, Party in Pink attire and branded signs. Their energy drew a shout-out from host Al Roker

who encouraged viewers to visit the program site and find a Zumba class near them to participate in the cause.

The results of this campaign far exceeded the planned objectives. While the goal was to increase class attendance by 20 percent and instructor workshops by 10 percent, this campaign actually increased regular class attendance by 61 percent and instructors signed up for 22 percent more training workshops over the three months prior. The 788 local Zumbathons helped instructors draw new students and improved retention, which encouraged them to obtain more training and spread the word to potential new instructors. We also set a goal of selling \$135,000 in Zumbawear with \$40,000 being donated to Susan G. Komen. In the best-selling period in company history with growth of 74%, Zumba sold \$280,000 in tank tops and bracelets and including Zumbathon donations, gave \$550,000 to Komen (36 times Zumba's initial commitment).

Our last main objective was to secure 10 million media impressions to ensure Zumba received exposure for its program. In three months, nearly 22 million media impressions were secured in top media outlets including "The Today Show," *Newsday*, *Washington Post*, "AOL That's Fit" and Shape.com.

The coverage represented more than \$300,000 in advertising equivalency. In addition to record-setting business and philanthropic contributions, the goodwill felt by breast cancer survivors toward Zumba was beyond measure. Five survivors came together to pen a book, currently awaiting publication, about how Zumba saved their lives and helped them beat cancer. The response to the Party in Pink program was so strong, not only are plans underway for a global campaign, but the company's first cause-related marketing program has set the stage for future campaigns to support its instructors and fans afflicted with other diseases. Based on the successful Party in Pink model, a partnership with the American Heart Association launched in 2011 and has already raised more than \$600,000.

Executed correctly with clear-cut objectives and measurable outcomes, cause-related marketing campaigns can reap huge rewards for branding, revenue and customer interaction. Nowhere is this more important than in the sports and entertainment industries where customers not only have more options than ever before, but are also increasingly budget focused.

Sandra Fine is Vice President of rbb Public Relations. ●



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Entertainment PR brings clients to the 'small screen'

Social media has been a guiding light for the marketing industry, a lifeline in a climate wracked by low page-counts and small marketing budgets. Like many industries, social media has now permeated virtually every aspect of the entertainment marketing milieu — from celebrity endorsements to paid product placements — to the point where “traditional” media now finds itself either following social media’s lead or being rendered an afterthought.

By Jon Gingerich

Social media has irrevocably changed the marketing industry. It’s more than a global communications resource, it’s an informational village that has developed not only the ways we communicate but the content of those conversations. Entertainment on the “small screen” — Facebook, Twitter, YouTube — has been so influential it’s now changed how content is developed on the “big screen”; it’s proven many of today’s best marketing opportunities can be found not in the venues of traditional media but on an ever-developing social frontier where critical mass is shaping without corporate ad support or expensive production budgets.

A 2011 Social Commerce Study found the appetite for buying directly through social networks is stronger than ever: 35% of consumers polled said they’d be likely to make a purchase directly from Facebook, and 32% said they’d do the same through Twitter. A November Benchmark Campaign report by IBM discovered that 9% of consumers who visited retail sites from a link on social media sites made a purchase. Hits on retail sites from social networks accounted for 77% of total traffic.

As a result, more companies are reporting an interest in social media marketing than ever before. An October report from STRATA revealed U.S. companies held a 34% focus in Internet advertising in 2011’s third quarter, up from 24% in the second-quarter and up from 23% in the year’s first-quarter. Clients are growing increasingly focused on social media marketing as TV advertising wanes.

Social media is also no longer as demographically divided as it once was. A September Pew report found nearly two-thirds of all American adults now use social media sites like Facebook or Twitter. Social media’s steep curves in user growth are no longer about numbers as much as it’s about ubiquity. While it’s no longer a bold prediction to claim marketing is making huge growths in the social sector, what’s news is how traditional marketing is now co-opting that growth to keep up. The medium has changed, the audiences have changed, but now the messages are changing too.

“Hollywood has always had a great history of storytellers, and brands need to find new ways to entertain consumers versus simply communicating,” said Tom Tardio, CEO of Rogers & Cowan. “When you look at the traditional way of PR, it’s the release of information. But good conversations are always engaging; you have to reach people through storytelling. Social media has moved to embrace more of a pop-culture sensibility of engagement.”

“It’s changed the way we do business in every way,” said Jamie Lynn Sigler, Founding Partner of J Public Relations in San Diego. Sigler said her firm has experienced growth of more than 100% over the last four years. It’s a surge she attributes to having a firm that’s big enough to be considered a “major player,” yet small and nimble enough to change with the times.

“We’re a younger firm, and something we’ve found is that we’re winning business because we’ve changed with the ways media has changed. We focus on the top bloggers and social media, and when we work with influential mommy bloggers or people on Twitter we find ourselves winning business.”

Endorsements find new audiences

A staple in the entertainment marketing business has been celebrity brand endorsements. Several years ago, many in the industry began questioning whether the practice would fizzle out. The FTC published updated guidelines requiring new disclosure standards for brand ambassadors and their paid sources. Add a glut of tabloid-spurred celebrity meltdowns that could tarnish the associated brand and many in the industry wondered if it’s a practice that’s more trouble than it’s worth.

Despite this, more brands — from fragrances to food and fashion — are getting their foot in the branding door by involving a celebrity face. Experts said the tradition continues because it works. Given new possibilities in social media, it’s an industry poised for further growth.

“The celebrity business is bigger and better than ever, and honestly it’s because we live in a celebrity-driven world,” Sigler said. “Just in terms of the number of hits on sites like Perez Hilton and the circulation of weeklies are now trumping many tradition-

al publication, this isn’t something that’s going by the wayside.”

The demographics supporting celebrity brands are also changing. Tardio mentioned Jennifer Lopez’s successful new clothing collection for Kohl’s and lifestyle brand sponsorships by reality TV star Bethenny Frankel as proof that both celebrities and the brands that hire them are changing. Teens are no longer the lone target market.

Experts said there’s also a big push to embed celebrities not only in the brand promotion process, but in the event pre-promotion process as well. Sigler’s firm, which has worked with Paris Hilton, the Kardashians, Beyonce and Lil Wayne, not only publicizes their celebrity-hosted events appearances in the media, but actually enlists the celebrity to aid in the process. Sigler said there’s now a social media component in her firm’s contract that binds celebrities to promote the event they’re attending via their personal social media pages.

“When we partner with a celebrity, we now include social media in our contracts that says a celeb needs to tweet about the event. We’ll actually negotiate and say ‘you need to come do x, y and z, and we need three or four tweets before the event and at least one after the event has been attended.’”

“The idea of using a celebrity name and image isn’t going away,” Tardio said. “These brands are smart, they sell products and they know that when they put a celebrity name behind the product it will sell. There’s always been a risk factor involved, but the CMO knows the risks and they’re careful about who they work with and how they offset it. I don’t see anything that says it’s diminishing. In fact, I think more brands are buying into talent-based relationships than ever before.”

“I believe that storytelling is what’s most influencing new trends,” Tardio continued. “Brands utilizing social media understand that existing within that pop culture space is where they need to be. While the storytellers used to be the producers and the people who wrote scripts, now the storytellers have become you and me, it’s based on the communities we interact with. We have all these new storytellers and there’s a great randomness to it that has offered very unique ways to build brands.” ●

PR is 'public engagement,' says Edelman

Richard Edelman, CEO of the world's largest independent PR firm, called on the PR community to strengthen its commitment to public dialogue and transparency. Addressing more than 300 at the annual dinner of the Institute for PR on November 10 at the Yale Club in New York, Edelman said PR should be thought of as "public engagement."

By Jack O'Dwyer

Edelman said this reflects "the evolution of business as a positive force in society" and said it "calls for business to participate meaningfully in the continuous global conversation."

Those who violate the new norms of communication are in for rude shocks, he said, singling out mishaps at the Bank of America and Tokyo Electric Power Co.

BofA had to reverse its \$5-per-month debit card fee and TEP lost its bid for a 15% rate hike because it failed to disclose information promptly when a tsunami damaged its plants, said Edelman.

The power company had "zero credibility" because of its initial stonewalling, he added.

PR outlets multiply

Edelman described the increasingly complex communications lineup which now

includes mainstream media; hybrids like Huffington Post; social media (Facebook, Twitter, YouTube), and owned media (company websites and applications).

"Every company should be a media company," said Edelman.

"New influencers," he said, are the 25,000 people who provide half the world's tweets. "They're passionate, fast, and prolific, which makes their expertise and personal experience resonate globally," he said.

PR must be in C-suite

PR pros must operate at the same level as the general counsel, operations manager, chief marketing officer and the director of corporate strategy, he added.

Said Edelman: "The role of PR must now be greater — to create coherence out of complexity. As the stakeholder discipline, we are the profession that pays attention to the broad interests of the corporation. We belong right in the middle of the continuum of advisors, with one foot planted on the policy side and the other on the communications side."

PR pros who are chief communications officers or agency executives are already doing the following, he said: "Working with leaders to catalyze employees. Co-creating products with customers. Cooperating with civil society. Interacting with communities. Informing regulators and legislators. Re-assuring investors."

The outcomes of "public engagement" will be "increased trust, changed behavior, deeper communities and commercial success," he said.

GE, IBM are examples

PR's "most progressive practitioners" are already applying the principles of public engagement, said Edelman, citing Beth Comstock of General Electric



Richard Edelman speaks at the November 10 IPR Yale Club event in New York.

Photo by Jack O'Dwyer

(an Edelman client) and Jon Iwata of IBM, both of whom had addressed the Institute for PR.

He quoted Comstock as saying, "Customers wanted to do right by the environment, so we created ecomagination. Innovation comes from listening for new ideas ... we're taking the chance of integrating different pieces of the company to define value beyond marketing."

Edelman noted that 25% of GE's sales now come from products under the ecomagination brand.

Iwata was quoted as saying: "We thought it possible to aim for transformation that makes the world better. We can build a Smarter Planet."

Iwata led IBM in engaging with "multiple constituencies," said Edelman.

One activity was inviting 100 mayors to brainstorm on how technology could improve municipal traffic flow and garbage collection.

J&J's Nielsen honored

IPR gave Bill Nielsen, retired corporate VP of public affairs for Johnson & Johnson, the group's Alexander Hamilton Medal for lifetime achievement in PR.

Nielsen retired after 17 years in the top J&J post, following agency stints at Carl Byoir & Associates and Hill & Knowlton. ●

PR news briefs

OPTIMISM FADES FOR FOREIGN PR SHOPS

Overseas PR consultants are less optimistic for the fourth quarter than they were earlier in 2011, according to a survey of agency heads in 19 countries by the International Communications Consultancy Organization.

While 51% said they believe PR market conditions will remain stable in Q4, only 34% said they see fee income increasing in Q4 as the ICCO notes growth predictions progressively declined as the year went along in its quarterly surveys. In January, 83% predicted growth, a figure that fell to 71% in April and 62% in July.

PR firm leaders in Europe, Latin America, Scandinavia and Asia were polled for the Q4 survey.

Publicis Groupe in releasing its Q3 earnings in mid-October warned of slower growth in Q4 as CEO Maurice Levy said budgets could be cut because of clients' sales and profit woes.

Huntsworth CEO Peter Chadlington said in late August that clients are taking much longer to make decisions during difficult economic times.

WPP CEO Martin Sorrell in announcing solid Q3 earnings on Oct. 28 said that a predicted slowdown in the U.S. and Western Europe has manifested, adding that "gloom and despair in the media" will likely have an impact on corporate and consumer confidence.

O'Dwyer's ENTERTAINMENT & SPORTS PR Guide to:

12.11



Jennifer Lopez launches her newest album, LOVE?, at Hard Rock Cafe Hollywood Blvd. Hard Rock Cafe is a Coyne client.

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Alpaytac is one of the highest-

decorated award-winning marketing communications agencies in the US, recognized for its strategic brand-building PR campaigns and cutting-edge social media practice. Alpaytac's team of elite professionals applies its collective expertise in results-driven publicity and integrated marketing to a diverse set of clients in the following industries: consumer electronics, high-tech, housewares, sports and entertainment, business-to-business, health and beauty, travel, finance and fashion. Its CEO selected as 2010 Brand Marketer of the Year, Alpaytac offers a full

array of marketing services including international global public relations, branding, strategic product launches, media relations and website design and development.

Alpaytac is the leading US agency for ECCO International — one of the world's largest network of independent agencies around the world — to help deliver the most effective public relations and communication strategies using local knowledge and global expertise. ECCO provides a boutique and personalized approach with big-agency results, with each client getting prime attention in their international market of choice. It provides PR and marketing support in over 40 countries. For more information on the ECCO network, please visit www.alpaytac.com/ecco/index.php.

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Steve Brener & Toby Zwikel
Principals

Brener Zwikel & Associates is a PR and marketing firm with more than 60 years of combined experience in the sports journalism and PR fields. BZA has the experience and contacts to maximize client exposure via PR, promotions, event planning, event production and marketing plans.

The firm's network of media contacts at the local, national and international levels facilitates media placements. Its service-oriented philosophy includes strategic plan development, interaction with client contacts, cultivation of media promotions to enhance advertising buys, adherence to timelines, timely progress reports, on-site execution and event results and evaluation.

Sports clients include: NFL (National Football League), NHL (National Hockey League), MLB (Major League Baseball), MLS (Major League Soccer), SHOW-TIME, Speedo, Omega, Indycar, MGM Mirage Resorts, PGA, Champions and LPGA events, Armada & The Golf Championships, Annika, Santa Anita Race Track, FX Network, Mackie Shilstone, Cascade, USA Football, USTA, Shadow Creek and Fallen Oak.

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Catalyst is focused on consumers who are passionate about sports, entertainment and leading an active lifestyle, and works with brands to create communications strategies that engage consumers and influence behavior.

Catalyst is synonymous with world-class sports properties and organizations, working with today's most prominent sports marketers, including SUBWAY® Restaurants, Under Armour, Timex, vitaminwater, Powerade, ESPN, NASCAR and Dick's Sporting Goods to help leading brands connect with consumers.

We have deep experience in activating sponsorships and leveraging sports properties including the NFL, NBA,

NASCAR and MLB as well as tennis, golf and endurance events. The agency also forges partnerships that associate brands and products with athletes, and has worked closely with a host of sports stars, including Tom Brady, Michael Phelps and Carl Edwards.

Additionally, Catalyst conducts an annual Fan Engagement Study, which focuses on the social media attitudes and usage habits of sports fans and provides many key insights to help our agency develop innovative digital programs.

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www.coynepr.com

1065 Avenue of the Americas
28th Floor
New York, NY 10018
212/938-0166

Thomas F. Coyne, CEO
John Gogarty, Executive Vice President
Wayne Catan, Vice President, Sports/Entertainment

Coyne PR's Entertainment and Sports teams are specialized groups of public relations professionals who possess the creativity, experience, and passion to impact your business. The Entertainment team works with Hard Rock International, striving to make the brand synonymous with great music events by generating local and global buzz for the brand, events and top artists from Shakira to Bon Jovi. The team has also worked with top celebrities from Tim McGraw for Hamburger Helper, Miley Cyrus and Mariah Carey for the Walt Disney Company, to Jewel and Martina McBride for Mary Kay's CMA Awards sponsorship. The Sports team has created winning gameplans for industry-leading companies, including the Harlem Globetrotters, Turner Sports for its coverage of the NCAA men's basketball tournament, MSG Varsity, ESPN The Magazine, ESPN for their coverage of the World Cup, ESPN Wide World of Sports at Walt Disney World and The Aluminum Association's Can Crusade with the Commissioner of Tailgating, Joe Cahn, among others. The key to Coyne's success — and yours — is that we garner cov-

erage for our clients in expected and unexpected places.

DKC PUBLIC RELATIONS

261 Fifth Avenue
New York, NY 10016
212/685-4300
www.dkcnews.com

Sean Cassidy, President
Scott Miranda, Managing Director
Susan Novak, Executive Vice President

Established in 1991, DKC is among the largest independently owned public relations firms in the country. Since its founding, sports and entertainment have been cornerstones of the firm's diverse client mix.

DKC's sports division has a strong presence throughout the industry, providing strategic and crisis counsel, sponsorship activation, promotion of high-profile events and athletes, consumer product campaigns and representation of several prominent media outlets.

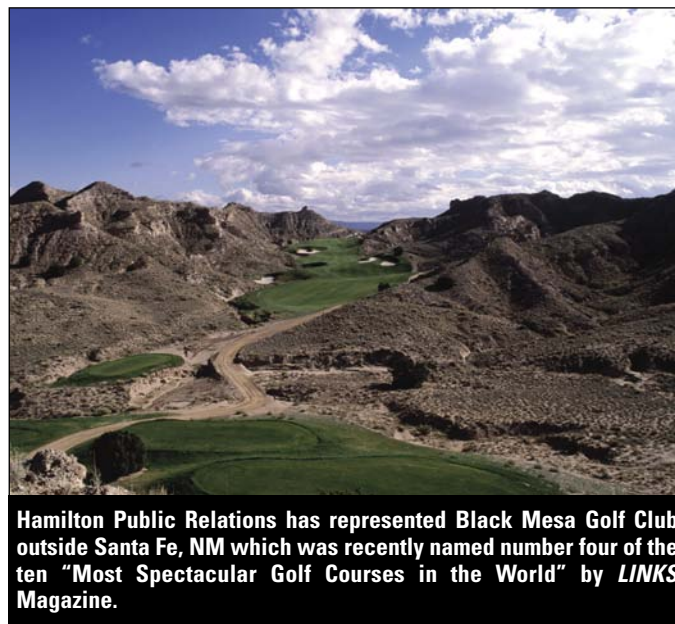
Sports clients include the U.S. Tennis Association/U.S. Open, New Balance, Citi, Sprint, New Era, Topps, THQ, Warner Brothers, Liberty National Golf Club and NBC Sports Group. Working across music, film, television, fashion and beauty, special events and corporate, DKC's entertainment division services a wide range of clients and interacts on a daily basis with the key media and industry influencers whose opinions are vital to the strength of the brands we represent.

Among DKC's entertainment clients: Pete Wentz, 50 Cent, Sean "Diddy" Combs, Rob Thomas, Ken Burns, Ed Burns, Jay Leno, Michael Eisner, Sesame Street, Sony Pictures Television, Showtime, The Second City, Martin Guitars, Pop Market, *Billboard* Magazine and Warner Music Group.

FRENCH/WEST/VAUGHAN

112 East Hargett Street
Raleigh, NC 27601
919/832-6300
www.fwv-us.com

Rick French, Chairman & CEO
David Gwyn, President
Natalie Best, Executive VP, Director of Client Services



Hamilton Public Relations has represented Black Mesa Golf Club outside Santa Fe, NM which was recently named number four of the ten "Most Spectacular Golf Courses in the World" by *LINKS* Magazine.

Jay Wisse, VP, Sports & Entertainment Properties

French/West/Vaughan (FWV) is the Southeast's leading public relations, public affairs, advertising and digital media agency. Founded in April 1997 by Agency Chairman & CEO Rick French, FWV now employs 70 public relations, advertising and digital marketing experts among its offices in Raleigh, New York City, Tampa, Dallas and Los Angeles. The agency works with more than 50 of the world's leading companies and brands, as well as mid-market companies and smaller, entrepreneurial ventures that aspire to become market segment leaders.

An industry leader in sports and entertainment marketing, FWV specializes in creating maximum brand exposure for its clients through strategic partnerships, sponsor relations, event management, social media, mobile and experiential marketing and traditional earned media outreach programs.

FWV's present sports and entertainment clients include the Central Intercollegiate Athletic Association (CIAA), Arian Foster, Brandon Mychal Smith, Glover Quin, Michael Vick, Nick Schuyler, Simeon Rice and the United States Polo Association. FWV's past sports and entertainment clients include AstroTurf, Speedo, TVG (America's Horseracing Network), Parelli Natural Horsemanship, the Professional Rodeo Cowboys Association, Xtreme Fighting

Championships (XFC), OTB Records, the Carolina Cobras of the Arena Football League, AccuSport International, Premiere Management Group, the Atlantic Coast Conference (ACC), the Aggie-Eagle Classic, Urban Sports and Entertainment Group, North Carolina Amateur Sports and the N.C. State Games. Additionally, Rick French is a national trustee of the Rock and Roll Hall of Fame and Museum. As a member of the board of trustees, French is among a small number of America's most prominent business and music industry leaders who are stewards of the Hall of Fame and Museum and are also asked to represent the Rock Hall's mission and goals at programs and events around the world.

HAMILTON PUBLIC RELATIONS

102 Madison Avenue, 7th Floor
New York, NY 10016
212/328-5200
212/328-1100
www.getpr.com
www.boddepartners.com

John H. Frew, President & CEO
Kevin Sniffen, Vice President

Hamilton Public Relations is a marketing communications firm that offers the basic premise that every client is entitled to direct counsel and service by the firm's

Continued on page 20



J Public Relations' client FLUXX is the ultimate nightclub experience in San Diego, a multi-million dollar, 11,000 square-foot venue that demonstrates nightlife, re-imagined.

HAMILTON PR

Continued from page 19

principals. With Hamilton, clients get the attention of a small agency combined with the seasoned expertise and capabilities of a larger one.

Hamilton is a unit of Bodden Partners, an independent, fully-integrated marketing communications agency based in New York that offers full branding, mobile, digital, direct marketing and event production services.

The agency has more than 60 years of combined experience directing sponsorship campaigns for numerous Olympics and World Cups as well as professional golf, baseball, football, tennis, soccer, motorsports, college athletics and amateur sports. Current and recent clients include Hofstra University's NCAA Division I athletic programs, the National Hockey League, the Ladies Professional Golf Association, Duramed

FUTURES Tour, The Barclays and Turning Stone Resort Championship PGA Tour events and Black Mesa Golf Club.

HOPE-BECKHAM INC.

17 Executive Park Dr., Suite 600
Atlanta, GA 30329
404/604-2613
dvanvoorhis@hopebeckham.com
www.hopebeckham.com

David C. Van Voorhis, Director Business Development & Client Relations

Hope-Beckham is a high-energy PR agency, driven by two talented partners and an expertly qualified staff of bright and energetic marketing professionals.

Hope-Beckham is proud of its work with Aaron's NASCAR Dream Machine and drivers David Reutimann and Michael Waltrip; "Aaron's Outdoors," an outdoor TV show on VERSUS and FOX Sports South; Aaron's NHRA

drivers Jack Beckman and Antron Brown; Atlanta Silverbacks (NASL); Atlanta Sports Council; Atlanta Track Club; Buckhead Theatre; Drew Gregory, professional kayak angler and his River Bassin Tournament Trail Series; Georgia State Soccer Association; Georgia World Congress Center; PGA; NBA Atlanta Hawks and Phillips Arena; MLB; NFL; PGA; The Tour Championship by Coca-Cola; U.S. Road Sports & Entertainment Group; WNBA and the Atlanta Dream; and Women's Sports Foundation. Hope-Beckham has the unique capability of providing the strategy and execution behind complex marketing, broadcasting and public relations projects. If you can dream it, Hope-Beckham can make it happen.

J PUBLIC RELATIONS

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info@jpublicrelations.com
www.jpublicrelations.com

Established in 2005, J Public Relations is one of the top hospitality and lifestyle PR Agencies in the country. With offices in San Diego and New York City, JPR has worked with entertainment brands such as Stingaree, Enlightened Hospitality Group, FLUXX, F6ix, Side Bar, RMD Group, Malibu Inn, Cinépolis, Hard Rock Hotels and Gerber Group.

J Public Relations has successfully managed countless nightlife public relations campaigns for some of the brightest names in the business, devising story angles, celebrity events, promotions and media opportunities that secure their spot as a leader in the industry and keep them relevant long after the initial buzz has died down.

The J Public Relations team has played an instrumental role in elevating San Diego's nightlife and entertainment scene over the past several years. In March 2011, JPR client FLUXX was awarded the title of "New Club of the Year" in the highly regarded 2011 Nightclub & Bar Awards. FLUXX is the first San Diego venue to win this national recognition and beat out nightclubs in major metropolitan cities including New York and Miami (with Las Vegas having a separate category for awards).

KEITH SHERMAN & ASSOCS.

234 West 44th Street
New York, NY 10036
212/764-7900
Fax: 212/764-0344
www.ksa-pr.com

Keith Sherman, President
Brett Oberman, VP
Scott Klein, VP
Bill Coyle, VP

Keith Sherman & Associates provides strategic public relations counseling and marketing communications services to a diverse roster of entertainment, lifestyles, sports and corporate clients.

KSA has publicized hundreds of films, network and cable television broadcasts, Broadway, national touring productions and high profile events nationally and internationally. Some clients include: Focus Features, Universal Pictures, Olympic Medalists Brian Boitano, Paul Hamm and Michelle Kwan, Tony Awards on CBS for 18 years, Lang Lang, Mike Birbiglia, Bolshoi Ballet, Kimpton Hotels, Portuguese Gourmet Food Festival and 250 Broadway, Off-Broadway and touring shows.

KSA's clients include: *The New York Times*, Visiting Nurse Service of New York, Hertz, Sony, The Onion, *Architectural Digest*, Columbia University, Memorial Sloan-Kettering Cancer Center, New York Marriott Marquis, The Broadway League, Bristol-Myers Squibb, Abu Dhabi Festival and the Montreal Jazz Festival, among others.

Excellence. Results. A fresh point-of-view. Proactive effort. Intelligent strategic thinking. Experience. High standards. Integrity. Creativity. Passion. These are some of the elements that distinguish KSA's work.

MAYO COMMUNICATIONS

7248 Bernadine Ave., 2nd Floor
West Hills (L.A.), CA 91307
818/340-5300
Fax: 818/340-2550

Aida Mayo, President
George S. McQuade III, VP

MAYO communications, based in Los Angeles offers Social Media, Corporate Social



MAYO Communications Client Martin Campbell, Director of "Green Lantern," autographs posters for fans at the movie premiere in Hollywood.

Continued on page 22



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The 2011 USA Pro Cycling Challenge took place in August over seven consecutive days across 518 miles of the Colorado Rockies and cities such as Aspen, Vail and Breckenridge. Rogers & Cowan executed all media relations and event support for the week-long race which over 1 million spectators.

Photographer: John Pierce.

MAYO COMMS.

Continued from page 20

Responsibility and PR campaigns. Earlier this year MAYO created a buzz for Movie Director Martin Campbell at the "Green Lantern" premiere, Hollywood, CA. And MAYO is well known for celebrity charity campaigns participating in The American Cancer Relay for Life, which included TV soap celebs from ABC's General Hospital and Basketball star Nick Young, Washington Wizards.

A short list of MAYO clients: Actress Marina Anderson; Actress Kristina Hughes; Actor Eduardo Garcia; Comedian Brian Vermeire; Singer Carmen Carter; Nuttin' But Stringz; Warrior Records.

We don't guarantee media, we just get it!

MWW ENTERTAINMENT

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

Michael W. Kempner, President & CEO

To matter more, brands must build relationships with the influencers who matter most. MWW's Entertainment and Sports Marketing Practices connect clients with top talent in music, sports and entertainment to inspire action and increase awareness, brand image and

sales. Clients turn to MWW Group's entertainment experts to tap into our relationship networks and connect with celebrity endorsers that move the needle to establish cachet, credibility and relevance.

MWW Entertainment is a joint venture between MWW Group and KWL Enterprises, led by Kevin Liles, former President of Def Jam Music Group. Our team crafts multi-dimensional campaigns for artists, entertainers, and sports / entertainment properties.

MWW Entertainment services brands in the areas of celebrity acquisition and branding, fashion and entertainment publicity, full service celebrity brand integration, positioning and messaging, talent management, digital and social media, and consumer lifestyle marketing and public relations.

PMK • BNC

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Facebook: pmk*bnc

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Michael Nyman, Chairman & CEO
Cindi Berger, Chairman & CEO
Chris Robichaud, CEO

PMK•BNC is the most influential entertainment marketing and communications agency in the world. The company provides unmatched expertise in popular culture — enhancing talent and brand relationships with consumers, fans and communities through the passion points of entertainment: sports, music, philanthropy, art and fashion. PMK•BNC represents more than 600 clients ranging from celebrities, producers, directors, TV properties, musicians, authors, studios, corporate brands, properties and causes. The company helps clients create strategic, innovative and impactful programs that deliver measurable results to drive business. With a seasoned staff of more than 160 professionals in New York, Los Angeles and London, PMK•BNC delivers inspired solutions that include public relations, entertainment marketing and outreach, sponsorship, event marketing, product placement and integration.

RBB PUBLIC RELATIONS

355 Alhambra Circle, Suite 800
Miami, FL 33134
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www.rbbpr.com

Christine Barney, CEO
Lisa Ross, President
Tina Elmowitz, Executive Vice President

rbb Public Relations is a leading national marketing PR firm based in Miami with a wealth of experience serving sports and entertainment-related clients ranging from professional teams and championship events to industry leading venues and family entertainment experiences. rbb prides itself on delivering award-winning results-focused campaigns that persuade, motivate and influence audience decisions, and being recognized for best practices in media relations, corporate and crisis communications, product introductions and digital/ social media. rbb's sports and entertainment roster includes organizations such as the Miami Marlins, the Orange Bowl Committee, Go!TV, Ringling Bros. and Barnum & Bailey Circus, Disney on Ice, Monster Jam, and the American Airlines Arena. Three-time "PR Agency

of the Year" winner, rbb gives its *Fortune* 500 and entrepreneurial clients industry leading counsel and results, and the individual attention available only through a boutique agency. Explore how rbb's employee-driven workplace delivers extraordinary client satisfaction at www.rbbpr.com.

ROGERS & COWAN

PACIFIC DESIGN CENTER
8687 Melrose Ave., 7th Floor
Los Angeles, CA 90069
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Fax: 310/854-8106
www.rogersandcowan.com

Tom Tardio, CEO
Heather Krug, EVP

Rogers & Cowan is a full-service entertainment marketing and PR agency offering clients' access and alliances with the powerful influences of the entertainment industry as well as an insider's point of view on lifestyle and consumer trends. The agency has extensive expertise in the sports and entertainment industries providing publicity and marketing campaigns, special event support, sponsorship activation, celebrity/influential seeding, promotional tie-ins, product placement/integration and social media strategies audits, campaign design, execution and measurement for our clients.

The agency offers a wealth of experience working with celebrities, athletes, cable and network TV, film production and distribution, record labels, video game producers, web based content creators, sports leagues and one-time or multi-market events.

We embrace the power of traditional and social media to build brands, drive attendance and viewership for sports and entertainment programming or live events, maximize sponsorships as well as generate increased awareness for products, brands and services. Our team embraces the opportunities presented by the ever evolving media landscape, whether it's through targeted blogger outreach, social network marketing or strategic content syndication.

Recent clients/projects have included Food Network, HGTV, GRAMMY and Latin GRAMMY

Continued on page 24

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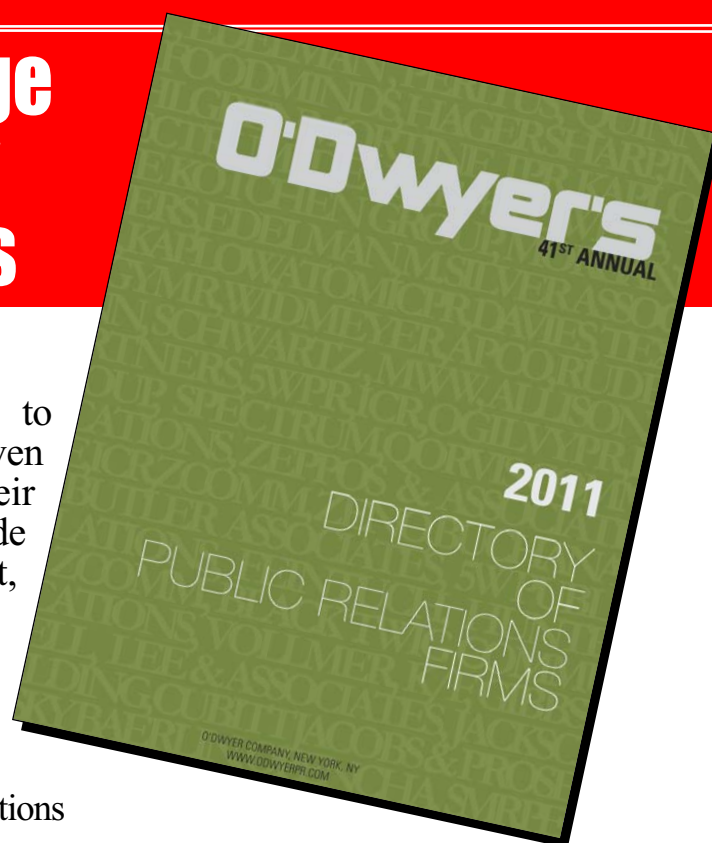
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- ✓ 7,000+ clients are cross-indexed. O'Dwyer's Directory of PR firms is the only place you can look up a company and determine its outside counsel.



Taylor's legacy of developing and activating award-winning campaigns for leading brands (such as Diageo's Crown Royal) in support of sports sponsorships is unparalleled.

ROGERS & COWAN

Continued from page 22

Awards, Yo Gabba Gabba Live, Discovery Channel's Shark Week, Kraft Real Women of Philadelphia, NASCAR, PGA Tour, USA Pro Cycling Challenge, NBC Sports, Coca-Cola Company, General Mills, ShoWest, Reality Rocks, 20th Century Fox, Miramax, Zurich Film Festival, Warner Bros. Interactive Entertainment, Avon Products Inc. and Rdio.

TAYLOR

The Empire State Building
350 Fifth Avenue, Suite 3800
New York, NY 10118
212/714-1280
www.taylorstrategy.com

Tony Signore, CEO & Managing Partner

Named "Consumer Agency of the Decade" by the Holmes Group, Taylor has forged a reputation of excellence in public relations and brand marketing over the past 28 years by partnering with the world's leading corporate marketers utilizing their lifestyle, sports, and entertainment assets to engage consumers

The January issue of *O'Dwyer's* will feature a company profiles section on crisis communications. If you would like your firm to be listed, contact Editor Jon Gingerich at 646/843-2080 or jon@odwyerpr.com

and foster brand relationships that drive business growth. The agency's roots are firmly planted in the world of sports and its legacy of developing and activating hundreds of award-winning campaigns for leading brands in support of sports sponsorships is unparalleled. From global properties like the Olympic Games and FIFA World Cup, to the crown jewels of U.S. sports — the World Series, Super Bowl, NBA Finals, and Daytona 500, among others — Taylor has long been a trusted counselor for many of the world's most influential sports marketers.

The agency has also successfully aligned its client partners' business goals with the most recognizable properties in the entertainment industry, including the Academy Awards, Grammy Awards, Latin Grammy Awards, Sundance Film Festival, and MTV Music Video Awards.

Taylor's client partners include Diageo, P&G, Gillette, Allstate, Coca-Cola, Capital One, MasterCard, NASCAR, Novartis, Taco Bell, and Bombardier Recreational Products (BRP).

WEBER SHANDWICK

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New York, NY 10022
212/445-8000
www.webershandwick.com

Gail Heimann, Vice Chair
Marc Abel, Executive VP
Pete Campisi, Executive VP
Steve Johnson, Senior VP

Weber Shandwick's Sports IMPACT practice designs and implements consumer marketing campaigns that build connections between brands and consumers through entertainment, sports and lifestyle influencers, and advocates.

The firm creates integrated sports marketing public relations campaigns for companies including FedEx, Bank of America, ExxonMobil, GM, U.S. Army, Kraft, Campbell Soup Co., Degree, Mars, got milk?, Champion and Crowne Plaza. These campaigns have resulted in enhanced brand image, increased product/service awareness, extended audience and market positioning, and heightened consumer recognition and use.

Our experience extends to all of the major worldwide sports leagues and properties including FIFA World Cup, Olympic Games, MLB, NFL, NBA, NCAA, NHL, USTA, Formula One, NASCAR, IRL, NHRA, Action Sports, PGA, LPGA, USGA and various PGA Tournaments.

Recent highlights include amplifying the Bank of America Chicago Marathon; coordinating 12 separate media activities for a variety of clients around Super Bowl XLV; executing activities and media/blogger outreach around MLB's Home Run Derby for an insurance leader; and coordinating communications and community outreach coordination for the 2012 U.S. Army All-American Bowl — the Army's single largest outreach event.

WCG

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Diane Weiser, Chief Client Partner, Healthcare
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Gail Cohen, Practice Leader, Global and Acting Practice Leader, Interactive
Jennifer Gottlieb, Practice Leader, BioPharma

WCG is an independent glob-



Jim Weiss, Chairman & CEO of WCG.

al communications firm offering integrated creative, interactive and marketing communications services to clients in healthcare, consumer products, technology, and entertainment.

WCG is focused on the corporate and product marketing and communications needs of the world's leading companies, serving clients from offices in San Francisco, New York, Chicago, Washington, D.C., Austin, Los Angeles, and London. WCG will celebrate their 10th year in business in 2011. WCG offers a full spectrum of integrated communications services geared to accomplish one thing: build visibility and value for our clients, their products or causes. WCG's seasoned professionals specialize in branding, design, interactive, social media, digital and traditional marketing, location based marketing, corporate and product PR, media, investor and advocacy relations, clinical trial recruitment and grassroots direct-to-patient campaigns.

We focus on the entire sphere of influence impacting client reputation. We follow trends, listen, learn and engage in relevant communities and guide our clients accordingly. Our senior teams take a practical, targeted and fully-integrated approach to maximize results across all key audiences and influencers. ●

O'DWYER'S RANKINGS

TOP ENTERTAINMENT PR FIRMS

1. Edelman	New York	\$5,066,120	23. WCG	San Francisco	318,000
2. Taylor	New York	3,274,928	24. Zeno Group	New York	314,305
3. Bender/Helper Impact	Los Angeles	2,905,553	25. Target 10	New York	273,506
4. Allison & Partners	San Francisco	2,424,000	26. Gregory FCA Comms.	Ardmore, PA	225,400
5. APCO Worldwide	Wash., D.C.	2,268,000	27. Levick Strategic Comms.	Wash., D.C.	197,026
6. Qorvis Comms.	Wash., D.C.	2,158,420	28. VPE PR	S. Pasadena	196,546
7. Peppercom	New York	1,601,098	29. Pierson Grant PR	Ft. Lauderdale	152,800
8. 5W Public Relations	New York	1,600,000	30. J Public Relations	San Diego	151,700
9. Hunter PR	New York	1,323,741	31. Blaze	Los Angeles	136,155
10. Black Twig Comms.	St. Louis	1,257,000	32. Guthrie/Mayes & Associates	Louisville	122,097
11. Kaplow Comms.	New York	1,130,000	33. Godwin Advertising	Jackson, MS	106,600
12. Regan Comms. Group	Boston	981,000	34. RL PR & Marketing	Los Angeles	104,172
13. Jackson Spalding	Atlanta	855,268	35. Seigenthaler PR	Nashville	100,000
14. Coyne PR	Parsippany, NJ	770,100	36. Boardroom Communications	Plantation, FL	94,612
15. CooperKatz & Co.	New York	565,886	37. Linhart PR	Denver	93,505
16. The Rogers Group	Los Angeles	564,582	38. Travers, Collins & Co.	Buffalo	84,945
17. Public Communications.	Chicago	491,315	39. rbb Public Relations	Coral Gables, FL	67,044
18. Landis Comms.	San Francisco	408,300	40. Schneider Associates	Boston	60,000
19. French West Vaughan	Raleigh	400,000	41. Padilla Speer Beardsley	Minneapolis	59,053
20. Catalyst PR	New York	358,802	42. McNeely Pigott & Fox	Nashville	52,075
21. Zeppos & Associates	Milwaukee	322,460	43. Watershed Comms.	Portland, OR	40,096
22. Singer Assocs.	San Francisco	320,188	44. Maccabee Group	Minneapolis	39,173

O'DWYER'S RANKINGS

TOP SPORTS PR FIRMS

1. Taylor	New York	10,664,057	14. Maccabee Group	Minneapolis	162,996
2. Catalyst PR	New York	4,415,750	15. Zeppos & Associates	Milwaukee	161,230
3. Edelman	New York	4,026,534	16. Beehive PR	St. Paul	160,406
4. French West Vaughan	Raleigh	3,418,800	17. Trevelino/Keller Comms.	Atlanta	160,000
5. Regan Comms. Group	Boston	1,030,200	18. Zeno Group	New York	159,500
6. Coyne PR	Paramus, NJ	942,000	19. Allison & Partners	San Francisco	113,000
7. RF Binder Partners	New York	710,000	20. Guthrie/Mayes & Associates	St. Louis	110,321
8. CooperKatz & Co.	New York	691,753	21. Ron Sachs Comms.	Tallahassee	85,890
9. rbb PR	Coral Gables, FL	529,801	22. RL PR & Marketing	Los Angeles	58,241
10. McNeely, Pigott & Fox	Nashville	331,432	23. Rosica Public Relations	Paramus, NJ	53,729
11. Qorvis Comms.	Wash., D.C.	327,168	24. Richmond PR	Seattle	50,835
12. Jackson Spalding	Atlanta	218,696	25. Rasky Baerlein	Boston	48,880
13. Peppercom	New York	182,049	26. Schneider Assocs.	Boston	32,590

Organizing for impact

By Fraser Seitel

T

o its organizers, its supporters, and the media that follow it, “Occupy Wall Street,” the nearly three-month-old grassroots protest movement, occupying major cities in this country and around the world, has been a great success.



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*.

For one thing, the movement has attracted copious press coverage from a grateful media — “grateful” that there’s something else to cover beyond Rick Perry’s

butchering of the English language and squandering of \$17 million in campaign donations from furious fat cats. For another, the movement has drawn praise from sympathetic commentators, most on the Bill Maher side of the aisle.

But for my money — and, admittedly, I am not particularly a fan of the stalwart citizens camping out downtown — “Occupy Wall Street” has been a dismal flop. Why? It hasn’t achieved a blessed thing, beyond attracting questionable publicity and alienating the residents and business owners around whom they’ve pitched their tents.

From a public relations perspective, the Occupy movements have come up wanting in several key areas that determine an effective and impactful organizing campaign.

And as the snows arrive and the heretofore hearty protestors begin to seek warmer climates, they might pause to consider the fateful public relations flaws that have doomed their rag tag operation from the get-go and have rendered it impotent.

No goal.

Every effective movement requires a clear and simple purpose — a rallying cry to which common thinkers might attach themselves and work toward achieving.

By contrast, the rallying cries and operative themes of “Occupy Wall Street” — seem to change with each

passing news cycle.

Today we’ll protest the banks. Tomorrow we’ll go after the hedge funds. Then we’ll hit those real estate moguls and perhaps the politicians. Meanwhile, any coherent purpose or goal remains elusive and, therefore, non-existent in the mind of the public.

Of course, the wealth distribution in the nation has become too much of a divide. Clearly, foreclosure processes must be revamped to help homeowners in a time of stress. Obviously, students sinking in debt need some salvation in terms of student loans.

But without clear goals, there can be no clear solutions.

And so “Occupy Wall Street” is rendered a movement of little more than big, fat, whiners (well, maybe not “fat.”).

No leader.

Participatory management is a great concept in theory but lousy in practice.

Effective organizations require strong leaders — preferably, one good one; a Steve Jobs who sets the rules and runs the show, so that all below him understand where we’re going and how we plan to get there.

Organizations that lack strong leaders — no matter how large or powerful or committed they may be — are doomed. See RIMM, Hewlett-Packard, Yahoo! and the Miami Dolphins.

“Occupy Wall Street” has nobody in charge.

Participatory democracy rules the day. As one of the geniuses who organized the protest put it in defense of the leaderlessness that Occupy calls, horizontalism, “The intention is to have everyone be able to speak and be heard. But every day, there are probably hundreds of decisions being made in the dozens of working groups. What we’re trying to do is create the most participatory space possible. Then the conversation from demands can only come out of a truly democratic space.”

And people wonder why I drink!

The occupiers’ gibberish notwithstanding, without a leader there is little focus, and without focus, there can be little achievement.

No spokesman.

The role of public relations spokesperson has become a pivotal one in 21st century society. The spokesman has become the go-to source for com-

municating the goals of an organization’s leadership.

But if the organization neither has goals nor a leader, it can’t very well have effective spokespeople.

And “Occupy Wall Street” doesn’t. In recent weeks, the protesters have tried to develop communication working groups with public relations representatives. But it hasn’t worked.

In the laissez-faire encampment, every citizen is a willing spokesman, so the media can pick and choose among unemployed students, out-of-work union types, anti-one worlders, flaming anti-Semites, you name it.

The net effect of so many different spokespeople railing about so many diverse causes renders the entire exercise fruitless.

Which leads to one final public relations flaw ...

Publicity for publicity’s sake.

In a media-saturated society, any movement worth its salt craves publicity, ink, Internet buzz, TV time.

And “Occupy Wall Street” has achieved enormous publicity. But to what end?

It started out as a movement in search of a mission. Then random representatives arose to voice concern about random issues. Lately, as the weather has turned and public attention has dissipated and although its media defenders have resisted the notion, the publicity has taken a nastier tone — arrests, internal skirmishes, law-breaking among the tents, and similar examples of anti-social behavior.

Occupy’s sole raison d’être appears to be to stay visible, perhaps until somebody somewhere figures out what the purpose of the whole sorry exercise is supposed to be.

But as publicity-seeking missiles from Kato Kaelin and Kanye West to Donald Trump and Snooki have learned — even the media eventually get tired of covering the same old, same old.

And so it will be with “Occupy Wall Street.” Following the decision of New York Mayor Bloomberg to toss the protesters from Zuccotti Park, the publicity bloom will soon be off the Occupy rose.

And while Occupy’s true believers will lament its passing, for those of us dumbfounded by the dumb founders of this pointless nuisance movement, we say, “Good riddance.” ●

To kill a C Corporation II

By Richard Goldstein

The last column (part I) should have started you thinking that a C corporation may not be the best type of entity in which to conduct business for a smaller or mid-size PR agency. If you are a C corporation, it may be time to rethink and change to an S corporation. Going from a C corporation to a limited liability company will be a taxable transaction and may not be tax efficient. If you



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want to reorganize a C corporation, some advisors recommend forming a “mirror” limited liability company, using the same name simply as a limited liability company. While logistically this may work, there can be both legal and tax issues doing this. You should consult an attorney and your CPA before attempting this. This column will not discuss this concept.

To kill a C corporation

To change from a C corporation to an S corporation is easy — elect to be an S corporation by filing IRS Form 2553. Caution — you also need to check the tax rules for your state and any states that you do business in.

For the election to be valid it must be filed on a timely basis, and all shareholders must consent. For S corporation status to apply for the current year the election must be filed either in the previous year or on or before then fifteenth day of the third month of the current year. There is a relief process for a late filed election that is not discussed in this column.

Not every C corporation can qualify to become an S corporation. To qualify, the corporation must meet the following criteria:

- The corporation must be a domestic corporation.
- Only one class of stock issued and outstanding. For example, common stock — nonvoting common will qualify. Preferred stock will not.
- Must be an eligible corporation — not permitted for non-U.S. corpora-

tions, nor for certain banks and insurance companies.

- Is limited to a theoretical maximum of 100 shareholders.
- Have only individuals, estates, and certain trusts and exempt organizations as shareholders. A corporation can't own stock of an S corporation.
- Has no nonresident alien shareholder.

From this point, the column assumes you made the election and it has been approved by the IRS.

Tax on pre-election built-in gain

Generally, an S corporation is not subject to Federal income tax. But an S corporation that was previously a C corporation may be required to pay a built-in gains (BIG) tax.

Without the BIG tax, it would be possible to avoid the corporate double tax on a disposition of appreciated property, by electing S corporation status. It is a corporate level tax on any BIG recognized when the S corporation disposes of an asset in a taxable disposition within 10 calendar years after the date on which the S election took effect. The holding period begins on the date of the S election. It is recommended that an S corporation arrange for one or more appraisals to determine the possible BIG tax. Appreciation of assets post the S election will not be subject to the BIG.

A C corporation owns an asset with a cost basis of \$1,000, fair market value \$200,000. Two years after the S election, the asset is sold. The appreciation of \$199,000 is subject to a BIG tax. The BIG is taxed at the highest corporate tax rate, currently 35%. Furthermore, the gain on the sales, net of the BIG tax, passes through as taxable gain to the shareholders (remember the concept of double taxation).

The amount subject to the BIG tax in any given year is limited to an “as if” taxable income for the year, computed as if the corporation were a C corporation. Thus, a corporation can defer the BIG tax whenever it has low or negative taxable income.

The BIG problem

Assume a C corporation has a fair market value of \$5.0 million when it elects S status. A PR agency has few hard assets of value. The value is in the “goodwill.” Goodwill is subject to the BIG tax if the agency is sold.

Therefore, assume the agency is sold for \$10 million. The post S election appreciation is therefore \$5.0 million. Further assume the sale takes place in year eight of the ten year period. The BIG tax will apply to the \$5.0 million appreciation at the date of the S election; the remainder of \$5.0 million will not be subject to the BIG tax. Accordingly, one can see why it is critical to make the S election sooner than later and obtain an appraisal.

Shareholder goodwill

Caution — do not enter the water unless you know how to swim. Make sure a lifeguard is on duty — your lawyer and CPA!!

Let's assume the PR agency above is sold for \$10 million. Furthermore, let's assume the name of the agency is Nancy Jones PR and Nancy Jones is the sole owner. Nancy is very proactive with her clients, and a good portion of the goodwill is the fact that her clients want Nancy!

Personal goodwill exists when the shareholder's reputation, expertise, or contacts gives the corporation its intrinsic value. If this goodwill is treated as property that can be sold ancillary to the sale of the corporation's assets or stock, it can produce a more favorable after-tax result. The balance of this column assumes personal goodwill exists. Assume that the S corporation value at the date of the S election is determined to be entity goodwill \$2.0 million and shareholder goodwill of \$3.0 million. That means when a sale takes place, \$5.0 million is not subject to the BIG tax but only \$2.0 million.

By the way, if S status has not been elected and the agency is a C corporation, you may want to review this concept of personal goodwill to avoid double taxation on a sale of assets. ●

PR news briefs

ASSANGE HIRES PR FIRM

Julian Assange has hired Stockholm's Ullan PR as the WikiLeaks founder faces rape and sexual assault charges in Sweden.

Harald Ullman decided to represent Assange because he's “entitled to a good lawyer and a good PR agency to handle the huge media” that will cover a trial, according to a statement on his firm's website. He believes Assange is “innocent of the charges of rape as alleged.”

Ullman said Assange, who is an Australian citizen, worries that Sweden may extradite him to the U.S. to face Espionage Act charges connected to Wikileaks disclosures.

Fourth down and a million yards to go

By Arthur Solomon

The rich, famous and powerful always feel that they are smart enough to concoct a fool proof cover-up. In the not-too-distant past, we've endured Richard Nixon and Watergate, Bill Clinton and Monica Lewinsky, the Catholic Church and sexual child abuse.



Arthur Solomon was Senior VP and Senior Counselor at Burson-Marsteller, where he handled national and international accounts and traveled worldwide with top foreign government and Olympic officials as a media consultant.

On-going is Herman Cain denying charges of sexual harassment by several women by parsing the difference between the words "settlement" and "agreement."

And, of course, the allegations of sexual abuse of children by a Penn State football coach, which was kept a family secret for many years instead of being reported to the police in an attempt to protect the brand.

Protecting the brand is not new to the World of Sports, as anyone who is involved in that self-absorbed, money-generating business knows.

One would hope that after the sordid

revelations that were made public in the Penn State grand jury report that the "god-ding up" of coaches and their football programs by the commentators would stop.

But for anyone who watched the Nebraska-Penn State football game in the aftermath of the scandal knows, it didn't.

While most of the ESPN coverage didn't pull any punches when describing the Penn State troubles, old habits are hard to break. Before the kickoff, one ESPN announcer said, "Penn State stands for high standards." I think many people feel that Penn State stands for covering up sexually abusing children in order to protect the brand, which brings in millions of dollars annually.

And on the after game show, JoePa was treated almost reverentially.

A former football coach said, Joe Paterno might not have coached this game, but the way Penn State played, it was still a Joe Paterno team.

These two ESPN commentators might not have gotten it, but as the *Wall Street Journal* reported in its November 12-13 issue, about a half dozen advertisers got it by pulling their commercials from Penn State games, "a sign that the scandal is causing fallout from marketers."

Kevin Adler, Founder of Engage Marketing, a Chicago sports marketing company, was quoted as saying, "The school's image is damaged and brands will disassociate."

The truth is that Penn State is similar to many colleges that boast about their sports programs and whose coaches are treated by the alumni and media as all-powerful deities.

These sports powers serve as the minor leagues for basketball and football players hoping to make it to the big leagues. The coaches get pay checks in the millions, the schools rake in tens of millions from the money their semi-pro teams bring in from various commercial business deals. The players' bounty is being recruited by the colleges.

Big time college sports has been corrupted by Big Money. Football programs in particular have co-opted the importance of a college's reason to educate and graduate students that hopefully will better their lives and benefit society.

For many students, the reason for

choosing a higher education school is solely the institution's athletic prowess. For many people, sports has become a central part of American culture, instead of what it used to be and should be, an enjoyable entertainment.

The importance of sports at Penn State is the prime reason that eyes were turned away when children desperately needed help to free them from the deviant clutches of a former defensive genius football coach.

Until he was fired as an aftermath of the alleged sexual abuse of children by his former defensive coordinator, JoePa was the all-powerful supernatural being at Penn State, not just a good football coach. Now he has sadly joined the list of men who learned that power can be fleeting.

Joe Paterno is still an iconic individual to many people; a heroic person who is being found guilty in the press before he had his day in court, the years of good deeds on his resume discounted, they say. He played by the rules, say his defenders.

But when circumstances demanded leadership, JoePa stayed on the sidelines and called the wrong play. Now, for the foreseeable future, the play book will be in the hands of public relations crisis specialists and lawyers.

Anyone who follows the sports scene knows that sexual abuse of youngsters by coaches is not exclusive to Penn State. In other cases, the stories often end up as a note in the brief's report. Does the sexual abuse of children by coaches only deserve greater coverage if a football powerhouse is involved?

Perhaps sports editors should consider running less "gee whiz" stories about college coaches and their football programs and follow the lead of the *New York Times* stories about the hits to the head/concussion nexus that changed football.

Or as Howard Cosell would say, "Let's tell it like it is," whether the coach abuse occurs in a playground or at Penn State.

Penn State's motto is "Success With Honor." Some day that motto may again have meaning. But not for many football seasons.

Until then, their motto might as well be, "Power corrupts; absolute power corrupts absolutely." ●

PR News Briefs

FIRMS MAKE BAKU BID

The Olympic bid committee for Azerbaijan's 2020 Summer Games pitch has tapped Burson-Marsteller, pmplegacy and Adore Creative to handle PR, brand positioning and advertising, respectively.

Candidate cities for the 2020 Summer Olympics will be announced in May 2012 while the host is set to be named in Buenos Aires in September 2013.

B-M, part of WPP, is charged with strategic communications counsel, media relations and PR services for the bid team promoting the capital city of Baku.

Along with Baku, pitches are expected from Doha, Istanbul, Madrid, Rome, and Tokyo.

Chime Communications' pmplegacy will oversee branding, narrative and presentations, while Adore Creative, which helped pitch Russia's 2014 Winter Olympics and 2018 World Cup bids, guides advertising and creative.

Baku's pitch will tout its economy as amongst the fastest growing in the world thanks to natural reserves, while noting its transportation hub and modern sports for the Games.

Jeremy Galbraith, CEO of Burson-Marsteller in Europe Middle East and Africa, said the firm is "thrilled and honored" to handle the assignment. "Baku is an untold story," he said.

Pepper spray: weapon or “food product?”

By Kevin Foley

It wasn't Kent State, but it was still appalling.

A group of peaceful students protesting tuition hikes at the University of California Davis were blasted at close



Kevin Foley owns KEF Media Associates, Inc., an Atlanta-based producer and distributor of electronic publicity.

range with pepper spray by campus police. This horrific, violent and unprovoked attack was caught by news cameras and scores of camera phones and mobile devices and then instantly went viral.

Bear in mind, in the very first amendment in the United States Constitution we find

our right to peaceably assemble is protected under the law. But what the world saw last Friday was reminiscent of how police violently deal with protesters in the Third World.

UC Davis police claimed they felt threatened by the crowd, but looking at the video shot by a local news crew, one

sees only a bunch of heavily armed and helmeted cops poking batons at kids wielding cell phone cameras and iPads.

In an e-mail sent to students and faculty just hours after the police assault on the protesters, UC Davis Chancellor Linda Katehi seemed to blame the victims: “We deeply regret that many of the protesters today chose not to work with our campus staff and police to remove the encampment as requested.”

By Tuesday, Katehi was backpedaling as fast as she could as the public relations fallout over the scandal rocked the entire university system of California:

“We told the police to remove the tents or the equipment,” Katehi declared. “We told them very specifically to do it peacefully, and if there were too many of them, not to do it, if the students were aggressive, not to do it. And then we told them we also do not want to have another Berkeley.”

Well, she got another Berkeley, except Katehi's happened in the digital age so the evidence of her police officers' abuse is irrefutable. Calls for her resignation are mounting. US Davis Professor Nathan Brown's petition demanding her removal has collected 73,000 signatures.

“Your words express concern for the

safety of our students. Your actions express no concern whatsoever for the safety of our students,” Brown wrote in an open letter. “I deduce from this discrepancy that you are not, in fact, concerned about the safety of our students. Your actions directly threaten the safety of our students.”

Chancellor Katehi's fate remains unknown. So far, only UC Davis Police Chief Annette Spicuzza and the two officers who pepper sprayed the protesters have been held accountable. They've been placed on paid administrative leave.

Predictably, the far right media went into mitigation overdrive. Conservative blogger Jim Hoft said spraying the students was, “How to shut down a row of screeching libs in 4 easy swoops.” Fox's Jim Starnes asked what should be done about “domestic terrorists” on college campuses. Pepper spray is just a “food product” Megyn Kelly told Bill O'Reilly.

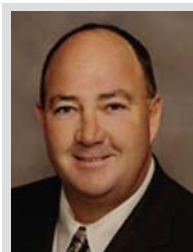
I carry pepper spray when I hike in Montana in case I'm attacked by a grizzly bear. It's an awful weapon, especially when used on humans. Maybe Megyn should sample some on the air, perhaps as a salad dressing.

I'd pay to see that. ●

Kardashian media coverage, take two ... action!

By John Ruane

Having worked in journalism for 31 years and public relations for 20, this entire Kim Kardashian divorce fiasco looks like a bad soap opera that has been scripted by some Hollywood publicity people working with producers from the E! Network.



John Ruane runs Ruane Comms. in Chicago.

I believe they had this entire thing scripted from beginning to end and right now, we don't

know what the end will be. Kim Kardashian is supposed to be a reality star, but me-thinks she is faking reality

with the creation of this soap opera, docu-drama.

Ironical, eh?

If you Google “Kardashian divorce,” you can read the copy that is being reported by the various gossip media outlets, including the Daily Mail, Hollyscoop, *Us* Magazine, Huffington Post and regretfully, CNN.

They each carried the same statement, the same language, provided to them by the Kardashian publicity agents. Welcome to the wonderful world of the prepared statement. NBC, FOX, ABC and CBS had not picked it up. I was hoping they would maintain their journalistic integrity and dismiss it. For the most part, they have relegated it to news blogs on their respective websites.

The story is Kim Kardashian flew to Minnesota to meet with her husband, Kris Humphries, and the pastor who

married them, supposedly to bring closure to this whole charade.

I hope the pastor has the good sense to ask, “So Kim, regarding your wedding vows, the ‘until death do you part’ bit, did you have your fingers crossed, or what?”

The entertainment and gossip reporters are going to continue writing about what is fed to them, because the access is not available and this is their beat.

But the Kardashian clan had better be ready for some serious criticism, because if all of this is scripted, they will be taking shots to their pretty little chins for some time to come.

I hope they have that scenario in their scripts. My guess is they do.

If they are creamed in the press, they will become the victims. And their fans will rise up to support them.

Watch, it will happen. ●

PRSA boycott raises basic press questions

By Jack O'Dwyer

PR Society of America is introducing new definitions of who is a reporter and what is meant by "information" in waging its battle against the O'Dwyer Co.



Jack O'Dwyer

It is arguing that this writer cannot be a "reporter" because I am "a publisher and salesman" and that while it supports the "free flow of information," that information has to be "accurate and truthful."

Publisher/editors are common in media and all bloggers have both duties if they want to eat. Many bloggers are heads of PR firms who are also functioning as "citizen journalists."

PRS, under advice from Venable, 500-lawyer D.C.-based firm, conducts a "slash & burn" legal-type offensive against anyone who dares criticize it.

The O'Dwyer Co. and other critics are hit with a barrage of charges including unethical behavior, "extortion," violations of the Code of the Society of Professional Journalists, and lack of knowledge of the issues.

Society fears lawsuit

Yann and the Society have doubts about this slam-bang approach as embodied in the 23 pages of charges against this writer that PRS has circulated far and wide.

Yann admits in a posting on PRSAY that the Society was afraid to publish the 23 pages itself because of a possible defamation lawsuit by this writer.

Sending the 23 pages "privately to Mr. O'Dwyer and challenging him to make it public protects PRSA against possible legal action," he wrote, adding: "While we're certain there's no merit to such a suit (we've simply used Mr. O'Dwyer's own words and actions against him), frivolous lawsuits are filed in this country every day, and we'd prefer to avoid that distraction." That comment is the eighth of 18 postings in the PRSAY dialogue that started Oct. 26 and was shut down Nov. 1 after this writer posted one of numerous corrections that are needed. Usual web practice is to let such dialogues run indefinitely.

PRS and Yann are wildly swinging the legal axe and they could end up inflicting a severe wound on themselves. The 23

pages, comments and the Oct. 19 "Newsroom" posting about the National Press Club's request for PRS to drop the O'Dwyer boycott, contain numerous false and defamatory statements.

NPC statement is misrepresented

The Oct. 19 statement, which led the opening "What's New" section of the Society's website from Oct. 19 to Nov. 18, misrepresents what NPC said in the release it sent Oct. 19 to 390 major media with bureaus in D.C.

The Oct. 19 Yann statement says, "And in its own statement, the NPC could not help but concede that many of Mr. O'Dwyer's actions are 'unfortunate' and 'even highly disagreeable.'" It strikes us as ironic that NPC would question PRSA's actions, while at the same time excusing Mr. O'Dwyer's.

NPC did not "concede" anything about PRS's charges against us. The sentence by Executive Director William McCarren says, "While we find many of the points in the letter unfortunate and even highly disagreeable, we do not think they constitute a reason to ban a reporter who has been allowed access for 40 years."

McCarren is not "conceding" anything as claimed by Yann but is saying the "points" raised by Yann are "unfortunate" and "disagreeable."

This writer in a phone conversation and in e-mails to McCarren challenged all the major points in the 23-pages. He decided to take no position except that the charges are "unfortunate" and "disagreeable."

Members covered conference calls

Supposedly, I "hacked" into teleconferences although I was blocked from doing that by the service hosting the calls. "Hacking" means invading private telephone calls, not listening to newsworthy teleconferences involving a potential audience of 500 or more.

The block did not work. There was no need for me to personally audit the calls. Members gave the O'Dwyer Co. extensive coverage of at least a dozen PRS teleconferences including the one Sept. 14 where leaders threatened to cancel the in-person Assembly if a \$30 dues hike was not passed.

Another "crime" I supposedly committed was investigating the minor children of leaders.

Mike Cherenson, 2009 Chair, mentioned his three children in interviews with other PR media, as well as his twin sister and his father, and otherwise portrayed himself as a model father and husband, telling how he

helped to form a lacrosse league in New Jersey.

The biography of Rosanna Fiske, 2011 chair, mentions her famous photographer father. Her application for nomination for chair mentioned she had donated a sum of money to a school.

When I asked Fiske in an e-mail the name of her father and how much she donated, I got hit with charges of harassment — that I sought "information about her personal finances, family (grandfather, father and minor children) and maiden name." Harassment is a crime punishable by jail and fines.

Cherenson and Fiske are the ones who bought up these subjects, not me.

New pressures on journalism

Journalists are already under enough pressures without PRS telling its 31,000 regular and student members that the way to deal with critical reporters is to ban them and then defame them.

Some PR pros are exultant at the decline in traditional media, almost giddy that they can now contact consumers directly without pesky reporters being in the way.

It's not a crime to cover PRS. The Society must stop charging the press with crimes such as "hacking," "harassment," "eavesdropping," "invasion of privacy," "falsely characterizing professional credentials," or "interfering with the employment and educational relationships of leaders."

It must abandon the claim that it's "private" because if it were private it would not have to file public 990 financial forms with the IRS. It also cannot be private when its slogan is "Advancing the Profession and the Professional." It can't claim to speak for the entire industry but only be answerable to itself.

Reporters should be able to join PRS and have access to all activities and reports. Blocking access to financial documents in the "newsroom" must be stopped.

The Assembly and sessions at the national conference should be open to reporters from established media. The restrictive "Media Policy" in the Newsroom must be removed. Demanding that press contacts with members and officers be cleared with Yann or his staff flies in the face of the Society's promise to advance the free flow of information. PRS must stop trying to limit what is "information" and adopt the legal standard of truth, i.e., "the truth, the whole truth, and nothing but the truth." ♦

DenHerder named B-M/ U.S. CEO; Ford upped to Vice Chairman

Burson-Marsteller has named Dave DenHerder, chief of its Direct Impact grassroots operation and WPP's ex-global client lead for the key Ford Motor account, as U.S. CEO, succeeding Pat Ford, who moves to the global vice chairman for client service slot. The moves are effective Jan. 1.

DenHerder joined DI in '05 as COO. He had been a regional political director for the Bush/Cheney '04 campaign,



Ford, DenHerder

organizing and managing activities in seven states. Earlier, he served in the White House as liaison and special assistant to Secretary of Labor Elaine Chao.

Ford has helmed the U.S. since '06. Since joining B-M in '89, he has served as senior managing director in the PA practice and chairman of the corporate-financial practice.

Before B-M, Ford was VP-PA at the American Enterprise Institute for Public Policy Research in Washington, D.C.

Mark Penn, B-M's CEO, said in a statement that "no one has exemplified the entrepreneurial spirit of Burson-Marsteller more than Dave DenHerder." He also believes Ford has "an ideal perspective on the keys to developing long-term client relationships."

DI's president Nicole Cornish takes over for DenHerder in October, Laura Hall, consumer and brand marketing managing director, was named Ford Motor lead. ●

Bieber uses Hiltzik for sex defense

Singer Justin Bieber is using New York crisis pro Matthew Hiltzik to handle charges that he fathered a child in the aftermath of a quickie following a concert last October in Los Angeles.

The woman, Mariah Yeater, filed a paternity suit against Bieber, seeking child support and reimbursement for expenses connected with her child.

Bieber denied Yeater's allegations during an appearance on "The Today Show." He said his celebrity makes him a "target, but I'm never going to be a victim."

Hiltzik said in a statement "it's sad that someone would fabricate malicious, defamatory and demonstrably false claims. We will vigorously pursue all available legal remedies to defend and protect Justin against these allegations on behalf of Justin Bieber."

Hiltzik made his mark in Democratic politics, working on campaigns for New York's Chuck Schumer, Eliot Spitzer and Hillary Clinton. He entered the PR world as corporate communications chief at Miramax and personal spokesman for Harvey Weinstein.

After opening a New York outpost for Britain's Freud Communications, he established Hiltzik Strategies in 2008. ●

Kaplow names 'editor-in-chief'

Kaplow has named Nick Charles to the newly created position of Editor-In-Chief and Executive Director of content.

His role is to manage information across multiple platforms including traditional media, digital and social communities.

As the "voice of Kaplow," Charles will provide "content-driven consultation and strategy" to its clients, according to the release.

Previously, Charles was global head of content at Porter Novelli, where he worked on Gillette, Hewlett-Packard, Timberland, Capitol One, Merck and McDonald's.

He has held posts at the Personal Democracy Forum, Home Front Communications, America Media (editor of "America's Hope: Barack Obama, How He Will Change Our World" inauguration commemorative), *Essence* magazine (managing editor) and AOL Black Voices (editor-in-chief). ●

Hood exits Page

Julia Hood, who was named to the newly-created post of president at the Arthur Page Society last July, returned to *PR Week* and its parent Haymarket on Nov. 21.

At Page, she had taken over for executive director Tom Nicholson. Before

joining Page, Hood was director of *PRWeek* and *Direct Marketing News*. Earlier, she was editor-in-chief of PRW and San Francisco bureau chief. She returns to the British publisher as executive VP and board member in charge of PRW and DMN. Roger Bolton is the new Page chief. ●

Cunningham moves to MSLGroup

Jon Cunningham, senior VP consumer marketing at Edelman, has moved to MSLGroup's New York office.

He takes the senior VP personal care post and lead on Procter & Gamble's global oral care account.

Cunningham reports to Katie McCue, senior VP and global account director for that P&G portfolio.

At Edelman since April 2010, Cunningham was responsible for global PR for Microsoft's Xbox and spearheaded work on Unilever's AXE brand in North America.

Earlier, Cunningham spent 13 years at Huntsworth's Red Consultancy both here and in London.

He did a nearly three-year stint as general manager of Red's New York office and handled Microsoft's digital advertising platform.

In the U.K., Cunningham counseled Microsoft, Guinness, Nike, Electronic Arts and Amazon. ●

Comcast venture unit taps comms. head

Comcast Ventures, the newly formed venture capital unit of Comcast and NBCUniversal, has tapped tech PR veteran Tina Warner to head communications.

Comcast and merger partner NBCU announced the San Francisco-based, \$750M fund in late September, a combination of the companies' respective VC units focused on funding media-centric start-ups.

Warner makes the move from educational software company Chegg, where she was VP of communications and moved after corporate PR stints at Microsoft and Match.com. She previously worked on the agency side at Publicis and Waggener Edstrom Worldwide.

At CV, she leads strategic communications for the unit, a new post, and will work with portfolio companies on marketing and branding. ●

Obama nominates propaganda chief

Tara Sonenshine, a National Security Council Communications Advisor during the Clinton administration, has been nominated by President Barack Obama to the State Department's top PR post targeting the international public.

The White House said Obama intends to nominate Sonenshine as Under Secretary for Public Diplomacy, to replace former Discovery Communications Chief Judith McHale, who stepped down in July.

Sonenshine is currently executive VP of the United States Institute of Peace, the non-partisan federal institution best known for convening the Iraq Study Group in 2006.

A former producer and reporter for ABC News, she held several posts during the Clinton administration, including special assistant to the president and deputy director of communications for the NSC.

McHale took up the global PR post at the State Dept. in April 2009 with a goal of helping repair the U.S. image abroad following the launch of wars in Iraq and Afghanistan, and the global financial crisis in 2008. She traveled extensively touting State Department exchange and education programs and expressing, among other beliefs, the need for the U.S. to "listen more and lecture less" and follow a more strategic public affairs approach.

"This is not a propaganda contest — it is a relationship race," McHale told the Center for a New American Security in Washington, D.C., in June 2009. "And we have got to get back in the game." She stepped down in 2006 as president and CEO of Discovery after 20 years there.

Karen Hughes, now with Burson-Marsteller, former ad exec Charlotte Beers, and diplomat Margaret Tutwiler held the public diplomacy post during the Bush administration. ●

Big Chicken signs new spokesperson

Tom Super, who led PR and communications for the meatpacking industry, has moved to the National Chicken Council as VP of communications, following the exit of 13-year veteran Richard Lobb.

Lobb stepped down as the Council's Chief Spokesman in October after 13 years after the installation of new Council chairman Lampkin Butts, president and COO of Sanderson Farms.

Super exits the American Meat Institute as VP of public affairs after three-plus years planning communications, including media relations and social media, around the industry's legislative and regulatory priorities. He also led its National Hot Dog & Sausage Council. Janet Riley is senior VP/PA for the AMI.

The Chicken Council's members account for 95 percent of the chickens produced in U.S. The group took a PR hit in July when the Pew Charitable Trusts accused chicken producers ("Big Chicken") of polluting U.S. waterways as the industry has become more consolidated geographically in the Chesapeake Bay region. Chicken consumption has more than doubled since 1970, according to Pew.



The Council blasted the report, noting Pew's "well-known antipathy towards poultry farmers."

Super was previously at Greener and Hook, a D.C. PR shop, and started out as a Hill press aide for Sen. John Warner (R-Va.). ●

Corzine gets PR counsel

Embattled banker and former New Jersey Governor Jon Corzine is relying on RLM Finsbury for PR counsel amid the collapse of MF Global, the brokerage firm he led until this month.

RLM Finsbury was engaged by Corzine's law firm, Dechert LLP, the firm of experienced Wall Street defense attorney Andrew Levander.

RLM partner Steven Goldberg, a former Sitrick and Company member who is an attorney, is speaking for Corzine.

As previously reported, FTI Consulting is working with MF Global, which fired all 1,066 employees of its broker-deal unit.

Corzine, the former head of Goldman Sachs and one-term governor, resigned from MF on Nov. 4 after MF's Halloween bankruptcy filing.

The Associated Press reported that Corzine's fortune has become an "alluring target" for investors hurt by MF's downfall, which was hastened by the European debt crisis. ●

White House staffer to Planned Parenthood

Dana Singiser, President Obama's Special Assistant for Legislative Affairs, moves this month to Planned Parenthood Federation of America as its VP-Public Policy and Government Relations.

In the White House, Singiser worked on development of the healthcare care reform push with a concentration on women's health issues and expanded access to coverage.

She served on Hillary Clinton's presidential campaign, and then switched to Obama's presidential bid. Singiser has Capitol Hill experience earned during a three-year-stint as staff director of the Senate Democratic Steering and Outreach Committee. She is a veteran of the Clinton White House and Dept. of Commerce. ●

Brunswick counsels embattled Sino-Forest

Sino-Forest Corporation, the Chinese forestry company under investigation by Canadian securities regulators, is relying on Brunswick Group in New York and China for PR support as it works to refute a scathing analyst's report and satisfy concerns about its financials.

After an analyst from Muddy Waters Research accused the company in June of "aggressively committing fraud," trading of its shares was halted on the Toronto Stock Exchange pending an investigation as the report questioned its claimed forest reserves and revenues. Sino-Forest released the findings of an independent report on Nov. 15 which it says verifies assets and revenues called into question. "We can categorically say Sino-Forest is not the 'near total fraud' and 'Ponzi scheme' as alleged by Muddy Waters," said CEO Judson Martin.

In the Muddy Waters report, which preceded a significant drop and suspension of trading in S-F shares as well as the resignation of its CFO, short-selling analyst Carson Block wrote: "As Bernard Madoff reminds us, when an established institution commits fraud, the fraud can become stratospheric in size. Sino-Forest Corp. is such an established institution fraud, becoming massive due to its early start, luck and deft navigation."

In a statement following Sino-Forest's release of the independent report's findings on Tuesday, Block said the "release has no credibility."

Brunswick partner Stanislas Neve in New York and Tim

Payne in Hong Kong handle Sino-Forest.

The *Wall Street Journal* said S-F "came out fighting" with the release of the report this week, fighting both the charges against the company and a "wave of accusations against Chinese companies by short-sellers."

The *New York Times* noted the independent report was unable to verify some company data and statements at the heart of the case.

The Ontario Securities Commission has not commented on its investigation. ●

Millennium works to boost Lebanon / U.S. ties

Beirut-based Millennium Group Services, a real estate development and media combine, has hired Bridges International to enhance Lebanon's ties with the U.S.

Millennium also seeks to foster support for Lebanon's Future Movement political party of the country's former billionaire prime minister Saad Hariri. Future Movement played a major role in the exit of Syrian troops from Lebanon in 2005.

Hariri's coalition government collapsed in January shortly after he had an Oval Office photo-op with president Obama.

Bridges, which receives a \$17,000 monthly retainer under the one-year pact, is to maintain contract with U.S. government official, reporters, academics and think tankers.

It is to give updates on political, economic, military and cultural developments in Lebanon. ●

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.

Dewey & Le Boeuf LLP, Washington, D.C., **registered October 3, 2011 for Saudi Food & Drug Authority**, Kingdom of Saudi Arabia, Riyadh, Saudi Arabia, concerning representing and advising the principal in proceedings before the U.S. Food and Drug Administration regarding its consideration of modifications to current blood and blood component donor suitability/eligibility recommendations.

Gephardt Group Government Affairs, LLC, Washington, D.C., **registered September 23, 2011 for Government of the Republic of Turkey**, regarding providing lobbying and government relations services.

Orion Strategies LLC, Washington, D.C., **registered November 1, 2011 for Taipei Economic & Cultural Representative Office (TECRO)**, regarding providing advice, guidance and support for the foreign principal's goals in the U.S., including advocacy on behalf of the principal with the U.S. Congress and Executive Branch.

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.

APCO Worldwide, Inc., Washington, D.C., **registered November 16, 2011 for National Fire Protection Association**, Quincy, MA, to promote consensus standards, research, training and education..

Miller & Chevalier, CHTD, Washington, D.C., **registered November 14, 2011 for McDonald's Corporation**, Oakbrook, IL, regarding fast-food & quick-service restaurants.

Venable LLP, Washington, D.C., **registered November 14, 2011 for Liazon**, New York, N.Y., regarding the sale of health insurance plans to employers.

Podesta Group, Washington, D.C., **registered November 15, 2011 for Deltic Timber Corporation**, El Dorado, AZ, concerning the ownership and management of timber land.

Patton Boggs LLP, Washington, D.C., **registered November 10, 2011 for NCL Holdings (also known as VLOX)**, Vienna, VA, for global logistics and supply chain management.

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SPECIAL EVENTS

THE NATIONAL PRESS CLUB

National Press Club, 529 14th St., N.W., Washington, DC, 20045. 202/662-7580. www.press.org. Joshua Funk, Dir., Bus. Dev.

The National Press Club, a private club for journalists and communicators, has been "Where News Happens" for more than a century. Each year, the Club hosts over 250,000 visitors at more than 2,000 events that are conveyed to global audiences in print, television and online. Our journalist members work with the NPC staff to create an ideal facility for news coverage — from a full service broadcast operation, to fiber and wireless connectivity, to audio-visual services.

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Browse by Job Function

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PR Manager - Kohl's Consumer Brands

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Collaborate cross-functionally within PR/CR department and throughout the marketing organization to align public relations strategies that support holistic marketing and corporate programs.

Develop strong relationships with external and internal supplier partners and manage the activities of public relations agencies as applicable.

Develop digital and social media strategies that support all public relations programs. Collaborate cross-functionally with digital and social media teams to align and integrate strategies.

Manage/forecast all expenses to develop annual budget proposal as well as additional public relations programs.

Minimum of 7-10 years experience in public relations / journalism. Some travel required.

Sarah Friske
sarah.friske@kohls.com
(262) 703-6154
<http://www.kohlscares.com/corporate/marketing/>

Newswetter

The Inside News of
PR and Marketing
Communications

Jack O'Dwyer
Editor-in-Chief

HWS CORP CALLS IN EDELMAN
Embarked News Group has called in Edelman to handle fallout from its phone hacking scandal that has engulfed its reputation.

The No. 1 independent PR firm is providing communications and PA counsel to news internationalists at HWS Corp., which has a board of directors and standards committee handling the internal inquiry into the leaking of a multitude of 10- to 60-word snippets of voice mail, all without the company's official voicemail, allegations of snooping into the calls of family members of soldiers killed in Afghanistan and victims of the London terror attacks.

Sue Blagg, Edelman's managing director for corporate affairs, and James Landau, managing director for PA, handle the account.

They report to Will Lewis, general manager of News International, which is responsible for Rupert Murdoch's British papers.

(More on the News Corp. crisis on page 3)

THEME PARK OPERATORS SEEK PROPOSALS
The Virginia-based, global trade group for amusement parks and theme parks is now accepting proposals for the new theme park for an RFP expected August 3.

The International Association of Amusement Parks and Attractions (IAAPA) is soliciting interest of 4,000 individual members from entities like zoos, theme and amusement parks, museums and aquariums.

John J. McLaughlin, IAAPA's president and CEO/CIO Clay Clary, is looking for media relations support with experience in crisis communications and the travel/business industry. He also seeks creative ideas for promoting the media and reaching to situations ranging from financial, legislative and operational issues. The IAAPA wants two people available to assist its press team and one team member versed in crisis support.

Cullen Magowan, manager of media relations, is taking pitches with company meetings slated for mid-August. Write expectations for potential key account personnel. With a word limit of 1,000 words.

Download the RFP at www.iaapa.com/rfp.

APCO Worldwide has recruited Calix Mackay, former communication and partnerships director at the European Federation of Pharmaceutical Industries and Associations (EFPIA), as a 20-year veteran of the healthcare scene, holding posts at Weber Shandwick, Aventis and Organon.

F-H SHUFFLES MANAGER MACEK
Fitchman-Hillard named Michael Macek to the newly created position of the Americas post in coordination with the U.S. and Canadian divisions of the U.S., Canada and Latin America.

The founding general manager of F-H Americas, Macek was previously COO for Europe and South Africa. Modelovsky was president of client relations at 2004 until he left to start his own practice for F-H's practice groups and strategic planning.

F-H CMO Joe Senay also stepped to J. Carter, GM/SA.

Motestruik joined J. J. Francis, the U.S. western president old, Nancy Seligson, senior vice president and president assumes global client relations duties. Bob Whinnin, managing director for global technology, is now in charge of F-H's more than 30 consumer care and product development.

CHIME RINGS UP HEALTHCARE DEAL
Chime Communications has acquired healthcare specialist Reynolds-MacKenzie for an initial payment \$AM, a package of \$2.5M cash and stock.

R-M says it generated \$2.8M in revenues last year and earned an operating profit of \$1.2M.

It's the firm of Allen MacKenzie and Eva Reynolds, who founded Chime in 1997. Reynolds, formerly Angen, Bristol-Myers Squibb, Roche and Medtronic. R-M will be part of Chime's OPEN Health group that was formed by a quarter of the company.

The acquisition could cost Chime up to \$11M based on R-M's performance. Lord Bell's operation relates to what was a function of that contingent cap in newly issued shares.

Chime is parent of Bell Pottinger.

DISCOVERY BAY DISCOVERIES MYWW
Discovery Bay Studios' staffed company that produces game, art and accessories for Apple's iPad, has selected MyWW Group as agency for medical device. It is developer of Doo Inc. designed a mobile device for iPad. Doo makes an agreement for multi-person games such as "Smithsonian Airplane or Falcon," MYWW will produce the client's iPad app. The app will be titled "Apposcopy" for the Apple tablet.

Craig Olson, CEO of Discovery, said it hired MYWW for its "proven record of creating innovative programs" that directly influence the bottom line.

Doo is a subsidiary of CMM, a consumer smart practice with subsidiaries, Nilsan & CMM, among others.

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THE FINANCE ISSUE
HOW THE HEADLINES COME TO THE MARKET AND
RETURNED TO THE FINANCE PAGE 36

**THE UNINTENDED CONSEQUENCES
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INTEGRATING PR AND IR NO. 10

**DOES YOUR COMPANY NEED A
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**PR 101: RANKINGS OF TOP
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O'Dwyer's magazine, now in its 25th 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.

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.*
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Contact magazine editor Jon Gingerich to
profile your firm in an upcoming issue:
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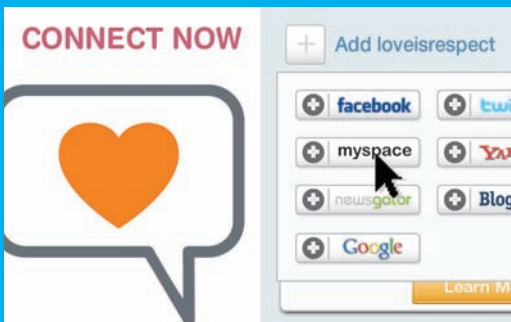
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