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SPORTS AND ENTERTAINMENT SPECIAL

SUPER BOWL XLVIII: A GAME-CHANGER FOR BRANDS

WHY ENTERTAINMENT BRANDS SHOULD OWN CONTENT, NOT RENT IT

HOW FOOTBALL FUMBLERD ITS PR STRATEGY IN 2013

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RANKINGS OF ENTERTAINMENT & SPORTS PR FIRMS

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Fraser Seitel

GUEST COLUMN

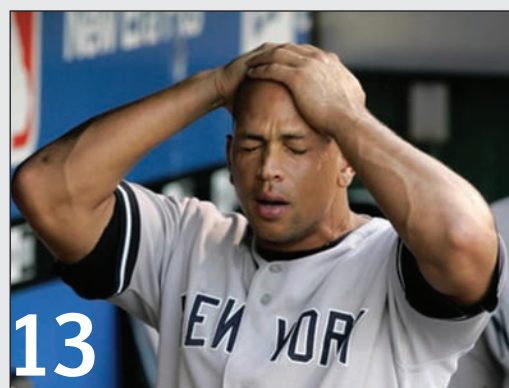
Kevin Foley

PEOPLE IN PR

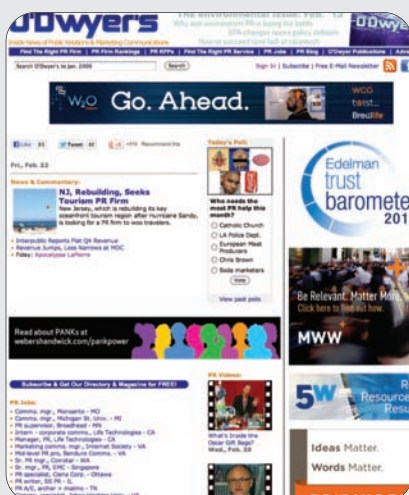
BOOK REVIEW

Kevin McVicker

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Council of PR firms needs a new name

The Council of PR Firms, which is celebrating its 15th anniversary, needs a new name to reflect changing conditions. A name that was used initially was "American Association of PR Firms," no doubt modeled after the American Association of Advertising Agencies. However, this was dropped in favor of CPRF. We think the ad conglomerates, the major funders of CPRF who have extensive holdings worldwide, played a role in that decision. But "PR," meaning relations with the public, is a uniquely American invention.

We urge Council leaders to put "America" back in the title. Many established, legally-recognized professional associations — American Bar Association, American Medical Association, and American Institute of CPAs — all start out with the word American. America stands for democracy, justice, fairness, and equality for all. The communications counseling business should align itself as much as possible with this image.



We spoke with CPRF members during their October 23 anniversary dinner in New York. "There's no question that a majority of the people in this room want a new name," said one member. "PR does not reflect what we do any more," said another.

The term is too identified with media relations, when a great deal of today's work involves dealing directly with consumers. Counseling on broad client issues is a main occupation. Some firms are taking on the role of management consultants.

CPRF Chair Dave Senay told the dinner that use of the term "PR" by members is declining. He said a survey of members in 2010 found that 69% refer to themselves as "PR firms" and 31% said they don't.

A 2013 survey found 46% refer to themselves as PR firms, 38% said yes, but not exclusively, and 16% said "no." Only 13 of the current 110 members use "PR" in the title of the firm, down from 18 in 2003 when there were 99 members.

Only two of the firms in the "top 50" of the O'Dwyer Co. ranking use "PR" anymore: Coyne and 5W. Sixteen of the firms in the O'Dwyer top 25 are members of CPRF. That means nine major firms have decided not to join: Ruder Finn, ICR, DKC, Qorvis, Allison + Partners, Regan, Zeno, Atomic, Hunter and 5W. Some of the non-joiners said they are not going to pay fees of up to \$40,000 yearly (.65% of U.S. net fees) for the privilege of being in CPRF.

Besides the expanded duties of Council members, there is an image problem with the term "PR" itself. A \$150,000 study of believable sources of information, published in 1999 by PR Society of America after five years of research that involved interviews with 2,500 members of the public, found "PR specialist" ranked 43 on a list of 45 industry titles, even worse than "political party leader" (no. 42).

The bulk the Council's 2012 revenues of \$1,368,872 came from the conglomerates: Omnicom, WPP, Interpublic, Publicis and Havas.

An initial goal of CPRF in 1998 was taking control of the ranking of PR firms that was being done by the O'Dwyer Co., *PR Week/U.S.* (which began publishing in 1998) and *The Holmes Report*. Jack Bergen, CPRF President, said members were fed up dealing with three different rankings and that henceforth members should only submit financials to the CPRF itself.

The Council used a 5,000-member mailing list supplied by *PR Week/U.S.* to gather information from firms. *PR Week/U.S.*'s initial circulation in the U.S. was the PR Society membership list. The Society urged members to support *PR Week/U.S.* with ads and subscriptions, drawing a complaint from 2000 Chair Steve Pisinski who said the Society had no business interfering in the private marketplace. Whereas the O'Dwyer rankings required top pages of income tax returns, W-3s and other documents and kept non-PR income to a minimum, CPRF required no such documents and allowed up to 49% of income to include commissions on corporate and issue ads, profits from graphics, printing and video production, and research in support of PR.

CPRF's move to take over the rankings failed. It gave up completely in 2002 when Sarbanes-Oxley promised heavy penalties for any public company that provided misleading or false financials.

The Council still shows too much influence by the conglomerates. Taking a new name that includes "America" or "American" would show that its conglomerate-dominated days are over. ●

— Jack O'Dwyer

O'Dwyer's

EDITOR-IN-CHIEF

Jack O'Dwyer
jack@odwyerpr.com

ASSOCIATE PUBLISHER

Kevin McCauley
kevin@odwyerpr.com

EDITOR

Jon Gingerich
jon@odwyerpr.com

SENIOR EDITOR

Greg Hazley
greg@odwyerpr.com

CONTRIBUTING EDITORS

John O'Dwyer
Fraser Seitel
Richard Goldstein

Sarah Nicole Smetana Ostiz
Editorial Assistant & Research

ADVERTISING SALES

Sharlene Spingler
Associate Publisher & Editor
sharlene@odwyerpr.com

John O'Dwyer
Advertising Sales Manager
john@odwyerpr.com

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— *Business Week*

"The firm is also home to perhaps the most concentrated congregation of journalistic talent in the public relations business. The vast majority of its senior professionals are former editors, reporters, and correspondents at such publications as *Newsweek*, the *Wall Street Journal*, the *Financial Times*, CBS News, and NPR, with most of the others having spent time in senior corporate communications positions."

— *The Holmes Report*

"Like more than one figure caught in a media cyclone, (he) had turned to one of the most accomplished practitioners of the dark arts of public relations ... The Winston Wolf of public relations had arrived. Wolf, as you will recall, was the fixer in *Pulp Fiction* ... he washed away assassins' blood and gore. Sitrick cleans up the messes of companies, celebrities, and others, and he's a strategist who isn't adverse to treating PR as combat."

— *Fortune*

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Bernstein raps media's emphasis on political circus

The greatest failure of today's media is reporting facts without context, said Carl Bernstein, of *Washington Post* fame, who delivered the annual presidential lecture to Stony Brook University students in November.

By Kevin McCauley



Carl Bernstein.

Bernstein blamed the media for amplifying Washington's dysfunction by focusing on "ideological and partisan ammunition," reported Stony Brook's "Happenings" online newsletter.

Bernstein echoed veteran journalist Leslie Gelb, saying truth has been reduced to a conflict of press releases and a contest of handlers.

Truth is judged by "theatrical performance" rather than evidence. Truth is "fear of opinion polls, fear of special interests, fear of judging others of fear of being judged, fear of losing power and prestige," said Bernstein, Visiting Presidential Professor at the Long Island school.

Bernstein believes the U.S. is on the "edge of plutocracy." The biggest news stories are the "breakdown of the politi-

cal system and whether it can be fixed, and whether we are going to be a nation of the wealthy, for the wealthy, by the wealthy at the expense of the great majority of the our people."

It will take at least a generation before the political system is fixed, according to Bernstein. "The government can begin to work only until the next generation undoes" the current mess in Washington.

He contrasted D.C. with the Kennedy era of 50 years ago, a time when it would have been unthinkable that the federal government could "become completely dysfunctional, that money could become the most important element in the political system or that working class people and middle class people would be struggling."

Though fractious debate existed during the 1960s, the national interest and

looking for practical solutions would "come together to benefit the common good," he said.

This isn't the first time Bernstein has excoriated the media for its penchant for sensationalism. In 1992, Bernstein wrote the cover story "The Idiot Culture" for *The New Republic*, in which he analyzed modern journalism's love of gossip over investigative reporting.

Bernstein, age 69, is a Pulitzer Prize-winning journalist best known for his reporting on the Watergate scandal, which led to the resignation of President Richard Nixon. ●



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Media news brief

FORBES GOES ON AUCTION BLOCK

Forbes Media is mulling the sale of its 96-year-old business magazine flagship that has battled declines in revenue and circulation, according to a memo from CEO Mike Perlis.

He told staffers that Forbes "has received more than a few 'over the transom' indications of interest" and Deutsche Bank has been hired to organize the process to test the waters regarding the sale.

He said he expects "interest from numerous suitors."

Elevation Partners, which is backed by U2 singer Bono, bought a 45% stake in FM in 2006.

Perlis noted the company has a thriving conference and licensing business and solid digital growth.

"I'm proud to say that we've accomplished what no other traditional media company appears to have done: established a huge digital audience by efficiently creating quality content at scale, and we're innovating around new business models to maximize that relationship," he wrote.

Print circulation, however, is down 12.3% during the first-nine months of 2013 and ad revenues are off 45% since 2008, according to the Publisher's Information Bureau.

B.C. Forbes launched the magazine in 1917 and his son, Malcolm, put the magazine on the map. Steve Forbes, former CEO, ran for the Republican presidential nomination in 1996 and 2000.

E-cigs group ramps up PR

The Electronic Cigarette Industry Group, one in a small group of trade associations for the fast-growing e-cig industry, is ramping up PR as nicotine vapor devices explode in popularity.

By Kevin McCauley

The ECIG has brought on Norwalk, Conn.-based ICR to guide ongoing communications, said account rep John McKenna. The firm also counsels founding member, FIN Branding Group, an Atlanta-based e-cig maker.

The group made a splash in late September when it hired former American Lung Association CEO Charles Connor as a consultant to serve as liaison between the industry and the public health sector.

ECIG chief Eric Criss told the *Washington Post* last month that the industry wants to distinguish itself from cigarettes and not as a tobacco product. "We believe the product is a good alternative, and the goal should be to move people down the risk ladder from cigarettes," he said.

The e-cigarette industry is bracing for proposed FDA rules to govern the sale of the devices, which deliver nicotine as a vapor without the smoke and tar of normal

cigarettes. States are also weighing various measures to regulate and rein in e-cigarettes.

Industry estimates peg 2013 sales of the devices topping \$2 billion.

ECIG is one of a handful of trade associations that have popped up to represent the sector, including the Tobacco Vapor Electronic Cigarette Association and the Smoke Free Alternatives Trade Association.

Downey McGrath "vapes" NJOY

Downey McGrath has picked up NJOY, a leader in the burgeoning electronic cigarette business, in response to White House and Congressional activity regarding possible federal regulation of e-cigarettes.

NJOY and the e-cigarette business maintain their products are safe alternatives to conventional smokes.

CEO Craig Weiss wants to remove the stigma, associated with smoking, according to the Oct. 26 *New York Times*.



Critics say an end to the demonization, however, would trigger an acceptance of cigarette smoking causing more lung cancer, heart disease and emphysema.

Electronic cigarettes are typically comprised of a heating element that vaporizes a liquid solution containing a mixture of artificial flavors and nicotine. E-cigarettes contain fewer toxic chemicals than traditional cigarettes, and are therefore touted as a safer alternative to smoking, or as a cessation tool. However, the risks of e-cigarettes remain unknown, and their benefits have been the subject of debate. According to the World Health Organization, e-cigarettes' efficacy in smoking cessation has not been scientifically demonstrated.

The American Lung Association is concerned about the safety and health consequences of e-cigarettes and claims that they may be wrongly marketed as a way to help smokers quit the habit.

The Food and Drug Administration is assessing the need to regulate e-cigarette products.

Former Congressmen Tom Downey and Ray McGrath are working the NJOY business. ●

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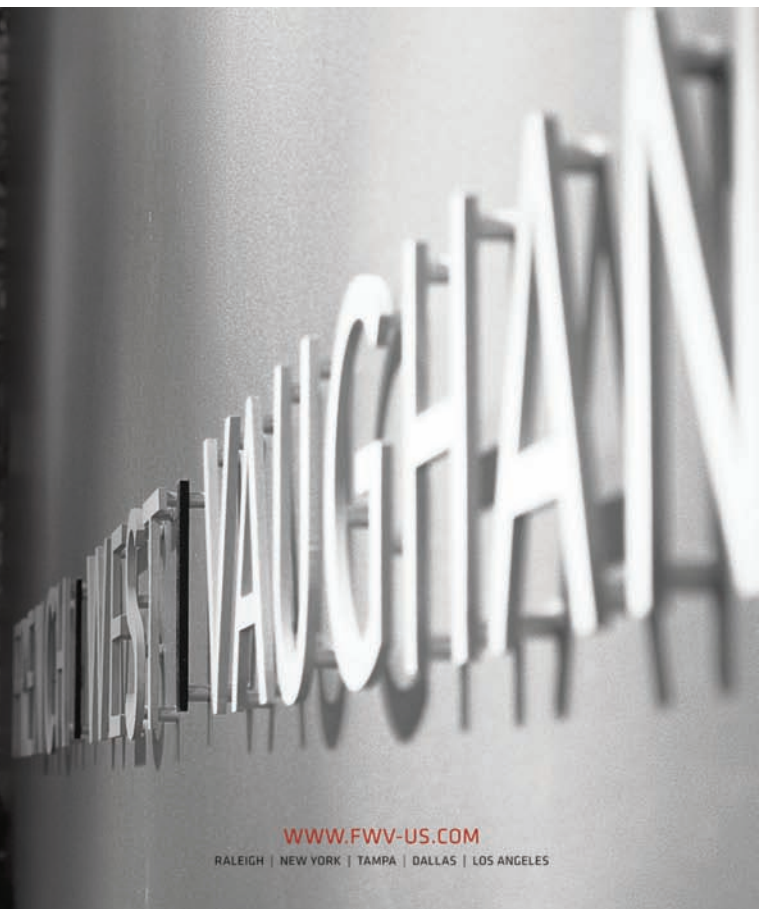
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2014 Super Bowl could be game-changer for brands

With 2014 approaching, it's difficult to recall a year that promised so much excitement and opportunity for leading sports marketers. Highlighting the brand marquee will be the FIFA World Cup, hosted by the most passionate and decorated of soccer nations, Brazil; the Sochi Olympics, the first Winter Games contested on Russian soil; and of course, Super Bowl XLVIII, the first Super Bowl in the New Jersey/New York region and the first NFL title game contested outdoors in a cold weather climate.

By Bryan Harris

The 2014 Super Bowl will present a lot of variables — both known and unknown — for marketers. For leading brands with an eye on the coveted NFL fan, it could be a perfect storm in activating awareness around the world's most watched single-day sports event. In order to fully leverage this historic sports platform, however, marketers should consider the following strategies in the coming months.

Focus on location. The old axiom for business success still holds true. For Super Bowl XLVIII, location affords an opportunity like no other destination for U.S. sports and entertainment marketers.

Prior to the start of the current NFL season, Taylor, which has been an agency partner to corporate sponsors of the Super Bowl and other major sports properties for three decades, conducted a survey of marketers representing brands, agencies, sports organizations and leagues. The consensus? The unique location of Super Bowl XLVIII will be a "game changer" for marketers.

Of those surveyed (three quarters of whom have activated an NFL sponsorship), 89% indicated they would recommend to brands that they should activate in 2014. The recommendation is based on a number of factors, including the fact that this inaugural league title game will be played in the nation's largest media market, and the unprecedented engagement opportunities that will exist among the nearly 20 million inhabitants in the New York metropolitan area, as well as close proximity of other major NFL markets such as Boston, Washington, D.C., Philadelphia and Baltimore; and the uniqueness of the cold weather, outdoor environment.

Tickets to the game itself are always scarce, but the opportunities to engage with fans to enhance their experience will be plentiful. The ancillary events leading up to the game will scale larger and bolder than ever before and will be attractive not just to the locals but to the swelled crowds who will travel to New

York just to inhale the Super Bowl experience.

Weather the storm. The prospects of a Super Bowl played in bitter cold, wind and ice can actually be quite appealing from a marketing play. Yes, there have been Super Bowls played indoors (Detroit, Atlanta, Dallas) where Mother Nature wreaked havoc on the region. But brands that embrace the winter climate in their programming — think of ways to keep people warm (from mobile apps to pop-up stores to creative apparel) in mind and spirit; celebrate "old school" football, where weather is supposed to be a factor in February; help celebrate New York as one big winter carnival — will create a true point of differentiation from marketing platforms of Super Bowls past. Penguins, polar bears, and frozen commuters could be popular themes come February.

Target the avid fan. The Super Bowl, more than any event, appeals to the casual fan and marketers often cater their programming against this broad demo. But brands cannot shy away from the avid NFL fan, whose buying power and impact to the bottom line is second to none among U.S. sports consumers. A consumer engagement strategy that targets avid fans — male and female — is the most prudent approach.

Be flexible, be social. Digital and social media must be a powerful amplifier to any Super Bowl campaign. According to the Taylor survey, only 6% of respondents indicated that first screen (TV) and traditional media should be the primary channel for brands to engage consumers around the game. Rather, a large majority — 70% — favor a balanced approach that integrates digital with traditional media. It's not going to be enough to just have "great content" to engage consumers around this unprecedented Super Bowl.

Brands will have to be highly relevant in their content, targeted with their delivery platform and have a deep understanding of consumer insights. Whether it's leveraging evolving social

video platforms or just having a smart community management strategy, brands should be planning to localize the experience for their target audience — whether they're in the New York / New Jersey area or spread across the globe.

Avoid clichés. Veteran adman Paul Enables told Adweek prior to the 2013 Super Bowl, "Do it because you love your craft and want to make something great," when asked what advice he had for creatives embarking on their first Super Bowl spot. To that end, brands should be leveraging the ramp-up to the Super Bowl by building a story around the biggest of American sporting events in what will be a very untraditional environment. Spare us the talking animals, frat-boy humor and recycled celebrities. Let New York and the winter elements be your canvas. Paint a fully integrated campaign — not just a single 0:30 spot — that is bold and original.

Leave a lasting legacy. Brands that have decided to activate against a longer term strategy will build a greater equity stake with fans across the New York region as well as with NFL fans nationwide. Innovative programs built around philanthropy, for example, will resonate strongly with consumers. Legacy programs are common in Super Bowl destinations, but the scale of the New York metropolitan area makes for a much stronger, lasting impact than afforded by other host cities. Initiatives like playground builds and restoration projects, legacy school programs that can enhance learning, and programs that give fans access to many of the special activities leading to the game can all have great impact.

Bryan Harris is COO and Managing Partner of Taylor. ●



Bryan Harris

Entertainment brands should own content, not rent it

The traditional product placement model has died, resulting in brands now developing intellectual property concepts where their attributes and emotions can resonate with consumers. However, creating a platform to share these messages is no simple task.

By Tom Tardio

There's a surplus of chatter making its way through many circles regarding content marketing with a particular focus on sponsored and branded content strategies. The chatter is a byproduct of a vocal demand by contemporary brands to retain creative control of how their products are utilized within all forms of entertainment content.

Previously, it was common for brands to place their products in television shows and films. This traditional placement model, where the ROI for "seconds" of onscreen exposure is minimal to non-measurable, has disappeared. Brands now have limited creative control on how their products are utilized and no ownership unless they write a large check, cross-promote at point of retail or make a large media buy.

As a result, brands have transitioned from renting media to an intellectual property (IP) strategy where they create entertainment ideas, content and platforms they can own. Historically, IP has been used as a legal concept to define exclusive rights for intangible assets or creations of the mind. For today's successful marketers, the term has broadened to include entertainment franchises such as the Vans Warped Tour, Park City Live's Winter Concert Series, Nerd HQ at Comic-Con and Sony Crackle "Playing it Forward."

Why would a brand want to own IP? Why create a concert series, event, web series or an app? Why shift a media buy from paid advertising like banner, print and TV ads to IP? It's quite simple. IP is about owning the idea to tell the brand story and engaging with audiences through a variety of media channels. IP pushes brands to start thinking beyond a singular campaign to create a franchise of lasting value that lives beyond the brand itself.

Brand marketers continue to realize that IP is a form of storytelling that stays closer to the production of the idea and that will resonate with the brand's attributes and emotions, lending authenticity among consumers. Revenue opportunities can be

created through the distribution of the brand's owned entertainment assets across multiple channels and platforms. IP also allows for greater flexibility of direct social sharing with the brand's targeted communities. IP then becomes the nucleus of a campaign targeting earned, shared and paid media channels to extend the brand's reach to a broader consumer audience. The linear progression of content that is of consumer value builds trust and ultimately drives sales.

So, what is the catalyst for brands creating their own IP? What are the key elements that lead to successful IP? As with most marketing initiatives, IP was born out of a void that needed to be filled. This comes in the form of launching a new product or service, a desire to promote a lifestyle inspired by the brand or a demand from audiences for more ways to connect with and experience the brand through multiple touch points. IP strategies need the right blend of ingredients to get a successful result, which includes a great idea, an audience, funding, distribution and engagement.

Create an ownable idea

Develop a creative idea that meets the need or void you need to fill and represents your brand. You can develop the creative idea from scratch or mine your existing marketing activities to determine if there is a concept or initiative that can be turned into an IP platform. For instance, EKOCYCLE was an extremely successful idea created by The Coca-Cola Company and will.i.am as a "stand-alone brand initiative dedicated to promoting sustainability through aspirational, yet attainable lifestyle products made in part from recycled material." While Coke is embedded in the very name, EKOCYCLE is a program that supports the company's sustainability efforts, and it lives beyond the brand through numerous partnerships.

Find the funding

Brands are seeing the value in creating IP and some already have the financial resources to invest. If you do not have these resources, there are other ways to fund your IP through partnerships with other like-minded brands and media that

are trying to reach the same audiences and looking for a unique approach. For instance, Zachary Levi (star of NBC's hit show "Chuck") and prop master David Coleman launched their Nerd Machine brand building a fan community to spread the "nerd" culture and spurring the creation of NerdHQ at Comic-Con. Over the past three years, Nerd HQ has grown exponentially by joining forces with like-minded brand partners, such as Verizon, Fiat, Intel and Asus, that provide the financial fuel to sustain the event while hosting consumer sweepstakes and customized onsite activations for NerdHQ fans.



Tom Tardio

Secure distribution

While there are some brands that have their own built-in distribution platforms, the majority do not. This is a challenge if you have a great, creative idea but no way to distribute it to your audiences. The key is to seek out partnerships with brands and media whose target audiences are in sync or are part of a segment you have been struggling to reach. Similar to the issue of funding, there are other ways to secure distribution for your IP through partnerships with brands, media and talent who have their own broadcasts, publications, websites, blogs and social media platforms to push out content and assets.

Create engagement

One of the most important ingredients to ensure success is engaging with the audience through an integrated marketing campaign to promote the IP through earned and shared media. It's possible for a brand to create a very unique, creative idea, but if it is not promoted properly to engage mass and niche audiences then the likelihood of success is limited. Earned and shared media strategies have become a way for brands to organically reach new audiences via the voice of passionate, talented evangelists. It's important to make sure you have a team who understands how to use the recipe to deliver the right result. This requires having the team with the right experience and right connections.

Tom Tardio is CEO of Rogers & Cowan. ●

Why 2014 will be the year of relevant content

Do people actually read your news releases? Are the articles about your brand moving the needle in terms of sales? Are your social media activities building a community of people who care about you? Are you really getting what you need out of PR? It's natural for brands to take a step back and assess the efficacy of their PR investment. Sometimes, however, our communications efforts leave us wanting more.

By Andrea "Andy" Coville

Even though we're getting our name out there, we're failing to make the profound connections that the world's best brands have formed with their prospects. For those brands, the customer connection is deep, emotional and lasting. In a noisy world with way too many products to choose from, they've somehow become relevant.

In a world focused on buzz, eyeballs, follows and search rankings, we often forget about relevance. What we really want are meaningful bonds that go beyond changing perceptions. You want a relationship that helps others fully experience your product, brand, candidate or cause, and take action: buy, share, evangelize, sign up, or vote.

Social media has worked some miracles in this regard. Over the past few years, PR people have devoted enormous effort to mastering the science. We've thought about what platforms to be on, whom to follow, how often to post and how to measure it all. Advanced practitioners tweak their programs in response to their results and continuously improve engagement. But what has all that gotten us?

As 2014 approaches, I'm advising clients and prospects to step back from the mechanics of our communications programs — the platforms — and consider the content. Now that we've pretty much nailed the science of pitching, posting, following, measuring and listening, it's time to get back to the art. It's time to make content relevant.

Here are three ways content strategies for relevant brands differ from forgettable brands:

Relevant brands tell stories

Relevant brands employ elements of an ancient form. Whether it's in the Bible or in the latest sci-fi flick, a story has characters you care about who face challenges, struggle with them, and arrive at a resolution. Whether it's Progressive's Flo saving a policy holder in distress or the Silverado owner rescuing a calf, stories have power.

Fictional characters are okay, but authenticity counts. So if you're posting a photo on Facebook, consider a real person triumphing over an obstacle rather than a stock photo. If you're writing a case study, tell a down-to-earth story about a real person, with a real business problem, making a real decision. If you're tweeting, dare to tweet like a human speaks. With all the BS in the world, people are developing really strong BS detectors. And they love to use them.

Relevant brands go beyond logic

Logic is overrated. Any pickup truck will let you rescue that calf, but it's Chevy that made that powerful emotional connection. What really makes an audience connect are shared values (I'm dedicated to my animals), emotions (I'm desperate to find her), sensory stimuli (the truck looks boss all covered with mud), and social concerns (all my friends buy American). In all of our research on relevance, logic and reason may be a point of entry, but it is the social values and sensory elements that often close the sale. And this isn't just with consumer products. We recently worked for a medical device company and found that what most appealed to surgeons was not the device's technical specifications but the sound it made when activated.

Relevant brands go beyond 'you'

It's easy to overestimate the degree to which people will engage with what you are selling. You may think your message/story is fascinating. The fact is that very few people are natively curious about what anyone else has to offer. Fewer still think about our products and ideas the way we do. We need to think how customers think. Sounds easy, but it is incredibly hard to do.

Start with challenging assumptions as they are often ill placed. For example, although many hotel brands spend millions of dollars to market and in many cases even brand their beds and bedding, our online conversational relevance audit about hotels uncovered a surprising fact: that the most animated

and influential topic of conversation was not the hotel's bed but the water pressure of the shower (a different sensory concern). That guests might spend an extra \$20 or \$100 to stay in a room with an awesome shower is something worth knowing.

So let's try an exercise. If you sold barbecue grills, how would you position them to, say, the 50-to-60-year-old female segment? You could tout the grill's features, you could implore women to be the "man" of the house. But what if you tied the product to something that we know is extremely relevant to this audience: friends and family?

How about: you have to eat. How about: grilling is really fun. How about: grilling brings friends and family together and is a great excuse to contact people you haven't seen in a while. How about: it's exciting to learn a new skill. It's really not that hard, and can be creative. How about: you know you're great in the kitchen, now you can also be great outdoors. You can lead an urban grilling trend. One more myth of male superiority busted!

Whether that's good or bad, we're now at least heading in the direction of aligning the message with the target customer's state of mind. We're giving her something she can connect to. We're invoking senses, social concerns and values. We're starting to open relevance pathways.

As 2013 winds down and we reassess, we should all ask ourselves: what pathways can we open? What stories do we have left to tell? How can we align what we say with what people care about? How can we be relevant in 2014?

Andrea "Andy" Coville is CEO of Brodeur Partners. ●



Andrea Coville

Calling foul: baseball's PR witch hunt

Baseball's legal and PR assault on Alex Rodriguez equates to a modern day witch hunt. For years teams, leagues, sports marketers and much of the media turned a blind eye when it was obvious that spinach wasn't responsible for those wins. Why all the attention now? And should athletes be held to a different standard of behavior than the rest of us?

By Arthur Solomon

It happens in real life, as well as on the big and small screens: the “good” chase down and dole out punishment on the “bad.” But in baseball, as in other sports, the “good” was often a willing partner until Congress, and the media, made it too big of an issue to ignore.

Thus it is with the monarchs of all sports, especially those rulers of baseball and their relentless quest to punish users of PEDs. What differentiates baseball's mission to rid its game of players using banned substances from other sports is that it easily can be used as a post-graduate course in hypocrisy.

Ever since baseball became a big money making business, and for decades before, cherished players have behaved badly without being punished for their unsportsmanlike conduct and are still celebrated by the baseball establishment and the media.

However, baseball's punishment also equates to witch-hunting, especially in the A-Rod situation, because for years during the home run “steroid era” the teams, leagues, sports marketers, the commissioner's office and much of the media turned the other way when it became obvious why players were hitting longer balls.

But are players' uses of PEDs or other banned substances as bad as the National Football League and National Hockey League, which for years turned a blind eye to life-altering hits to the heads of their warriors? Not in my opinion. PEDs only affect baseball's treasured records book. Hits to the head can affect lives. (A *New York Times* article on October 13 said researchers from the Mayo Clinic determined that the way hockey is played must be changed because it causes too much brain trauma, and the NFL concussions problems are not new; they've been covered for years.)

When it comes to multi-image problems, The NFL is in a league of its own: concussions, players' use of banned substances and a gangster aura. The Aaron Hernandez murder problem is not new to the NFL, whose league rap sheet includes other players who have been involved in murders. What the NFL needs instead of

a commissioner is a warden.

While concussion-causing hits to the head haven't been a big problem in what once was known as the “street game,” basketball, let's not forget the National Basketball Association has had a cast of its own bad actors.

There is a long tradition among American sports entities of trying to establish a good citizen and patriotic image by wrapping themselves around the flag to create an aura of patriotism and by supporting various charities. But these do-good endeavors are an attempt to cleanse their sports from a sordid history of scandals, abetted by the leagues that for years have refused to admit that they are part of the problem regarding their stars' sorry behavior.

USA Today reported that baseball particularly targeted Ryan Braun and Rodriguez in its “clean up the game” investigation, which baseball denied. If the report is true, it seems like discriminatory punishment. Other published reports said money was offered for information, which makes me wonder what price revenge? Even if the reports are untrue is there any doubt that baseball wanted to make Braun and A-Rod examples because they dared challenge the commissioner's office?

Should athletes be held to a higher standard of behavior and receive more punishment for unlawful acts, as defined by commissioners of leagues, than Joe and Jane Citizen? In a just society justice should be equal and most people deserve a second chance. But the sports cabals have provided athletes with numerous second chances, sending the wrong message to sports-crazed future athletes and young people in general. So yes, some punishment is warranted. In the August 2 *USA Today*, baseball columnist Bob Nightengale pointed out that Manny Ramirez is allowed to play despite being suspended twice for testosterone use and former pitcher Steve Howe was suspended seven times for cocaine problems. Is there any doubt that other players fall into the same category?

I believe the fairness of the punishment doled out by the sports leagues has some troubling elements: nonathletes who have

broken laws and caused monetary and physical injury to others receive fairer treatment in the civilians' justice system than do athletes, whose major crime was embarrassing their leagues while hurting no one but, maybe, themselves.

Bad behavior by athletes on the field is obviously a league matter. But when the commissioners punish players for off-the-field behavior before a non-prejudiced jury decides on the guilt of the person, that is a step too far for me. Also, “the good of the game” punishment is especially troubling. It is so broad that it can be used for any situation by a commissioner. In effect, it not only gives the commissioner the power of the judge and jury but places sports in a judicial league of its own.

Arthur Solomon was a senior VP/senior counselor at Burson-Marsteller. ●



Arthur Solomon

PR news brief

A-ROD MOVES TO BLOCK PR SUBPOENA

The legal team of embattled New York Yankees third baseman Alex Rodriguez has asked a federal judge in New York to block the subpoena of records from his PR advisor Sitrick and Company.

Sitrick chief Michael Sitrick also argued, among other claims, in a brief that his records related to Rodriguez are privileged because the player's legal team hired him.

Major League Baseball, which has suspended Rodriguez for a record 211 games, asked a judge to subpoena the PR records in the league's arbitration hearing for Rodriguez' appeal.

MLB alleges that Sitrick leaked documents from a Florida clinic linked to performance-enhancing drugs to Yahoo! Sports, which penned a story about players involved with the clinic, Biogenesis.

Rodriguez's lawyers, in seeking to quash the subpoena, argued in their court filing that MLB is out to destroy the former MVP's public reputation.

Bloomberg reported that Sitrick's lawyers also said the PR executive can't be compelled to fly to New York to testify, but he would not oppose giving a deposition in California.

Pearson's big ed business comes under fire

Attacking disease and poverty is good business, said PR executive Kate James, who delivered the annual Distinguished Lecture to the Institute for PR at the Yale Club in November. James is leaving the Gates Foundation to be Chief Corporate Affairs Officer at Pearson at the start of 2014.

By Jack O'Dwyer

The Bill and Melinda Gates Foundation, which is funded by Microsoft founder Bill Gates and U.K.-based multinational publishing and education company Pearson, gives away \$4 billion a year to battle disease and poverty worldwide “but it’s a drop in the ocean in terms of what needs to be invested to solve these big, complex problems,” Gates Foundation communications head Kate James told the Institute for PR November 21 at the Yale Club in New York.

James, a native of the U.K. who’s been Chief Communications Officer at the Gates Foundation since 2010, delivered the annual Distinguished Lecture at the 52nd annual IPR event, which boasted an audience of nearly 300 and included numerous PR leaders.

“In a tough global economic environment, we need governments and other donors to see investment in aid as a good return and we need the public to see and believe in the progress that’s being made,” she said.

Since 2000, she noted, the lives of 1.1 million African children have been saved from malaria.

She saw the economic as well as the humanitarian impact of disease while working in Saharan Africa for Standard Charter bank.

Up to 10% of the workforce in Kenya was either ill or looking after somebody who was ill, she noted. “It didn’t just impact our employees, but our suppliers and our customers as well.” An HIV/AIDS epidemic was ravaging the area.

CSR needs to alight to bottom line

“Corporate Social Responsibility efforts,” she said, “need to alight to the bottom line — to facilitate market access, consumer engagement, employee motivation — and it’s only then that you start to see the return on investment. It’s not just about the size of the check, but how companies use their intellectual expertise and human capital.”

James noted that a recent piece in DealBook charged Goldman Sachs with spending too much on CSR. DealBook

obtained a quote from Gates Foundation trustee Warren Buffett saying that spending shareholders’ money on CSR is not the right approach.

Therefore, thinking about philanthropy as just the right thing to do has its limitations, James admitted.

The top Gates priority now is eliminating polio worldwide. About 99% of the cases have been eliminated so far but the disease is still present in Nigeria, Pakistan and Afghanistan.

James, who is joining Pearson after the first of the year as Chief Corporate Affairs Officer, said Pearson has “a massive responsibility — the education of the next generation. And it may be clearer at a place like Pearson where market forces and social changes intersect, but if you look closely — they’re intersecting everywhere. When your companies look to you, they aren’t just asking for your communications insights. They look to you for your understanding of the world in which they operate.”

Edlund: PR can lead

Bjorn Edlund, Chairman of Europe, Middle East and Africa for Edelman, who received an Alexander Hamilton Medal for contributions to PR practice and effective use of research and who reported for 12 years for UPI and Reuters, said “PR at its most ambitious is about how to lead. It is the job of PR to help leaders meet that deep-seated human need of groups to be included, engaged, inspired and rallied towards a shared goal.”

The job of PR people, he said, is to “help leaders think things through. We add context, depth. A chief communications officer’s job is about culture, brand, purpose, reputation, the narrative, and stakeholder engagement. It is about how to shape behaviors, both our behaviors and that of others.”

Edlund said he “probably grew most in the situations when I deeply disagreed with the CEOs but was compelled to understand their priorities, and to faithfully act on them.”

He has worked for 11 CEOs as head of communications. Employers included Shell, Sandoz and ABB.

The thing he missed most about jour-

nalism was “the banter.” He said, “Reporters and photographers have a light-hearted yet fiercely intense approach to their work. Theirs is a clear-eyed view of the mess that power will leave behind if it moves carelessly through society. The good ones also maintain distance to folk in power.”

Controversy hits Pearson, Gates

Pearson is portrayed by PR Watch and others as a for-profit octopus that has its tentacles around practically every aspect of U.S. education, reaping billions of dollars in revenues.

Gates, funded by Microsoft Founder Bill Gates, is charged with putting too much emphasis on online learning and testing while giving short shrift to building writing skills.

PR Watch cites instances of Pearson working with elements of the American Legislative Exchange Council, which PR Watch says is an organization of 2,000 mostly Republican state legislators and 300 corporate representatives that has an undue influence on state lawmaking. Only one Democrat is among 104 legislators in its leadership posts, it says. PR Watch portrays ALEC as a conservative group that impacts state laws but does not register as a lobbyist. Almost all state legislators who are members are Republicans.

Mickey Revenaugh, Co-Founder and SVP of state relations of Connections Academy, a unit of Pearson, was “private sector” co-chair of ALEC’s Education Task Force from 2008 until May 2010, according to PR Watch.

PR Watch says ALEC has been engaged for 20 years in an effort “to privatize public education through an ever-expanding network of school voucher systems which divert taxpayer dollars away from public to private schools.”

Allison Bazin, Connections’ Senior Director of PR, told PR Watch in July 2012 that the company withdrew from the ALEC Education Task Force in mid-May 2010 and no longer funds ALEC.

PR Watch also charges Pearson as having undue influence on legislators and

— Continued on next page

improperly funding trips abroad for educators.

According to the blog bigeducationape, “In essence, every facet of our public educational system, from teacher preparation, curriculum design and content, and testing/assessments from womb to tomb are now owned by a private corporation whose profits skyrocketed into the billions of dollars.”

Pearson, with revenues of \$8.29 billion, is called “the largest education company in the world” and the “largest book publisher in the world” by Wikipedia.

Its properties include the Financial Times Group; 47% of Penguin Random House; 50% of the Economist Group which includes *The Economist* magazine; Prentice-Hall; Connections Academy, which operates online classes in many states, and numerous education-related entities.

Collins of NYT raps Pearson

School testing has been turned into “a huge corporate profit center, led by Pearson,” *New York Times* columnist Gail Collins wrote on April 27, 2012. “An American child could go to a public school run by Pearson, studying from books produced by Pearson, while his or her progress is evaluated by Pearson standardized tests. The only public participant in the show would be the taxpayer.”

Collins said the \$32 million that New York State was paying to Pearson was “small potatoes” compared to a five-year contact with Texas that is costing taxpayers “nearly a half-billion.”

Collins’ essay, called “A Very Pricey Pineapple,” ridiculed a question on a Pearson exam for New York eighth graders that asked whether a pineapple or a hare would win a race. State education commissioner John King had the question removed from the test.

Collins says Pearson lobbyists include the top White House liaison with Congress who was involved in drafting the “No Child Left Behind Act” in 2001 and that the Pearson’s non-profit foundation “sends state education commissioners on free trips overseas to contemplate school reform.”

Pearson defends trips

Pearson has answered such charges by saying the trips “make it possible for our nation’s education leaders to engage in an exchange with their international

counterparts, share experiences, and come home armed with new strategies and ideas to raise achievement, especially achievement for our most struggling students.

“Regrettably, state and local education budgets could never provide the resources necessary for state chiefs and others to travel and collaborate in person with education ministers, reformers and innovators from Finland, Singapore, Brazil, or other nations who are more than willing to share their insights and best practices with us.”

This response was on the Pearson website after complaints were made that the Iowa education chief violated ethical codes by going on Pearson trips. *New York Times* reporter Michael Winerip wrote an article headlined “Free Trips Raise Issues for Officials in Education” which focused on the Pearson trips.



The 52nd annual Institute for PR Distinguished Lecture (from L to R): Frank Ovaatt, Institute for PR President; Kate James, Gates Foundation Chief Corporate Affairs Officer; and Bjorn Edlund of Edelman, winner of the Alexander Hamilton Medal.

PR Watch takes issue with corporate hosting of legislators at ALEC meetings.

It says that member companies cover hundreds or thousands of dollars worth of plane tickets for lawmakers and hotels for them and their families and this “raises serious concerns about such gifts under many states’ ethics and lobbying laws.”

The spending is called a “scholarship” and filtered through a bank account designated as the “ALEC scholarship fund.” This has enabled the donors to “maneuver around laws designed to limit improper influence,” says PRW, adding that watchdog groups like Common Cause, People for the American Way, Progress Now, and others are calling these practices into question.

The “No Child Left Behind Act”

recalls a sorry chapter in PR’s history because it was revealed that the Dept. of Education hired Ketchum to promote the Act and Ketchum paid \$240,000 to commentator Armstrong Williams to use his contacts and on-air appearances for that purpose.

A firestorm of coverage broke out that included a 3,000-word feature in the Sunday, Feb. 13, 2005 *New York Times* by Tim O’Brien titled “Spinning Frenzy: PR’s Bad Press.” Numerous PR figures were quoted but no one would talk to O’Brien from either Ketchum or parent Omnicom.

Ravitch battles school “Privatization”

Among those battling school “privatization” is Diane Ravitch, former U.S. Assistant Secretary of Education.

She is the author of “Reign of Error,” which charges that private interests are corrupting public education for the sake of profit.

An original supporter of “No Child Left Behind” and charter schools, she became disillusioned with the concepts and withdrew her support, saying “We are destroying our education system, blowing it up by these stupid policies. And handing the schools in low-income neighborhoods over to private entrepreneurs does not, in itself, improve them. There’s plenty of evidence by now that the kids in those schools do no better, and it’s simply a way of avoiding their — the public responsibility to provide good education.”

The Chronicle of Higher Education, in a series of stories, says Microsoft founder Bill Gates is using his money to find ways that students can complete their college educations quicker through technology.

Valerie Strauss, writing in the *Washington Post*, says “Gates has exercised extraordinary influence in shaping modern K-12 school reform to his liking, leveraging cash from his vast Microsoft fortune to drive the public agenda — and taxpayer funds — toward standardized test-based accountability.”

His vision includes “ways to measure everything, largely through testing,” writes Strauss.

The Gates Foundation has spent \$472 million on higher education since 2006, according to the Post. ●

PR CEO wants grads with skills, passion

Jim Weiss, CEO of W20 Group, a \$62 million firm in healthcare, tech and consumer, told 200 students at San Jose State University in November that his firm is looking for grads that have passion, computer and social skills and who “play to win vs. playing not to lose.”

By Samantha Mendoza

Weiss said he wants recruits “who are ready to step on some toes, tick some people off.” An ability to work quickly is a requisite at his firm.

Successful applicants will have developed a “positive personal brand.” A “service-oriented” personality is much desired, he said.

“Real world experience” is preferred and especially experience as an entrepreneur.

Traditional skills such as writing ability are still at the top of the list of desired qualities, he said.

Weiss, who gave the keynote address that was followed by a panel discussion conducted by four counselor executives, said rapidly developing new ways of getting and transferring information are stealing the thunder of traditional media.

Most of what we now learn comes through friends and our own expanding networks rather than mainstream media, he said. This includes blogs, Twitter, Facebook and video.

Surveys show that 65% of people say they are visual learners, he said. “Visual trumps copy” was one of the lines in a slide show that Weiss presented.

The audience was about 75% female.

CPRF seeks top students

Kathy Cripps, President of the Council of PR Firms, which is staging a series of career forums at colleges, said the purpose of the series is to encourage talented students to enter the PR counseling industry.

“I’ve enjoyed my career in PR and I want to share that enthusiasm with students,” she said.

She conceded that snaring a job right out of college can be tough but said those who are good writers and understand how to help clients solve problems will have

the best chances.

Serving in internships is “incredibly important” as well as “making as many connections as you can,” she said. “Keep in touch with people. This is a shortfall of many students. They’ll meet someone but they won’t keep in touch with them.”



The November San Jose State University panel (L-R): Christine Disalvo, lecturer in PR at San Jose State; Lou Hoffman, CEO, The Hoffman Agency; Tracey Parry, senior VP and partner, Airfoil Group; and Jason Mandell, co-founder and partner, LaunchSquad.



A student speaks at the San Jose State University event.

Photos by Samantha Mendoza.

The career series got its start when a CPRF survey found that “young people really don’t know what PR was or what it was like to work at a PR firm.” CPRF then set up career forums at colleges that boast strong PR programs.

Cripps said there are PR opportunities in big cities, but students should not neglect the smaller markets where breaking in might be easier.

“You have to be clever and have an entrepreneurial spirit and take control of your career. Talk to a lot of people. Each agency has a different culture and speakers love to talk about their agencies.”

Rucker introduced Cripps

Bob Rucker, Director, School of Journalism & Mass Communications, introduced Cripps. A presentation was made by Michael Brito, group director of WCG, which is part of W20 Group.

Brito said he spends a lot of time with students at UC Berkeley and Santa Clara University as well as those at San Jose and is eager to answer their questions. Students need a “mentor” to guide them. Brito said that he still has one.

One reason for the preponderance of women in PR currently is that they tend to have “more empathy and you need empathy in this business,” he said. Being able to empathize with your customers is crucial, he added.

Christine Disalvo, lecturer in PR at SJSU, moderated a panel whose members were Lou Hoffman, CEO, The Hoffman Agency; Jason Mandell, Co-Founder and Partner, LaunchSquad; Bill Orr, Executive VP, Burson-Marsteller; and Tracey Parry, Senior VP and Partner, Airfoil Group.

Students said they wished there had been more time for questions and answers at the end of the formal program.

Cripps, asked whether the Council should change its name after 15 years to reflect the expanded duties of “PR” firms, said she would not take up that topic since it was not of concern to the attendees.

A buffet was made available by Spartan Catering at the end of the program.

Seven copies of *O’Dwyer’s Directory of PR Firms* were raffled off at the close of the event.

Samantha Mendoza is a student at San Jose State University. ●

Your company's been hacked. Now what?

You hear about it all the time: a person or major company is threatened by a cyber attack. For financial and healthcare institutions, universities, social media sites and more, the consequences can be severe. Here's why it's important to have a crisis communications plan in place before it happens.

By Jim Rivas

Employees can be exposed to identity theft, customers can become victims of financial crime, and companies can lose valuable intellectual property. Further, hacking can impact the public at large. Earlier this year, a false Associated Press tweet regarding an attack on the White House led to market-moving panic.

Even if there is no immediate or obvious damage following a cyber attack, many regulations require public disclosure of any security breach that exposes — or potentially exposes — personally identifiable information, such as sales databases, financial records and human resources documents. In a report Check Point released earlier this year, 54% of studied organizations had at least one potential data loss incident. And these security breaches can quickly turn into public relations nightmares.

Ideally, all businesses should have technology and protocols in place to protect against known and unknown security threats. But many companies don't and are therefore vulnerable to cyber attacks, making it essential that every organization have a crisis communications plan ready to put into action on a moment's notice.

Here are a few suggestions to help you develop a strategy:

Know who's in charge: During a cyber attack, your number-one go-to is your Chief Security Officer. Build a relationship with your CSO; find out how to reach him or her in the event of an attack. Be in sync with his/her plans for handling different types of attacks, and as a preventative measure, brainstorm together the types of attacks your organization could likely sustain.

Determine what your other boss(es) want: While your CSO is your number-one contact in case of emergencies, do your homework to understand what your C-level executives expect in the event of an attack or breach. Ask the right questions: What do they see as your greatest cyber vulnerabilities? Who is motivated to attack your company? What is the company's holding statement in the event of a

cyber attack?

Write (yet another) plan: As PR professionals, we write a lot of plans. But this document is one of the most important proactive plans you'll ever work on. After you've gathered internal intelligence on preferred security measures, expectations and vulnerabilities, it is time to get started. Lay out protocols for multiple security breach scenarios, identify the impacted audiences, prepare communications materials for different channels and the most likely scenarios, set up coverage monitoring (online and social) for key decision-makers and put aside any budget needed.

Emphasize social media: In the age of 140 Characters, make sure your plan includes a defined approach to key social

sites. Be in lockstep with your social media manager on what to do in the event of a breach, and remember to monitor your social feeds around the clock. Consider how you might use social media proactively in the aftermath of an attack. And don't forget to include protocols for what to do if the attack originates in one of your social channels, as in the case of the AP's Twitter account.

Gone are the days when security incidents can be handled by IT alone. To combat this era of pervasive threats, communications professionals must find new strategies, work in tight coordination with many parts of their organizations, and — most importantly — plan ahead.

Jim Rivas is head of Corporate Communications for Check Point Software Technologies. ●



Jim Rivas

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How football fumbled its PR strategy in 2013

From a communications standpoint, the game of football has had a lousy year. Here's why things could get worse.

By Andy Hoglund

There's long been talk of football being the true national pastime. I get it: the communal aspect of tailgating, the smell of nachos and beer, the thrill of watching alpha males demolishing each other. It's so grippingly American.

At a time when previous seasons centered on a feel good, Tim Tebow-esque story, however, this NFL season's headlines have instead focused more disappointingly on recent controversies:

Native American groups have grown increasingly vocal in their request that the Washington Redskins change its name.

Based on allegations made by Miami Dolphins offensive tackle Jonathan Martin, the NFL has been pressured to take a stand against an alleged culture of bullying and hazing in the sport.

Earlier this year, the NFL agreed to settle a \$765 million concussion suit brought on by 4,500 players.

It takes a brand as powerful as the NFL

to be able to absorb such powerful hits (pardon the pun). But putting aside the politics of today's NFL, there is an even more pervasive, and troubling, football-related conversation occurring in the NCAA, and this one goes directly to the heart of inequality and fair play:

The players at Grambling, Louisiana-based Grambling State in October staged a boycott, forcing the school to forfeit a game against Jackson St. Boston-based programmer WBUR referred to the incident as "the Rosa Parks of college football."

Pretty big words.

Whether this will ultimately be an isolated incident is beside the point, as is the fact that these students were striking for merely better locker room conditions. Of more consequence is the way the brief boycott highlights the treatment of unpaid student athletes and whether their amateur status is inhibiting their ability to be fairly compensated. It's a firebrand topic, to be sure. Like,

what right do these kids have to strike when they get to play football and travel around the country?

The issue is clearly multifaceted. On one hand, we're talking about students being given a unique opportunity to excel, and — in the case of sports like football, basketball, and here in New England, hockey — receive public adoration. This is a constituency many think should just feel grateful for the benefits they already receive (most are already on scholarship).

Then again, the gross profit margin for some programs allowing players to put on their uniforms is impressive. 2012 Southeastern Conference figures reveal the average total athletic revenue of the top ten to be a staggering \$104 million. The Crimson Tide alone recently extended their contract with Nike for a value of an estimated \$30 million. Ignoring what cursory perks these athletes are given, should schools be expected to share the bounty with their athletes? After all, schools profit wildly off athletes' images, yet do not allow them to use their likeness for personal profit. Even with the less high profile sports, where there's a championship, there is an opportunity for schools to promote accomplishments, turn to fundraising, etcetera.

Maybe a middle ground is achievable. Regardless of the details in crafting a solution, the discrepancy is indisputable. As Tyson Hartnett recently pointed out, "executives are getting \$1 million per year while an athlete can't earn \$50 from signing a few autographs."

Ultimately, as much as there have been calls for dialogue around student loans, colleges should also broach a conversation surrounding the archaic amateur status regulations placed on athletes. When it comes to the relationship between student and academic institutions, many colleges find themselves at a crossroads. This reflection should extend to student-athletes as well. Every student deserves an affordable, quality education ... and every worker deserves to be compensated for their efforts.

That's what being American is all about.

Andrew Hoglund is a public relations executive at Rasky Baerlein Strategic Communications in Boston. ●



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PRSA CEO Murray gets \$61,000 bonus

William Murray, who got a title boost to CEO of PR Society of America during its October conference in Philadelphia, received a 12% boost in his pay, bringing his total pay package to \$423,647 in 2012.

By Jack O'Dwyer

His 2012 pay includes "bonus and incentive compensation" of \$61,222, the only staffer to get a bonus. His 2011 package totaled \$382,013. Neither Murray nor any other staffer received any bonuses in 2011, 2010 or 2009.

Included in the 2012 total is \$53,660 in non-taxable benefits.

Murray and VP-PR Stephanie Cegielski have been asked what Murray did to merit the bonus.

Cegielski said that Murray is the COO of an association with a \$12 million budget for which there is a lot that he is responsible. She declined further discussion of the topic.

Murray joined the Society in January 2007 as President and COO and received the new title of CEO at the 2013 Assembly. That title was previously held by the highest elected member. Joe Cohen will have the title of Chair in 2014. Society leaders said having the titles of Chair, CEO, President and COO was confusing to the members and did not reflect the reality that Murray has been acting as CEO for many years.

Murray has yet to address the New York chapter membership in open session or any New York group in open session as far as O'Dwyer's can determine.

The Society has a "business case for PR" initiative but no one to carry it out in public. VP-PR Arthur Yann, who died June 13, did not speak publicly on behalf of the Society and PR.

Top six split \$1,399,936

Second highest paid at the Society is CFO Philip Bonaventura, who got a \$7,968 raise to \$243,765. Third highest paid is VP-Corporate Development

John Robinson who got a \$6,071 raise to \$198,444. Yann had received a \$4,975 increase to \$191,460.

Karla Voth, VP/Special Events, was paid a total of \$182,002, a raise of \$6,540, and Jeneen Garcia, VP/PRSSA/Academic Affairs, had a package worth \$160,618.

The six highest paid staffers received a total of \$1,399,936 or an average of \$233,322. The 50 (estimated) other staffers split \$3,528,079 in pay/benefits or an average of \$70,561.

Pay packages for 2013 will not be revealed until next November if current practices continue.

IRS form 990 just under deadline

The Society on November 5 provided a printed copy of the 55-page 990 to O'Dwyer's. It was stamped "DRAFT" and had no date. The 2011 990 was filed with the IRS on Oct. 12, 2012; the 2010 form on Aug. 12, 2011, and the 2009 form on Sept. 2, 2010.

Cegielski said the 990 was provided to the Assembly on Oct. 26, the day that it met. She did not say in what form it was provided but it was no doubt electronic since the Society has told Assembly delegates they must download all documents.

Initial deadline for the form was May 15. The Society has been asked what took so long for the 990 to be filed when the audit was completed and published in May.

ProPublica, Independent Sector and many other non-profits post their 990s on their websites early in the year as recommended by IS, an organization of more than 500 non-profits, both 501c/3s and 501c/6s.

Each page of the Society 990 is stamped "Draft" and there was no date

on the filing. Cegielski said it was filed after it was presented to the Assembly.

An electronic version will not be provided to this website or anyone, said Cegielski. Members can request a copy in writing or visit h.q. to obtain it.

The form shows occupancy costs for 2012 were \$802,729 for 22,500 square feet of office space or \$35 a square foot. Previous offices in Midtown South at 33 Irving place cost about \$325,000 or \$22.50 per square foot.

Total payroll costs in 2012 were \$4,928,015, a decline from \$5,134,342 in 2011.

Revenues exceeded expenses by \$469,260.

As of Dec. 31, 2012, the Society had common stocks worth \$1,389,723 and corporate bonds and preferred stock worth \$1,012,160.

The fair value of the investments was \$283,854 more than their cost.

D.C. is site of 2014 conference

The program for the 2013 conference in Philadelphia revealed that Washington, D.C. will be the site of the 2014 conference.

Murray had announced in *PR Tactics* that cities for the next five conferences had been chosen but they will only be revealed one year at a time.

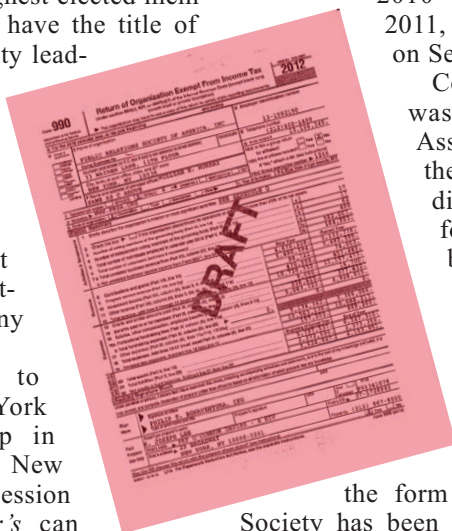
The conference was in D.C. in 2010.

The last conference in New York was in 2004 and before that in 1992. Since there will be no New York conferences for at least five years, that means there will only be one New York conference in 25 years and counting. New York chapter leaders say there are no plans on the part of the chapter to bid for the conference.

Conference cities are chosen on the basis of what chapter makes the strongest bid in terms of financial and other support. ●



Murray



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

12.13



Coyne client Daytona International Speedway broke ground on Daytona Rising, its multi-year, \$400 million redevelopment of its mile-long grandstand facility, on July 5, 2013.

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225 Santa Monica Blvd., 3rd Fl.
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310/395-5050
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Matt Kovacs, EVP/GM

BLAZE is the nationally recognized PR firm that attracts compelling and aggressive consumer brands that need to win. BLAZE develops campaigns that help our clients create or reclaim relevance in the marketplace. Utilizing comprehensive strategic communications campaigns to differentiate and elevate our clients from their competitors, we are able to exceed our clients' expectations when it comes to positioning them to their audiences and attracting positive attention from both consumers and the media. BLAZE also offers full public affairs capabilities through its parent company DAVIES.

Clients include: BodyBlade, Claremont Hotel, Club & Spa, Converse, ESPN, KeVita Drinks, Mad Dogg Athletics, Peak Pilates, Performance Bike,

Spa del Rey, Spinning, and Spinlister.

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Steve Brener & Toby Zwickel, Principals

Brener Zwickel & 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 time-

lines, 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), SHOWTIME CHAMPIONSHIP BOXING, Speedo, OMEGA, Indycar, MGM Mirage Resorts, Humana Challenge, Barclays, Ricoh Women's Open, Santa Anita Race Track, USTA, AVP, JDP Communications, ESPN ERT, College Football Awards, SCP Auctions and WSOF.

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Catalyst, an IMG Consulting company, is at the forefront of strategic public relations through its extensive knowledge of digital and traditional media. The agency partners with leading brands to reach the hearts and minds of consumers who are passionate about sports, entertainment and leading an active lifestyle. From 2010 to 2013, Catalyst earned four agency of the year honors including consecutive Small Agency of the Year awards from *PRWeek* in 2012 and 2013.

IMG Consulting, a Division of IMG, is the world's premiere sports & entertainment marketing solutions agency with a global team of experts based in 21 offices across the globe including key hubs in New York City and London as well as long established offices in Brazil, Russia, India and China. IMG Consulting services include sponsorship strategy & activation, brand marketing, public relations, digital & social media solutions, contract negotiations & management and return on investment measurement services.

es. IMG Consulting works on behalf of our clients across all the major global sports and entertainment properties including specialized practices in Olympics, Global Football, Motorsports, Golf, Tennis, Event Marketing, Hospitality, Tourism and Public Sector Services.

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New York, NY 10017
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**Jens Bang, Chairman
Bill Fleishman, CEO
Mark Malinowski, SVP, Head of Entertainment Mktg**

When getting consumers to relate to brands on a global scale, we run into one of our most interesting challenges of all: trying to find actors that aren't acting. With nearly 50 combined years of expertise managing Hollywood relationships, Cone Communications Entertainment Marketing is skilled at integrating brands, causes and issues with entertainment entities — celebrities, films, television shows — to create authentic relationships and develop impactful programs. We understand the value of capitalizing on the celebrity's brand and network to maximize exposure.

Finding a celebrity to align with your causes and issues requires an extra level of scrutiny, as the risks are often much greater. Cone's deep expertise in cause marketing gives us an edge in knowing what to look for and how to find it. Our relationships with agents, managers and publicists allow us to create partnerships between celebrities and brands that are organic and genuine. Lastly, we translate our expertise in engaging consumers to drive stronger and deeper programs for you.

COYNE PUBLIC RELATIONS

5 Wood Hollow Road
Parsippany, NJ 07054
973/588-2000
www.coynepr.com

1065 Avenue of the Americas,
28th Floor
New York, NY 10018
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Thomas F. Coyne, CEO
John Gogarty, Executive Vice President

Heather Krug, Senior Vice President, General Manager West Coast

Chris Brienza, Vice President, Sports and Media Properties

David Cooper, Vice President, Sports and Media Properties

Coyne PR's knowledge and creativity has made it one of the country's fastest-growing agencies and top award winners. Our specialized practice areas of Entertainment and Sports & Media Properties represent an impressive collection of top national brands, high-profile events and first-class organizations.

The Entertainment team works with Hard Rock International, making the brand synonymous with music by generating national and international buzz through events with top artists ranging from Karmin to Yoko Ono. The team also works with Epiphone Guitars and AEG. In addition, they've managed events with top celebrities including Cee Lo Green for Meow Mix, Ke\$ha for Casio Baby-G and Miley Cyrus for the Walt Disney Company. The Sports and Media team's playbook includes winning gameplans for industry-leading companies such as Daytona International Speedway, the United States Golf Association, IRONMAN and ESPN The Magazine, among several others. The key

to Coyne's success — and yours — is that we combine creativity and enthusiasm with a smart strategic approach and impeccable client service, resulting in outstanding coverage in both expected and aspirational places.

DKC

261 Fifth Ave., 2nd Flr.
New York, NY 10016
212/685-4300
Fax: 212/685-9024
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www.dkcnews.com

Established in 1991, DKC is among the largest independently owned public relations firms in the country. We break the mold of a traditional public relations firm to create a bold new hybrid that combines the creativity, expertise and senior level engagement of a boutique agency with the strategic abilities, intellectual capital and bandwidth of a large corporation. With experience that cuts across nearly every industry and geographic region, sports and entertainment have always been cornerstones of the firm's diverse client mix.

DKC's Sports division is a trusted, longtime partner for a multitude of Fortune 100 companies, leagues, franchises, venues, sponsors, owners and athletes. With a seasoned staff that is deeply rooted in all aspects of the sports business, from high-level front office posts to sports journalism, DKC's Sports team knows how to build coverage for clients well beyond the traditional sports media landscape. Clients include the U.S. Tennis Association/U.S. Open, New Balance, Citi, Sprint, New Era, Topps, THQ, Warner Home Video, 2K Sports and Fanatics.

DKC specializes in working with entertainment at the intersection of corporate enterprise and creative pursuits. The Entertainment team takes a 360 degree approach to building clients' brands — from personalities to entertainment executives to corporate clients who use entertainment sponsorships to help bring their products and services to life. DKC recently appointed Joe Quenqua as Executive Vice President, Director of Entertainment, based out of the company's Los Angeles office. Joining DKC

from Walt Disney Studios, where he was Vice President of Publicity and Communications, Joe will lead the growth of DKC's national entertainment business across the company. Entertainment clients include THE X-FACTOR, 50 Cent, Sean "Diddy" Combs, Ken Burns, Ed Burns, Jay Leno, Bill Maher, Michael Eisner, Clive Davis, Sesame Street, Marvel, Sony Pictures Television, Showtime, Martin Guitars, Billboard Magazine, Yahoo! Entertainment and Warner Music Group.

FINN PARTNERS

301 East 57th St.
New York, NY 10022
212/715-1600
david.hahn@finnpartners.com
philippa@finnpartners.com
www.finnpartners.com

Philippa Polskin, Managing Partner 212/593-6488
David Hahn, Partner 212-593-5847

Voted Best New Agency, Firm of the Year (Midsize) and Best Place to Work in 2012/13, Finn Partners is one of the fastest-growing independent communications agencies in the world with offices in NY, LA, SF, DC, CHI, London and Israel. The firm's Entertainment and Arts & Culture work falls under two major groups at the Agency: POLSKIN ARTS & COMMUNICATIONS COUNSELORS, and MEDIA CONNECT.

With its division POLSKIN ARTS & COMMUNICATIONS COUNSELORS, Finn Partners is home to the oldest and largest group specializing in cultural public relations. PA&CC is known for strategic planning of comprehensive campaigns focused on major institutional initiatives, for representing corporations and other funders engaged in cultural collaborations and for providing expert ongoing counsel and crisis communications. Clients include The Museum of Modern Art, Solomon R. Guggenheim Museum and Foundation, Whitney Museum of American Art, Alvin Ailey American Dance Theater, the J. Paul Getty Trust, the Menil Collection, the Natural History Museum of Los Angeles County, Stedelijk Museum Amsterdam and UBS.

MEDIA CONNECT, a specialty division of Finn Partners, focuses on the promotion of authors, entertainers, and artists. It regularly promotes bestselling authors from major book publishers including James Patterson, John Grisham, Janet Evanovich and Dean Koontz. MEDIA CONNECT helps media companies such as Condé Nast, HBO, PBS, National Geographic and The Discovery Channel by providing Satellite TV and Radio Tours and online social media campaigns. Currently the division is conducting a USA launch of a series of art, photography and lifestyle books by UK publisher, Goodman Fiell.

FRENCH/WEST/VAUGHAN

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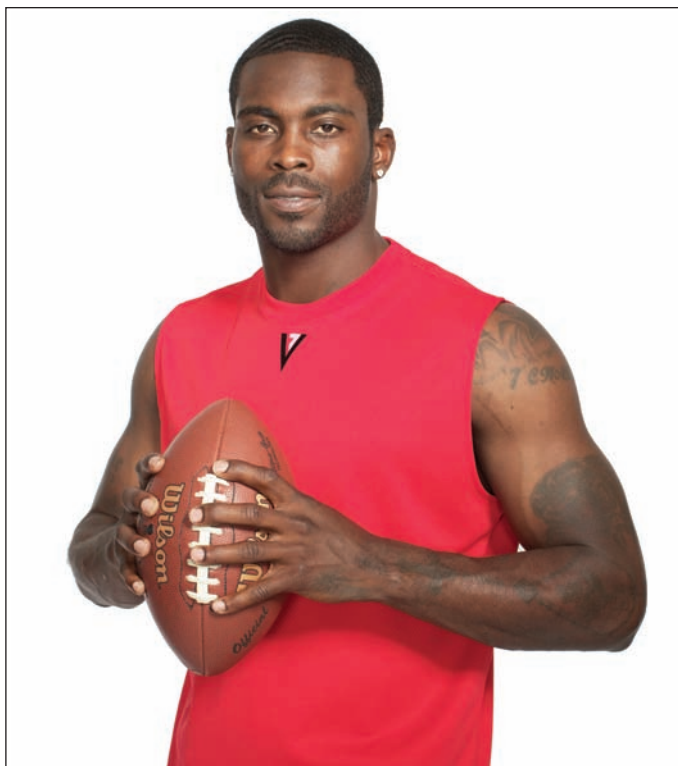
French/West/Vaughan (FWV) is the Southeast's leading public relations, public affairs and brand communications agency, independent or otherwise. Founded in April 1997 by Agency Chairman & CEO Rick French, FWV now employs 85 research, public relations, public affairs, advertising and digital marketing experts among its Raleigh, N.C. headquarters and New York City, Dallas/Ft. Worth, Los Angeles and Tampa offices.

Ranked as the #2 firm for sports PR and #17 for entertainment PR by O'Dwyer's, FWV is an industry leader in sports and entertainment marketing, and specializes in creating maximum brand exposure for its clients through strategic partnerships, paid endorsements, sponsor relations, event management, social media, mobile and experiential marketing and traditional earned media outreach programs.

FWV's sports and entertainment clients include All-Pro Cincinnati Bengals defensive tackle Geno Atkins, New York Giants starting free safety Ryan

— Continued on page 22

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



NFL superstar quarterback Michael Vick engaged FWV to launch one of the most comprehensive reputation management and community relations campaigns of any professional athlete.

FRENCH/WEST/VAUGHAN

— Continued from page 21

Mundy, Baltimore Ravens starting defensive lineman Chris Canty, Philadelphia Eagles quarterback Michael Vick, Orlando Magic forward Glen “Big Baby” Davis, former NFL star Terrence Holt, NFL legend-turned-filmmaker Simeon Rice, SKINS compression wear, Tasc Performance apparel, NATHAN, Peter Millar, United States Speedskating, best-selling author Nick Schuyler and the Southwestern Athletic Conference (SWAC).

The agency has also done work on behalf of the Central Intercollegiate Athletic Association (CIAA), United States Polo Association, Professional Rodeo Cowboys Association, Eurosport/SOC-CER.com, leading international swimwear brand Arena, Seattle Seahawks quarterback Russell Wilson, All-Pro NFL running back Arian Foster, Detroit Lions safety Glover Quin, NBA veteran Dahntay Jones, platinum-

selling musician T.I., actor Brandon Mychal Smith, actress Linda Hogan, Olympic Gold Medalist Jessica Hardy, AstroTurf, Speedo, MoGo Mouthguards, TVG (America’s Horseracing Network), Parelli Natural Horsemanship, 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, among others.

Additionally, FWV Chairman & CEO 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.



Jazz Musician Jon Barnes and Thomas Brinkmann, Reg. Mgr. Automobili Lamborghini America, inside the Lamborghini exhibit at the Concours d’Elegance, where amazing hybrids went on display for thousands of attendees of the world famous auto show.

KEITH SHERMAN AND ASSOCIATES

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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 shows, national touring productions and high profile events nationally and internationally. Clients include: Universal Pictures, Focus Features, Adrian Grenier, Olympic Medalists Brian Boitano, Paul Hamm and Michelle Kwan, Tony Awards on CBS for 18 years, Colin Quinn, Lang Lang, Mike Birbiglia, Bolshoi Ballet, Kimpton Hotels, Portuguese Gourmet Food Festival, 54 BELOW and 300 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.

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Aida Mayo, President
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Dan Lai, San Diego Bureau
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MAYO communications, based in Los Angeles, offers Social Media, Corporate Social Responsibility, Corporate Communications and Branding. A short list of entertainment clients this year includes: Jazz Musician Jon Barnes, who recently toured Europe and performed in the daCarbo Jazz Festival along with Arturo Sandoval and former lead singer Ricky Martin, Kool and the Gang. A short list of other entertainment clients include: Actor Jeremy London, Actor/Producer Timothy Woodward Jr;

— Continued on page 24



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Sony Crackle teamed with John Legend for an impromptu performance in Los Angeles on November 26th as part of their "Playing It Forward" music movement of good will to generate awareness and funds to support education programs in schools. Rogers & Cowan was hired by Sony Crackle to manage artist relations, on-site event activation, event production, charitable partnerships, brand management and traditional and social media outreach.

MAYO COMMS.

— Continued from page 22

Hollywood Film Magazine; Status L.A. Magazine; "Hollywood East" (HULU) Teen drama; Global Onslaught-Australia-UK; Buddy Princeton and the Incurruptibles (Jackson Browne, Steve Miller Band), and Operation Blankets of Love (animal rescue charity), to name a few.

Last Summer MAYO went on tour with Music Master Jon Barnes. Recently, Barnes performed with Arturo Sandoval and Kool and the Gang's former lead Singer Skip Martin at the Catalina Jazz Club and on tour in Germany. All were sponsored by MONSTER CABLE and daCarbo Trumpets, which makes the only carbon-fiber instruments in the world. The new luxury sports cars such as 2014 Porsche and Lamborghini are also made out of carbon-fiber, so it was appropriate that Barnes played August 17, at the Rolex Monterey Motorsports Reunion (car show) in Monterey County, CA. Barnes played his hit song, That's Monster Love (Jon Barnes on Reverbnation) at the Pebble Beach Concours d'Elegance event.

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Michael W. Kempner, *President & CEO*

To Matter More™, brands must build relationships with the influencers who matter most. MWW Entertainment connects clients with top talent in music, sports and entertainment to inspire action and increase awareness, brand image and sales. Clients turn to MWW 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 and KWL Enterprises, led by Kevin Liles, former President of Def Jam Music Group and EVP of Warner Music. 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.

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Pacific Design Center
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Los Angeles, CA 90069
310/854 4800
www.pmkbnc.com
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622 Third Ave., 20th Floor
New York, NY 10017
212/582-1111

7-11 Herbrand Street
Lon WC1N 1EX
United Kingdom
+44 20 7837 3737

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PMK*BNC is the global authority in Popular Culture and Entertainment. We specialize in creating ideas that move the consumer. We are experts who speak a global language of popular culture driven by consumer passion points including film, television, sports, music, arts, fashion and technology.

With extraordinary access to the entertainment industry, we created a Science Series to share unique data and insights, and have developed a proprietary tool that measures celebrity influence called Fanatomy. We represent approximately 800 clients ranging from celebrities, producers, directors, cable and network TV properties, production companies, musicians, authors, sports figures, consumer brands and events.

With a staff of roughly 250 professionals in New York, Los Angeles and London, our agency delivers inspired solutions that include public relations, event production, experiential marketing, celebrity and influencer outreach, sponsorship, promotions, product placement and integration, digital content creation and brand consultation.

ROGERS & COWAN

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

Tom Tardio, *CEO*

Rogers & Cowan is the lead-

ing, full-service entertainment marketing and PR agency working with a diverse roster of clients ranging from A-list celebrities to content creators and consumer technology companies to social entertainment brands. The agency offers brands an entertainment insider's "POV" on evolving lifestyle, consumer, technology and social entertainment trends as well as deep relationships with media and influencers within the entertainment community.

Our core entertainment and sports expertise is in working with celebrities, athletes, recording artists, cable and network TV, film production and distribution, record labels, video game producers, sports leagues and live events as well as the evolving social entertainment ecosystem including emerging entertainment technology brands and creators of content for multiple screens.

Rogers & Cowan utilize our proprietary EMBRACE methodology to create customized entertainment strategies for brands, including the development of intellectual property, celebrity spokespeople and partnerships, branded storytelling / integration, celebrity and influencer outreach, music and culture events, social media activation, celebrity brand ambassadors, lifestyle media relations and relationship building with entertainment industry influencers. Based on the campaign, we develop an integrated media campaign to activate and amplify the message and to engage media, consumers and online communities through owned, earned, and shared media channels.

We embrace the power of traditional and social media to build brands, drive viewership for broadcast and mobile entertainment programming, increase attendance for live events, activate brand sponsorships, grow online fan communities and increase downloads of mobile apps.

Recent clients/projects have included Rdio, Amazon Studios, Target, Sonos, Food Network, HGTV & DIY Networks, GRAMMY and Latin GRAMMY Awards, Billboard Music Awards, USA Pro Cycling Challenge, PGA Tour, Haunting Melissa, Dolphin Digital, Sony Pictures Home Entertainment, Sprite Refreshing Films, The Coca-Cola Company, Cinemacore, Fox Consumer Products, Miramax, and Kabam.



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Webster Associates President Kirt Webster with Bob Romeo, Academy of Country Music CEO and client Big Kenny.

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
Bryan Harris, COO & 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 30 years by partnering with the world's leading corporate marketers utilizing their sports, lifestyle, and entertainment assets to engage consumers 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, Allstate, Capital One, Coca-Cola, General Mills, Nike, 3M, Taco Bell, NASCAR, and Nestlé.

WCG

60 Francisco Street
San Francisco, CA 94133
415/362-5018
Fax: 415/362-5019
www.wcgworld.com
info@wcgworld.com
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Jim Weiss, Founder and CEO
Chris Deri, President of WCG
Bob Pearson, President of W20 Group
David Witt, Practice Leader-Consumer

WCG, part of the W20 Group family, is a global communications agency offering integrated creative, interactive and marketing communications services to clients in healthcare, technology, consumer products, and entertainment. WCG is creating the positive future of communications by focusing on the corporate, product marketing and communications needs of the world's leading companies.

Established in 2001 by Jim Weiss, a 25 year veteran in healthcare communications, the agency has grown to 425 employees, with 190 housed in WCG, serving clients globally with offices in San Francisco, New York, Austin, Atlanta, Minneapolis, Los Angeles and London.

WCG's seasoned professionals remain the greatest asset we offer our clients. Our teams specialize in

branding, design, digital, social media, interactive, influencer identification and engagement, social and traditional marketing, predictive modeling, location based marketing, corporate and product PR and media, as well as investor and advocacy relations. Entertainment clients include Warner Bros. Home Video, for which WCG maintains a highly accurate predictive model of DVD sales based on technical variables and social signals.

For more information, visit our website at www.wcgworld.com or follow us on Twitter @WCGWorld.

WEBER SHANDWICK

919 Third Avenue
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Gail Heimann, President, Chief Strategy Officer
Jerry Gleason, Senior Vice President; Director, Sports Marketing North America

Weber Shandwick's Sports Marketing practice combines the agency's industry-leading consumer marketing practice with an expansive global network of sports marketing experts focused on creating award-winning programs for many of the world's best known brands in cooperation with the major sports franchises, leagues and athletes.

We bring together athletes, products and campaigns to tell engaging stories across multiple platforms that help connect with consumers and fans alike to give our clients competitive advantages enabling them to elevate their brands, enhance consumer loyalty and increase sales.

We build visibility and preference for our clients and their products and services through consumer outreach, media relations, event marketing, fan engagement, sponsorship activation and social media.

In addition, we work closely with our Interpublic Group sports marketing partner Octagon to offer our clients a full range of counsel and support surrounding sponsorships, athlete representation, on-site physical activation and hospitality, negotiation and benchmarking.

Our sports marketing professionals have created and leveraged sports sponsorships for some

of the most recognized and respected brands in the world in cooperation with the major sports franchises, leagues and athletes. Our programs give our clients competitive advantages enabling them to elevate their brands, enhance consumer loyalty and increase sales.

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33 Music Square West, #100B
Nashville, TN 37202
615/777-6995 x232
Fax: 615/369-2515
Jeremy@websterpr.com
kirt@websterpr.com
www.websterpr.com

Kirt Webster, President
Jeremy Westby, VP

Webster & Associates has guided the publicity and marketing campaigns for such legendary music artists as Hank Williams Jr., Dolly Parton and Kenny Rogers as well as artists as diverse as Lynyrd Skynyrd, Pat Benatar, Sam Moore and Kid Rock. All are musicians who are the best in their respective genres and our firm is at the forefront of creating innovative campaigns not only on behalf of established heritage artists but actualized effective strategies launching new careers. Corporate brands such as Cracker Barrel Old Country Store, Wrangler and Blaster have also trusted the guidance of Webster & Associates.

Through our solid relationships with talent bookers, tastemakers, music supervisors and other industry professionals we create a customized campaign with a multidimensional approach that significantly builds our clients' profiles and also raises industry awareness. The increased media presence also helps build bridges to new ventures from corporate opportunities to new compelling projects. We have a proven track record of these results.

We also provide a host of additional services that can enhance your public relations and marketing campaign. This broad spectrum includes Media Training, Satellite Media Tours, Crisis Management and Special Events, for which we can act as sole producer or serve as consultants. Our goal is always to seamlessly integrate these activities with a client or brand's publicity and marketing campaign. ●

O'DWYER'S RANKINGS

TOP ENTERTAINMENT PR FIRMS

1. Edelman	New York	\$12,946,953	18. Public Comms.	Chicago	387,340
2. Finn Partners	New York	5,793,261	19. LaunchSquad	San Francisco	382,200
3. MWW	New York	5,359,000	20. PadillaCRT	Minneapolis	290,724
4. Taylor	New York	3,246,034	21. Hirons & Company	Indianapolis	285,000
5. Jackson Spalding	Atlanta	2,513,911	22. Schneider Assocs.	Boston	213,500
6. Allison+Partners	San Francisco	2,200,000	23. Hope-Beckham	Atlanta	176,998
7. APCO Worldwide	Wash, D.C.	2,083,034	24. Ruder Finn	New York	160,415
8. 5W Public Relations	New York	1,800,000	25. McNeely Pigott & Fox	Nashville	134,764
9. W2O Group	San Francisco	1,691,000	26. Rosica Mulhern & Assocs.	Paramus, NJ	129,025
10. Hunter PR	New York	1,270,753	27. Landis Comms.	San Francisco	120,000
11. Coyne PR	Parsippany, NJ	1,242,000	28. VPE Public Relations	S. Pasadena	115,871
12. Regan Comms. Group	Boston	1,215,000	29. Linhart PR	Denver	83,762
13. Zeno Group	New York	597,800	30. Beehive PR	St. Paul	78,611
14. rbb Public Relations	Coral Gables, FL	587,302	31. Stuntman	New York	70,400
15. Kaplow Comms.	New York	525,000	32. Furia Rubel Comms.	Doylestown, PA	40,000
16. CooperKatz & Co.	New York	453,447	33. Bridge Global Strategies	New York	40,000
17. French West Vaughan	Raleigh	398,005	34. Levick Strategic Comms.	Wash, D.C.	20,427

O'DWYER'S RANKINGS

TOP SPORTS PR FIRMS

1. Taylor	New York	\$10,492,501	12. Allison+Partners	San Francisco	250,000
2. French West Vaughan	Raleigh	5,092,539	13. Blaze	Santa Monica	234,413
3. Edelman	New York	2,750,249	14. Beehive PR	St. Paul	217,023
4. Ruder Finn	New York	2,445,733	15. rbb Public Relations	Coral Gables, FL	205,537
5. Coyne PR	Paramus, NJ	1,914,000	16. Jackson Spalding	Atlanta	173,695
6. Gregory FCA	Ardmore, PA	1,589,300	17. Hirons & Company	Indianapolis	140,000
7. Regan Comms. Group	Boston	1,265,725	18. McNeely Pigott & Fox	Nashville	115,804
8. PadillaCRT	Minneapolis	988,330	19. Rasky Baerlein Strategic Comms.	Boston	78,443
9. CooperKatz & Co.	New York	354,321	20. Zeno Group	New York	50,305
10. Sachs Media Group	Tallahassee, FL	320,090	21. Maccabee	Minneapolis	27,218
11. Rosica Comms.	Paramus, NJ	259,422	22. Red Sky PR	Boise	26,088

Dealing with snakes in PR

By Fraser Seitel

If you're a liberal left-winger, you positively adore Michael Moore and Morgan Spurlock, the film makers who've made mince meat out of fat cats from General Motors to McDonald's.

If you're a conservative right-winger, you can't get enough of James O'Keefe, the film maker who brought community group ACORN to its knees.



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*.

Despite their divergent ideologies, Moore, Spurlock and O'Keefe share a common trait: They are snakes who will sacrifice anything — including truth, fairness and propriety, to skewer their targets.

This brings us to the current flap between the upscale, Upper East Side pantheon of discriminating fashion sense,

aging-yet-still-feisty snake among snakes: Al Sharpton.

Rev. Al, of course, has become a bit defanged from his early heyday 25 years ago, when he burst on the national stage to perpetrate a colossal hoax involving African-American teenager Tawana Brawley, who falsely accused six white men of raping her. After furiously pumping the fictitious story to a gullible media and ruining the lives of the men in question, Sharpton was fined \$65,000 for masterminding the ruse and then got his supporters to pay the freight.

Where others might have slunk away in shame, Sharpton rejuvenated himself as a kind of civil rights stalker, throwing himself headlong into any controversy anywhere that involved a whiff of discrimination.

For the past year, Sharpton has bided his time as an MSNBC broadcaster, Democrat Party king maker and FOB (Friend of Barack). But in October, when Barney's was reported to have interrogated two black shoppers because of the color of their skin — Rev. Al was back in business.

After presumably spending months plotting strategy with the two — one of whom, a 19-year-old woman, paid \$2,500 with a temporary debit card in February; the other, a 21-year-old man, purchased a \$350 belt in April — Sharpton screamed "racial profiling" and demanded a sit down with

Barney's brass.

How the refined merchant deals with its slithering adversary should be an object lesson for any high profile firm which finds itself in the sights of a bad publicity gun-for-hire.

Stated metaphorically, here's the antidote for the snake venom:

1. Take the charges seriously.

Is Al Sharpton a phony who specializes in targeting vulnerable, deep-pocketed adversaries in high-volume controversies that are often short on facts but long on righteous indignation?

Yes, yes, yes, but ...

Takes the accusations seriously, regardless of the suspect credibility of the accuser and the fact that the alleged offenses happened months ago.

Accusations of discrimination are good copy. Today, with web sites and blogs — from Huffington Post to TMZ.com, from blackamericaweb.com to christianpost.com — eager to leap on any brewing controversy, very little slips under the radar. Once the blogosphere gets hold of the looming battle, it's only a matter of time before the more legitimate journalistic web sites — nytimes.com, abcnews.com, et al — run with it as well.

So if you're a high-profile target, take every charge seriously.

2. Preempt with quick action.

When charged by a provocateur like Sharpton, don't wait for a sit down to act. Move immediately to preempt the charlatan before he gets the drop on you.

In Barney's case, as soon as the Sharpton publicity bomb was dropped, the company announced it had retained Michael Yaki, a member of the U.S. Commission on Civil Rights, to review the operations and procedures at its Madison Avenue store, the scene of the alleged customer inquisitions.

In acting quickly to hire an experienced, unbiased arbiter to find out the true facts behind any racism at Barney's, the chain preempted Sharpton from hand-picking a crony to audit its activities.

3. Accept a meeting.

It also makes sense to allow the snake into the tent, rather than denying him a meeting he demands. Clearly, this is always risky.

Accepting a meeting with thugs elevates them in stature, confirming that they and their concerns merit top management's attention. In effect, the meeting legitimizes the adversaries. In Barney's case, both of the "victims" are suing (surprise!) the retailer and the New York Police

Department, and a meeting with Barney's top management presumably adds heft to their charges.

But as long as you understand the risks — and Barney's clearly does — the meeting becomes a symbolic testament of your willingness to listen to the other side and consider acting on what they've said.

That's why Barney's CEO Mark Lee sat down with Sharpton and his battalion to hear them — and get them — out.

4. Control the post-meeting agenda.

This is the tricky part. Al Sharpton is out for one thing — Al Sharpton. He wants the meeting to lead to actions that he will dictate and perhaps even profit from. The trick is to steal the agenda away from him.

To do this, Barney's must be ready to announce its action plans to ensure that race discrimination never again rears its ugly head in a Barney's store. Its plan should include actions growing out of the Yaki Audit, a diversity training regimen for Barney's personnel, and an internal adjudication program to deal with allegations of discrimination.

CEO Lee should make these plans public and promise to report periodically on progress. Sharpton won't like it, because such an approach will neutralize his bluster.

5. Mobilize your third-party allies.

To rid the premises of snakes, use your allies to corroborate your good intentions and actions to remedy the problem.

In the case of Barney's, the chain's secret weapon is none other than one Shawn Carter aka Jay Z, the rags-to-riches rapper, who has triumphed over childhood in the Bed Stuy projects and scatological, sexist lyrics to become an art-buying, President-friending, budding member of the establishment.

Now he has collaborated with Barney's to benefit his foundation and inner-city educational advancement.

Carter understands that while Barney's, like any store, may have a few bad apples, it isn't fundamentally racist. He also understands that Sharpton isn't exactly the "crusader for truth and dignity" that he purports to be. He also knows that in the current pecking order, he outranks Rev. Al, who thus far has backed off on criticizing Jay Z for his Barney's tie.

What Carter does next — either sever his ties with the store or reaffirm his commitment to a chain that disavows discrimination — may tell the tale on whether Sharpton gets more.

The bet here is that Jay Z, conscious of the big picture for the people he has promised to help as well as himself, will back Barney's and the snake will slither away. ●

My PR company is saving \$60K under Obamacare

By Kevin Foley

Despite their “I told you so” proclamations, what Republicans fear most is happening at my broadcast and Internet public relations firm in Georgia.



Kevin Foley is CEO and founder of KEF Media, an Atlanta area broadcast and digital PR services firm.

My company’s annual healthcare costs will drop at least \$60,000 in 2014 thanks to the health insurance exchange the U.S. Department of Health and Human Services is operating.

This financial relief comes just in time. After Obamacare was signed into law in 2010, my health insurer rushed to cash in while it

could, jacking up our premium 29 percent over the last two years and another 13 percent in 2014.

Our new costs would likely drop further if Georgia had a state-run health insurance exchange. Unfortunately, Georgia Gov. Nathan Deal, like so many other red state governors, is deliberately undermining Obamacare and has refused to implement a state exchange. Nor has the Georgia Chamber of Commerce — the purported advocate for small business — lobbied Deal to establish an exchange.

So our 24 employees will go to the federal exchange to select policies. Silver Plan benefits offered there closely match what I currently provide. The cost for most of these plans is lower than what we now pay and about half of my employees will qualify for tax credits they can use to purchase their health insurance. As I have always done, I will pay a portion of their premiums.

My employees are free to decide what coverage they buy, no longer stuck within the limits of the insurance we offered. Unlike pre-Obamacare days, they cannot be refused coverage for pre-existing conditions and their policies won’t be cancelled if they get sick or injured.

Small businesspeople continue to be swamped with relentless Chicken Little prophesies coming from the conservative media and GOP politicians. Here’s a sampling of what Georgia politicians are saying:

Rep. Tom Price: “The last thing that this nation needs is this law that will destroy quality healthcare in this country.”

Rep. Phil Gingrey “This (roll-out) fiasco is yet another warning sign of Obamacare nightmares to come.”

Rep. Paul Broun: “Obamacare will destroy everything in America.”

If Obamacare is so awful, why not just let it fail? Democrats will suffer politically and Republicans will pick up seats in Congress and maybe even win the White House in 2016.

Here’s the answer: “People will like it,” Tea Party Sen. Mike Lee admitted during a recent interview with Rush Limbaugh.

Yes, the on-line rollout was botched. Problems will be fixed by Nov. 30. Some insurers cancelled junk policies that can be replaced with superior plans, in many cases for the same or less money.

Nevertheless, Republicans branded Obama a heinous liar and demanded accountability. For them, I’ve got just two

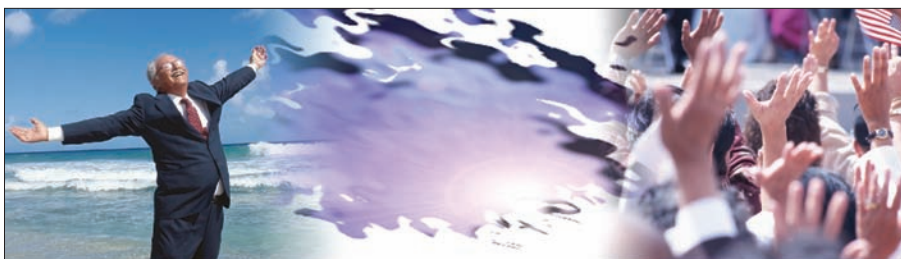
words: mission accomplished.

Recall this is the same crowd who showed no interest in accountability after President Bush, on the wings of his infamous “mushroom cloud” lies, sent American troops to Iraq in search of non-existent WMD and 4,487 of them came home in caskets.

But Obama gets no benefit of the doubt, let alone any help from the GOP as he reforms a broken system while providing decent insurance coverage to 40 million Americans and lowering the nation’s runaway healthcare costs.

Conservative hypocrites are bound to be exposed as the real liars when stories like mine are repeated across Georgia and the U.S. by individuals and business owners who discover Obamacare’s bottom line benefits.

This time next year, when Republicans are claiming credit for healthcare reform, voters need to remember their deceitful words and ask why it was they who so dishonestly stood in the way of something so good for Americans and American business. ●



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Chamberlain's Wilson takes Spectrum prez

Jonathan Wilson, an 11-year veteran of Chamberlain Healthcare and president for the last four, will relocate to Washington to take the President slot at Spectrum Science Communications, effective Jan. 4.



John Seng, CEO; Lissette Capati, Sr. VP; Jonathan Wilson, Pres.; Maureen Varnon, Sr. VP

Spectrum Founder John Seng continues as CEO and takes the chairman position.

He said Spectrum is in a "transformational stage" and Wilson has the major big healthcare brand experience and business-building savvy to guide the firm's growth.

Wilson was at Ketchum before moving to New York-based Chamberlain, which is part of inVentive Health.

Spectrum posted \$5.3 million in net fees during 2012. ●

FH recruits data chief from Coke

FleishmanHillard has brought in Christina Liao from The Coca-Cola Co. to lead research, analytics and data for the firm.

Liao headed Coca-Cola's knowledge and insights team as group director, specifically focused on determining return on investment across the beverage giant's paid, earned, shared and "owned" media.

She was previously VP of Analytics at market research firm CMI.



Liao

At Omnicom-owned FH, Liao, a China native and Ph.D. candidate at Georgia State Univ., is a Senior Partner and Senior VP, charged with managing the firm's alliance with sister unit Annalect. She is relocating from Atlanta to St. Louis.

FH president and CEO Dave Senay noted the firm's ability to "gather, make sense of, and apply" research and analytics for clients is now "critical." ●

WCG's Jones moves to Edelman

Edelman hired WCG's Spike Jones in Austin as Senior VP to oversee business development and regional strategy in the southwest.

At San Francisco-based WCG, Jones was Group Director of engagement for its Austin outpost.

WCG ranks No. 1 in Austin with 2012 fees of \$10.1 million. Edelman's Austin/Dallas/Houston units combined for fees of \$9.1 million.

Earlier, Jones was with FleishmanHillard's office in Texas' capital and a 10-year veteran of Brains on Fire (Greenville, SC).

Jones is author of "Brains on Fire: Ignite Powerful, Sustainable, World of Mouth Movements."

Edelman's Austin office is the independent PR firm's "center of analytics." Helen Vollmer heads Edelman's southwest operations. ●



Jones

Finn Partners bolsters Hollywood savvy

Finn Partners has added entertainment pro Hope Boonshaft as senior partner at its Rogers/Finn Partners unit in Los Angeles.

Most recently at Carmen Group West, she once served as general manager of Hill & Knowlton's LA and Irvine outposts, counseling Sony Pictures Imageworks, Lionsgate Entertainment, Mazda, LinkedIn, Adidas, Yahoo, Dolby and Technicolor.

Prior to H&K, Boonshaft was executive VP/group external affairs at Sony Pictures.

Boonshaft will work closely with Ron Rogers, who has known her for more than 20 years. ●



Boonshaft

Ingersoll Rand taps comms head for spinoff

Ingersoll Rand, the Ireland-incorporated global industrial conglomerate, has recruited veteran corporate communications exec Susana Duarte de Suarez to head communications for Allegion, the \$2 billion security unit being spun off next month.



de Suarez

Duarte de Suarez, who has run her own shop, Media Moon Communications, for the past four years, was previously VP of Corporate Communications for two global building materials giants, Holcim and CEMEX. Previous roles included chief communications officer of The Peace Corps from 2002-05 and assistant director for FEMA.

At Allegion, she leads communications and corporate affairs as VP for the Carmel, Ind.-based company, which makes locks, steel doors and other security barriers and products for residential and commercial applications. Its brands include Kryptonite, Legge and Steelcraft.

Ingersoll Rand moved its corporate base from Bermuda to Swords, Ireland, in 2009. It is slated to spin-off Allegion as a publicly traded entity on Dec. 1.

Allegion met with investors Nov. 18 in New York to outline its strategy.

Allegion had previously tapped Ray Lewis Senior VP of HR and communications in August. ●

Grayling vet to Levick

Leslie Wolf-Creutzfeldt, who served as Managing Director of Grayling USA to help the British PR operation gain a foothold here, has gone to Washington's Levick.

Mark Irion, Levick's President and former head of Dutko Worldwide, which was acquired by Grayling's parent Huntsworth, admires Wolf-Creutzfeldt's "seemingly effortless ability to connect clients to top-tier media analysts and business partners."

Prior to Grayling, Wolf-Creutzfeldt led Interpublic's life sciences investor relations unit and headed the technology unit of Thompson Financial.

Her new job is to build Levick's New York presence. ●

New book tackles NFL's code of silence

"League of Denial — The NFL, Concussions and the Battle for the Truth"

By Mark Fainaru-Wada and Steve Fainaru

Crown Archetype (October 8, 2013) • 416 pages

Famed Green Bay Packers coach Vince Lombardi said, "Football isn't a contact sport. Dancing is a contact sport. Football is a collision sport!" Over the last half century, thousands of players and millions of fans have witnessed exactly that.

In recent years, a disturbing number of suicides of former NFL players have opened a new discussion into the dangers of the most lucrative professional sport.

In "League of Denial: The NFL, Concussions and the Battle for the Truth" (Crown Archetype, 2013), Mark Fainaru-Wada and Steve Fainaru, who are brothers and investigative reporters with ESPN, explore a twenty-year span in which concussions in pro football players took on a new level of seriousness and their long-term consequences.

The authors took a risk even writing this book considering ESPN pays more than \$1 billion per year for the broadcast rights for Monday Night Football.

Since the early 1990s, the seriousness and long-term effects of concussions have been a point of contention within the NFL, the media and the medical community.

Many players considered it a badge of honor to play injured. Players were constantly in fear of losing their status as starters. Medical personnel could advise players, but only head coaches could bench a player. When the press started to ask questions about this phenomenon, then-Commissioner Paul Tagliabue dismissed it as a "pack journalism issue."

The authors begin with the death of Mike Webster, who played for the Pittsburgh Steelers. "Iron Mike," as he was known, set a record for playing more than 600 consecutive offensive plays. Webster's former teammates realized

something was amiss when he gave a rambling, incoherent speech when he was inducted into the Football Hall of Fame.

Fainaru and Fainaru-Wada chronicle Webster's rise and fall. He escaped poverty to play football at the University of Wisconsin and then on to the NFL where he played on four Super Bowl Champion teams. He made enough money to last the rest of his life. His behavior became erratic. He lost his big house, and lived in train stations. He would forget where he was. Notes written by Webster and obtained by the authors reveal an addled mind no longer capable of linear thought.

When Webster died in 2002, he was only fifty years old. The authors explain that when Webster's body was brought to the coroner's office, a young Nigerian doctor name Bennett Omalu was on duty. Unlike most doctors featured in League of Denial, Omalu was not a football fan and had no loyalty to any team or the NFL.

During the autopsy, he examined Webster's brain and was stunned by what he saw under the microscope. Omalu's discoveries set the NFL and the scientific community on a new course of concussion investigation. Following the suicides of former players Dave Duerson and Junior Seau, medical researchers competed with each other to obtain their brains to examine them for repeated trauma.

One former player who receives little attention, but whose concussion is one of the book's more memorable examples is former Dallas Cowboys quarterback Troy Aikman.

Aikman was accidentally kneed in the head in the 1993 NFC Championship game. He spent the night in the hospital repeatedly asking his agent why he was there and if he had played that day. Aikman went on to lead the Cowboys to a Super Bowl victory. A year later, he

remembered almost none of it.

Other well known players, including former Chicago Bears quarterback Jim McMahon, are also reported to be suffering from short-term memory loss. Former New York Giants linebacker Harry Carson even used his Hall of Fame induction speech to call on the NFL to pay more attention to concussions.

The authors also obtained extensive access to doctors and researchers on both sides of the concussion debate — those who dismissed them as a workplace hazard and those whose work broke new ground in this field of study.

The competitiveness of these researchers, the authors show, reached the same level of

intensity of the players they studied. Readers will want to read and perhaps re-read the chapters on the science of concussions carefully. The book has a list of key participants, including players, doctors, and NFL executives.

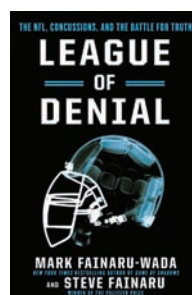
Just as tobacco executives can no longer deny the ill effects of smoking, the NFL can no longer deny the substantial risks to football players' heads. In fact, just before the publication of League of Denial, the NFL settled a lawsuit with 18,000 players for \$765 million.

The reader will have to weigh the evidence as to whether or not the NFL engaged in a Nixonian cover-up or is guilty of willful blindness, but the authors' meticulous research presents evidence that cannot be dismissed. The evidence presented by the authors reads like cracks in the NFL's dam — and the league may soon be under water.

Fainaru-Wada and Fainaru have taken sports journalism to a new level by weaving vivid, heartbreaking narratives with eye-opening facts unearthed from original sources. However, League of Denial will probably do little to affect football's popularity. Die-hard fans will be left wondering about the futures of current stars like Ben Roethlisberger and Peyton and Eli Manning.

It should be read by anyone who thinks about donning a football helmet, those who care about them and those who may have to care for them. ●

— Kevin McVicker



Fainaru-Wada and Fainaru

Security screener that vetted Snowden finds PR help

US Investigations Services, the background screener and security firm that vetted rogue contractor Edward Snowden for government work, has engaged crisis PR counsel as it faces legal and image fallout.

The Falls Church, Va.-based company, which is the federal government's top contractor for employee background checks and conducted a check in 2007 on Washington Navy Yard shooter Aaron Alexis, is working with Sard Verbinen & Co. Sard has advised parent company Providence Equity Partners in the past. Managing director Brandy Bergman is speaking for USIS.

USIS was dealt another blow Oct. 30 when the U.S. Dept. of Justice said it joined a two-year-old whistleblower lawsuit against USIS alleging it failed to execute quality control reviews on its background checks.

"We will not tolerate shortcuts taken by companies that we have entrusted with vetting individuals to be given access to our country's sensitive and secret information," said Assistant Attorney General Stuart Delery.

The *Wall Street Journal* reported that USIS rushed background checks for security clearances to meet quotas. Former company officials told the paper that CEO Bill Mixon demanded employees "do what it takes" to finish checks, "even if they aren't thoroughly vetted."

Bergman told the *Journal* that USIS takes the allegations seriously: "Since they were first brought to our attention over one year ago, we have acted decisively to ensure the quality of our work and adherence to [government] requirements."

USIS earned \$253 million in federal work last year. ●

FoodMinds offers compass to guide regulatory overhaul

Chicago-based FoodMinds has developed the Food Label Compass to help marketers deal with the Food & Drug Administration's impending overhaul of nutrition labeling.

Bill Layden, Co-Founder and Partner, sees a robust demand for its FLC as many food companies lack the internal savvy required to handle the complex FDA process.

Since the FDA nutrition guidelines are 20 years old, many companies need to be educated about how the process plays out, Layden told O'Dwyer's.

FoodMinds partnered with Nutritional Impact, a consulting firm that analyzes dietary intake trends and develops science-based messages for clients, and EAS Consulting Group, a regulatory consulting company, for the creation of the FLC.

The FLC will analyze food and nutritional content of a brand relative to the new FDA rules, develop labels modified to comply with the updated requirements and forge PR programs to ensure brands are used in the way that is intended.

The FDA may make an official announcement about the change in food labeling by the end of the year.

FoodMinds recruited Robert Post, USDA's Center for Nutrition Policy and Promotion associate executive director, last month as its first chief science officer.

He will lead the Washington office with Foodminds co-founder and partner Susan Pitman. ●



DHS' Smith to lead MWW DC

Doug Smith, a public and private sector communications advisor, is stepping down from an assistant secretary role at the U.S. Dept. of Homeland Security for the GM slot of MWW's Washington operation.

Marilyn Berry Thompson, who led the DC office of MWW until July, is now non-executive chairman and senior adviser.

Smith led the Private Sector Office in four years at DHS, advising Secretary Janet Napolitano on strategic communications and fostering ties with private sector companies and other institutions.

He was previously Managing Partner of PA shop T Street Partners, handling the push for Chicago to be a U.S. designate city for the 2016 Olympics. He was also a VP at Leo Burnett Worldwide on the U.S. Army's "Army of One" PR and advertising account, and worked in PA and press roles in the Clinton administration at Housing and Urban Development and the Dept. of Transportation.

President Barack Obama has nominated Jeh Johnson to take over DHS, following Napolitano's exit. Rand Beers is interim secretary.

Smith takes an EVP and GM title at MWW. ●

Jewish agency for Israel establishes lobby beachhead

The Jewish Agency for Israel, which promotes Zionism/Judaism and Jewish immigration to Israel, has registered as a lobbyist with the U.S. Justice Dept.

The Government of Israel has granted a legal and public voluntary status upon JAFI, authorizing it to "develop and settle the country, absorb immigrants from the diaspora and coordinate activities with other groups in the country, according to the federal filing.

Haaretz reported Nov. 7 that Israel plans to hike overseas spending by "hundreds of millions of shekels during the next few years" for outreach to Jews abroad and on college campuses across Americas as part of new campaign to strengthen Jewish identity abroad and diaspora ties to the Jewish state."

Jewish Agency director Alan Hoffman said the government currently spends \$125 million a year on outreach effort. More than 120 Israeli and Jewish leaders have just wrapped up an outreach "brainstorming summit" in Jerusalem, which JAFI praised as a "historic moment."

JAFI's programs also promote the study of the Hebrew language, Jewish culture, history, philosophy, traditions and the achievement of the Zionist ideal. ●

Egypt defends Glover Park pact

The Egyptian Foreign Ministry is defending the hiring of Glover Park Group to a monthly retainer of \$250,000, one of the fattest government-relations contracts on file at the Justice Dept.

The contract, according to the Egyptian press, is under fire by opponents of the junta that ousted freely elected president Mohamed Morsi.

On the evening of Oct. 26, the Ministry released a statement to say that hiring a PR firm is “customary among the nations of the world.” It wants to use GPG to make an impression in the U.S. because America is a “large country with interests and connections in different parts of the world.”

The Ministry assured Egyptians that the government, not GPG, would decide the “content of the message to be directed and targeted at either the U.S. administration, Congress, research centers or media.”

The role of GPG is to use its contacts and connections to relay Egypt’s position, according to the FM.

The junta’s statement noted that past Egypt governments have hired PR and lobbyists. It added that No. 1 adversary Muslim Brotherhood political/cultural group has used outside paid pitchmen.

The Government said the GPG is not a financial burden to the people of Egypt because an unnamed third-party is picking up the tab.

GPG’s work began Oct. 15. Contract details became public

Oct. 18. Mohamed Tawfik, ambassador to the U.S., signed the contract on behalf of the Arab Republic of Egypt. WPP owns GPG. ●

Nigeria awards \$3M D.C. pact

Nigeria signed Patton Boggs to a one-year \$3 million contract for counsel on defense and security issues with the U.S.

A key focus for PB’s partner Gordon Arbuckle and senior defense policy advisor John Garrett is donation of U.S. military and law enforcement equipment to oil-rich Nigeria.

Arbuckle works with PB clients on matters related to the business and environmental impact on energy and infrastructure projects.

Amnesty International in November issued a report on widespread oil spills in Nigeria. It blamed pipeline corrosion and equipment failures as the major cause for the spills and named Shell Oil and Italy’s ENI as culprits.

Garrett, a retired Marine Corps colonel, focuses on lining up PB clients for federal grants/awards in the homeland security and Iraq/Afghanistan reconstruction markets.

On Nov. 13, the U.S. State Dept. designated Nigeria’s Islamic breakaway group Boko Haram a terrorist organization.

The U.S. marines have been working with the Nigerian military to combat piracy off the African nation’s coast.

PB’s contract is with Nigeria’s national security advisor. ●

FARA News



NEW FOREIGN AGENTS REGISTRATION ACT FILINGS

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

Venn Strategies, LLC, Washington, D.C., **registered October 31, 2013 for Government of Mongolia**, China, to educate key stakeholders regarding opportunities for trade and investment in/with Mongolia as well as building awareness and recognition of the efforts of the government of Mongolia’s leadership and economic, geopolitical, and social policy initiatives of importance to the United States.

Patton Boggs, LLP, Washington, D.C., **registered November 21, 2013 for Office of the National Security Advisor**, Three Arms Zone, The Presidency, Abuja, FCT, Nigeria, to provide comprehensive security/defense advice, to include pursuing potential donation by the U.S. Government to the Government of Nigeria excess military and law enforcement equipment.

Development Counsellors International, Washington, D.C., **registered October 31, 2013 for Tourism & Events Queensland**, Brisbane, Queensland, regarding public relations activities, including media pitching, developing key influencers, and producing key messages content.

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.

Cornerstone Government Affairs, LLC, Washington, D.C., **registered November 22, 2013 for National College Players Association**, Norlo, CA, regarding concussions, educational funding, anti-trust issues and general college athletics.

Gephardt Group Government Affairs, Washington, D.C., **registered November 22, 2013 for National Association of Broadcasters**, Washington, D.C., regarding issues related to carriage of television broadcasting signals.

Becker & Poliakoff, P.A., Washington, D.C., **registered November 20, 2013 for Brady Center and Campaign to Prevent Gun Violence**, Washington, D.C., regarding anti-violence public health and safety initiatives.

Lincoln Policy Group, Washington, D.C., **registered November 20, 2013 for American Health Care Association**, Washington, D.C., regarding long-term care reform, Medicare and Medicaid funding, bad debt relief, and SGR replacement.

SEARCH ENGINE OPTIMIZATION



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

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

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

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

MEDIA & SPEAKER TRAINING



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

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

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

WEBSITE DEVELOPMENT



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

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

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

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Browse by Job Function

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Marketing/Advertising (2)

Luxury Travel Public Relations Manager Tarrytown, New York

Public Relations Manager with 7-10 years of experience in the travel or luxury sectors is sought for boutique, full-service global marketing communications company with diverse, high profile, luxury travel clients.

Candidate must possess excellent communications skills; strong press release and copy writing abilities; be a dynamic self-starter; have strong travel and luxury media contacts; confidence in being the lead contact on client accounts, creative skills, and the ability to be a team player are all extremely important attributes to this rewarding role. The successful candidate will have strong knowledge of print, broadcast and all social media channels and must be willing to travel on occasions.

Our firm offers a competitive salary along with an excellent benefit package, including vacation, medical, dental, vision and retirement benefits. The opportunity to build public relations client base for the company and take on additional responsibilities in other aspects of travel marketing across the client portfolio exists.

Please note this is a management level position; applicants must possess a college degree. Candidates are asked to submit a covering letter outlining relevant experience in the luxury, travel or hospitality PR industry along with their resume and salary requirements to pmazo@strategicvision.org.

The position is available immediately.

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

Editorial Calendar:

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



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

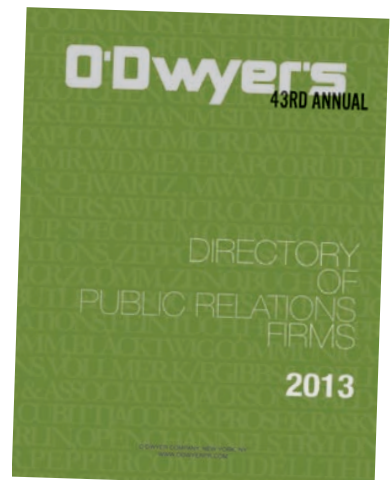
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O'Dwyer's 2013 Directory of PR Firms gives you quick access to large, medium-sized, and small PR firms and even experienced freelancers who work out of their homes. 1,400 firms are listed. 6,500 clients are cross-indexed. O'Dwyer's directory is the only place you can look up a company and determine its outside counsel.

Listed firms have expertise in:

- Public Relations
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- Branding
- Investor Relations
- Employee Communications
- Internet PR
- Product Publicity
- Crisis Communications
- Integrated Marketing
- Corporate Advertising
- Lobbying
- Proxy Solicitation
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