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O'Dwyer's

Communications & new media

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Cover and insert photos by Michael O'Shea.

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January: *Crisis Comms. / Buyer's Guide*
February: *Environmental & P.A.*
March: *Food & Beverage*
April: *Broadcast & Social Media*
May: *PR Firm Rankings*
June: *Global & Multicultural*
July: *Travel & Tourism*
August: *Financial/I.R.*
September: *Beauty & Fashion*
October: *Healthcare & Medical*
November: *High-Tech*
December: *Entertainment & Sports*

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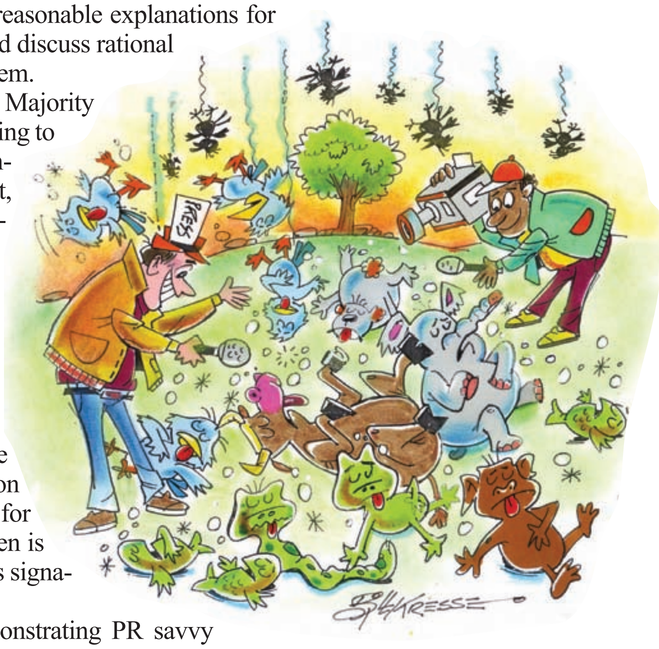
Healthcare debate goes on and on and on ...

Congressional Republicans voted in January to repeal the new federal healthcare law, establishing various committees to pick apart various aspects of the "Affordable Care Act." Now what?

Do Republicans really want to waste the next two years knocking their heads against the wall over healthcare? It's not just a dead horse, it's a dead issue, on par with reports in the media *ad nauseam* during December and January regarding the 200 dead cows in Wisconsin, 5,000 dead blackbirds in Arkansas, 700 dead buffalo in Vietnam and two million dead fish found in Chesapeake Bay. Much like the healthcare issue, we can avoid hysteria and histrionics if we employ logical, reasonable explanations for our current circumstances and discuss rational ways to positively change them.



There's no way Senate Majority Leader Harry Reid is ever going to schedule a vote on dismantling healthcare. Reid, in fact, was often criticized by now-former House Speaker Nancy Pelosi for failing to follow up on votes that were passed with big Democratic majorities in the House.

If Speaker John Boehner plans a never-ending debate on healthcare, Pelosi will soon get her old gavel back. As for President Obama, the veto pen is the ultimate protection for his signature achievement.

The White House is demonstrating PR savvy these days. It has trotted out an impressive collection of third-party newspaper editorial endorsements in support of the healthcare law. The White House website posted links to papers located in "red" states (*Kansas City Star, Memphis Commercial Appeal, Charlotte Observer* and *Palm Beach Post*), "blue" ones (*New York Times, Poughkeepsie Journal, Baltimore Sun, Sacramento Bee* and *Spokane Spokesman-Review*) and "purple" states (*Aurora* (Colorado) *Sentinel* and *Las Vegas Sun*).

The *Charlotte Observer* published my favorite editorial. It bashes Republicans for spreading "misinformation." Depiction of the law as a "government takeover of healthcare" is a flat out lie, the Observer says, noting that the system will still rely on private insurers and employer-provided coverage.

Uncle Sam is not going to seize hospitals and nationalize doctors. To those worried about more regulation of health, the Observer points that though the Federal Aviation Administration sets rules for airlines, nobody in their right mind believes the government controls the nation's carriers. That begs the question: Are Republicans in their right minds?

From the *Observer*:

> "Despite what the Republicans say, returning to the pre-reform system is unacceptable. Are they so out of touch with the lives of regular Americans? It's abominable for our nation to accept a situation in which millions of people — including many employed by small businesses or part-time — can't get decent care for lack of insurance and money. That's where repeal would take us. It's not where we need to go."

Sarah Palin may belittle the mainstream media as "lamestream," but newspapers can play a vital role in outing bogus GOP attacks on healthcare. For starters, much like how they can avoid speculation and fear mongering by turning to scientists who offer logical explanations for varying natural phenomenon on our planet (a virus in Wisconsin, blunt force in Arkansas, cold weather in Vietnam and Maryland), they can start following the GOP money trail to give an explanation for Republicans' ongoing healthcare concerns. The media should also encourage the Republican Congress to concentrate on matters where it can make a difference. How about job-creation and war-ending?

— *Kevin McCauley*

O'Dwyer's

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Political funding skyrockets in year since SCOTUS decision

Record spending during the 2010 Midterm elections reveals the direct effects of money channeled by big businesses to campaigning politicians.

By Jon Gingerich

It's been a year since the passage of Citizens United v. the Federal Election Commission, the landmark Supreme Court ruling that said corporations may now spend unlimited amounts of money to support or oppose political candidates of their choosing.

The SCOTUS decision, which removed any limits on independent campaign expenditures by corporations, trade associations and unions, effectively overturned the historic campaign finance reforms of McCain-Feingold, which held that corporations and unions can't use general treasury funds to pay for attack ads or otherwise sway a political race.

Citizens United drew a backlash of criticism from myriad detractors in both the federal and private sector, who argued the decision would suppress transparency in elections and further entrench party candidates in special-interest politics. A year later, there's one fact everyone can agree on: campaign contributions have been through the roof.

The 2010 Midterm elections saw a deluge of corporate money enter election campaign pools. Spending by outside interest groups was about $295 million, more than four times larger than the $69 million spent during the 2006 Midterms.

At the same time, direct campaign contributions also reached dizzying new heights. Candidates running for office in the House and Senate took in about $1.5 billion in campaign fundraising during 2010, and spent another record sum of nearly $2 billion. When added to independent expenditures by non-party groups, federal elections accounted for a $4 billion industry in 2010 — $1.2 billion more than the $2.8 billion spent in 2006 — and this figure doesn't even take into account state or local races.

If you took the total amount of money raised by both direct contributions to Congressional political campaigns and those raised by outside groups, and divided it by every American who voted in November, it would be the equivalent of writing each voter a check for $45.

"When the floodgates are open you get a flood, and that's exactly what happened during the 2010 elections," said Dave Levinthal, Communications Director of the Center for Responsive Politics. "You may not be able to show in every example whether the Citizens United decision was a single driving force for corporations and trade associations to engage in politics more, but it made it possible for them to dig directly into their treasuries and spend money for or against political candidates, and this widens the avenue through which political influence comes."

Spend big, win big

One could argue that electoral spending increased in 2010 because there were hotly contested elections, rife with big issues and high voter interest. To make this claim would be to avoid the indisputable fact that voter numbers were universally low in November; only about 40% of eligible voters bothered to show up. Along party lines, Democrats comprised about 46% of voters while Republicans accounted for 53%. Voters under the age of 30 — a demographic that accounts for big Democrat numbers — made up only 11% of the electorate in the 2010 Midterms, the lowest in decades. When historic incoming dollar amounts are shown in contrast to noticeably thin ballot counts, it becomes clear the 2010 election was influenced by a looming disparity.

Electoral spending skyrocketed for both parties in the months leading up to the 2010 Midterms. The contributing scales however, were noticeably tilted. According to the Center for Responsive Politics, for every $1 liberal organizations spent on political ads, conservative organizations spent more than double. Similarly, Republican Congressional candidates out-raised Democrats by nearly $30 million.

Democrats lost not only the House, they lost the message war. And while predicting electoral trends is never an easy endeavor, the 2010 Midterms was proof that money spent in politics is money earned. According to a January report released by Public Citizen, in 60 out of 75 Congressional races where political parties changed hands, the candidate that benefited the most from outside funds had an 80% chance of winning that race.

Continued on next page

Corporate coffers shrouded in secrecy

Nearly half of the $295 million raised by outside sources in the months leading up to the 2010 Midterms came from only about 10 groups, with the lion's share benefiting Republicans.

Some are well known. The U.S. Chamber of Commerce, for example, raised more than $75 million and ran about 8,000 ads supporting Republican causes and candidates.

Crossroads Media, a Republican media services firm that holds Karl Rove as Senior Advisor, received more than $40 million to craft conservative messages for the masses. The Committee for Truth in Politics spent more than $7 million on ads to influence the 2010 Midterms. The organization is headed by former Republican Party Vice Chairman James Bopp, Jr., who was partially responsible for getting the Citizens United case into the Supreme Court.

In most cases however, the money trail simply runs cold. Unlike direct campaign contributions, the sources that fund independent groups aren't required to disclose their roster of donors. For example, approximately 75% of Crossroads Media's funds come from undisclosed donors. It's for this reason a financial connect-the-dots linking corporations to the allowences of Citizens United is essentially impossible.

Another reason why it's so hard to measure the impact of Citizens United is because it wasn't the only factor influencing the game. A separate SCOTUS decision in March gave rise to the creation of a new political committee commonly known as "Super PACs." A Super PAC allows corporations to raise and spend virtually unlimited amounts of money on political candidates as long as they don't coordinate those efforts directly with the candidates they support. Unlike expenditures by non-party groups however, they must disclose their donations to the Federal Election Commission. Almost as soon as it left the gate, Super PACs quickly became the new standard for politics.

"The thinking was you'd have all these ads by Exxon Mobil or AT&T or Hewlett-Packard. That didn't turn out to be the case," said Levinthal. "Corporations had the ability to make donations through the Chamber of Commerce, or a trade association or a union. Also, corporations were now making donations to the Super PACs responsible for the ads. The fact is, we may never truly know the dollar amount for donations during the 2010 cycle."

Many industries made it big regardless of who won at the polls. Broadcasters alone brought in about $2.5 billion in revenues from ads supporting federal, state and local campaigns, showing that if there's any industry that's recession proof, it's politics.

Grassroots efforts unite

Already a groundswell of support is moving to overturn the Citizens United decision. One new campaign, Business for Democracy, was launched to unite national businesses in speaking out against the Citizen's United decision. Coordinated by the American Sustainable Business Council, Seventh Generation and Ben & Jerry's are two businesses that have currently signed on.

Others are turning to more drastic measures. Virginia Lyons (D-VT), recently introduced legislation in the Vermont State Senate that seeks to amend the U.S. Constitution to explicitly state that corporations are not persons. Doing so would overturn the long-standing notion that corporations do not possess rights of "personhood" on par with citizens, which was a predicate ruling used in the Citizens United case.

"These ideas have come up numerous times, but the reality is a Constitutional Amendment is a difficult thing that only happens very rarely," Levinthal said. "Congress' last session had a Democrat House, Senate and White House, and even then just passing a bill was a difficult thing to do."

Business-as-usual politics stall clean energy efforts

It's 2011, and Americans have arrived at an environmental crossroads. Though historic environmental disasters are now woven into the American consciousness, state propositions financed by Big Oil and Supreme Court decisions that allow dirty fuel industries to compete unfairly has kept environmental matters entrenched in business-as-usual politics for special interests. Make no mistake: as long as we're tied and bound to inadequate, current polices we will be unable to fully realize the potential of a Clean Energy Revolution.

By Aric Caplan

April 2010 saw two infamous dates when energy workers died in disasters caused by dirty fuels. April 5th, 2011 will mark the one year anniversary when Massey Energy's Upper Big Branch mine claimed 29 American lives and became the U.S. coal industry's worst workplace disaster in more than 40 years, according to reports in the *Charleston Gazette* (WV). Two weeks later, on April 20th, 11 platform workers were killed on the Deepwater Horizon rig and seemingly unknown devastation hit the Gulf of Mexico and the livelihoods of thousands of Americans. In total, nearly five million barrels of crude oil released before the leak was capped. Nine days after the BP Deepwater Horizon drilling rig exploded on the tragic night of April 20th, the *Houston Chronicle* reported that "a slow-motion environmental disaster may be in the making with the discovery Saturday that [a severely underestimated] 42,000 gallons a day of crude oil is spewing from a well on the bottom of the Gulf of Mexico near where a huge drilling rig sank last week and it could be months before it's stopped."

To understand the grossly inadequate controls of our current environmental polices, one needn't look any further than the profound scientific analysis and sound policy recommendations set forth by President Obama's bipartisan commission that investigated the Gulf disaster.

One of the most damning passages in the commission's report blasted oversight of oil and gas drilling, stating, "The root problem has instead been that political leaders within both the Executive Branch and Congress have failed to ensure that agency regulators have had the resources necessary to exercise that authority, including personnel and technical expertise, and, no less important, the political autonomy needed to overcome the powerful commercial interests that have opposed more stringent safety regulation."

Ostensibly, none of the responsible parties has adopted their advice.

Peter Lehner, Executive Director at the Natural Resources Defense Council (NRDC), said, "Now the question is: who will put the commission's recommendations into action? The Interior Department has begun to implement needed reforms, but the commission has recommended vital additional steps to ensure that safety and environmental protection guide federal activities." Lehner added, "Congress, meanwhile, has done nothing to safeguard Americans from another oil spill."

The fossil fuel industry remains primed, persistent and predisposed to the filthiest fuels on Earth, which are derived from oil shale, tar sands and liquid coal from Canada. NRDC, Sierra Club, National Wildlife Federation, Friends of the Earth, Greenpeace, Earthjustice and many others are blowing the whistle on Canada's oil industry that intends to transform old growth, ancient boreal forests and wetlands into "America's gas tank." Making matters worse, TransCanada builders of the Keystone XL petroleum pipeline are planning it to transport up to 900,000 barrels of toxic tar sands oil per day, under the ground and across rivers, from northern Alberta to U.S. refineries along the Gulf Coast. According to a letter obtained by NWF, the latest chapter involves TransCanada threatening eminent domain proceedings on Nebraska landowners who do not surrender their property for the oil pipeline. While the massive 2,000 mile project has yet to be approved by the federal government, TransCanada is invoking a Nebraska statute to ensure rapid construction.

Although widespread natural gas extracting imposes enormous risks to Pennsylvania, New York, Ohio, West Virginia and neighboring states, Marcellus Shale promises short-term jobs in communities hard hit by recession. Larry Schweiger, president and CEO at the National Wildlife Federation, describes the process of freeing natural gas by pumping untold chemicals, sand & water into the ground under high pressure to fracture rock formations. Each hydraulic fracturing, or "fracking," uses millions of gallons of fresh water from local rivers, streams, ponds and lakes. Afterwards, gas drillers dispose of massive amounts of wastewater back into local rivers and streams. According to Schweiger, fracking fluids contain "a toxic cocktail of petroleum distillates — benzene, toluene and other carcinogens (the precise recipe is a trade secret). The fractured formations are then 'dewatered' to release the gas."

On December 3, Reps. Joe Barton (R-TX) and Fred Upton (R-MI) wrote to Interior Secretary Ken Salazar claiming that a "rush to regulate" could "chill" oil-and-gas development and harm America's energy security. By the same token, industry groups call fracking concerns badly overblown and say their methods prevent water pollution. The EPA is currently studying public health risks and environmental impacts of natural gas fracking.

Mountaintop removal coal mining must end. Sen. Lamar Alexander (R-NC) contends, "Coal is an essential part of our energy future, but it is not necessary to destroy our mountaintops and streams in order to have enough coal." In reality, MTR, as it's often called, blasts the tops off of mountains and dumps its waste into streams and valleys across Appalachia. Recently, Sens. Alexander and Ben Cardin (D-MD) introduced The Appalachian Restoration Act in the U.S. Senate to stop the unsustainable strip mining. In an op-ed in the *Tennessean* dated 4/11/10, Sen. Alexander said their bill "is needed to end the practice before its destruction is so expansive that the Appalachian region can never recover." As for financing, Morgan Stanley, JPMorgan Chase and Wells Fargo have enacted policies making [MTR] a "less appealing investment" since May of 2010. On January 13, 2011, the U.S. Environmental Protection Agency (EPA) said it would use its authority under the Clean Water Act to stop mountaintop removal coal mining and not permit proposed disposal of mining waste in streams. Administrator Lisa P. Jackson said her office used used sound science to safeguard water supplies for wildlife and residents of Appalachia who depend on clean waters for drinking, fishing and swimming. Under Jackson's leader-

Continued on next page

ship the agency took major action to prohibit further poisoning of endangered communities. EPA stated, "After extensive scientific study, a major public hearing in West Virginia and review of more than 50,000 public comments, EPA announced that it will use its authority under the Clean Water Act to halt the proposed disposal of mining waste in streams at the Mingo-Logan Coal Company's Spruce No. 1 coal mine. EPA is acting under the law and using the best science to protect water quality, wildlife and Appalachian communities."

It's no surprise that the EPA's authority to regulate greenhouse gasses is under attack by the newly elected 87-member class of the 112th Congress. EPA expects challenges to exempt polluters from enforcing the Clean Air Act, the Clean Water Act, the Safe Drinking Water Act and the Toxic Substances Control Act. In mid-January, Politico's Morning Energy reported Sen. John Barrasso R-WY is soon to introduce sweeping legislation blocking the Obama administration and states from imposing new climate rules. Absurdly, a spokesperson for the Congressman played the jobs-myth card claiming that "by passing the Barrasso bill, we can protect jobs, consumers, and small businesses from Obama's overreaching bureaucracy that is stifling job creation and slowing our economic recovery."

On another front and equally confounding, The Hill's Energy and Environment Blog, E2 Wire, in January published an interview with the U.S. Chamber of Commerce's Institute for 21st Century Energy. Ironically, they sounded more consistently in line to favor 20th Century solutions because they compete with clean, renewable energy. Disingenuous or intentional, the U.S. Chamber propaganda called a "Transition Plan for Securing America's Future" runs contrary to taking full advantage of a Clean Energy Revolution. Completely a misnomer, the Institute for 21st Century Energy lobbied Members of Congress to "rethink attempts to set aside large amounts of money for the research and development of nascent energy technologies like wind and solar at the expense of conventional forms of energy like oil."

Any rational venture capitalist could conceive a truly sustainable and patriotic course of action to support clean energy sector investments sooner rather than later. In a nutshell, the United States must encourage competition for clean energy on par with allowances for fossil fuels. Moreover, they must stop subsidizing dirty fuels. The Coalition for Green Capital (CGC) and their partners work at the vanguard of America's new generation for energy innovation. They have outlined an agenda to employ policies to help level the playing field and connect new revenue sources. Reed Hundt, CGC's Chief Executive Officer, advocates for establishing a Clean Energy Bank that would "guarantee retail loans made to energy service companies or utilities so as to provide below-market capital that created an incentive for those firms to enter the retrofitting business at a large scale and on a long term basis. We need the jobs and we need the carbon emissions abatement; creating private sector profit opportunities is the appealing way to achieve these goals." Hundt added, "it would make a great deal of sense to have Clean Energy Bank administer both retrofit and generation financing, particularly because utilities and other firms should be able to choose between these complementary efforts, as particular circumstances suggest."

If the profound costs to public health and the environment are not enough incentive and evidence for changing course and encouraging more clean energy investments, surely the number one most profitable company on the *Fortune* 500, ExxonMobil must be doing something right. In April 2010, forbes.com reported that ExxonMobil earned $17.6 billion in 2009 but paid nothing to the IRS (They made a record $45.2 billion in 2008). According to their 10-K, an annual report required by the U.S. Securities and Exchange Commission (SEC), that gives a summary of a public company's income, ExxonMobil didn't have a zero-tax liability in 2009; it was actually owed $46 million by the IRS, against $15.1 billion in foreign taxes owed. ExxonMobil's corporate welfare knows no shame and has Uncle Sam over a barrel by shifting their annual tax burden legally to 20 wholly owned subsidiaries based in the Bahamas, Bermuda and the Cayman Islands. So much for fiscal responsibility and patriotism.

Unfortunately, affecting lasting progress in energy policy has become overly political. The almighty dollar has lured many elected officials to the "dark side." The same politicians are obstructing the business of running our country. In this manner, too many of them have put corporate concerns and the agendas of lobbyists ahead of serving in the public interest.

Moreover, some legislators have compromised their integrity to the tune of becoming completely beholden to industry instead of their constituents. All the while, some politicians with vested interests defend dirty fuels that bankroll their reelection campaigns. Too frequently they pose a false choice that pits so-called cheap oil against jobs for working families. These elected officials mislead and frighten voters into believing that to maintain our cycle of addiction has greater merit than to advance our economy and increase U.S. national security. In reality, good-paying clean energy jobs are poised to replace existing ones in the dirty fuels business. Though to be fully committed, we have to get beyond the partisanship. Likewise, it's time to expose the oil and gas lobby's focus-group approved "all of the above" energy strategy that truly is a euphemism for preserving the status quo. The industry's indifference and endless delays have failed our country and miss the mark to resolve the real problem.

Our country is not without major hurdles. However, if the U.S. economy is to rebound anytime soon we must be ready and committed to raising our competitiveness on the world stage, and especially to winning here at home. Meanwhile, partisan extremists are hard at work perpetuating falsehoods, undermining current policies and duping the American public into voting against their own self-interests. These actions could continue to handicap our country as long as we tolerate them, instead of uniting our communities and encouraging American innovation toward the promise of shared success through the clean energy economy.

No thanks to our Supreme Court, America is disadvantaged by another "dirty little secret." In last year's landmark Citizens United v. Federal Election Commission decision, the Supreme Court ruled that the "government of the people, by the people and for the people" may not prohibit political spending by corporations in elections. In fact, that 5-4 ruling effectively dashed hopes of advancing greater transparency and getting unknown amounts of money out of politics altogether. According to President Obama, "The Supreme Court has given a green light to a new stampede of special interest money in our politics. It is a major victory for big oil, Wall Street banks, health insurance companies and the other powerful interests that marshal their power every day in Washington to drown out the voices of everyday Americans."

If "Made in America" still stands for something and is realistic, let's manufacture all 8,000 parts that go into building every turbine for each clean energy wind farm. After all, creating a sustainable economy is centered on establishing vigorous private and public partnerships. The ambitious level of commitment that I propose will deliver clean, renewable energy and spur innovation needed to fortify America's infrastructure and create enduring skilled jobs that cannot be outsourced.

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

EPA faces PR battle over "mountaintop removal" veto

The Environmental Protection Agency, a target of the new conservative Congress, flexed its muscle last month with a bold move to revoke a permit for the nation's largest "mountaintop removal" coal mine project in West Virginia. That ruling set the stage for a PR showdown.

By Kevin McCauley

Lisa Jackson's EPA put the future of St. Louis-based Arch Coal's 2,300-acre project in doubt after it had undergone a 10-year review process and earned a permit from the Army Corps of Engineers in 2007. At that time, there was no objection from the Bush Administration EPA, which had the right to intervene under the Clean Water Act.

The Obama Administration EPA sees the situation differently. The EPA now claims the rubble created by dynamiting the tops off mountains in order to reach coal seams would pollute streams, kill wildlife, destroy forests and wreck communities in Logan County.

Peter Silva, EPA's Assistant Administrator for Water, said the proposed Spruce No. 1 Mine would use "destructive and unsustainable mining practices that jeopardize the health of Appalachian communities and the clean water on which they depend."

EPA critics cry foul. They say the agency is changing the rules of the game, using its rule-making authority to do an end run around of a pro-business Congress.

Business hammers EPA

The Jan. 13 EPA move to "retroactively veto" an existing Section 404 permit granted four years ago under the Clean Water Act drew an immediate and furious reaction from the business community.

Hal Quinn, President of the National Mining Association, said EPA's veto "threatens the certainty of all Section 404 permits, weakening the trust U.S. businesses and workers need to make investments and secure jobs."

He noted that Spruce No. 1 underwent a "robust 10-year review, including an exhaustive Environmental Impact Statement. The EPA participated fully in the comprehensive permitting process and the project has abided by every permit requirement."

To Quinn, EPA took an "unprecedented action that was never before contemplated in the nearly 40 years since the enactment of the Clean Water Act during a time of great economic uncertainty."

The NMA urged the Obama Administration to "step back from this unwarranted action and restore trust in the sanctity of lawfully granted and abided by permits and the jobs and economic activity they support."

More than 20 other trade associations, including the National Realtors Association, National Cattlemen's Beef Association and United Egg Producers, protested the EPA's action via a letter to Nancy Sutley, Chairwoman of the White House Council on Environmental Quality.

West Virginia Senator Joe Manchin speaks to a crowd at a January 20 Rally for Coal at the State Capitol Complex in Charleston, West Virginia. Manchin has introduced a bill to strip the EPA of its power to "retroactively veto" permits.

Photo: Steven Allen Adams, westvirginia.watchdog.org

The letter noted that clean-water permits support businesses that generate $220B in economic activity annually in areas such as energy, agriculture, home building, mining and transportation sectors.

"If EPA is allowed to revoke this permit, every similarly valid permit held by any entity — businesses, public works agencies and individual citizens — will be in increased regulatory limbo and potentially subject to the same unilateral, after-the-fact revocation," said the trade groups' letter.

An aide to Sutley said the office does not get into permit decisions because they are the responsibility of the EPA.

Greens rejoice

Environmentalists applauded Jackson and the EPA for finally standing up to the Big Coal, which they feel had its own way under the Bush Administration.

Ed Hopkins, Environmental Quality Program Director at the Sierra Club, said: "In sharp contrast to the previous administration's policies on mountaintop removal coal mining, EPA Administrator Lisa Jackson is showing a strong commitment to the law, science and the principles of environmental justice. She deserves enormous credit for changing policies to protect Appalachia's health, land and water."

Joel Lovett, Executive Director of the Appalachian Center for the Economy and the Environment, said: "It's a relief after all of these years that a least one agency has shown the will to follow the law and the science by stopping the destruction of Pigeonroost Hollow and Oldhouse Branch."

He wants EPA to follow up on other permits of the Army Corps that "violate the Clean Water Act and that would allow mountaintop mines to lay waste to our mountains and streams."

Matt Wasson of iLoveMountains.org, said EPA's decision "will protect more than six miles of quality streams from being buried under 110 million cubic yards of toxic coal mining waste–streams whose water tables provide drinking water for the region.

He lamented that EPA's veto only impacts one mine, in one state. "The impacts of the Spruce Mine are not unique, and, unless stopped completely, mountaintop removal coal mining will continue to destroy the natural and cultural heritage of Appalachia," said Wasson.

Battle line drawn

Joe Manchin, the newly elected Senator from West Virginia, vows to do whatever it takes to overturn what he calls EPA's "unprecedented and irresponsible action that threatens jobs and investments." He sees 200 jobs and a

Continued on next page

$250M investment at stake, if the EPA veto survives a legal challenge from Arch.

On Jan. 20, Manchin sent a letter to his colleagues, asking them to co-sponsor legislation that he plans to introduce in the coming weeks to prevent EPA from "retroactively vetoing permits."

"At a time when our nation is struggling to recover from the worst economic recession in history, and with an unemployment rate that has hovered near 10 percent for two years, the precedent this decision sets could not be more dangerous," wrote Manchin, who was governor of the Mountain State before elected to the Senate last year.

"Although the EPA claims no other permits are currently being considered for a retroactive veto, the potential negative effects of this decision are staggering. Now, every similarly valid Section 404 permit is faced with regulatory limbo and potentially the same after-the-fact reversal," he warned.

Environmentalists have praised EPA Admin. Lisa Jackson's decision to veto a permit for the nation's biggest "mountaintop removal" coal mine.

In Manchin's view: "The EPA turned back the clock on the permit, rewrote the rules to change a previous decision it did not agree with, and unilaterally broke the government's promise that jobs could be created and this mine could proceed.

"This EPA decision has far-reaching consequences not just for my beloved state of West Virginia, but also for the entire country."

The Democrat cautioned about environmental activists that are urging the EPA "to apply this decision to other operations in West Virginia and other states, putting countless more jobs, and our economic recovery, at grave risk."

Community responds

Manchin is seeking to form a "bipartisan coalition to cosponsor "sound legislation that restricts the EPA from putting jobs at risk by retroactively changing the rules on investments and business."

Manchin in January named Marni Goldberg D.C. press secretary. Goldberg was previously press secretary for the defeated Senator from Arkansas, Blanche Lincoln (D), and earlier worked as deputy communications director for Sen. Mary Landrieu (D-La.).

Hundreds of West Virginia coal miners rallied January 20 in Charleston to protest the EPA's ruling on Spruce No. 1 mine.

For its part, Arch Coal has vowed to fight the EPA tooth and nail. "We remain shocked and dismayed at EPA's continued onslaught with respect to this validly issued permit," spokeswoman Kim Link told the AFP.

"The company will continue to vigorously defend the permit, now in court, along with the right to have a predictable regulatory environment," Link said.

The fight over Spruce Mine has just begun. The United Mine Workers, which does not represent the Spruce Mine, says the recent EPA decision will cause "great difficulties" for Arch miners, families and local communications. President Cecil Roberts regrets that the EPA and Arch "could not come to an agreement that would allow many of those jobs to be saved."

Why "green" isn't a sustainable brand differentiator

It's 2011, and everyone is jumping on the "green" bandwagon. It's a commendable endeavor, but unfortunately the word now suffers from overuse and, in some cases, downright misuse. The result? "Green" no longer means what it used to, and is quickly becoming one of the biggest brand non-differentiators out there. Brands that espouse their "greenness" should begin addressing larger issues of substantiability if they want to separate themselves from the competition.

By Park Howell

It used to be cool to smoke. It was a personal statement, a brand differentiator.

People didn't think twice about polluting their bodies by puffing on tumor-causing cigarettes. Even today, the smoker lifestyle exists, permeating smokers' clothes, cars and homes, with brown fingernails, cracked lips, ashen skin, lungs that heave from the slightest exertion.

A filthy habit that once separated the elite from the middle class has now become stigmatized in our society, primarily due to massive education about its harmful effects, and through famous credos popularized by anti-smoking campaigns such as The Truth: "Tobacco companies' products kill nearly 37,000 people every month. That's more lives thrown away than there are public garbage cans in New York City."

Like nonsmokers, more companies are making themselves and their communities healthier with the benefits of education, hindsight and self-preservation through green practices. They've realized that it's not sustainable to keep polluting our waterways, ravaging natural resources and producing products harmful to the world.

A perfect storm of external forces, including the global recession, an upswing in corporate social responsibility initiatives, supply chain process improvement and a crescendo of voices in environmental education have helped satiate toxic business practices and promote more sustainable organizational behaviors. In fact, they have become key to survival.

You can't fake authenticity

Companies are now trumpeting their newfound green exploits like jittery chain smokers that are resolutely kicking the habit. The whole world seems to be in one big Kumbaya for green. That's a good thing. However, it's simply no longer a differentiator.

One of the first crazes marketing departments jumped on involved logos bearing sprouting leaves. Logo design is about capturing the iconic brand essence of a person, product, company or cause. This may be the first time in the history of advertising that marketers are singularly focused on a simple act of being responsible as a brand, and not the company's collective character. "Green this" and "eco that" have become the calling cards of corporations so numerous that they all sound the same. Just explore any blog about green logos or how to create them, and ask yourself if green isn't a new color for vanilla.

Communication professionals are missing the big picture. Being "green" is just only one element of being sustainable. And your customers know that. In the "State of Green Business 2010" report, Joel Makower of GreenBiz.com, states:

"Consumers want products that aren't just greener, but better — that offer some kind of personal benefit, whether they're cheaper to buy or own, have enhanced features or higher performance, are more convenient, less wasteful, healthier for their families, or simply cool."

Approachable, believable, doable

A great measure of your approach to sustainability and how it is reflected in your green marketing is asking yourself if your mission and message are approachable, believable and doable. One of the world's largest snack-food manufacturers, Frito-Lay, has done a remarkable job of marrying its SunChips brand to sustainability that address this three-legged stool to green marketing.

SunChips is a whole-grain snack that was launched in 1991, and has experienced phenomenal growth (about 20% per year). Earlier this decade Frito-Lay recognized the growing intersection among its consumers' concerns for their health and the health of the planet.

SunChips marketers know that consumers want a tangible, functional benefit (the healthy food snack) with a green benefit. So sustainability became core to their business strategy. Their efforts started in 2007 and they knew they couldn't do it overnight. They managed expectations and curbed any whiff of greenwashing by branding the initiative "One small step at a time." Their efforts include:

- Purchasing renewable energy credits to offset its energy needs.
- Using solar power at its Modesto plant.
- Reducing the environmental impact of its packaging by introducing a fully biodegradable chip bag in 2010.
- Supporting sustainability initiatives, such as helping to rebuild Greenburg, Kansas into the greenest town in America following a devastating tornado.

As an expression of their brand, their website encourages their customers to join SunChips in making a difference one small step at a time.

"Can one person make the planet greener, better ... happier? We think so. Because big change starts with small ideas ... We think everyone has the power to change the world. One small act at a time. Let's do this together."

SunChips, with National Geographic, then invited customers to come up with the best Earth-saving idea. These ideas were collected on the site The Green Effect, and each of the five winners received $20,000 to put their idea into action.

SunChips is a remarkable example of all three legs of our green marketing stool. The "tangible" healthy qualities of its product are very approachable, and therefore make the larger brand approachable. Powering their plants with solar energy and creating biodegradable packaging make Frito-Lay's green efforts with SunChips all the more believable with no fear of greenwashing. Engaging its customers in their "One small step at a time" initiative makes it all very "doable."

There are many examples of organizations that have made their brand positioning much more sustainable by turning their green marketing into holistic movements for the greater good. If you're touting green, imagine yourself as a smoker who has recently quit. How are you enhancing your health? Have you become a jogger, an avid 10k competitor, marathoner, ironman? Just being a nonsmoker — or being green — for practical health reasons is admirable, but not that cool of a differentiator.

Park Howell is President of Park&Co, a Phoenix based sustainable marketing firm.

Despite regulation, 'greenwashing' practices increase

By Rachel Belew

A 2010 report by environmental marketing and consulting company TerraChoice found that a growing number of North American companies are making false and misleading environmental claims about their products. The latest in a series of annual green marketing studies, the TerraChoice report found that the use of fake eco-labels has increased dramatically in the last year, up to nearly 31% from about 23% in 2009. In other words, for every 10 products on the market today, at least three bear phony environmental certification marks or imitation "green" seals of approval that bamboozle consumers into buying them.

Green's gray area

In terms of deceptive marketing practices, "greenwashing" has become so common that it has fallen under the scrutiny of the U.S. Federal Trade Commission. The FTC is currently in the process of revising and strengthening its "Guides for the Use of Environmental Marketing Claims," otherwise known as the "Green Guides," which is used to help marketers avoid making unsubstantiated or deceptive environmental claims. Because the marketplace is still confused regarding what "green" really means, it's unclear how well companies — including their marketing and public relations departments — will adhere to the guides.

Consider this: does a product made from 100% post-consumer recycled content constitute a "green" product? Some may say yes. But what if the amount of energy needed to recycle the content is so great that the recycling process itself causes excessive greenhouse gas emissions? Is the product still "green?" And what if the material that's being recycled is rubber from a chemical-laden automotive tire and is now being marketed as an indoor flooring product? Is that green?

"Green" isn't as black and white as you may think. Because "green" products are becoming increasingly popular in the consumer space however, companies are racing to meet demand, often at the expense of transparency. According to the TerraChoice study, so-called "greener" product offerings at two dozen stores increased by 73% from 2009 to 2010. However, more than 95% of those "greener" products still made one or more misleading environmental claims.

Honesty is the best policy

So what's a company to do?

As public relations and marketing professionals, the most important thing we can do is tell the truth: be open and honest about our clients' efforts to be more sustainable, but don't ever embellish the facts. Because the truth is, nothing is perfectly and holistically green; there will always be environmental tradeoffs with which to contend. Green-minded consumers understand this and will be much more sympathetic to companies that acknowledge their strengths and weaknesses rather than telling half-truths or untruths.

Another critical tool for communicating our clients' sustainability goals is to have them achieve third-party certification for their product or service. Third-party certification indicates that a particular green attribute (e.g., recycled content, low chemical emissions, etc.) has been independently evaluated and verified. Having a third-party certification is like having impartial expert testimony that your sustainability story is valid and verifiable with hard data. That's the kind of messaging that will resonate with green-minded consumers.

Unlike first-party "certifications," which are self-made and inherently biased, or second-party "certifications," which are made by an outside body but are based on self-provided (and often biased) information, third-party certifications have no conflicts of interest and can objectively evaluate a product or service based on strict criteria. Examples of third-party green certifications are GreenSeal, EcoLogo, UL Environment, GREENGUARD, Scientific Certification Systems, NSF, Forest Stewardship Council (FSC), and Cradle to Cradle.

Don't soil your brand

Sometimes, our clients' brands don't quite fit squarely into sustainable messaging. In these cases, clients may want us to play spin doctor — but don't! More and more, consumers are scrutinizing green claims. "Greenwashing" is part of their daily vernacular — and sham claims are on their radar. Never assume that consumers aren't doing their homework. Messaging a company's efforts to go green honestly and transparently — even if the company isn't quite as "green" as it wants to be yet — will go a long way toward building consumer trust and positive brand perception.

Rachel Belew is the Public Relations and Communications Manager for the GREENGUARD Environmental Institute.

Quality trumps altruism for today's green consumers

By Jacquelyn A. Ottman

Green has gone mainstream. Products that formerly caught the interest of only a fringe group of consumers have now become a $290 billion dollar industry.

Of course, products claiming to be environmentally friendly have been around since the 1970s — you may remember those phosphate-free laundry detergents that left clothes dingy, or compact fluorescent bulbs that cast a green haze. Thanks to quality improvements and savvy marketing, green products in recent years have rivaled — and are even beginning to surpass — "brown" counterparts in quality and ubiquity. As a result, today's greener products are no longer sold just in health food stores, but in major retail outlets nationwide.

Indeed, "thinking green" is unleashing a host of creative innovations for products around the home. Take diapers. The standard greener alternative to the landfill-clogging disposable diaper used to be cloth or so-called "biodegradable" replacements. Now, it's "Ultra"-thin Pampers, which take up less landfill space. In the not-too-distant future, the flushable "G" diaper — whose innovative two-part construction allows the inner lining to be flushed, with the attractively designed outerpants to be used over and over — may very well become the gold standard in green baby care. Laundry detergent has gone through a number of green iterations too. Super-concentrated detergents are now making way for even more concentrated pump sprays, which might also give way to newer innovations currently under development.

Underscore primary benefits

Each new green development ups the ante for a green standard, changing green consumers' perceptions of what's acceptable — and gives marketers exciting primary benefits to communicate, beyond yesterday's now clichéd "Save the Planet" pitches.

Today's savvy marketers now promote the added value their products provide: better health, superior performance, good taste, cost-effectiveness, and even status. Emphasizing such primary benefits is critical to winning over today's broad swath of mainstream consumers.

Indeed, the target demographic for green marketing is not the "educated women, 30-49, with children" of yesteryear, but one of many possible segments of a dynamic consumer base that now comprises 83 percent of all U.S. adults.

Seven rules of good green marketing

Since both the products and the consumers have changed, it makes sense that the rules of green marketing itself must change along with them. Below are seven new rules of green marketing, as discussed in my book "The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding."

Save me! Yesterday, green marketing focused on consumers' desire to "save the planet." Today, consumers buy greener brands to help protect their health, save money, or because they simply work better. That's why products such as organic food and clothing, natural personal care and pet care, and energy-efficient products are leading the way in sales. So, scrap the images of planets! Bag the daisies! Nix the babies! For better or for worse, today's green marketing appeals to consumers' less altruistic impulses.

Businesses are philosophies. It used to be that companies were what they made. International Business Machines. General Foods. General Motors. Now, businesses and brands are what they stand for. Method's innovative line of household cleaning and personal care products rests upon a multi-pronged product development platform that balances design, fragrance, efficacy, and environmental and personal safety to provide positive experiences for the individual and the environment. Starbucks demonstrated that a global company serving 50 million per day can turn a proactive approach to sustainable sourcing and operations into a strategic and profitable part of its brand. Timberland's attention to quality, passion for the environment and commitment to transparency has helped earn a strong customer following willing to pay its premium.

The brands consumers buy and trust today educate and engage them in meaningful conversation through a variety of media, especially via websites and online social networks. Talking "at" consumers through traditional media and paid advertising can't build loyalty among empowered consumers in a connected world. That's the magic behind Method's "People Against Dirty" interactive social media campaign, and why Whole Foods has 1.9 million Twitter followers and counting.

Green consumers are strongly influenced by recommendation, be it from friends, family, or trusted third parties. With rampant cynicism about traditional forms of advertising and a backlash in place against perceived greenwashing, savvy marketers leverage purchase influencers and third parties like NGOs and especially eco-labelers.

According to 2009 research from Nielsen, 90 percent of consumers trust recommendations from people they know significantly more than ads on television or in newspapers. The Internet is one of the green consumer's most powerful tools. Websites like GoodGuide.com — which allows shoppers to access the health, social and environmental track records of over 70,000 food, toys, personal care and household products — and Care2.com, the largest online empowerment community of green consumers, with 14 million members — allow the kind of informed decision making that is key to green consumption.

Green consumers trust brands that tell all. BP, ExxonMobil, and SIGG learned this the hard way. It's no longer enough to have a well-known name. Today's brands become trusted by practicing "radical transparency," disclosing the good and the bad. One especially laudable example, Patagonia's Footprint Chronicles microsite lets visitors trace the environmental impacts of ten Patagonia products from design through delivery, including components and where they come from, innovations used to reduce impacts on the environment, and what the company thinks it can improve on. Patagonia encourages customer comments, a practice that builds loyalty. As the company learns more, it applies this knowledge to its broad spectrum of products.

Authenticity. It's not enough to slap on a recycling logo or make a biodegradability claim. Brands viewed as the most genuine integrate relevant sustainability benefits into their products. That's why HSBC and Stonyfield Farm aim to reduce the carbon impacts of their operations, giving each company the fodder for highly relevant green marketing messages in the process.

Keep it simple. Plato was an environmentalist: "Simplicity is elegance." Today's consumers are cutting out the needless purchases, and getting rid of the gadgets and gizmos that don't add value to their lives. That's why they are migrating to brands that help express these values. It's just that simple.

Jacquelyn A. Ottman is Founder and Principal of J. Ottman Consulting, Inc. She is author of the book, "The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding."

PR firms scramble to aid Ivory Coast election disaster

By Kevin McCauley

PR firms are rushing to aid Alassane Ouattara, the disputed new President of Côte d'Ivoire (the Ivory Coast) who was elected on November 28 but has since been blocked from taking office by forces loyal to ousted incumbent strongman Laurent Gbagbo.

Ouattara defeated Gbagbo in a November Presidential election, the first such election the country has seen in a decade. Gbagbo, whose mandate to lead the nation expired in 2005, had made successful attempts to delay elections several times.

On December 2, the Independent Electoral Commission of Côte d'Ivoire (CEI) declared opposition leader Ouattara winner. However, the Constitutional Council, which has the final word on elections, since invalidated 500,000 votes from pro-Ouattara regions in the north (or about 10% of the total vote), thus reverting the title to Gbagbo.

Gbagbo, who was sworn in as President on December 4, has since refused to step down. He has also demanded the United Nations to leave the Ivory Coast. The nation's army has closed its borders and foreign news organizations were banned from broadcasting from within Côte d'Ivoire. Fearing his safety, Ouattara has barricaded himself in a hotel under the protection of United Nations troops.

More than 200 people have been killed in opposition skirmishes since the election. The United Nations is sending 2,000 additional troops to the Ivory Coast to cope with an upswing of violence and rape. The European Union has placed sanctions on coffee and cocoa imports to protest Gbagbo's power grab. The United Nations, as well as the African Union, the European Union, ECOWAS, the United States and France have all rejected Gbagbo's presidency.

International law and PR firm Covington & Burlington has stepped in to aid Ouattara. Working on a pro-bono basis, C&B is providing "advice on international legal and policy matters," according to a report in the *Washington Post.*

C&B says it's working toward the twin goals of cutting off international funding to pro-Gbagbo factions and getting Ouattara recognized as the "legitimate" leader of the Ivory Coast.

In December, Ouattara tapped Jefferson Waterman International to handle Ivorian national interests. Ouattara, in an engagement letter to Waterman, wrote that JWI is to handle Ivorian national interests in categories such as economic/financial, military/security, trade/investment and PR.

The goal is to "marshal maximum support" from the U.S. executive/legislative branches, media, think tanks and NGOs. Charles Waterman, a former CIA operative and vice chairman of the National Intelligence Council, heads JWI.

Alassane Ouattara

JWI may also operate as Ouattara's "consultant and advocate" beyond the borders of the U.S. Its compensation is to "await the full and effective establishment of my powers and those of my government."

Following the election, Gbagbo had previously reached out to Lanny Davis & Assocs., inking a three-month contract worth $300K. Davis, who was former legal counselor to President Clinton, has since terminated that contract.

Public becomes top ally in wake of government inaction

By Nathan Schock

Although a repeal of President Obama's healthcare plan is highly unlikely, the U.S. House's recent repealing vote was a reminder of just how much the 2010 elections have changed our political landscape, and the extent to which partisan gridlock could affect a gamut of future legislative issues.

One area that is likely to see little progress is energy and the environment. Comprehensive carbon legislation — which was always a long shot — is now about as likely as a unicorn sighting. Support for renewable energy — which was supposed to be easier given the broad bi-partisan backing — might even prove too difficult for the divided Congress, unless nuclear power, "clean" coal and natural gas are added to the mix.

This new political reality has led renewable energy advocates to look at ways of decreasing their dependence on government and building support with the public. The ethanol industry, for example, has introduced a plan to phase out their tax credit in exchange for infrastructure — pumps, pipelines and flex fuel vehicles — that would allow consumers to choose between ethanol and gasoline.

Making a case for the public

A recent gathering of communicators at an American Council on Renewable Energy event had a lively discussion about how to increase consumer demand for renewable energy.

The discussion was driven by a presentation from Dr. Edward Maibach, Professor at George Mason University and Director of their Center for Climate Change Communication (4C), and Doctoral Student Justin Rolfe-Redding.

They noted the strong bi-partisan support for policies to increase use of renewable energy. A 4C survey from June found 87% support for more renewable energy research funding and 6% support for requiring electric utilities to produce at least 20% of their electricity from renewable energy sources, even if it cost the average household an extra $100 a year. However, that support could be even greater if the industry spent more time and resources communicating to the public. "If you're not engaging the public," Dr. Maibach said, "you're ignoring your biggest ally."

But the greatest public shortcoming when it comes to renewable energy isn't a lack of support but a lack of a deep understanding. According to Rolfe-Redding, the public likes renewable energy in general, but has a vague sense of what it actually is. The public especially lacks knowledge of the downsides of renewable energy. With wind power for instance, most were unaware of its intermittent nature or higher cost. When people were read arguments for and against wind power, support declined.

That mile-wide and inch-thick support for renewable energy could be easily eroded and left vulnerable to the inevitable NIMBY charges that accompany all energy generation.

To overcome this, Rolfe-Redding suggests that the renewable energy industry should be more upfront about the downsides of their energy sources and present counter arguments of support. The industry needs "to provide the public with the basics of renewable energy because they're clearly not getting it," he said. They also "need to engage the opposition. Explain their arguments and why they are wrong."

Check the (eco) label

For years, one of the tools in the communicators' toolbox has been the ecolabel. The Ecolabel Index is tracking some 373 ecolabels, 116 of them in the U.S. Few are without controversy, but done properly, they can convince a broader audience to adopt environmentally friendly practices without significant cost. Most try to emulate the success of the Energy Star mark from the U.S. Environmental Protection Agency. The Energy Star mark is a symbol of energy efficiency and was recognized by 77% of households in 2009.

Despite the crowded field, there are two new labels that will attempt to encourage the general public to support renewable energy and products.

The first is WindMade, a trustmark founded by Vestas Wind System A/S, the World Wildlife Fund, PwC, UN Global Compact, Bloomberg, The LEGO Group, and the Global Wind Energy Council that will be launched at the 2011 World Economic Forum, in Davos. The global consumer label will identify products and corporations made with wind energy in the hope that the public will "increase demand for products that embrace this clean and renewable energy source."

The concept is fairly straightforward: Products that are produced using at least 25% wind energy and 25% of some other renewable energy source would qualify for the trustmark. The group wants 1,000 companies signed up for WindMade by next year.

The second is BioPreferred, a new label from the United States Department of Agriculture that aims to increase the purchase and use of renewable bio-based products. As with Windmade the 50% threshold comes into play; to qualify as BioPreferred, a product must be at least 51% bio-based.

There is only one Energy Star and far more eco-labels fail than succeed. Can either of these help renewables break through the clutter and gain public acceptance? It seems that both have benefits and challenges.

WindMade will certainly benefit from the public's positive perception of renewable energy, but I wonder if narrowing the focus to wind — rather than renewable energy more broadly — will make it more challenging to sign up those 1,000 companies by next year. However, the key challenge for WindMade — and its key difference to Energy Star — is that the latter typically saves the consumer money while the former will typically accompany something that costs the consumer more. Consumers who shell out an extra $35 for an Energy Star dishwasher do so knowing they will make their money back on energy savings. WindMade refers to the production process and has no impact on the final product. It's hard enough to get consumers to pay a premium for green products that have other benefits. You won't find many willing to pay more for ones that don't.

Depending on the product, BioPreferred could offer more tangible benefits to consumers who are more frequently looking to replace products that are petroleum-based with those that are bio-based. However, the new label is not without its critics, who say that 51 % bio-based doesn't go far enough.

Only time will tell if these new ecolabels help build public support for renewables. But regardless of their effectiveness, they foreshadow a future where the renewable energy industry will increasingly take their message straight to the public.

Nathan is the Director of PR for POET, the largest producer of biofuels in the world. Follow him on Twitter @nathanschock.

Study: the bribe givers are complaining about bribe takers

By Jack O'Dwyer

A group of PR professionals and journalists are complaining about reporters around the world taking bribes from PR people — often in the $20-$30 range and labeled "travel money."

The dissent is part of a 24-page academic study titled "Cash for Coverage: Bribery of Journalists Around the World." Its author is Bill Ristow, who was a journalist with the *Seattle Times* for nearly two-dozen years, and is now an "international journalism trainer" based in Seattle.

Given the carnage going on in paid media caused by the deluge of free news and information on the web, this study is like someone on the Titanic going around and opening more portholes.

It's an offshoot of a 2001 study initiated by the Moscow PR firm Promaco, which sent a fake news release to media and tracked how many wanted payment to run it. Journalists shot back that PR and ad agencies often refused to advertise unless the ads were presented as news stories.

Had there been a press conference, with Promaco taking any and all questions, the ruse would have quickly been uncovered.

Such open grillings of CEOs and other news sources have almost disappeared, not only in the U.S. but abroad.

Study preaches distrust of the media

The CIMA study preaches distrust of the media, something that will warm the hearts of some PR people.

This was a theme of the discussion on PR that took place at the 2010 Assembly of PR Society of America in Washington, D.C., Oct. 16. A slide said: "News is no longer vetted and gate-keepers are being eliminated … much, if not most, of the content in the news media has become once again ideological with no attempt at fairness and objectivity according to the traditional concept of news and its news values."

The CIMA study quotes PR Prof. Dean Kruckeberg, Co-Chair of the PR Society Commission on PR Education, as saying, "The role of journalism is becoming increasingly deprofessionalized and this has impact on the ethics of journalism. If you want to hold up the U.S. as a standard, you could say that rather than others become better, we should talk about how we are getting worse."

He is then indirectly quoted as saying there is a new burden on readers to determine the credibility and value of the information, compared to the days when you could just trust your local paper.

Strong media don't need bribes

The study notes how poorly journalists are paid in almost all foreign countries ($40 monthly is average pay in Madagascar). Strong, financially healthy media organizations do not have to take bribes.

The real question is how much financial support do companies, government bodies and non-governmental organizations (NGOs) give to the media that cover them? Do they ever buy any ads in the local press or is it strictly their aim to get as much free ink as possible? Our guess is the local business and government communities keep the press on short financial strings, making reporters more susceptible to bribes.

The problem is that subscriptions by individuals to media throughout the world have dried up because of the web and organizations have yet to step into the void.

Journalists: shot, jailed, sued, starved

Aggressive reporters face death, jailing, lawsuits, banishment in many countries, as reported by the Committee to Protect Journalists. The CIMA did not include data on how many journalists have been killed or wounded in recent years in many countries, how many have been jailed or deported, and how many have been sued or subjected to legal action.

As the "Cash for Coverage" study points out, journalists are often forced to take bribes if they expect to feed their families. They are reduced to beggars by well-paid PR people for organizations and governments.

The International PR Association in 2001 hired Kruckeberg, then a PR professor at Northern Iowa University, to pursue the topic of bribed journalists. He was aided by researcher Katerina Tsetsura, Ph.D., Gaylord College, Univ. of Oklahoma.

Kruckeberg, now with the Center for Global PR at the University of North Carolina, is working with Tsetsura on a book to be published this spring: "Transparency, PR and the Mass Media: Combating Media Bribery Worldwide."

The current "Cash for Coverage" study incorrectly describes Kruckeberg as a "journalism professor."

Kruckeberg was a Co-Author of a 2007 PRSA report on PR education. The study called for creation of more Ph.Ds as PR teachers. ○

GOP, special interests to wage environmental war in 2011

By Jon Gingerich

On January 19, Republicans in the U.S. House of Representatives sent a message. With a vote of 245 to 189 they passed the "Repealing the Job-Killing Health Care Law Act," a bill that would, as its title suggests, nullify President Obama's new Affordable Care Act.

It was a toothless threat by design, and a Pyrrhic victory at best: the Senate won't even bother to schedule a vote on it, let alone give Obama the chance to wave a vetoing hand. But a message nonetheless. Republicans of the 112th Congress have made no bones about the order of business for the coming year: repeal recent Democrat-enacted laws, eliminate unnecessary spending, and restore GOP rule. More often than not, any forthcoming legislation will be pitched as part and parcel of this three-pronged plan.

On January 20, the Republican Study Committee, chaired by Representative Jim Jordan (R-OH), unveiled the "Spending Reduction Act of 2011." It's a budgetary hit list that sets its sights on more than 100 Federal and State agencies as well as subsidy programs. If passed, the proposed bill would freeze discretionary spending on many budgetary dockets until 2021. What's more, Republicans claim it could save $2.5 trillion in federal spending over the next ten years.

But there's a problem. As with most partisan politics, the bill is cherry picked to eliminate or vastly reduce programs that run contrary to the authoring party's core principles. It's a no-brainer in politics, and a primer for belt-tightening matters in day-to-day life: you save money by cutting out the things you don't like. In this case, House Republicans have devised a novel way to save federal money, and like all budgetary diets there is a scapegoat: environmental programs.

While funding for the military, subsidies for fossil fuels and ethanol production, homeland security and wars abroad remain intact, the "Spending Reduction Act" proposes cuts to nearly a dozen programs that fund everything from mass transit to scientific innovation into clean and sustainable energy to energy assistance programs to bills that address a glut of current environmental concerns.

The result: if House Republicans get their way, environmental progress in 2011 will be a shell of what has been implemented into federal programs for years, and in many cases, decades.

Among the environmental slashing portion of the proposed bill:

Removing $52 million in funding each year from the Energy Star Program, the now-international standard for manufacturing energy efficient products. Developed by the Environmental Protection Agency almost twenty years ago, the EPA estimates Energy Star saves approximately $14 billion in energy costs each year in the United States alone.

Cutting $12.5 million a year in subsidies to the Intergovernmental Panel on Climate Change, the intergovernmental scientific body established in 1988 by the United Nations and the World Meteorological Organization to review and assess ongoing research into climate change.

Energy assistance programs. Specifically, eliminating $530 million a year from the Weatherization Assistance Program (WAP), which is made up of funds given by the United States Department of Energy to enable low-income households to reduce their energy bills by making their homes more energy efficient. According to DOE, the program has been responsible for improving energy efficiency in nearly 6.5 million households, and families receiving WAP assistance see their annual energy bills drop by an average of about $400.

Grant programs. The bill wants to gut $1.27 billion a year from the Department of Energy's Applied Research program, as well as $70 million from the Department of Commerce's Technology Innovation Program, a grant program that awards innovative U.S. businesses and institutions that develop early-stage technologies yet don't have the funds to create them.

Alternative energy. Cutting $200 million a year from the FreedomCAR and Fuel Partnership, an effort involving the U.S. Department of Energy and U.S. automakers to support ongoing research into new hydrogen production and technologies for automobiles.

Organic farming. Specifically, the National Organic Certification Cost-Share Program would lose $150 million a year. The Cost-Share Program is part of the Agricultural Management Assistance (AMA) Program, which gives cost-share assistance to USDA-certified producers that are either newly certified or renewing their organic farming certification.

Shrinking mass transit. Slashing $2.5 billion a year from Intercity and High Speed Rail Grants. In January 2010, the U.S. Department of Transportation awarded $8 billion to states for the development of a national, high-speed intercity passenger rail service. The investment was expected to create or save tens of thousands of jobs in everything from track-laying, manufacturing, planning and engineering, and rail maintenance and operations.

It isn't the only mass transit program to get the axe. The proposal also suggests cutting $1.6 billion a year in Amtrak subsidies, as well as an additional $2 billion a year from New Starts Transit, a national funding initiative that provides federal funds to public transit agencies for the construction of new transit systems in metropolitan areas. The proposal also takes aim at regional mass transit, suggesting $150 million in cuts each year to Washington, D.C.'s Metropolitan Area Transit Authority.

If passed, environmental spending won't be the Spending Reduction Act's only victim. Other reforms include elimination of automatic pay increases for federal workers, massive cuts to the U.S. Department of Housing and Urban Development, cutting $138 million in funding from the Title X Family Planning program that provides health services to low-income families, cuts to Public Broadcasting subsidies, cuts to the National Endowments for the Arts and Humanities, elimination of death gratuity for members of Congress, repeal of the Davis-Bacon Act, returning the control of Fannie Mae and Freddie Mac to private enterprise and finally, eliminating all remaining Stimulus funds (née the American Recovery and Reinvestment Act), which currently stands at about $45 billion.

Big business for anti-environment

November 2010 saw two crucial moments in recent political history: record-breaking campaign contributions from corporate interests and a subsequent GOP takeover in the House. It was the first chance corporate coffers got to spend limitless funds on the candidate sympathetic to their cause, per the Supreme Court's Citizens United decision that effectively rendered the campaign finance laws of McCain-Feingold null and void.

The results were the stuff of history: $295 million spent by non-campaigning interest groups, more than four times larger than what was spent during the 2006 Midterms. But the pendulum swung too far. Across the nation, corporations began lining up to rally not only polluter-friendly Congressional seats, but the passage of

Continued on next page

state laws hundreds or thousands of miles away from the benefiting corporation's base of operations.

In California there was Proposition 23, which attempted to repeal the state's existing greenhouse gas emissions laws as enacted by the Global Warming Solutions Act of 2006. Campaigning under the title "California Jobs Initiative Committee," the organization — which is Co-Chaired by former Reagan-era Secretary of State George Shultz — managed to raise about $10 million to repeal the law, funds gathered not only by in-state oil corporations like Occidental Petroleum Corporation and World Oil, but from a groundswell of financial support in numerous out-of-state oil and mining corporations such as Frontier Oil, Holly Corporation, Valero Corp. and Tesoro Corp. (all from Texas), mining giant Murray Energy (Ohio) and Koch Industries (Kansas).

The second largest privately held company in the U.S., Koch has been working overtime in recent years to pour more money into global warming denial groups and anti-climate legislation. Between 2006 and 2009, Koch spent nearly $25 million on anti-climate organizations, and another $37 million between 2006 and 2009. They recently gave $1 million to the Cato Institute, which hosts global-warming-denial site globalwarming.org. Koch is a frequent supporter of Tea Party affiliate FreedomWorks, and brothers David and Charles Koch were responsible for the creation of pro-pollution conservative group Americans for Prosperity. Known for petitioning members of Congress to abstain from signing climate-change legislation, the group is also famous for a series of political ads that are now under investigation for direct campaign intervention.

Front groups mobilize, find young support

Concurrent with GOP fat-cutting legislation and strategic spending streams from corporate donors, front groups mobilized their efforts in 2010 for what is sure to be a showdown this year.

The tactics are familiar: create an environmentally friendly moniker (or better yet, a pro-jobs moniker), devise a logo that incorporates wanton use of the color green, curry corporate support, and unleash a misleading PR campaign. It's a glib formula, but one that has grown palpable, not to mention increasingly nefarious in recent years.

One need not look any further than the America's Wetland Foundation, a front group funded by the American Petroleum Institute, which spent the better half of 2010 devising commercials and ad campaigns that "raise awareness" of the beauty and fragility of U.S. Wetlands while asking citizens to petition Congress to make taxpayers pay for coastal damages caused by the Deepwater Horizon oil spill. The organization is sponsored by Shell, Chevron, BP and CITGO.

Unlike previous tactics however, recent evidence suggests that petroleum-influenced groups are now thinking long-term. In some cases they're stooping for citizen support, literally: they're bringing the petroleum agenda to kids in schools.

There was Balanced Education for Everyone, a short-lived anti-global warming campaign run by conservative women's group Independent Women's Forum. In April, the campaign called on U.S. schools to remove the "junk science" teachings of global warming from classrooms, and even petitioned a legal ban on discussions of global warming in classrooms in Mesa County, Colorado.

There's the Alliance for Climate Education, an Oakland, California nonprofit that makes trips to U.S. classrooms to educate children on alternative energy and the dangers of climate change, with slick video and music presentations encouraging kids to start local recycling programs and become involved in everyday sustainable efforts. A selfless endeavor on its sleeve, ACE is led by wind turbine entrepreneur Michael Haas, who in 2006 sold his former company Orion Energy LLC to British Petroleum for a reported $6 million. Understandably, Haas has since tried to maintain his PR gloss by severing ties to the petroleum giant. On ACE's current board roster however, is member Jim Eisen, formerly Vice President of Policy and Regulatory Affairs for BP's Alternative Energy arm.

Finally, there's coal lobby front the American Coalition for Clean Coal and Electricity, whose members include Arch Coal, GE, American Electric Power, Allegheny Energy and Alpha Natural Resources. ACCCE recently kicked off a Christmas Web campaign aimed at kids, where users can visit a Web site and watch anthropomorphized lumps of coal dressed up as snowmen that sing carols like "Frosty the Coalman," extolling the wonders of "clean" coal. The site was taken down due to "underwhelming" Web traffic numbers.

Some experts believe this new strategy is part of a larger initiative used by other industry groups for years: get them while they're young.

"What we've been finding is that energy companies have started to invest in developing curriculum, they're putting a lot into education programs for kids," said Anne Landman, Managing Editor for Center for Media and Democracy. "They're doing exactly what the tobacco companies did decades ago: planning for the long-term. "

O'Dwyer's Guide to: Environmental PR & Public Affairs

Artist conception of Philadelphia Eagles' Stadium, Lincoln Financial Field, when its plan to power the stadium with a combination of onsite wind, solar and dual-fuel generated electricity is complete. The announcement of this significant investment in sustainable energy by the Philadelphia Eagles and its partner, Solar Blue, was planned and executed by CooperKatz & Company.

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A. John Adams, *President*

For more than 30 years, John Adams Associates has specialized in health-related, environmental and energy issues for *Fortune* 100 companies, leading trade associations and nonprofits. We are known for our technical expertise in analyzing and communicating complex issues to legislators and regulators as well as U.S. and international media. Our work has earned numerous awards for excellence in public education, for clients including the American Chemistry Council, the Business Council for Sustainable Development, the Environmental Health Research Foundation and the White House Council on Environmental Quality. John Adams Associates is a co-founder of the WORLDCOM Public Relations Group, and in 2008, extended our resources into Brussels and Beijing through our merger with the Kellen Company.

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Brian Feldman, *Partner*

Allison & Partners brings clients deep public affairs expertise on some of today's most pressing environmental, energy, health and education public policy issues. Our team has led successful campaigns on issues including siting to LEED Certification, green cars to access to healthcare, education reform to Internet taxation. With an active grassroots network that gives our professionals 'feet on the ground' in all 50 states, our team creates a groundswell of support for your issue, creating messages that resonate and ensuring those messages are heard by legislators and regulators, communities, NGOs, associations, communities and the media. We have a proven track record in environmental advocacy and sustainability communications, and maintain strong relationships with top-tier media, ensuring that your side of the story is always heard. Our team develops strong reputations and executive brands, secures partnerships, and builds a sturdy foundation of grassroots support for your projects, producing business-building results for government agencies, public and private corporations, nonprofits and sustainability innovators.

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Caplan Communications is an award-winning full-service practice specializing in public advocacy, legislative strategy and literary publicity. At the grassroots and on the national stage, we advance social justice causes, the environment, and clean energy and sustainability practices

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

Caplan Communications' practice is centered on implementing targeted, often times rapid-response, campaigns on behalf of the Alaska Wilderness League, American Rivers, Defenders of Wildlife, Earthjustice, Environment America, Friends of the Earth, Greenpeace USA, Human Rights Campaign, Lambi Fund of Haiti, League of Conservation Voters, National Audubon Society, National Parks Conservation Association, National Wildlife Federation, Natural Resources Defense Council, Physicians for Social Responsibility and Union of Concerned Scientists.

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Charleston|Orwig is a strategic communications consultant serving leading and emerging brands. We focus primarily on the food system — from agriculture through processing and distribution to the point of retail. Our business is divided into two separate yet complementary disciplines:

Reputation Management: Building, strengthening and protecting an organization's image (managing crisis as necessary) through the development of strategic programs with an emphasis on sustainability and corporate social responsibility.

Integrated Marketing: Creating demand, building brands and developing long-term value through the use of strategic marketing communications based on an audience-focused, "solutions-neutral" approach that delivers measurable results.

We believe in true integration of online and offline media to create programs that engage target audiences.

Being an employer of choice is one of our greatest strengths, with staff associates rating us as a "Best Place to Work." Our supportive atmosphere encourages long tenure in an industry known for quick turnover.

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CooperKatz seamlessly integrates marketing and public affairs capabilities. Our expertise helps organizations strategize around issues, articulate key perspectives and turn difficult circumstances into opportunities. Relevant cases include: Major national strike that shut down an industry; Marketing of controversial products; Copyright in digital realm; Issues regarding healthcare delivery; Environmental impact of motor vehicles; Impact of economic crisis on financial services, business and higher education sectors; Announcing top sports team's major renewable energy investment; Publicizing global corporate environmental initiatives.

Clients have included American Society of Composers, Authors and Publishers (ASCAP), Association of National Advertisers (ANA), Jackson Hewitt Tax Service, National Association of Insurance Commissioners (NAIC), Otis Worldwide, Petfinder.com, Philadelphia Eagles, Piaggio Group Americas, Polar, US Preventive Medicine and Virgin Mobile USA.

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Coyne Public Relations is a leading independent public relations agency, representing some of the world's most well-known brands in categories including Automotive, Beauty & Fashion, Food & Nutrition, Health Care, Pet Products, Retail & Restaurant, Sports, Technology, Toys & Juvenile Products and Travel. From traditional to social media, we combine strategy and creativity to generate the best possible results for our clients — taking each and every client exactly where they want to be, and beyond.

Coyne PR specializes in a range of services, including brand building, product launches, events & promotions, sponsorship activation, corporate communications, cause marketing, social media, corporate social responsibility and crisis management. Named *PRWeek*'s 2009 Midsize Agency of the Year, Coyne PR boasts an employee retention rate of 93 percent, an internal digital design studio to support our clients' needs and always provides a best team approach to every account.

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Davies is the national public affairs firm of choice for motivated clients who need to win. Our track record of helping clients face difficult environmental issues is unsurpassed.

Our clients are faced with defining issues and they count on Davies to handle the toughest crises, high stakes matters, and the most difficult regulatory problems.

We set the agenda of debate and craft persuasive messages that place our clients on the winning side of controversial environmental issues. We're experts in highly targeted, motivational outreach to get third parties to play an active role in overcoming opposition from activists.

Davies can help win approvals for any controversial environmental project — from distressed natural resources extraction and mining, to permitting energy facilities in sensitive environments. We believe that nothing is too complicated, too political, too controversial, or too tough. We use real grassroots programs to generate real results.

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A finalist for *PRWeek*'s 2011 Public Affairs Campaign of the Year, Seventh Generation's Million Baby Crawl was created to educate parents about the toxins in their homes and help gain awareness and support, in the form of virtual signatures, for the Safe Chemicals Act of 2010. Through a partnership with Safer Chemicals Healthy Families, Seventh Generation aimed to influence Congress to overhaul the nation's outdated chemical law, the Toxic Substances Control Act (TSCA). The Safe Chemicals Act of 2010 was introduced in April 2010 and if passed, represents the most serious and comprehensive reform of the TSCA ever considered by Congress. Seventh Generation is a Coyne client.

The new Dutko Grayling Worldwide combines the public policy communications expertise of a respected government relations firm, Dutko Worldwide, with the global network of Grayling, one of the world's largest communications networks with 70 offices in 30 countries. Headquartered in Washington, D.C., Dutko Grayling Worldwide is led by CEO Mark Irion, the long-time head of Dutko Worldwide; and Managing Director Jerry M. Ray, a co-founder of Powell Tate, the Washington public affairs firm, and Senior Vice President, External Affairs, for The St. Joe Company, Florida's largest developer and landowner.

Success in our connected world depends on the combined efforts of networks working to achieve common objectives. Visionaries must become vision integrators.

Dutko Grayling Worldwide helps clients build relationships to turn change and crisis into innovation and opportunity. We build global networks of policy makers, businesses, and community leaders to accomplish complex tasks that enhance our clients' competitive position, increase their impact, and improve their bottom lines.

Building Networks in a Connected World.

ENVIROCOMM

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Envirocomm is a unique firm of veteran counselors assembled exclusively to help corporate executives deal with greening issues, and to obtain competitive advantages.

Environmental affairs, energy and climate change, and corporate sustainability are the firm's focus. Corporate clients get a senior professional, experienced, capable and ready to provide a comprehensive, confidential analysis of a current situation, or develop strategies for near and long term objectives — and to guide through the execution process as much as needed to produce a desired result. Our counselors are Tom Hellman, Ken Nasshan, Howard Glassroth, Colburn Aker, Shelley Spector, Jim Sloan, Tom Davis, and Brian Thomas in the U.S., and Gijs Dröge in Europe.

Issues on which we have worked range from environmental, health and safety, product-related compliance, clean energy

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ENVIROCOMM

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and green management matters to public affairs, climate change programs, sustainability reports and strategic stakeholder communications on carbon economics.

You can look at our team's credentials and sample some of our insights on the Envirocomm.com website.

E. Bruce Harrison leads the firm and facilitates effective match-up between client and counselor. Call Bruce at the Washington number for a conversation about what you're interested in and how to best utilize our green leadership team.

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Environmental Technologies and Communications, Inc. is a Midwest PR firm that deals exclusively with environmental, health and safety issues.

The firm was founded in 1994 and currently maintains a staff of 25. Clients are primarily public utilities and major manufacturers who turn to ETC for support when they have an emerging EHS issue, or one that has already attracted public attention and concern.

ETC works with industrial clients facing state/federal consent orders for environmental pollution. ETC also provides communication assistance to clients with construction, demolition, and remediation projects that will directly affect neighboring properties. Sometimes, clients seek assistance when government action shines a new light on some aspect of their operations.

Communication plans and strategies are custom-designed to fit the situation, and may include media relations, community outreach, public meetings and involvement, opinion surveys, ad campaigns, and other forms of employee/stakeholder communications. Topics range from buried wastes, contaminated buildings, impacted soils, polluted streams, and contaminated groundwater, safe drinking water, and sewage collection/treatment, to plant odors, toxic emissions, and indoor air.

ETC has been repeatedly recognized for its outstanding work by PRSA, IABC, the International Academy of Communications Arts and Sciences/MarComm, the International Academy of the Visual Arts, and others in national and international PR award competitions since 1996.

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Forum Strategies & Communications is a strategic communications and outreach firm helping major corporations communicate with key audiences about their businesses and brands. Our approach is to integrate a variety of communications and outreach strategies proven to get the messages that matter most to the people who make a difference.

Our firm brings decades of success to your reputational and business-critical issues. We specialize in cutting-edge communications and campaigns that effectively tell your story with clarity and impact. Forum's services include: award-winning advocacy and outreach programs; issue monitoring and management; digital multi-media and social media content development and production; employee communications; and digital and broadcast PR.

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Gibbs & Soell, an independent public relations firm since 1971, has been a trusted adviser to top-tier clients seeking effective reputation management and leadership positioning on sustainability, renewable energy and corporate social responsibility issues.

With headquarters in New York, offices in Chicago, Raleigh and Zurich, Switzerland, and affiliates in 40 countries, G&S speaks the language necessary to educate and prompt action among key stakeholders.

We collaborate to develop strategies and mobilize as a rapid response team of senior counselors with relevant industry experience to help organizations communicate the business value of their environmental stewardship.

Our bottom line is to serve as the outside, independent voice you can trust.

Our services include: issues management/counseling, corporate communications, marketing communications, event marketing, employee communications, leadership positioning, social networking/digital media outreach, communications research and evaluation, and communications training including I Power™, a proven, dynamic process for creating and delivering insightful, influential and high impact communications.

GOLDMAN COMMUNICATIONS GROUP, INC.

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Sherry Goldman, *President*

Goldman Communications Group provides strategic counsel and public relations, crisis and issues communications, and public affairs programs to corporations, non-profit associations, and labor unions. The agency won a 2009 Silver Anvil Award for its work on behalf of the Writers Guild of America, East during the entertainment industry strike. The Writers Guild East is a long-term agency client for a comprehensive program involving industry issues, member communications, national and local legislative outreach, and media relations.

Founded in 1996, our work spans many client sectors. We are trusted advisors to NY's oldest credit union Municipal Credit Union, activist organization The Workmen's Circle, and a roster of leading business services, consumer products, and Internet-based and social networking companies.

Prior to founding Goldman Communications Group, Sherry Goldman led environmental initiatives, issues communications and grassroots programs for First Brands Corporation, Canon USA, 100% Recycled Paperboard Association, Keep America Beautiful, and Green Seal, spearheading programs addressing issues including waste management, degradability, and green marketing.

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Nicolas Boillot, *Managing Partner*

Every wind turbine, solar panel, converter and inverter requires hundreds of products that end-users never see. HB understands the behind-the-scenes companies whose innovation and energy makes alternative energy happen, and we get them their share of media attention.

HB's team understands big brands like EMC and Harvard University and innovative startups like Terraclime Geothermal, Eclipse Fuel Systems and Boston Greenfest. That understanding informs our integrated marketing strategies and helps us transform second-fiddle companies into first-chair industry leaders.

With deep understanding of energy, clean technology and the energy supply chain, HB builds B2B buzz for energy production and conservation products and services. HB's broad knowledge of other markets, which include education, high tech and medical technology, complements the agency's expertise in B2B clean tech marketing and PR.

HB differentiates itself from

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(L-R) California State Assemblyman Steve Bradford (D-51st Dist), chair of the Select Committee on Procurement, President & CEO Sarav Perisamy, PERI Software Solutions, Inc., are interviewed on CNN Local Edition with TV Anchor Tray Young, Los Angeles on the green smart grid technology.

MAYO PR image

HB

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conventional PR firms with its senior-level brand management and integrated marketing teams, and its commitment to improving campaigns through ongoing, data-driven analysis and measurement.

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

Hope-Beckham Inc. is a public relations agency with additional strengths in experiential marketing and business consulting. The agency provides a variety of services to its clients on a local, regional and national level. In 2007, 2008, 2009 and 2010, Hope-Beckham was awarded *O'Dwyer's* Top Independent PR Firms in Environmental/Public Affairs.

From methane gas to solar energy initiatives, sustainable business practices to new energy solutions, environmental initiatives are very important to Hope-Beckham, not only from a business perspective, but from a personal one.

Whether communicating with a client's various constituencies or creating programs and events that effectively position an organization within the communities it serves, Hope-Beckham is known for its creativity and cost effectiveness in the arena of public affairs.

Why choose Hope-Beckham? We pride ourselves on our strong public relations and experiential marketing execution, not just meeting client expectations, but exceeding them, on time and on budget.

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For more than 20 years, suburban Detroit-based Marx Layne & Company has provided outstanding, results-oriented communications counsel to a broad spectrum of clients in the business, government and non-profit sectors. Our proven ability to design and launch successful public relations campaigns, develop creative communications solutions and exceed client expectations has earned us a reputation as a valued partner and an industry leader. Our public affairs professionals customize high impact strategies to deliver clients' messages and influence opinion on legislation, regulation and appropriations at the state and local levels.

We're routinely engaged by lobbyists to reinforce their efforts by generating constituent messages, news coverage and talk show appearances, editorial commentaries, expert testimony and research studies.

Our clients include publicly traded multinational corporations, mid-sized companies and small private practices.

We're knowledgeable in many industries including environmental services, energy, financial services, healthcare, higher education, hospitality, legal, manufacturing, nonprofit, real estate, retail and telecommunications.

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Mayo Communications & MAYO PR, based in Los Angeles, with offices in New York, San Diego and Bern, Switzerland has been servicing environmental, business, governmental and entertainment industry clients since 1995. In 2009-2010, MAYO created a media buzz for International Trade Education Training Programs (ITEP) that resulted in major grants, including ConocoPhillips, an international, integrated energy company to launch a recycling company. In 2010-2011 MAYO has been producing a smart grid education campaign and media relations strategy for PERI Software Solutions, Inc, based in Newark, NJ with offices in San Jose and Los Angeles, China and India. PERI, a green technology company provides hardware and software at its "Energy Practice" of PERI, that leads the smart grid industry in end-to-end business solutions. MAYO's niche: media placement, social media and media training. MAYO offers community outreach and award-winning education campaigns for green technologies, entertainment publicity, nonprofits and for *Fortune* 500 companies. For more check out lacountygreen.com.

MWW GROUP

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As one of the nation's five largest independent public relations firms, MWW Group is best known for its results-driven approach and "Aim High. Deliver" commitment to client service. MWW Group's team of public policy and public affairs experts are well-recognized on the federal, state, and municipal levels for our ability to manage media issues and leverage our network of relationships with a wide range of national organizations and critical coalitions. Our team has extensive bipartisan experience working with Congress, Executive Branches, White House and federal agencies.

We propel our clients' messages to the forefront of the public policy debate and shape the concepts that resonate and reach the audiences that have an impact.

Additionally, MWW Group is one of the only 'green' public relations firms in the United States, and only the second US-based public relations firms to attain ISO 14001 certification. When it comes to sustainability, our passion is real, our experience is extensive and our ability to work hand-in-hand with our clients to create, design and implement powerful and effective environmentally themed campaigns is unparalleled.

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Paul Phillips, *President*

Renewable energy and clean technology development, as well as natural resource management, are key elements to building a sustainable future. As a national political public relations firm headquartered in the Pacific Northwest, Pac/West has a growing conservation practice. Known for creating and implementing influential strategic marketing and communications campaigns, Pac/West represents a variety of clients in the alternative energy, transportation and natural resource sectors. Our client portfolio includes state agencies, international NGOs and socially responsible corporations.

We use research to construct and drive effective communication tactics that incorporate issue management, government affairs, media relations, community and grassroots outreach, and social marketing efforts. Our public relations professionals are committed to leading corporations, institutions and communities in a sustainable and profitable direction with proven techniques and innovative ideas. We have a proven track record helping clients promote their environmental practices, create new business opportunities and partnerships and navigate the regulatory waters necessary to ensure prosperous engagement in the green economy.

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Dorothy Oliver Pirovano, *CEO*

With clients from advocacy organizations and professional associations, zoos and aquariums, conservation groups and environmental agencies, PCI knows the community first-hand. We understand what makes you tick and know the words that will resonate and prompt engagement from your many constituents.

For most of our 48 years, PCI has represented clients in the conservation and environment field; today it represents a growing segment of our business as we've established a national reputation for the counsel we provide. We counsel a wide range of clients with similar issues — land use, water quality, animal conservation, marine mammal issues, and sustainability.

We create and launch campaigns, operate consumer awareness programs; celebrate occasions, manage media relations and create social media platforms that include efficient online newsrooms and content-rich websites.

We manage issues, handle crises, develop messages, coach spokespersons and provide an outside-in perspective that is difficult for people within an organization to muster.

We also bring like-minded clients together, knowing there is greater strength as voices join together.

More than 80 percent of PCI's new business comes through word of mouth — referrals and personal recommendations from our clients. This is particularly true within our conservation and environment practice.

Once they begin working with us, they stay. Nearly half of our clients in the field have been with us 10 years or more.

We know conservation and the environment — inside and out. Our clients benefit.

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Tim Mulloy, *CEO*

Across all sectors, businesses are in need of sound consultation, clear advice, and a team of experts that deliver results. That's why so many have turned to Peritus. We find the right mix of public affairs, media relations, and grassroots strategies to succeed. We have served public affairs and environmental public relations clients in industries such as: agriculture, beverage, food, energy, healthcare and real estate. Established in the 1990s, our firm quickly distinguished itself as a leader in alliance development, crisis communications, grassroots & grasstops campaigns, litigation support, and strategic counseling. Powered by our diverse backgrounds, top-level experience, and relentless energy, we serve our clients with a keen eye on winning. We know the players. We know the issues. We know how to connect the dots.

Peritus: We know the players. We know the issues. We know how to connect the dots.

POWELL TATE

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Pam Jenkins, *President*

Powell Tate, based in Washington, D.C., is one of the most respected names in public affairs. Established in 1991 as a bipartisan firm, Powell Tate staff include top communications and policy experts from both parties on Capitol Hill, the White House, federal agencies, trade associations, advocacy organizations and the media. No matter which party controls Congress, Powell Tate professionals help craft and deliver powerful messages and activate advocates to achieve results.

While Powell Tate can help clients reach top opinion leaders in Washington, the agency also specializes in state and local public affairs campaigns and grassroots outreach, especially through digital communications and social media advocacy. Major areas of expertise include healthcare, nonprofit advocacy, financial services, education, energy and environment, technology, international communications and defense. The firm's leading crisis and litigation communications practice helps clients prevent, proactively respond to, and recover from severe threats to their organization, reputation or brand. Powell Tate is a division of Weber Shandwick.

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Rasky Baerlein Strategic Communications is a nationally recognized public and government relations firm with more than a decade of experience providing exceptional client service to organizations that operate at the intersection of business, politics and media. With offices in Boston and Washington, D.C., the firm offers a comprehensive range of services, including ballot initiative management, corporate communications, community relations, crisis and reputation management, grassroots organizing, investor relations, litigation support, lobbying, and public sector business development.

Rasky Baerlein's Public

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Ron Sachs Communications' senior staff (left to right): Ryan Banfill, Michelle Ubben, Ron Sachs and Alia Faraj-Johnson.

RASKY BAERLEIN

Continued from page 27

Affairs practice has extensive experience representing multinational clients' interests before local, state and federal governments, and can help you take advantage of the strong relationships we have built with elected and appointed government officials in both New England and on Capitol Hill.

The Energy and Environment practice excels in helping clients achieve their business objectives through integrated communications strategies, working with companies ranging from large utilities to clean tech start-ups and a burgeoning roster of renewable energy companies.

The firm has served and is serving a broad range of clients including: American Council on Renewable Energy, Boston-Power, Covanta Energy, Eli Lilly & Company, Fidelity National Financial, First Wind, GDF SUEZ Energy North America, Toyota and Viridity.

The March issue of *O'Dwyer's* will feature a company profiles section on food and beverage PR firms.

If you would like your firm to be listed, contact Editor Jon Gingerich at 646/843-2080 or jon@odwyerpr.com

RF | BINDER

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Amy Binder, *CEO*
David Kalson, *Executive Managing Director*

"Environment" is a defining issue of our era, and today businesses must integrate environmental positions into their branding. RF|Binder continues to be at the forefront of this historic shift in business focus.

The experienced and skilled environmental communicators at RF|Binder have strong science backgrounds, and we help our clients formulate and communicate on the environment, being sensitive to both the opportunities and the pitfalls.

We provide counsel on the full range of environmental issues including sustainability, power generation, deforestation, recycling, agriculture, nuclear power, emissions, renewable fuels and climate change.

We also provide counsel in newly emerging areas of environmental interest, such as carbon capture and sequestration and carbon trading. We help our clients form relationships with environmental NGOs for mutual benefit. And we are skilled in interfacing with the public sector on environmental issues, often working closely with our clients' lobbyists and sometimes directly with elected officials and regulators.

ROGERS & COWAN

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Tom Tardio, *CEO*

Rogers & Cowan is the leading entertainment marketing and PR agency with U.S. offices in Los Angeles and New York. We offer clients a proven approach to building awareness and support for their environmental and public affairs initiatives by leveraging the powerful influences of the entertainment industry coupled with a strong corporate and trade PR strategy.

Our team manages and executes environmental PR and PA campaigns for clients in the technology, entertainment, food and beverage, automotive, aviation and non-profit industries, including *Fortune* 500 companies, philanthropies and organizations, trade associations, filmmakers and distributors and international celebrities and recording artists.

Whether we are supporting the launch of Hangar 25, the world's first solar-powered aircraft facility at the Burbank airport; raising awareness for the Green Business Roundtable, a public/private green event featuring former President Bill Clinton and Los Angeles public officials; building excitement for the eco-documentary The Age of Stupid; or securing media coverage for Fisker Automotive, as the first green, luxury American car company, we provide our clients with the PR and marketing strategies, access and relationships to secure the right print, broadcast and social media coverage with the right messaging to help clients' promote their various initiatives.

Some clients/projects have included Dasani Plant Bottle, Shangri-La Construction: Hangar 25 and 302 Carson in Las Vegas, Green Business Roundtable, Fisker Karma, eco-doc "The Age of Stupid," Cabo Sao Roque Resort, Natural Resources Defense Council, Children's Health Environmental Coalition featuring Olivia Newton-John and Kelly Preston, Rolling Stones Benefit Concert for NRDC, Bloomberg News White House Correspondent's Dinner After Party, and Texas Instruments LED TV.

RON SACHS COMMUNICATIONS

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Ron Sachs Communications is Florida's leading public affairs communications firm. Based in Tallahassee, the firm specializes in building public awareness for issues of local, state, regional and national impact. Ron Sachs Communications supports many of Florida's top lobbyists by generating strong grassroots support, framing issues persuasively and producing media attention. To meet client objectives, Ron Sachs Communications provides a competitive advantage built on strategic relationships, dynamic creativity and aggressive communications strategies, generating superior results.

As an integrated communications firm, Ron Sachs combines public relations, marketing, advertising, grassroots and social media strategies, creating effective campaigns for corporate, non-profit and government clients.

With offices in Tallahassee and Orlando, our team approach ensures deep senior management involvement in all client accounts and access to the expertise of all team members, including our award-winning creative design, Web and video production staff.

The senior team comes from the ranks of the media and government, giving the firm outstanding media relationships to draw upon and excellent news judgment in devising effective media strategies.

Considered Florida's "go to" firm for public affairs communications and issues management, the company also has significant expertise in corporate marketing and is among the nation's leading producer of public service and public safety initiatives.

Schneider Associates' Joan Schneider, President and Creative Director; and Phil Pennellatore, Chief Operating Officer/Partner

RUDER FINN

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Anne Glauber, *New York office*

Ruder Finn is an independent, US based public relations firm with over sixty years of experience. Ruder Finn's commitment to environmental issues is at the core of much of its practice. Ruder Finn's Global Issues Communications group brings years of experience and a wealth of knowledge in the environmental arena. Award winning work with corporations and Non-Governmental Organizations in the green space sets Ruder Finn apart. Environmental clients have included Global Green USA, the U.S. affiliate of Green Cross International founded by Mikhail Gorbachev; Norsk Hydro, a leading Norwegian light metals and energy company; and Det Norske Veritas, a Norwegian institute that provides a system to measure greenhouse gas emissions reductions; and the United Nations Development Programme, among others.

In the renewable energy sector, Ruder Finn has worked with the Solena Group, a worldwide producer of energy from biomass; Acciona Energy North America, a wholly owned subsidiary of Acciona, one of the world's largest producers of renewable energy; MiaSole, a maker of thin-film solar panel products; and OwnEnergy, a company that partners with landowners to develop renewable energy wind projects. Ruder Finn is currently working with Silver Spring networks, a leader in the smart grid industry.

Ruder Finn has long supported the United Nations environmental sustainability work through clients' participation in the Global Compact, the Commission of Sustainable Development and Climate Change Summit. Such clients include Shumei International, a Japanese NGO which promotes natural agriculture around the world and the Global Peace Initiative of Women, an international organization which engages senior religious leaders in addressing climate change.

For more information go to www.ruderfinn.com/i/renewableenergy or call Anne Glauber, EVP, 212/593-6481.

SCHNEIDER ASSOCIATES

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Joan Schneider, *President and Creative Director*
Phil Pennellatore, *Chief Operating Officer/Partner*

The Public Affairs practice at Schneider Associates, a 31-year-old public relations and integrated marketing firm, educates the public and coordinates comprehensive issues management campaigns for the benefit of our clients — whether the focus is securing Town Meeting approvals, advancing social or environmental causes, responding to crisis situations, or bringing public attention to political issues. Schneider Associates implements a proprietary process known as Community Launch™ to develop campaigns for premier commercial, retail, and residential real estate developers as well as corporations, nonprofits and municipalities. The firm has demonstrated expertise in building support to drive initiatives through the public process, and executes campaigns on behalf of clients such as Patriot Partners, Equity Office, National Development, FHO Partners, Nordblom Company, ESAC, Campanelli Companies, Comar Real Estate Trust, General Chemical, and Boston 2010, among others. Learn more about how Schneider Associates launches products, services, companies and communities at www.schneiderpr.com.

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Tellem Worldwide's environmental practice grew out of partner Susan Tellem's love of animals and nature. From eschewing grass at her Malibu home in favor of native plants and founding a nonprofit called American Tortoise Rescue to save the world's turtles and tortoises, it was a natural transition to help green clients. Whether it's Isabella Water which donates $10 of every bottle sold to build wells in Asia and Africa or Ecotech design Studio which develops zero carbon emission energy solutions for architecture, the firm's other partners John Tellem and Dan Grody join Susan in promoting sustainability.

Tellem Worldwide uses traditional and social media to help environmental clients distinguish themselves from endless green chatter. XS Project relied on Tellem to help reduce environmental damage while creating livelihood for those in poverty. Tellem helped Aurora World launch its "Aurora Naturally" brand of soybean and kapok plush animals and told Arkenol's environmentally-friendly story of producing ethanol from waste.

WEBER SHANDWICK

600 Battery Street
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William Brent, *Executive Vice President, Cleantech*

Weber Shandwick's international Cleantech practice boasts a team of 50 professionals who provide strategic, integrated communications services to leading and emerging companies in the Cleantech and Renewable Energy sector.

Weber Shandwick's Cleantech practice, started in 2005, has unrivaled expertise in B-to-B and B-to-C clean technology marketing and communications. We counsel clients in a range of sectors: low-carbon energy such as solar and wind, smart grid, building materials, water, power storage, smart transportation, green IT, alternative fuels and energy management. And we offer these clients integrated marketing services that include government relations, corporate reputation and thought leadership, public affairs, social and digital media and investor relations.

Current clients include eMeter, Abengoa, INEOS Bio, Siemens, Honeywell and Windtronics.

The group is under the global leadership of William Brent, executive vice president located in San Francisco. Mr. Brent is a respected member of the Cleantech community and pioneer in Cleantech communications. He is a founder of the Clean Economy Network, an active member of the US-China Clean Energy Forum and a regular expert contributor to various industry publications.

From Left: The Environmental PR and Public Affairs team at Zeppos & Associates includes: Brenna Kriviskey Sadler, Vice President, John Gardner, Senior Account Executive, and Mikaela Balfany, Account Executive.

WIDMEYER COMMUNICATIONS

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Ben Finzel, *Senior Vice President, Public Affairs*

Widmeyer Communications is a fiercely independent full-service communications firm with offices in Washington, D.C. and New York. Widmeyer provides research-based strategy and planning, public relations, advertising, creative and digital expertise to clients with needs in public affairs, health and wellness, education, arts and culture and more.

We've created and managed scores of coalitions to put a new face on an issue, broaden its appeal, and take advantage of the clout and resources of allied organizations. Our targeted media relations efforts result in clients and their issues both shaping and being part of the national conversation. The firm's membership in the Public Relations Organisation International gives us access to a large network of independent partner agencies in the U.S. and globally to add value to our clients.

Widmeyer understands how to create powerful public affairs communications programs and leverage them for our clients' benefit. We help clients engage clearly and effectively when public opinion, law or regulation is at stake. We call what we do Power Public Affairs, a focused, effective practice group built on three "engines" that drive the U.S. on a daily basis: Energy, Environment and the Economy.

We help companies, associations, coalitions and organizations communicate about these core issues in a context that includes a solid grounding in research, use of the latest digital tools and a fundamental understanding of the ways in which these issues impact — and are impacted by — the world around us.

With expertise on a variety of related public affairs issues including climate change, sustainability, transportation policy, trade, job creation and labor issues, the Widmeyer Public Affairs team has the knowledge and experience to provide efficient, effective communications counsel that delivers results.

The Winning Strategies team (from left): James McQueeny (Chairman; jim@winningstrat.com), Courtenay Higgins (Senior Partner; Courtenay@winningstrat.com), and John Gayeski (President WSITS: jgayeski@winningstrat.com) of Winning Strategies.

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Winning Strategies has deep experience handling public affairs and environmental issues. Our members have held positions at the highest local, state and federal levels of public policy, and draw on that experience and their extensive networks to navigate clients through the intersection of government policy and communications. The depth of our digital marketing services separates us from our competition as we provide government-tested applications to engage targeted audiences, introduce or revitalize programs, and generate public awareness and action.

Recently GSA certified to provide public relations, marketing and IT services to federal government agencies, Winning Strategies has provided controversial media training to the EPA. We specialize in directing *Fortune* 500 companies, manufacturers, trade associations and entrepreneurs through challenging environmental hurdles such as PCBs and radioactive materials, paint sludge deposits, groundwater contamination and pesticides.

ZEPPOS & ASSOCIATES

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Zeppos & Associates — an independent, Wisconsin-based firm with a national reach — has represented industry, environmental groups and associations on numerous natural resource issues. Wisconsin's lakes, forests and wilderness areas present significant communications challenges in a strict regulatory climate.

The firm has handled matters related to timber, PCBs, agriculture, landfills, alternative fuels, mining, utilities, wetland mitigation, development, infrastructure and more. Zeppos & Associates' team of seasoned professionals has solid experience with both government and media and provides award-winning services that include community outreach, government relations, crisis communications, media relations, social media, grassroots organization and more.

O'DWYER'S RANKINGS OF ENVIRONMENTAL PR AND PUBLIC AFFAIRS FIRMS

1.	Edelman	New York	$53,423,789
2.	APCO Worldwide	Wash., D.C.	25,019,349
3.	Ruder Finn	New York	6,600,000
4.	Cerrell Associates	Los Angeles	5,193,812
5.	Davies	Santa Barbara, CA	5,127,959
6.	Rasky Baerlein	Boston	3,677,770
7.	Ron Sachs Comms.	Tallahassee	2,403,000
8.	Levick Strategic Comms.	Wash., D.C.	1,943,423
9.	Allison & Partners	San Francisco	1,878,456
10.	Peritus	Louisville	1,555,752
11.	Widmeyer Comms.	Wash., D.C.	1,433,508
12.	Blue Practice	San Francisco	916,883
13.	Vollmer	Houston	914,916
14.	ETC, Inc.	Cincinnatti	820,249
15.	IW Group	W. Hollywood, CA	803,000
16.	Lambert, Edwards	Grand Rapids, MI	733,742
17.	Gregory FCA Comms.	Ardmore, PA	651,000
18.	Charleston|Orwig	Hartland, WI	622,078
19.	Kaplow	New York	600,000
20.	Moore Consulting	Tallahassee	591,894
21.	Butler Assocs.	New York	584,000
22.	Winning Strategies	Newark	566,206
23.	Coyne PR	Parsippany, NJ	428,000
24.	Zeppos & Assocs.	Milwaukee	387,292
25.	rbb Public Relations	Miami	339,867
26.	The Rogers Group	Los Angeles	316,297
27.	Middleberg Comms.	New York	300,000
28.	Public Comms. Inc.	Chicago	283,077
29.	Jackson Spalding	Atlanta	269,589
30.	McNeely Pigott & Fox	Nashville	269,109
31.	BizCom Associates	Addison, TX	225,000
32.	Landis Comms.	San Francisco	223,100
33.	Guthrie/Mayes & Asscs.	Louisville	215,235
34.	Travers, Collins & Co.	Buffalo	214,968
35.	VPE PR	S. Pasadena, CA	200,780
36.	Nyhus Comms.	Seattle	137,940
37.	Kwittken & Co.	New York	112,000
38.	New West	Louisville	110,000
39.	Airfoil PR	Detroit	92,114
40.	Hope-Beckham	Atlanta	50,000
41.	Boardroom Comms.	Plantation, FL	50,000
42.	Seigenthaler PR	Nashville	45,836
43.	RLF Comms.	Greensboro, NC	34,392
44.	Lane PR	Portland, OR	20,141

Why lawyers make lousy PR professionals

By Fraser Seitel

Every individual in the U.S. is guaranteed, by virtue of the Sixth Amendment to the U.S. Constitution, the right to legal counsel.

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.*

There is no such similar guaranteed right to PR counsel. A PR pro, while advocating for his client, must seek out and represent the "truth," as he or she believes it to be.

Stated another way, a PR professional must never lie on behalf of a client. Nor should a PR person represent a client that he or she believes to be unethical, immoral or worse.

An attorney, by contrast, has no such restrictions. A lawyer's job is to represent his client's position under the rules of the adversary system and do all he can to achieve a result advantageous for that client. A lawyer, therefore, is principally concerned that his client receive the best possible representation, regardless of whether he is right or wrong, honest or dishonest, guilty or not.

As Alan Dershowitz famously answered when asked if he thought his client, O.J. Simpson, murdered his wife and her friend, "The code of Professional Responsibility precludes a lawyer from stating his opinions about the guilt or innocence of a client."

In other words, Dershowitz didn't ask because he didn't care and besides, "it wasn't his job" to find out.

And that, in essence, is the inherent conflict between public relations professionals and lawyers.

PR people must "care" whether the client did it and conduct their own due diligence to determine if their client or potential client merits their trust. All you have in PR is your "credibility," and if you lie or associate with the wrong people, you lose that most precious asset.

Stated another way, PR "ethics" are more ethical than legal ethics.

This all comes to mind in observing the controversy involving Bill Clinton's former White House special legal counsel-turned public relations crisis manager Lanny Davis, as he tried to defend himself and his now ex-client, the embattled former president of the Ivory Coast, Laurent Gbagbo, who is desperately trying to hold onto power despite being defeated in the country's recent election.

While certain facts in the Gbagbo case are unclear, others are indisputable:

In 2000, Gbagbo came to power in Côte d'Ivoire (Ivory Coast) — a unique jewel in the West African landscape, ruled peacefully for 33 years by benevolent and beloved despot Félix Houphouët-Boigny — after his opponent, who declared victory, was forced to flee the country.

Gbagbo's presidential term was supposed to expire in 2005 but continued to 2010 because of recurring civil strife in the country, including one incident in which nine French peacekeepers were killed by government air strikes.

Two months ago, as a result of the country's first presidential election in a decade, the Ivory Coast Election Commission declared Alassane Ouattara the new president, despite claims of fraud by Gbagbo.

International election observers, the U.S., the United Nations, and the West African regional bloc, all confirmed the results of the election.

Gbagbo, however, refused to yield, declared himself president, and ordered his armed supporters to surround the headquarters of the opposition as he retook the presidency.

The U.S. representative to the U.N. Human Rights Council reported that as a result of Gbagbo's refusal to cede power, 200 have died, dozens more have been "tortured or mistreated, and others have been snatched from their homes in the middle of the night."

What is also indisputable is that Gbagbo hired Lanny Davis as his $100,000-a-month U.S PR mouthpiece.

And that's the point.

As a lawyer, Davis feels no ethical compunction defending an individual, accused by his adversaries of launching "death squads" to terrorize his countrymen and renounced by the international community (including the wife of his former boss, Secretary of State Hillary Clinton) for subverting a legitimate election and potentially plunging the once-stable nation back into civil war.

"I've been retained to resolve this crisis peacefully, through dialogue and mediation," insists Davis. "The Supreme Court of the Ivory Coast declared Mr. Gbagbo the winner," he argues.

Of course, Davis fails to acknowledge that Mr. Gbagbo played a strong role in appointing the members of the Ivory Coast Supreme Court.

And as to a U.N. report that linked Gbagbo to atrocities in the Ivory Coast, Mr. Davis is dismissive, "I've read the report. But I'd like to see the substantiation and to know who wrote it. Of course, if it's true, I couldn't defend human rights abuses."

Of course.

There's no question that Lanny Davis is a glib and argumentative interviewee, who can hold his own in any debate.

He has made similar spirited arguments on behalf of the corrupt president of Equatorial Guinea, the Lernout & Hauspie software company found guilty of accounting fraud, HealthSouth's slimy CEO Richard Schrushy sent to jail for bribery, and, of course, the U.S. President who insisted he "did not have sex with that woman, Miss Lewinsky."

No one argues with Mr. Davis' competence as a lawyer. It's his ethics as a PR professional that are in question. Where others see international terrorists and thugs, he sees maligned politicians begging for their voices to be heard. Where others see corporate criminals who steal from their constituents, he sees misunderstood capitalists whose benign actions have been misinterpreted.

All in the name of "dialogue and negotiation" — not to mention, significant retainers.

Davis ultimately terminated his contract with Gbagbo. Still, the fact remains: with new friends like this, PR can count on a lot more enemies.

PR services briefs

EXENT PLAYS RF | BINDER

RF | Binder Partners announced in January that it has been chosen as agency of record for Exent Technologies.

Exent is a digital entertainment media company that specializes in mobile and on-demand PC video games. The company recently launched its new "GameTanium OnDemand" service on Verizon, with service via other service providers to be available later this year. Exent also recently introduced the GameTreat Web App, a free app that allows site owners to offer more than 250 games for free. Exent is the world's leading distributor of on-demand PC games.

RF | Binder will be in charge of managing all B2B and B2C communications programs for the company. The PR firm will work with Exent to strategically position and raise the visibility of the company's managed service which powers the games on demand offerings of leading service providers such as Verizon and Qwest, as well as the company's gaming site.

What to know about the 2010 tax relief act

By Richard Goldstein

The Tax Relief, Unemployment Insurance Reauthorization and Job Creation Act became law in December. This is just one of the laws passed last year that provide substantial, but temporary opportunities — if acted upon quickly — to maximize tax savings. This column will focus on the tax relief measure. Initially I will present an overview and then focus in more detail on what I believe is the most important provisions. I will start with the changes that affect individual taxpayers.

Richard Goldstein is a partner at Buchbinder Tunick & Company LLP, New York, Certified Public Accountants.

Alternative Minimum Tax patch for `10, `11

It has become an annual ritual for Congress to patch the AMT rules to prevent millions more taxpayers from paying higher taxes due to the AMT. The AMT was never intended to encroach on middle income taxpayers, but it does. For most taxpayers it does this by not allowing a deduction for miscellaneous itemized deductions and state and local taxes.

If you live in a high tax jurisdiction such as New York or California, you will most likely not get a benefit for the state tax paid. Congress enacted a patch in the form of the AMT exemption. For 2010, the Act increased the exemption amounts to $74,250 for married joint filers and surviving spouses and $74,450 for 2011. For unmarried individuals the exemption will be $47,450 for 2010 and $48,450 for 2011. Without the patch, the exemption amounts for 2010 would have been $33,750 for single individuals and $45,000 for married couples filing a joint return and surviving spouses.

The patch also allows taxpayers to offset their AMT tax liability by the full amount of their nonrefundable personal tax credits in 2010 and 2011. These credits include the child and dependent care credit; credit for the elderly and disabled individuals; mortgage credit; and, the lifetime learning and education credit.

Long-term gains, qualified dividends

The Act provides that, through 2012, long-term capital gains and qualified dividends are taxed at the same rates for both AMT and regular tax purposes. For 2010, the lowest 10% tax rate was scheduled to end after 2010, while the two top rates would jump to 36% and 39.6%. Absent the Act, higher income taxpayers would pay tax on qualified dividends at 39.6%, up from 15%. The Act insures that long-term capital gains will be taxed at the same rate for both regular and AMT purposes — 15% for the highest income taxpayers.

Lower tax rates extended through `12

The Act extends the 10%, 15%, 25%, 28%, 33%, and 35% federal income tax rates on ordinary income through 2012. Absent the Act, these rates would have been replaced in 2011 and beyond by the pre-Bush tax cut rates of 15%, 28%, 31%, 36%, and 39.6%. The Act also extends the 0% and 15% federal income tax rates on most long-term capital gains and dividends through 2012. Without the new law, most long-term capital gains would have been taxed at 10% or 20% and dividends would have been taxed at ordinary rates of up to 39.6% as discussed above.

The new law also extends through 2012 the rule that provides that qualified dividends are only treated as investment income for purposes of the investment interest expense limitation if the taxpayer elects to have those dividends taxed at ordinary rates instead of the preferential rates (the same rule applies to long-term capital gains).

For example, assume a taxpayer has investment interest expense in 2011 of $75,000 and investment income of $25,000. The investment interest expense deduction is limited to $25,000 in 2011 (the excess can be carried forward to 2012). However, assume the taxpayer has qualified dividends and/or long-term capital gains that are taxed at 15%. The taxpayer can choose to forgo the preferential rate and consider the dividends and/or capital gains as investment income to offset the investment interest expense.

Accordingly, in this case the full amount of the $75,000 investment interest expense will be deductible. The cost to do this is to pay tax on the dividends and/or capital gains at ordinary income tax rates.

Social Security tax reduction

The Act cuts the Social Security tax withholding rate on employee wages (not the Medicare tax withholding tax rate) from 6.2% to 4.2%.

This is a temporary change and only affects the first $106,800 of 2011 wages. The maximum savings for 2011 are $2,136 for unmarried individuals and $4,272 for couples. Also, the social security tax component of the self-employment tax is cut from 12.4% to 10.4% for 2011. The above-the-line deduction for 50% of self-employment is modified for tax years beginning in 2011. The deduction equals 59.6% of the Social Security tax component of the self-employment tax plus 50% of the Medicare component of the self-employment tax.

Personal exemption, itemized deduction phase-outs

For 2010, unfavorable phase-out rules that could reduce some taxpayer's write-offs were temporarily repealed. The phase-out rules were targeted to come back in 2011. The Act keeps the repeal in place through 2012.

IRA charitable contribution

For 2006 through 2009, IRA owners who had reached 701/2 were allowed to make annual tax -free distributions of up to $100,000 directly out of their IRAs to charitable organizations. The tax Act extends this provision through 2011. Accordingly, charitably inclined seniors with more IRA money than they need to live on can get a tax break by arranging for a tax-free distribution to charity to take the place of taxable required minimum distributions and those who do not itemize can effectively get the benefit of the deduction by arranging for the tax-free distribution.

If you did not do this for 2010, it is not too late. You can arrange to treat qualified charitable distributions taken during January 2011 as 2010 distributions, subject to the $100,000 limit.

Next month I will finish individuals, discuss the new estate and gift tax provisions, and business provisions.

U.S. immigration pulls plug on PR plans

U.S. Immigration and Customs Enforcement has pulled the plug on a planned RFP for PR services to support its Office of Secure Communities initiative.

Agencies were notified on Jan. 5, just two days after the ICE set a Jan. 11 date to release the RFP.

A Dept. of Homeland Security official overseeing the search told *O'Dwyer's* that ICE management determined that the work could be performed in-house by government personnel at this time.

The Secure Communities program combines data from the Dept. of Homeland Security to identify aliens arrested by local authorities and has drawn a legal challenge and some criticism since it was implemented in 2008. The program is slated to go national in 2013.

The federal agency first notified firms in December that it planned to conduct the search for PR help on a contract that could stretch five years.

U.S. spokesman during Vietnam War dies at 90

Barry Zorthian, U.S. spokesperson in Saigon during the Vietnam War, died Dec. 30 in Washington, D.C. He was 90.

Presiding over the first U.S. war without official censorship, Zorthian created the daily briefings that came to be known as the "Five O'Clock Follies," where military officials gave battlefield summaries and fielded questions from reporters.

Barry Zorthian

The Associated Press noted those briefings, which often turned into shouting matches, were the only regular forum at which American and South Vietnamese officials spoke entirely on the record. The "Follies" ran for a decade.

As head of the Joint U.S. Public Affairs Office, Zorthian served as media advisor to three successive U.S. ambassadors to South Vietnam — Henry Cabot Lodge, Maxwell Taylor and Ellsworth Bunker — and to then-U.S. military Commander Gen. William Westmoreland.

Zorthian also was in charge of coordinating psychological warfare operations. His office dumped tons of propaganda leaflets and mounted loudspeakers on airplanes to broadcast funeral dirges in an effort to scare enemy troops.

Leaving Vietnam in 1968, Zorthian worked at CBS Radio and Voice of America. He spent a dozen years at Time Inc., serving as president of Time Life Broadcast and Cable and then VP of government affairs in D.C.

He joined the lobbying firm Alcalde & Faye in 1984.

News Corp. taps NAB vets

Kathy Ramsey, former Executive VP of Public Affairs for the National Association of Broadcasters, has moved to News Corp. in Washington, D.C., as VP of Government Affairs, amid a handful of other moves for the company in the capital.

The media giant has also tapped NAB VP of Media Relations

Kathy Ramsey

Kristopher Jones as Director of Government Affairs, in addition to promoting two execs — Bill Guidera and David Fares — to Senior VPs for Gov't Affairs.

Ramsey makes the move from The Fritts Group, which she joined after the NAB. Jones has joined directly from the NAB.

Michael Regan heads News Corp.'s D.C. outpost

DeVry enrolls H&K

DeVry Inc., the publicly traded for-profit educational company, has tapped Holland and Knight to "enhance and improve relationships and awareness of higher education issues with the U.S. Congress."

The $30B for-profit college sector, which accounts for 12 percent of U.S. undergraduates and earns nearly a quarter of federal Pell grants for low-income students, faces an array of investigations.

DeVry's team is led by Moises "Moe" Vela, former director of management and administration in the office of Vice President Joe Biden, and Shawna Watley, legislative assistant to ex-Senator Bob Kerrey.

DeVry received an image boost Dec. 16 with the release of a report by McKinsey & Co. that cited it along with seven other colleges for successfully combining effective educational practices with good management.

Funded by the Bill and Melinda Gates Foundation, the study focused on colleges with student bodies of mostly low-income young adults, which the report says represents the "new majority" of college students.

Becton Dickson taps APCO

Becton Dickinson & Co. is using APCO Worldwide as its D.C. lobbyist for healthcare issues.

Former Democratic U.S. Senator Don Riegle spearheads the push for the medical supplies and diagnostic products company. He chairs APCO's government relations practice and serves on the independent firm's international advisory council.

BD earned $1.3B on $7.3 revenues in fiscal 2010. The company has embarked on a $1.5B stock repurchase program in the aftermath of the sale of ophthalmic and surgical blades unit. It shares are trading at $83.23, near their $85.69 52-week high. Franklin Lakes, N.J.-based BD employs 29,000 people.

PR firm quits Tunisia pact

Washington Media Group severed its PR contract with Tunisia's Ministry of Communications on Jan. 7, seven months after going to work for the North African country and U.S. ally in fighting terrorism.

In a letter to Communications Minister Samir Abidi (PDF), WMG president Gregory Vistica, a former *Newsweek* correspondent and CBS News producer, suggested his firm's work to burnish the country's image was being undermined by government actions.

"Recent events make it clear the Tunisian government is not inclined to heed our counsel regarding meaningful reforms," wrote Vistica in the letter, which has been filed with the Dept. of Justice. "Indeed, the government's current actions and activities have undermined, orin some cases completely undone, whatever progress we have made in proving Tunisia's reputation."

WMG provided PR counsel to the ministry on issues like human rights, press freedoms and Internet censorship.

In a front-page story Jan. 14, the *New York Times* covered violence that has broken out in the "ancient Mediterranean hamlet" of Hammamet – a popular vacation spot for Westerners – over perceived corruption of the country's ruling elite. The Times said depictions of President Azine el-Abidine Ben Ali's riches, as well as the wealth of his family, were brought to light by U.S. diplomatic cables unveiled by WikiLeaks.

Tunisia is a Muslim country seen as a rare and crucial U.S. ally in North Africa.

In announcing the pact last May, WMG partner John Leary, said: "[Tunisia] has a terrific story to share with the world."

India inks pact with BGR

BGR has inked a $350K six-month pact with India for strategic counsel and PR services as that country's commercial and diplomatic ties with the U.S. are on the rise.

The contract runs through mid-March.

Republican-leaning BGR, the former firm of potential GOP presidential candidate Haley Barbour, advises India on policy matters before the U.S. and select state governments. It will also do outreach to academic institutions and think tanks.

India signed up Democratic-oriented Podesta Group in November for political outreach and media work.

During his recent trip to India, President Obama called India America's "indispensable" partner for the coming century.

A just-released PricewaterhouseCoopers report predicts India in 2050 will surpass the U.S. as the second largest economy in the world. The report says China will knock the U.S. from the top of the economic heap in 2020.

PwC says India's rapid growth will coincide with a shift in outsourcing to manufactured exports driven by a population with high level of education and robust engineering skills.

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.

Lou Hammond & Associates, Inc., New York, N.Y., **registered December 30, 2010 for Bermuda Department of Tourism**, New York, N.Y., regarding providing public relations services.

Washington Research & Analysis, LLC, Washington, D.C., **registered December 28, 2010 for Japan External Trade Organization (JETRO)**, New York, N.Y., regarding providing research reports on topics such as U.S. policy, trade, business and congressional affairs.

Capital Hill Strategies, LLC, Washington, D.C., **registered December 13, 2010 for Taipei Economic and Cultural Representative Office**, Washington, D.C., regarding contacting Members of Congress and their staff to share information concerning legislative and trade matters and encourage travel to Taiwan, Republic of China.

Lobbying News

NEW LOBBYING DISCLOSURE ACT FILINGS

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

Breaux Lott Leadership Group, Washington, D.C., **registered January 12, 2011 for Waterways Council, Inc.**, Arlington, Va., regarding issues related to inland waterways transportation and infrastructure projects.

Brown Rudnick LLP, Washington, D.C., **registered January 6, 2011 for Global Vehicles USA, Inc.**, Alpharetta, Ga., regarding issues relating to U.S. – India trade.

Crowell Strategies, LLC, Chevy Chase, Md., **registered January 5, 2011 for Consumer Electronics Association**, Arlington, Va., regarding Spectrum Reallocation & Wireless Policy and copyright issues.

JDM Public Strategies, LLC, Washington, D.C., **registered January 10, 2011 for Wells Fargo & Company**, San Francisco, Calif., regarding consumer finance issues, tax reform, civil justice reform, estate tax and retirement security.

Ogilvy Government Relations, Washington, D.C., **registered January 11, 2011 for Kaplan, Inc.**, Washington, D.C., regarding issues related to the gainful employment proposed rule.

Patriotic Consulting Services, LLC, Washington, D.C., **registered January 7, 2011 for Save Ellis Island Foundation**, Mt. Olive, N.J., regarding a discussion of issues about funding and legislation concerning the National Park Service.

Kempner leads MWW buyout from IPG

MWW Group president and CEO Michael Kempner has led a management buyout of the agency from Interpublic, 10 years after the advertising and PR conglomerate acquired the New Jersey-based firm.

"With the support of my management team, we've decided to regain our independence by purchasing back MWW and unleashing the talent, creativity and spirit of this great organization," Kempner said in a statement, adding that the agency will return to its "roots" as strategic management consultants and become more "nimble" in the process.

Michael Kempner

The deal also includes the Financial Relations Board, which has been under Kempner's purview since 2005. The firm said the majority of executives involved in the buyout were staffers of the firm during its original sale and during its early growth years.

Kempner said changes in the media and the PR industry made the timing right.

"The media and business landscape is continuing to rapidly change and PR is at the forefront of the revolution, helping brands and companies maintain relevance and build a level of trust that can no longer be earned just through traditional marketing and advertising," he said.

Kempner founded the firm in 1986 after serving as legislative director for New Jersey Democratic congressman Robert Torricelli, building up a respected public affairs and lobbying shop and branching out to consumer and tech PR.

In addition to its East Rutherford, N.J., base, the firm has offices in New York, Trenton, Washington, D.C., Chicago, Dallas, San Francisco, Los Angeles, Seattle, and London. Clients include Nikon, Pfizer and the City of Newark.

Taaffe steps down at H&K

Paul Taaffe, CEO of H&K since 2003, is stepping down from the WPP unit as a revamping begins in the aftermath of its Jan. 1 merger with Public Strategies Inc.

Paul Taaffe

Taaffe will counsel PSI founder Jack Martin during a transitional period that is expected to last a couple of months.

Martin was named Executive Chairman of H&K when the combination with PSI was announced in November. He takes Taaffe's place. In November, PSI CEO Dan Bartlett, who was a key advisor to President Bush II, assumed the H&K USA chief.

Taaffe has more than 20 years of PR experience, handling key clients such as HP, Deloitte and the Beijing Olympics. Prior to assuming the top spot, he was CEO of H&K/EMEA, and U.K. chief.

MaryLee Sachs, director of the firm's worldwide marketing communications practice, has also left the firm.

Assange gets PR counsel

Controversial Wikileaks Editor-in-Chief Julian Assange is reportedly working with London PR firm Borkowski as he faces global scrutiny and a public divided over his actions in leaking documents online.

Borkowski, a consumer and entertainment firm, is headed by Mark Borkowski, a well-known U.K. PR figure who penned two books on publicity stunts.

The *Sydney Morning Herald* reported that Borkowski first began representing Assange on Jan. 7 and has a four-man team handling media inquiries. The firm is also setting up a weekly online media conference for Assange and Wikileaks.

Mark Borkowski

Borkowski told the paper Jan. 8 that a deal had not yet been signed and he posted on Twitter the same day to two PR pros mentioning the work for Assange: "a little premature guys."

Assange is facing a sexual misconduct probe in Sweden and is under house arrest in the U.K. He faces an extradition hearing in February. The U.S. government is reportedly mulling charges against him, in the wake of Wikileaks'most recent document dump — a trove of State Department diplomatic cables.

Assange has inked a $1.5M book deal with Random House.

Powell takes top Bloomberg post

Richard Powell Jr., Chief Operating Officer for Burson-Marsteller, has been named Chief Communications Officer for Bloomberg L.P., based in New York, to oversee the expansion of the media company's communications strategy and infrastructure.

He takes the post vacated by Judith Czelusniak last year after six years.

Powell, a former Managing Director for Quinn Gillespie & Associates, reports to Kevin Sheekey, head of government relations and public affairs. Peter Grauer, Chairman of Bloomberg, cited among Powell's assets his experience in international communications and finance.

Powell returned to Burson in 2007 after a previous seven-year stint during the 1990s.

In a statement, B-M offered congratulations to Powell, who left the firm in mid-January. B-M said he has been a "trusted counselor" to CEO Mark Penn and has also helped lead and grow its relationships with several key global clients.

Richard Powell

Powell's duties will be distributed among two vice chairs, Don Baer and Karen Hughes, executive VP Jay Leveton, regional CEOs, the firm's CFO and global HR team.

He handled public affairs and corporate communications assignments for QG&A for clients like Bank of America, HP and Zurich Financial Services. He also managed its international business and played a role in its acquisition by WPP in 2004.

He previously worked in the venture capital sector in D.C. and New York.

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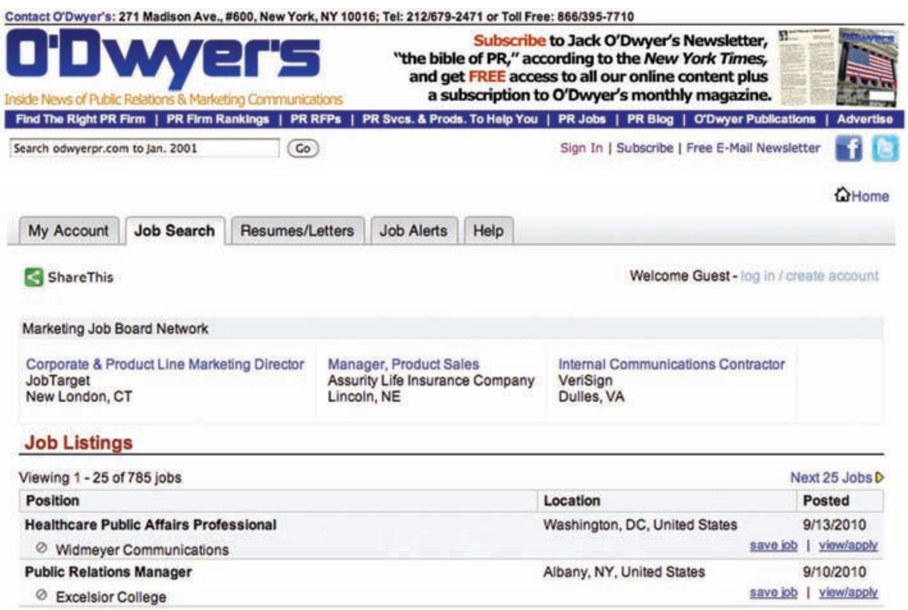

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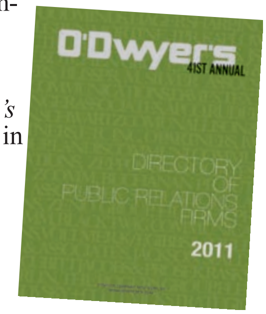

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