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THE TRAVEL ISSUE

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June: *Global & Multicultural*

July: *Travel & Tourism*

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I spy: a lesson in modern hypocrisy

The public's outrage surrounding President Obama's expansion of National Security Agency surveillance programs — as well as new details into the Justice Department's repeated subpoenaing of journalist phone and email records — has grown palpable.

Decoding the nation's apoplexy, at least as it's been ferreted out on the nightly news, has been interesting, and not because of what our partisan pundits have had to say (that, for the most part, has been painfully predictable). More than anything, it's been interesting to see who's outraged this time and who isn't.

I was flipping through the channels the other night when I stumbled upon something that, at first glance, appeared to be nothing other than network news boilerplate. Sean Hannity and Juan Williams were yelling at each other again. This time, they were arguing about the aforementioned NSA issue. Much to my amazement however, I soon discovered through the course of the argument that both men had flipped 180-degrees from positions they'd held on this issue just several years before. Hannity (once an ardent supporter of the Patriot Act) was now reproaching NSA surveillance under the Obama administration, while Williams (who spoke out repeatedly against NSA overreach during Bush's Presidency) was now a proponent of the program.

A recent Fox News poll on ongoing attitudes regarding the NSA program aptly elucidates the hypocrisy that has besieged our nation's talking heads. It's also simply one of the most telling examples of confirmation bias I've ever seen.

Way back in 2006, at the height of President Bush's storied spying program — when it was discovered that American telecom companies had worked in collusion with the NSA to perform wiretaps of U.S. citizens without warrants — a Fox study reported that only 37% of Democrats found the NSA's snooping "acceptable," while a whopping 75% of Republicans approved of the initiative (conversely, 61% of Democrats referred to Bush's spying program as "unacceptable," while only 23% of Republicans said this).

Fast-forward to 2013. A new Fox study finds that surprisingly, 64% of Democrats now find the NSA surveillance initiative to be "acceptable," while only 52% of Republicans now believe this (conversely, only 34% of Democrats now consider the spying programs "unacceptable," while 47% of Republicans now agree).

In case you still need help putting this together: a majority of Republicans who were once in favor of surveillance when Bush was in office are now opposed to it, and a majority of Democrats who were once opposed to surveillance are in favor of it now that Obama is in office.

Call it a working primer for cognitive dissonance. It's simply easier for us to retrofit our existing beliefs to accommodate new information than it is to change our beliefs; it's a far more furtive exercise in humility to evolve our putative opinions than it is to admit we were wrong. For many of us, the prospect of admitting that someone we supported did something we disagree with is a pill too bitter to swallow. To accept the obvious would be tantamount to accepting that our fragile identities are built on faulty foundations. And we can't have that.

One thing's for sure: most of us seem to have made up our minds on how we feel about privacy. The media's romanticism surrounding Edward J. Snowden's fugitive run in the third-world has turned him into a modern day Robin Hood for big data. It's interesting that we should celebrate someone who serves not only as a warning regarding what's being done to us, but what we're already doing to ourselves. As the debate over surveillance wages on, the divide between our public and private lives has grown increasingly fuzzy. By our own choice, we seem to take great pleasure in externalizing ourselves in gadgets, promulgating our identities into the ether, and rendering our personalities into a series of multiple choices.

Aldous Huxley's dystopian novel *Brave New World* imagined a future where a public sated with information and anesthetized by every pleasure would willingly sign over autonomy, gladly enslaving themselves when presented with the false notion of freedom. George Orwell's totalitarian vision of the future never came to fruition. However, Huxley's words couldn't be more prophetic. Information is our most valued commodity. We love it so much we're willing to open every door, surrender every secret, just for the sake of being a coin in that currency.

Sadly, I'm convinced there are untold scores of people today who would be less outraged to discover their conversations were being listened to than to accept the far more humbling notion that they aren't being heard. ●

— Jon Gingerich

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Washington Post unveils new sponsored section

The Washington Post, in an effort to raise some much needed cash, unveiled in June its new "Sponsored Views" section, a paid online opinion feature that would serve as an opportunity for PR firms and other special interest groups to place commentary beside the paper's online editorials.

By Kevin McCauley

The new sponsored content section, which made its debut in June, will appear only in the paper's online edition. The program will also be expanded to include *Washington Post* blogs. In a June 12 announcement regarding the Sponsored Views section, the paper said the purpose of the new feature is to allow trade groups, lobbying firms and communications professionals to post commentary related to or in response to content from *The Washington Post's* Opinion section.

"The product offers an opportunity for advocacy, communications and government affairs professionals to place their message in front of key constituents," the *Washington Post* said.

Steve Hills, President and General

Manager of *The Washington Post*, said the "premium placement enables participants to provide their perspectives with unparalleled contextual relevance, while still keeping the lines between news and sponsored messages crystal clear."

Sponsored Views will be labeled in yellow, and will run up to 600 characters along with a logo and a link to direct readers for more information. There will be a limit of three Sponsored Views slots per editorial.

Submissions will be reviewed before posting to ensure that content isn't libelous, defamatory, pornographic, vulgar, hateful or in violation of local/state/national or international laws.

A user must subscribe to one or more Sponsored Views categories including business/economy/labor, trade/financial

services; healthcare/wellness; defense/military; gun rights; budget/taxes/ deficits; education; energy/environment; foreign policy; human/gay/women's rights; technology/telecom/intellectual property; transportation/infrastructure; and nutrition/food/agriculture.

The first Sponsored Views were from National Resources Defense Council on the need for a carbon tax, CTIA-The Wireless Association on cybersecurity and The Cato Institute and Center for American Progress on Fannie Mae and Freddie Mac.

Brian Weiss, Manager of *The Washington Post's* New Ventures group, who served as a developer of Sponsored Views, declined to provide specific pricing info to *O'Dwyer's*.

"At this time we're only providing the rate card to prospective advertisers, rather than media," Weiss said via email. "Our rates depend on the length an advertiser wants its Sponsored View posted and the length of time since an opinion piece has been published."

Weiss did say the ads "will range from as little as \$500 to several thousand." ●

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PR News Briefs

PR PRO SAYS US ATTORNEY SUBPOENAED RECORDS

A Georgia PR pro said the U.S. Attorney's Office in San Francisco has subpoenaed his records of representing Bureau of Alcohol, Tobacco and Firearms whistleblower/agent Vince Cefalu.

Patrick Crosby, former Spokesman for the U.S. Attorney's Office in Atlanta, told *O'Dwyer's* he was shocked to receive a subpoena this week in his client's civil suit against the ATF, demanding documents and other information about communications between him and his PR client.

Crosby, a former journalist and news anchor, worked public affairs for the Atlanta USAO for 15 years before retiring. He opened Georgia Newsmakers to provide media relations counsel and knew Cefalu from the agent's time stationed in Atlanta.

Cefalu, a 25-year ATF veteran and ongoing critic of the agency, made headlines last year for speaking out about the controversial "Fast and Furious" gun-running operation. He was fired before being reinstated and has filed the civil suit against the ATF for retaliating against him. The subpoena of Crosby's records is related to that case.

"It's not like this is a murder trial or anything like that. He's suing them," said Crosby. He also questions the value and precedent of issuing a subpoena for PR records: "It's odd, invasive and a waste of resources. I don't want to be put in a position to put my client in jeopardy."

PR billings rates dipped in 2012

Average billing rates at PR firms fell in 2012, likely the result of a flat economy and stagnant revenue growth across the industry, according to a report by New York based mergers and acquisitions consulting firm StevensGouldPincus.

By Greg Hazley

Regionally, large markets saw the largest declines in A/E billing rates. In the New York/New Jersey market, rates fell from \$152 to \$149, while rates in Washington, D.C. saw a \$7 drop to \$140. Rates in northern California plunged \$17 to \$159.

StevensGouldPincus in May reported that average minimum PR fees declined nearly 3% last year to \$9,609.

Billings rates for A/E's at large agencies (\$25 million-plus) fell from \$164/hour in 2011 to \$152 last year, while slightly smaller firms (\$10 million to \$25 million) cut billing rates from \$155 to \$150, according to the survey. Overall, the A/E

point to \$148. Smaller firms (less than \$3 million) reported A/E rates flat at \$153.

For those in the upper echelons, billing rates at the president/CEO level declined from \$361/hour in 2011 to \$356, while EVPs fell from \$315 to \$304 and VPs slipped from \$263 to \$258.

StevensGouldPincus Managing Partner Rick Gould said productivity, or the utilization of billable time, is far below optimal levels as evidenced by senior VPs reporting only 64% of their theoretical yearly capacity of 1,700 hours. That figure is down from 78% in 2011.

Smaller growth markets showed noticeable gains, however. The southeast gained by \$4 to an average of \$147, and the Midwest gained by \$5 to an average of \$151. ●

Average Rates & Utilization: 2010-2012						
	Average billing rates (2012)	Average billing rates (2011)	Average billing rates (2010)	Average Utilization (2012)	Average Utilization (2011)	Average Utilization (2010)
President/CEO	\$ 356	\$ 361	\$ 360	38%	40%	39%
EVP/SVP	304	315	309	64%	66%	63%
VP	258	263	261	64%	78%	75%
Account Manager	206	211	208	84%	88%	85%
Senior Account Executives	174	183	178	88%	89%	90%
Account Executives	150	151	153	90%	92%	92%
Account Coordinators	111	113	113	85%	85%	86%
Blended Rate	179	192	182	--	--	--

Average hourly rates for practically every staff level were within a few dollars of the year before. Average utilization was also consistent for account staff.

Source: StevensGouldPincus.

average dipped from \$151 to \$150, given a large sample of A/E's at firms in the \$3 million to \$10 million range, where the rate actually ticked up one

PR News Briefs

BANGLADESH TAPS FOLEY HOAG FOR WORKER RIGHTS

Bangladesh, the site of a horrific garment factory collapse in April, has retained Foley Hoag to promote the government's interest in workers' rights in that country.

Foley Hoag also will stress the importance of trade with Bangladesh to members of Congress and the Obama administration, as well as maintaining trade breaks for the impoverished nation.

More than 1,000 workers died in the April collapse of the Rana Plaza clothing complex in Savar. The complex was home to factories that manufactured clothing for many Western retailers, including WalMart, GAP, Bennetton, Target, and many others.

A U.S. Labor Department statement released in June concluded "Reports have shown that sub-standard buildings, poor emergency procedures, blocked fire exits, overcrowded workplaces, and inadequate inspection practices have resulted in a high death toll." It made a \$2.5 million grant to improve garment plant conditions in Bangladesh.

The country's central banker, Atiur Rahman, told the BBC in June that the vast number of Bangladesh's factories comply with safety regulations. He urged garment buyers and trade unions to push for improved working conditions.

Gare Smith, Founder of Foley Hoag Corporate Social Responsibility practice, heads the lobbying push for Bangladesh.

He coordinates activities with Akramul Qader, Bangladesh's Ambassador to the U.S.



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Cruise industry sinks positive PR opportunities

People love a PR disaster. In today's media saturated world, a company can find itself attracting unwanted attention in the blink of an eye. The cruise industry in particular has experienced this extreme scrutiny following a rash of recent public relations nightmares. Amidst these rough seas however, the cruise industry may be missing out on several positive PR opportunities.

By Allison Schroeder

Backlash from the February Triumph incident, where Carnival Cruise Lines' signature ship lost power in the Gulf of Mexico, resulted in a media furor that bordered on the obsessive. Even mainstream comedians like John Stewart picked up on the bit, poking fun at CNN's constant coverage of every last detail.

The industry reputation has gotten so bad that when I told friends and relatives I had a cruise booked in May, they cringed and asked me if I regretted my choice of vacations.

To be honest, I wasn't worried. The risk of an accident or mishap is just as likely — if not more so — on any alternative vacation I might have considered. The difference in this case? Negative publicity.

Combating such unfavorable word of mouth can be like pushing a boulder uphill if you're constantly doing damage control. It's impossible to get ahead of the bad news. While this may be mitigated by a solid crisis communication plan, a healthy dose of positive human interest stories can go a long way in countering a tarnished image. Sure, they might not always be as sensational as an accident, but it helps soften the brands' image and provide fresh stories for the newsroom other than crisis updates.

Unfortunately, the bad publicity seems to be sinking in with consumers. A recent Harris Poll conducted in May found that public perception of cruise line quality has declined 13% since March. The average trust score among all seven cruise brands was down 12% and intent to purchase was also down 11%.

This particular statistic should have industry insiders worried, given the lofty industry forecast expecting 20% more cruisers in 2013, according to the Florida Caribbean Cruise Association. To accommodate the forecasted demands, the industry introduced 11 new ships with 12,125 beds. That could mean big bucks if intent to buy doesn't turn around —

and fast! Thankfully, the year is only half spent, and barring any major incidents, that traction can be regained with the right marketing strategy.

Don't think there is any good news to come out of the cruise industry? Think again.

I just returned from my cruise in late May — yes, a Carnival cruise, and contrary to the expectations of my friends and family, I had a great time. No, we didn't lose power or run aground or any sort of mishap, but I did experience what could have been a newsworthy and positive PR opportunity for the brand.



The high-profile February disaster that took place on Carnival Cruise's Triumph ship proved the cruise industry remains especially susceptible to crisis.

We were a party to a daring rescue at sea.

During our second day, the 110,000-ton Carnival Valor ground to a halt in the middle of the ocean to pick up some fishermen from Dominica who had been stranded for four days without food or water after their tiny boat broke down. I'm no nautical genius, but I'm fairly certain that had we not been cruising by at the right place or the right time, these men may never have returned home.

After speaking with a few ship employees, I came to learn that this wasn't an uncommon occurrence — in fact the very ship we were on had picked up stranded fishermen earlier this year. Even if something of this sort does happen on a quar-

terly basis, it takes no time for the ship videographer to snap some video of the rescue and send it to the corporate PR department, which will then distribute it to national news outlets.

As much as people love disasters, they also love heroes and happy endings — who cares if maritime law mandates that you have to stop for a stranded vessel? It's still good fortune that Carnival was able to lend assistance when they were needed and they should shout it from the rooftops.

It's unfortunate that the day after I returned from my own cruise, news broke of a Royal Caribbean ship that had caught fire at sea, inciting another wave of negative press lamenting the state of the industry. Thanks to a swift evacuation and an injury-free escape however, the negative press was mitigated, and some good customer service kept follow-up stories to a minimum.

While the media won't let us forget that there is always a risk when taking a cruise, events like what happened to the Concordia or the Triumph are few and far between.

While there are several blogs claiming to report incidents of all sorts from onboard crime and staff issues to illness and accidents, these have been compiled largely by hearsay and serve more to capitalize on passenger uncertainty than accurately inform.

The fact of the matter is that cruising is a \$30 billion a year industry. While the major lines have faced several challenging situations over the past year, there is still opportunity to recover their carefree luxury image. If only these giants could capitalize on positive news, like what I witnessed firsthand, the impact of unforeseen incidents might not be so bad.

Allison Schroeder is the Word of Mouth Marketing Manager at Sunrise Advertising in Cincinnati. ●



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Tailoring mobile content to target travelers

It's an exciting time for tourism marketers. Spending is up, travel employment growth is outpacing the economy, and flights are full. Consumers are trading staycations for new destinations and focusing on quality over savings. Times are good and, seemingly, only getting better. The new challenge for destinations and their PR professionals is how to capitalize on this environment.

By Meredith Pratt

The key is to pay attention to behavioral trends that offer the opportunity to turn travelers into communicators on behalf of destinations.

Given the new travel enthusiasm, it's no surprise that vacationers want to show off their adventures — before, during and after their trip. They are frequently turning to social sources to find information about where to stay, what to do and how to get there. Because travelers use the Web not only for research but also to share their positive travel experiences, they function as a virtual media outlet disseminating news, information and opinion in real time.

Marketers that recognize travelers' obsession with social and mobile content already have answered the call with interactive Websites, content-rich social channels and innovative promotional efforts. In fact, 88% of smartphone users in the U.S. access travel-related information through their mobile devices, spending an average of 93 minutes per month on travel apps and websites, according to a 2012 study by Nielsen for xAd. But even as marketers do a better job of engaging travelers through social media while they are planning trips, it seems many continue to miss the sweet spot in visitation: hooking visitors once they arrive and providing mobile friendly sites and apps that focus on what to do once they get there.

Consider this: according to a recent TripAdvisor survey, 28% of travelers checked into an attraction using their mobile device and 38% posted status updates to social networking sites to keep friends updated on their travels. Prosper Mobile Insights surveyed U.S. smartphone and tablet owners and found that approximately 98% took their mobile devices with them on vacation; nearly four in five respondents in this group used them "all the time."

While travel-related apps are not as prolific as their mobile Web cousins, they score higher in terms of consumer loyalty and user retention. So, how can marketers up a destination's appeal? Below are five tips to help build that presence even further.

Leverage your high points

If a traveler logged onto your mobile app

for 15 seconds, what would you want them to know? Provide a one-stop shop — a go-to app for a city or state that wraps the visitors guide in with deals, check-ins, attractions, restaurants and more. Consumer attention online is fleeting, so when creating a mobile app around a destination, communicate the high points quickly. Marketers have the opportunity to show travelers what they want them to see. Build the story you want to tell through your mobile app. Is it the waterfront? Great restaurants? Kid friendly attractions? Having mobile-friendly brochures and tours built into the app guides visitors on a specialized tour of your destination and greatly enhances their experience.

Showcase the experience

For the most part, mobile apps for Convention and Visitors' Bureaus (CVBs) follow a similar format. While the format is useful for visitors, it doesn't make the destination stand out. Instead, maximize visitor's travel and feature the experience through photos. Cut the text and add more colorful and vibrant photos of your destination to demand attention. Take it one step further and offer travelers the opportunity to share, post and comment on the images as well as add their own pictures. Give travelers the ability to forge a virtual connection with the destination. Miami's CVB app offers Miami images available for download as wallpaper through a Flickr photo stream while the Maryland Office of Tourism's Civil War Trails app encourages users to "make a vintage photo" by taking or uploading a photo and then sharing via Facebook, Twitter and email. Each app provides an example of how to effectively engage your audience and simultaneously build your photo gallery.

Make sharing easy

Once travelers arrive, capitalize on their trips and encourage them to "check in" through your mobile app. The New York Public Library Time Traveller is an app that alerts Foursquare users whenever they check into near historical sites in New York City. The app offers users images from the 1870s to 1970s from the Photographic Views of New York City Collection. It inspires action and features

a historical story through images that otherwise would be hard to communicate.

Give them a reason to return

Business travelers tend to be most interested in traveler loyalty programs — accessible through mobile apps — while leisure travelers are more interested in discounts and promotions. Even still, nearly 80% of travelers join travel loyalty programs provided by airlines, hotel chains and rental car companies. Such discounts and promotions have been hailed as the top reason why people "like" brands on Facebook. Given the overwhelming interest in such programs, a rewards program tied to check-ins at local establishments and attractions offer multiple benefits. Visitors have a reason to return to your destination to earn and redeem points. Locals are encouraged to spend their money close to home. Hotels, restaurants and retailers gain an additional avenue for attracting and keeping customers.

Measure success

The number of hits and posts is important, but even more important is the tone and frequency of messages from travelers. The beautiful thing about a mobile app for client destinations and experiences is that marketers can track data in real time. See what visitors are downloading the most or posting from the image gallery. If an event earns a certain number of likes on the mobile app, hold it again the next year.

The wide adoption of smartphones is transforming how consumers plan, book and navigate through their vacations. The relative ease of developing mobile websites and apps is opening new avenues for destinations, travel services, attractions, properties, restaurants and retailers to connect with their customers and get them talking about their experience. Ultimately, the goal of engaging travelers is to guide them through their stay, but also to keep them coming back.

Meredith Pratt is Account Manager at Stanton Communications, Inc. ●



Meredith Pratt

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Has anything stayed the same in travel PR?

We all know the proverb: “the more things change, the more they stay the same.” But does this maxim hold true for today’s travel PR practitioners? So much of what we learned at the beginning of our careers has been upended by seismic media shifts. Can industry professionals honestly say we’re still experiencing anything that resembles business as usual?

By Peggy Bendel

Have social media — Twitter, Pinterest, YouTube, Vine, Facebook, whatever’s next — completely replaced traditional press kits, brochures and image libraries? Has the printed visitor’s guide given way to an app? Do you drop travel writers from your press list if they ask not to be pitched by email?

Earlier this year, I moderated a panel discussion at the Association of Travel Marketing Executives (ATME.org) in Miami that found itself discussing these very questions. Three top travel PR experts — Angela Berardino, Vice President of Turner PR; Karen Weiner Escalera, President of KWE Partners; and Jodie Diamond, President of Diamond PR + Social Media — each had their own take.

Social media maven Berardino still sees the need for such staples as good product images for her destination and hotel clients, noting that while user-generated content is a big part of the mix, most media outlets still need high-quality images and video. Pinterest — considered responsible for 40% of social media-driven purchases, according to a thought-provoking infographic from InkHouse (found here: <http://bit.ly/13SXmiW>) — and YouTube are valuable delivery methods, making it even easier for editors to find and access your content, as Turner has proven with portfolios for such clients as Four Season Hotels.

Is the desk-side media appointment dead, replaced by that 10-minute phone call? Well, there are certainly fewer people at desks these days with staff sometimes working from home, or around the world — and fewer desks, as publications downsize or disappear. But it’s still essential for writers to experience a destination, adventure travel option, cruise or hotel to write about it — and tweet, and blog, and post to Facebook, often multiple times during their visit, Berardino noted.

However you deliver it, Escalera

emphasized that thought leadership and innovation is what makes news: audits, survey results, market research can all lead. She walks the talk: some years ago, a passenger survey for a cruise client highlighting the finding that passengers have more frequent sex on a cruise made headlines in consumer and trade media.

One size does not fit all when it comes to media lists for a pitch or press release, Escalera said, and custom-tailoring a list to make the pitch effective can take a day — worth the time, since the number-two media complaint is “mass pitching to social media,” according to PRGenie. One thing that hasn’t changed: 60% of journalists still complain they’re being pitched irrelevant material.

While nothing beats one-on-one relationships with the media, Escalera noted many of us are bolstering and broadening those contacts by connecting on Facebook and following on Twitter. I can vouch for that, and find that journalists often post about family activities, too, allowing you a glimpse of their “real life” which can reinforce, or begin a friendship, built on shared interests.

Looking forward, Diamond said “Mix it up” and have fun while staying relevant. Fresh ideas and concepts are more important than ever to cut through the clutter and get your message out. Collaborate with others, partners and even competitors, to increase coverage for each of you: three is still a trend. Be a resource: offer a story angle or focus idea — tweet, post, pitch.

“The ‘public’ is back in public relations,” Diamond said. “Don’t broadcast — engage. Have a strategy, and a voice.” And don’t think — or let your clients believe — that having set up a Facebook page and a Twitter account is enough: as Diamond puts it, “Don’t saddle up if you’re not going to bother to ride.”

Engagement, not the number of “likes” on your Facebook page, is your metric. Are people responding to your posts? And is someone monitoring those responses and answering questions, giving more information, or simply

acknowledging them?

I’ve seen many Facebook pages with no dialogue: and even more appalling, with unanswered questions from days or weeks earlier. That’s simply rude — as though you’ve ignored someone who has spoken to you in your own living room — and there’s nothing more enraging for many of us than being ignored when we’ve been invited into a conversation.

Travelocity’s Joel Frey addressed what happens when the conversation — in this case on Twitter — doesn’t go well, in a follow-on panel, which also included Jennifer Oberstein of Leading Hotels of the World and Arpil Dinwoodie of JetBlue.

“We listen; therefore we tweet,” Frey said. In this instance, a Mommy blogger who had problems with Travelocity posted that to her blog, and within 30 minutes received an email from Travelocity, hoping to fix the problem. While they tried their best, she wasn’t satisfied and “wrote up a storm” on her blog, on Facebook and in tweets. After several exchanges, it was clear there would be no happy ending, so with a final pleasant comment, Travelocity ended the conversation. Should they have replied at all, or just ignored the tempest? That discussion could be another entire article.

Many of the tried-and-true techniques of the profession are still just that — but new technology and social media opportunities have brought swifter, more personalized contact with key media, and more effective ways of reaching them.

Much like the journalists we work with, we’ve added video and photography skills to our repertoire, often using our smart phones. We’re still getting on planes to meet with media, and heading to the airport to welcome them to our destination or property.

What will never change, we’re confident, is the power of a good story, pitched to the right journalist, at a propitious time — whatever each new technology brings.

Peggy Bendel is President of Bendel Communications International and author of the book “It’s a Crisis! Now What?” ●



Peggy Bendel

Beyond the buzz: building the social travel brand

In the world of integrated marketing, the lines between advertising, social communications and public relations have become almost non-existent. With more than 80% of travel-related decisions beginning online, today's public relations practitioners face the challenge of taking a destination, resort or hotel brand and driving results by accessing multiple media channels.

By Kerry Anne Watson

PR experts with a travel/tourism practice do this not merely by being social butterflies. Instead, true integration cuts through the informational clutter, building buzz in the headlines and across an array of social channels.

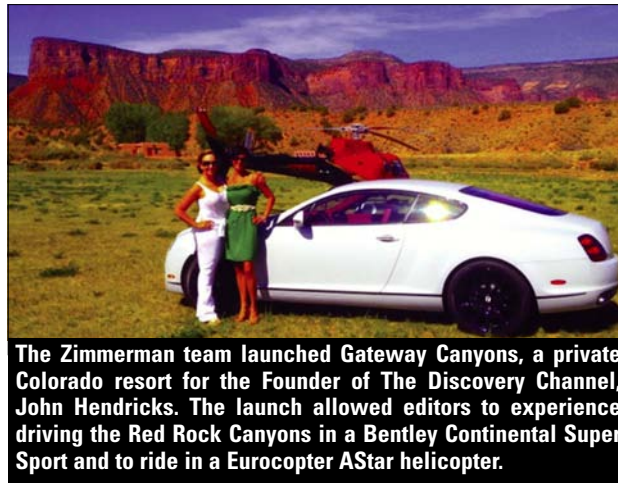
Socially savvy saturation

For client Noble House Hotels & Resorts, Ltd — a collection of 18 luxury hotels and resorts — food and beverage outlets were a major revenue source. To leverage its unique menus, mixology cocktails, and other differentiating features, The Zimmerman Agency dug deeper than the traditional food critics and restaurant reviews and targeted influential “tweeps” in the food and travel categories. We created a Noble House Happy Hour Twitter Chat, that aimed to capitalize on the “best hour of the week” through themed, hour-long live chats every Wednesday evening. The agency engaged with Twitter users in real time, offering recipes as well as food and beverage pairing suggestions to connect with consumers and build on the Noble House reputation of fantastic food and beverage programs. In addition to the more than 10.3 million impressions and more than 8,221 uses of the Noble House hashtag, the program received first runner up in the *Travel + Leisure*’s “Social Media In Travel + Tourism” (“SMITTY”) Award for the Best Twitter Chat of 2013.

Building brands through PR

Another approach is to go beyond awareness and consistent messaging by developing programs that establish an emotional bond with guests. To position Noble House as an expert in strategic and creative brand development for new investors, the agency was tapped to launch The Commons Hotel in Minneapolis. The buzzworthy “Geek Chic” brand helped breathe life into a reflag and renovation of an older uninspired hotel product located in a nonde-

script location on a college campus. Bringing the brand to life in the design and all aspects of the hotel experience, the team played off the collegiate and historic industrial scene at the University of Minnesota and in Minneapolis to develop brand extensions such as a Words with Friends Wine Hour, Smart-tini Sundays in Beacon Public House, literary tie-ins such as a 24-hour Book Butler and Meet & Tweet Book Signings. Not only did the coverage saturate 100% of industry trades, but the positioning established the new Commons Hotel brand and corporate Noble House Hotels & Resorts as a trendsetter to potential investors, igniting desire to expand the brand and open Commons Hotels in other cities.



The Zimmerman team launched Gateway Canyons, a private Colorado resort for the Founder of The Discovery Channel, John Hendricks. The launch allowed editors to experience driving the Red Rock Canyons in a Bentley Continental Super Sport and to ride in a Eurocopter AS350 helicopter.

Betting on buzz

Public relations firms must stay on top of trends to grab ink and turn prevalent news stories into client headlines. We call this “news hijacking.” For The Edgewater Hotel in Seattle, our public relations team leveraged the media frenzy surrounding the wildly popular *Fifty Shades of Grey* to hijack prolific news stories to include The Edgewater by creating a “50 Shades of Romance” program for book fans to spark their own Christian and Anastasia like escape. Guest programming included an inspired personalized shades of romance story creation with the book’s signature Bollinger Rose champagne in-room, as well as exclusive

access to Audi joyrides throughout Seattle in an R8 Spyder and a recreated romantic sail in Puget Sound. Beyond the 95 million impressions on NBC’s “Today Show,” CBS News, CNN and *USA Today*. The campaign increased summer occupancy by 12%.

Moving beyond the buzz

Creating an exclusive positioning is vital for existing resorts to remain competitive. Our agency is constantly faced with developing new approaches for its luxury clients. Consistently ranked as the No. 1 resort in



Kerry Anne Watson

Florida and a perennial *Condé Nast* and *Travel*

+ *Leisure* award winner, Little Palm Island has been the escape of choice for presidents, high profile celebrities and savvy travelers with its iconic history. To ensure its storied past didn’t outshine the present day resort, the agency launched a Million Dollar Island Buy-Out campaign, reaching travelers eager to “own the island” in outlets including *Wall Street Journal*, *Forbes* and *Departures*. Additionally, to spark renewed interest in the re-launch of resort Gateway Canyons, for Discovery Channel Founder, John

Hendricks, guests of the western Colorado resort can now enjoy privileged access to a luxury fleet of 18 vehicles as part of the just-launched Driven Rentals program — including, but not limited to a Porsche 911 Carrera Coupe, Mercedes-Benz SL550 Roadster and Corvette ZR1 Coupe, to name a few.

Public relations goals don’t stop with creating a difference. The exciting twist to travel and tourism public relations storylines now is to use smart branding, social marketing and strategic partnerships to find new ways to communicate messages to put clients on top.

Kerry Anne Watson is Public Relations President of The Zimmerman Agency. ●

Travel bounces back, amid cautious optimism

After years of struggle, the travel industry is back on track. As the economy continues to improve however, travel marketers have discovered that the value-conscious traveler is in for the long haul. How do PR pros push leisure and luxury when they know consumers are still watching their wallets?

By Andrea Doyle

PKF Hospitality Research reports that next year's U.S. hotel occupancy will be the highest since 1997. With supply set to rise just 1% next year, 2014 occupancy will increase to a whopping 63.8%.

Still, consumers remain cautious. Many of today's travelers want to know up front what they are being charged for absolutely everything. They do not want to be nickel and dimed by hidden fees and many are finding that all-inclusive packages are the way to go. Although some people still shudder when they hear the phrase "all-inclusive," these resorts have come a long way.

"Travelers have become increasingly value focused, and they are willing to give up space for savings," explained Nancy Friedman, President and Chief Creative Officer of Nancy J. Friedman PR. "However, they don't have to sacrifice style and amenities on a budget."

Hoteliers around the world are capitalizing on value conscious travelers. One way they're doing this is by perfecting the concept of space-saving Japanese capsule hotels. The trend began with hotels like The Jane in the West Village neighborhood of New York and The Pod Hotel in Midtown East. With newcomers like the Yotel near Times Square and The Pod expansion with the new Pod 39, these micro-hotels are hotter than ever. Some traditional hotels are even offering pod-like accommodations as a room category. THE OUT NYC in Hell's Kitchen offers Shared Luxury Accommodations, which offer shared rooms that begin at \$99 per bed per night.

Hotels have also looked toward other industry best practices to grow business, particularly in needs periods, said Friedman. Two years ago, Nancy J. Friedman PR created "Hotel Week NYC," based on the wildly popular Restaurant Week. The program offers a discounted, tiered pricing structure to entice hotel stays in a historically slow travel season. In just two years, the program has grown to 26 hotel partners

resulting in 823 room nights sold, reflecting a revenue of over \$130,000.

Mobile moves travelers

Value-conscious travelers who are digitally savvy are keeping today's travel PR professionals on their toes.

Concurrent with a lingering value trend, New York City-based Lou Hammond & Associates, founded by industry icon Lou Hammond, now releases a value blast every Wednesday that includes many of its global clients. "I've been in business for 28 years and am so impressed by the pickup that our value blast gets," Hammond said. "It has been a great success and has taken on a life of its own."

Charles Armstrong, Founder and CEO of TourWrist, a mobile and web-based 360-degree virtual tour hosting company, said at the World Travel & Tourism Council Global Summit in Abu Dhabi that by the end of 2014, half of all traffic to travel websites will originate from mobiles, generating \$26 billion in bookings. He called mobile devices modern journals, as users continue to want to share their personal experiences with friends and family.

"Everyone is on his or her smart phone when traveling and they are uploading live to social media channels like Instagram, Pinterest, Vine, or Facebook. 52% of Facebook users stated that seeing friends' vacation pictures inspires them to book a vacation to the same destination," explained Nina Zapala, CEO of Winter Park, FL-based Zapala PR, a boutique PR firm that caters to luxury, travel, and lifestyle brands. "You can't be static in a world that is moving at light speed."

Zapala keeps this in mind when creating marketing campaigns for her clients. "I am looking for opportunities that are organic to the property or destination. Then I wrap these opportunities into enticing, engaging, and entertaining strategic marketing campaign approaches using websites, blogs, and a variety of social media channels that can be supported by the brand or destination. Vine to me is the travel video postcard that every lifestyle brand can use to be suc-

cessful," said Zapala.

Zapala said travelers are first sold on the destination and then the resort or hotel. "Destination marketing is critical in this day and age as the world is the stage for travelers. How do you differentiate, keep your destination new, exotic and out of the ordinary? Farm-to-table, micro-craft brews, new wineries, haute chocolatiers, and more are gaining in popularity as they are one-of-a-kind finds," said Zapala.

Lydia Graham, President and CEO of San Francisco-based Graham & Associates, agreed with Zapala regarding the importance of digital.

"Marketing campaigns are focusing on the digital world now more than ever. With the increasing amount of digital-savvy travelers, many guests are doing their research on their tablets and smartphones."

A recent study conducted by Google predicted that U.S. hotel searches would rise 24% in 2013 with a 68% increase in mobile searches. Searches from tablets are expected to increase 180%. Another study on travel behavior by Adobe Systems found that 60% of mobile visits came from tablets. In fact, travel consumers were more likely to use tablets than any other consumer group searching for products. It was the only industry that actually saw more use of tablets than smartphones.

"Hotel websites need to entice and be readable on these devices. Guest rooms are becoming more seamlessly high-tech providing an opportunity to communicate and engage with guests during their



Nina Zapala, CEO of Zapala PR



Lydia Graham, President and CEO of Graham & Associates



Lou Hammond, Founder of Lou Hammond & Associates

— Continued on next page

visits in a variety of ways including through social media,” said Graham.

Even airport terminals are getting high-tech. Airport terminals were once dreary places where travelers dreaded getting stuck. Those days are over. Today, terminals are being transformed into sophisticated atmospheres with first-rate retail and esteemed dining outlets.

Global and green are in — “big” is out

According to Laura Davidson, President of Laura Davidson Public Relations, today’s travelers are increasingly global.



Laura Davidson,
President of
Laura Davidson
Public Relations



Sarah Evans,
Partner at J
Public Relations



Nancy Friedman,
President of
Nancy J.
Friedman PR

“They are looking for experiences versus simple touristy things to do. They are going to Asia, Africa, and Europe and those that are well traveled are seeking off the beaten path experiences,” said Davidson. “The super high end market is really booming evidenced by a company like Abercrombie & Kent selling out their 2014 private jet trips, both Africa: Across a Continent and their Around the World trips. Demand was so high, they added a second departure for the Africa: Across a Continent trip, which is also expected to sell out.”

Environmental sustainability has also grown the past few years but is now seriously kicking in, reported Graham. “Hotels and their guests are ready to commit to downsizing their travel footprint. Greenwashing in communications is just not acceptable, and never was, but it especially won’t fly now as the

bar becomes higher and higher as consumers become more educated,” Graham added.

What has become passé is fine dining, said Graham. “Stiff is now being replaced with an elegantly casual ease. Guests want less formality but still demand quality food and service. While ambience is key, the PR focus is shifting to the food and the chef’s signature dishes and food philosophy now more than ever. Fusion of styles is on the

rise. Demographically, our hotel clients are targeting regular local diners in addition to hotel guests, as visitors want to dine at local spots, not just the restaurant in the hotel. That means promotion must be local as well as national. In California, we see a lot of farm-to-table, local, and sustainable food sources being popular with guests from local providers and even the chef’s personal organic gardens and handcrafted charcuterie,” said Graham.

The concept of “big” has apparently fallen out of fashion everywhere. According to Hammond, segmentation with the press continues to be the preferred media narrative du jour. Key editors only want information related to very specific interests, traveling with pets, spas, culinary-related events, festivals, traveling with children, and traveling with tweens.

“Big is out all around. Today, everything is personal. That holds true for press trips, as journalists prefer individual trips with tailor made schedules. Press events have also taken on a more intimate feel,” said Hammond.

Luxury travel remains hot

Although value is important to today’s travelers, luxury travel remains hot. Consumers don’t mind spending extra for luxury but they want to feel as if they got the most bang for their buck.

“Consumers are more comfortable paying upwards of \$500 a night for a luxe hotel room but they don’t want to be nickel and dimed once they’re there,” said Sarah Evans, Partner, J Public Relations, a bi-coastal PR firm specializing in high-end travel, hospitality, and lifestyle clientele. Value-add packages are resonating more than ever, adds Evans. “People will pay but they want to ensure that they’re getting a lot out of it. For example, 20-room Twin Farms in Vermont is widely coveted because it’s super luxe but it’s all-inclusive at the same time. You pay a premium to go but you don’t sign a check the whole time you’re there, even tips are included.”

Most successful marketing campaigns today are built off a partnership with like-minded brands, said Evans. She cites the Bentley Suite at the St. Regis Hotel in New York City as an example. “It’s brilliant because it takes two brands marketing to the same consumer and cross pollinates. We recently developed a FlyBarre Retreat at our client, The Regent Palms. FlyBarre is huge in the northeast and the northeast is a target market for The Regent Palms. It’s taking two hot brands and putting them together to create an experience for clients. It’s a win-win all around.” ●

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Travel industry is made to share stories

One of the most overused buzzwords in marketing, advertising and social media these days is “storytelling.” There’s a reason for this: stories are often the best way to share authentic content that engages audiences and compels them to take action. It just so happens the travel industry has been doing this since its beginning.

By Cathleen Johnson

Travel experts have known about the importance of storytelling as long as the industry has existed. From Scheherazade’s tales of mystical lands visited during *1001 Arabian Nights* to Mark Twain’s observations in *Innocents Abroad*, stories of visits to places beyond our imagination have motivated travelers to explore the world.

The difference now, however, is the sheer accessibility of destinations that were once thought to be beyond reach. *Travel + Leisure* Editor Nancy Novogrod, when asked where she’d most like to travel, said she wishes the world would spawn a new, never-before-visited destination because the world seems to hold fewer and fewer surprises.

She’s not alone, which is why capturing travelers’ attention has become more difficult — and at the same time, more necessary — than ever.

To compete, we have to return to the device that inspired *The Odyssey* — the story of the journey. As we seek to capture the attention of potential travelers throughout their decision-making process, from awareness to booking, there is one thread that can pull it all together: the unique story that your travel destination or product has to offer.

Your story may include a list of amenities or distinctive menu items or the latest water feature on a cruise ship. But those alone cannot be the story. The story that will motivate a travel seeker to act is the tale they will be able to tell of the experience they have on your watch.

Facts matter, but stories penetrate. In fact, the London School of Business completed a study on people’s retention of information and found that when people hear statistics, their retention rate is from 5% to 10%. When a bit of storytelling is combined with the stats, the rate goes up to 30%. But story-

telling as a standalone method of communication can result in a retention rate of 65% to 70%! The reason of course is simple — people will listen and retain information if they are emotionally engaged.

Think about the latest crop of mega-successful travel storytelling that’s far less about data and far more about experience: Over 10 million people (and counting) have been captivated by Elizabeth Gilbert’s story of love and renewal set to the excitement of travel in Italy, India and Bali in *Eat, Pray, Love*, while Cheryl Strayed’s best-selling *Wild* brought the trails of the Pacific Northwest to life in a way that not only illustrated beautiful scenery, but also the peaks and valleys of her inner journey.

Stories have legs. They can find foothold because they can be told through words, pictures, videos, graphics and more. Stories live to be passed on, fueled by fans and advocates who have shared the place or the experience, or who simply want to live vicariously through another’s adventure.

By crafting a strong story, your chances of success at transmedia exposure increase because it will open up your ability to illustrate it in a variety of ways that appeal to traditional and social media, to owned and earned media.

The rise of transmedia storytelling at the same time that storytelling itself has become more important than ever is fortuitous, since it lets you take advantage of multiple media in unique ways. If you give it a try, keep these tips in mind.

Make your story about the people, not the place. Anyone can find out information about a place with a quick search on the Internet. What people want to know is how do people feel about their experience at a place? Who goes there and why? Readers are looking for ways they can relate to experiences, so tell your story through other

peoples’ words and emotions.

Use humor and anecdotes. Millennials in particular love humor. They are looking for the quirky story or funny adventure that will allow them to imagine having fun in your destination. Travel is about escape from the ordinary, so tell stories that can take your readers out of the routine.

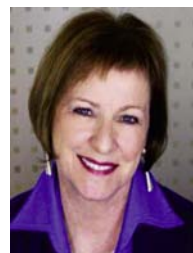
Don’t forget romance. It doesn’t just have to be for couples. The romance of a travel destination or experience can be the enjoyment of practicing yoga alone on the beach, a sunset dinner for two or a nature adventure for the whole family. Romance is defined as “a narrative dealing with heroic or mysterious events set in a remote time or place.” Who’s not looking for some of that!

Remember it’s a once-in-a-lifetime experience. It’s what many travel marketers are talking about these days, so if you really believe you can provide it, tell stories of people who have experienced it. These are the heroes of your story, who can tell their travel tales in their own words and with their photos to prove it.

Offer great visuals, both yours and theirs. For any travel story, photos and video are a must, but the staged photo and scripted video are things of the past. Travelers today are looking for authenticity, and that applies as much to the visuals as to the story itself. Find channels for your travelers to share their photos and videos that tell their unique story, with your destination as the perfect setting.

As travel marketers, we are the envy of our fellow PR practitioners. We have long known that the essence of travel is the stories that can be told to our friends and family during the journey and the memories that the stories create for the rest of our lives. Our opportunity is to tell them with color and authenticity and to spread them skillfully.

Cathleen Johnson is Director of Edelman’s Travel & Hospitality practice. ●



Cathleen Johnson



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Rich get richer for ad/PR conglomerate executives

Stockholders are griping about astronomical pay levels of corporate executives including those at the two biggest ad/PR conglomerates — WPP Group and Omnicom.

By Jack O'Dwyer

WPP investors trimmed CEO Martin Sorrell's pay by 20% and plan a 34% cut this year relative to his 2011 pay.

Sorrell's pay was \$28.2 million in 2012, up 47% from the previous year.

The company's annual report said the cut was made after "consultation with many of our major shareholders."

WPP, with 2012 revenues of \$16.6 billion, is slightly bigger than OMC, which has revenues of \$14.3 billion.

Sorrell's 2012 pay is chickenfeed compared to what the top two people at OMC got: \$47.3 million for CEO John Wren and \$44.3 million for CFO Randall Weisenburger for a total of \$91.6 million for one year. Their pay packages have been hefty for many years. OMC stockholders are beefing and filing petitions at the annual meeting but so far to no effect.

Wren made No. 11 on the Bolt Insurance list of the 15 highest paid CEOs in 2012, which put his pay at \$42.6 million. Weisenburger was not on the list but should have been. That would make OMC the only company with two employees on Bolt's highest paid list.

Wren, 60, and Weisenburger, 54, who are accountants by occupation, almost function as co-CEOs. Their pay packages are similar and far above packages that go to other executives including Philip Angelastro, 48, SVP-finance; Dennis Hewitt, 68, treasurer; and Michael O'Brien, 51, SVP-general counsel.

Angelastro's pay in 2012 (not counting stock sales) was \$2,131,962; O'Brien received \$1,733,696, and Hewitt, \$1,170,635. Wren's 2012 listed pay, not counting a net gain of about \$33 million from sale of OMC stock, was \$14,846,067. Weisenburger's pay, not counting about \$33M from sale of stock, was \$10,571,547.

Angelastro sold stock worth \$186,000 in 2012. In the previous year, he sold 350,000 shares worth \$16.7 million for which he paid \$9.1 million.

O'Brien paid \$1,228,500 for 52,500 shares (\$23.40) in October and sold them for \$2,573,804 on the same day, at about \$49 a share, for a net gain of \$1,345,000.

Hewitt sold stock worth about \$85,000.

Only Wren and Weisenburger get "personal use of aircraft hours." This value for Wren was \$132,841 in 2012 and \$136,319 in 2011. For Weisenburger, it was \$111,590 in 2012 and \$74,582 in 2011.

As of March 15, Wren owned 1,084,048 shares and Weisenburger, 821,927. Wren had 1,050,000 options and Weisenburger 525,000 on Feb. 29, 2012. The only shareholders with larger OMC blocks were BlackRock, with 13,433,977 shares (5.1%), acquired last year, and Massachusetts Financial Services, 28,630,083 (10.9%).

BlackRock's CEO Steve Schwartzman is cited by *The New York Times* as someone making megabucks — \$204 million in "distributions" in 2012 plus pay of \$8.4 million.

Stock repurchases are controversial

Company stock buyback activities often generate criticism because one effect is to boost the price of the stock and make options more valuable.

Christopher Byron, writing in the Aug. 14, 2006 *New York Post*, in a column headlined "Buyback Blarney," said the OMC program was "staggeringly expensive and 'seems to be skirting the edges of outright stock manipulation.'" He said it had added more than \$3 billion in debt to the balance sheet. The stock at that time was \$43, having fallen from a high of \$53.50 in 1999. He also rapped Wren's refusal to deal with the press. Press contact Patricia Sloan told him to send in written questions which he did but they were never answered.

Byron noted that OMC spent \$958 million on buybacks in the first half of 2006.

CreditSights, a stock analyst firm, said in a report dated Oct. 21, 2012, that stock repurchases in the first nine months totaled \$1 billion. OMC's 2012 report says it purchased 2,799,803 shares at \$48.21 for a total of \$1.3 billion in the last three months of 2012. Number of shares outstanding was reduced from 277,312,701 on April 2, 2012 to 262,949,729 on April 2, 2013, a decline of 14,362,972. Fewer shares outstanding increase per share net.

CreditSights noted that only \$452 million of OMC's cash/STI is in the U.S., saying it would have to pay additional

taxes to bring the \$1.5 billion held overseas to the U.S.

Geniuses or glorified bookkeepers?

Are Sorrell, Wren and Weisenburger geniuses worth every penny they are getting or just back-office types who got their mitts on the money flow?

WPP's debt is \$7.66 billion while OMC's is \$4.46 billion.

WPP carries on its books \$15.3 billion of "goodwill," meaning the amount paid for acquisitions over and above cash and equipment. WPP never writes any of it off. It assumes it paid just the right amount for its acquisitions.

The firm's balance sheet thus shows it has minus net tangible assets of \$7.2 billion. Its stock is around \$90, which is where it was in 2000.

OMC carries goodwill of \$8.7 billion causing it to have net tangible assets of minus \$5.9 billion. It says there has been no "impairment" of the value of what it bought and no need to write down goodwill. Its stock has made a move in recent weeks, perhaps reflecting the fewer shares out, and is now around \$62. It was \$53.50 in 1999, 14 years ago.

PR firms owned by the two conglomerates, including Hill & Knowlton, Burson-Marsteller, FleishmanHillard, Ketchum, Porter Novelli and many others have "gone dark." The conglomerates, including Interpublic, bought up 19 of the 25 largest PR firms in the O'Dwyer rankings and we basically never heard from them again.

Pliant directors are to blame

Extensive literature exists on the CEO pay issue. It includes numerous articles in *The New York Times* such as "Shareholders Say 'Enough Already'" by Gretchen Morgenson April 7, 2013, and books like *The Great Divergence* by Timothy Noah, who notes that the top one percent doubled their income to 20% of the total from 1979-2009. Since then they have had an 11% rise in income while the 99-percenters had a slight income drop.

Pliant, cozy, overpaid boards that are too tight with CEOs are getting much of the blame. Board critic Nell Minow of GMI Ratings says directors lose half of their I.Q.s and all of their guts while James Surowiecki of the *New Yorker* has written two columns on boards which he says are hotbeds of conformity. They are "Board Stiffs" (May 8, 2004) and "Board Stiff" (June 1, 2009). Both are accessible

— Continued on next page

on the magazine's online database.

Stockholder John Chevedden, noting that GMI had given OMC a "D" since 2005 on executive pay, governance practices, and length of service by directors, proposed at the 2013 annual meeting that senior executives be required to retain a "significant" percentage of shares obtained through equity pay programs. It was defeated, garnering only 19% of the vote.

Board has financiers, corporate execs

Chevedden said six OMC directors are age 71 to 83, including 60% of the audit committee. Nine directors each had 10 to 26 years on the board including more than 80% of the nominating committee.

"Director independence erodes after 10 years," said Chevedden.

Our question about the OMC board is where are the creatives? The directors listed below are all either financial or corporate executives. Their pay in 2012 averaged \$224,969, a 25% boost from the \$1,972,444 they were paid in 2011. They are:

Alan Batkin, 67, (Director since 2008), member of Compensation and Finance Committees, Vice Chairman of Eton Park Capital Mgmt.

Mary Choksi, 60, (2011), Audit Committee, Strategic Investment Group.

Robert Clark, 68, (2002), Governance Committee, Audit Committee, Harvard Law School.

Leonard Coleman, 63, (1993), Chairman of Executive Committee and member of Compensation and Governance Committees; Senior Advisor, Major League Baseball, 1999-2005.

Errol Cook, 72, (2003), audit and governance committees, private investor formerly with Warburg Pincus.

Susan Denison, 66, (1997), Vice Chairman, Compensation committee, member, Governance committee, Cook Assocs., recruiters, ex-Revlon, Madison Square Garden.

Michael Henning, 71, (2003), vice chairman, audit committee, member, compensation committee; Ernst & Young, 1961-2000.

John Murphy, 78, (1996), Chairman, Audit Committee, member of Finance and Executive committees; former Vice Chairman, National Geographic Society.

John Purcell, 80, (1986), Chairman, Governance committee, member Finance and Executive committees; ex-CEO, Grenadier Assocs.

Linda Johnson Rice, 54, (2000), Compensation and Governance committees; Chairman, Johnson Publishing Co.

Gary Roubos, 75, (1986), Chairman,

Compensation committee, member, Finance and Executive committees, ex-Chairman, Dover Corp.

Bolt includes Wren on top paid list

Bolt Insurance, Farmington, Conn., is circulating a graphic of the 15 highest paid CEOs in the U.S. and ranked Wren as No. 11 at \$42.6 million in 2012 just ahead of Jamie Dimon of JPMorgan Chase, who took home \$41.9 million. JPMorgan had revenues of \$112 billion in 2012.

The 2013 proxy said Wren owned 1,084,048 shares and had no options exercisable within 60 days. The 2012 proxy said he had 1,050,000 options exercisable within 60 days. They were all exercised.

Top 15 paid U.S. CEO

1. John Hammergren	McKesson	\$131.1 million, revenues \$112 billion
2. Ralph Lauren	Ralph Lauren Inc.	\$66.6 million, revenues \$6.9 billion
3. Michael Fascitelli	Vornado	\$54 million, revenues \$2.7 billion
4. Richard Kinder	Kinder Morgan	\$60.9 million, revenues \$9.9 billion
5. David Cote	Honeywell	\$56 million, revenues \$33.6 billion
6. George Paz	Express Scripts	\$51.5 million, revenues \$93.9 billion
7. Jeffery Boyd	Priceline.com	\$50.1 million, revenues \$5.2 billion
8. Stephen Hensley	United Health	\$48.8 million, revenues \$110 billion
9. Clarence Cazalot Jr.	Marathon Oil	\$43.7 million, revenues \$15.6 billion
10. John Martin	Gilead	\$43.9 million, revenues \$9.7 billion
11. John Wren	Omnicom	\$42.6 million, revenues \$14.2 billion
12. Jamie Dimon	JPMorgan	\$41.9 million, revenues \$108.1 billion
13. Leslie Moonves	CBS	\$41.4 million, revenues \$14 billion
14. Howard Schultz	Starbucks Coffee	\$41.4 million, revenues \$13.6 billion
15. John Plant	TRW	\$41 million, revenues \$16.4 billion

Source: Bolt Insurance, Farmington, CT
www.boltinsurance.com

Calculating executive pay has attracted reform efforts by the government since so many elements are involved. The pay schemes at OMC take up 26 pages in the 2013 proxy statement and include, besides the Performance Restricted Stock Units, base salary, annual performance-based compensation awards, incentive bonus plan and the "Senior Executive Restrictive Covenant and Retention Plan" (SERCR) that provides pay for 15 years following voluntary termination.

Stockholders, led by Amalgamated Bank, garnered 40% of the votes in a failed move in 2010 to block the so-called "golden coffin" for Wren and other executives.

The SEC filing said Wren's beneficiaries would get \$1.25 million yearly for 15 years upon his death plus an incentive bonus of \$5 million and stock options valued at \$17.4 million. The *New York Post* figured the total at \$41 million.

Income disparity a hot button

Bolt, in highlighting CEO pay, has latched onto one of the hot button issues of the day — income disparity.

Hurting lower income people is that unions now only enroll 7% of the private sector labor force vs. nearly 40% 60 years ago.

Nell Minow, a Founder of GMI Ratings, a merger of the Corporate Library that she co-founded, Governance Metrics International, and Audit Integrity, has said that "Intelligent, capable, honorable peo-

ple" who become directors find "their I.Q. points drop by 50% and their courage disappears entirely (told a "Credibility Seminar" in Washington, D.C., in December, 2002).

Bloomberg reported May 30 that directors of the Standard & Poor's 500 companies were paid an average of \$251,000 in 2012, the sixth straight year of increases, noting that this is almost six times the \$42,700 salary for full-time private sector workers.

OMC's current debt is \$4.46 billion. Debt of the four conglomerates including also WPP, Interpublic and Publicis is \$15.46 billion.

OMC, although out of the limelight in recent years, has an uproarious past.

A *Wall Street Journal* front pager June 12, 2002 accused OMC of buying its earnings via acquisitions made with stock and borrowed money, and withholding details of the purchases. Director Robert Callander had resigned after posing questions about Seneca, an off-balance sheet entity created for OMC's 16

Internet investments.

The stock had crashed to \$36.50 as of June 27, 2002 from a high of \$93 in mid-May.

Critics noted high pay to insiders, debt of \$2.9 billion, and what Merrill Lynch called "a staggering" amount of options provided to insiders.

The stock recovered, split, and in recent weeks has topped its 1999 high of \$53.50 by reaching \$63. It has taken more than ten years to win back Wall Street's favor.

OMC/Ketchum create bad PR press

OMC was the target of *The New York Times* page-plus Sunday, Feb. 14, 2005 feature, titled "Spinning Frenzy: PR's Bad Press." It was about broadcaster Armstrong Williams pushing the "No Child Left Behind" program while under a \$240,000 contract with Ketchum. No one from Ketchum or OMC would talk to reporter Tim O'Brien who fleshed out the story with quotes from PR people such as Dan and Richard Edelman and Howard Rubenstein. A large part of the article was a history of PR.

Ketchum and three other OMC PR firms (not named in the article) won about \$223 million of the \$250 million the government spent on PR contracts from 2001-2004.

Reporters for *O'Dwyer's*, which has stock in OMC, had gone to its annual meeting at 437 Madison Ave. until 2003 when it was shifted out of town, never to return. ●

Las Vegas trade show puts spotlight on travel PR

The premiere trade event for the travel industry, the U.S. Travel Association's 45th annual IPW trade show — formerly known as the International Pow Wow — pulled out all stops this year. Hosted in entertainment mecca Las Vegas, the 2013 IPW event broke delegate records, bringing in 6,400 attendees from 74 countries around the world.

By Carla Marie Rupp and Jason Rupp

Aclaimed performers appeared at the 2013 event, including celebrities Celine Dion and Donny and Marie, who were at a closing Caesar's Palace concert. Roseanne Cash also sang "Land of Dreams" to great applause at an IPW luncheon, and Cyndi Lauper emceed for New York & Company's Broadway Collection event, which also brought in singers from popular productions such as "Kinky Boots," "Chicago," "Wicked," and "Once."

"This is one for the record books," said Roger Dow, President and CEO of U.S. Travel, who referred to the 2013 IPW event as a resounding success.

Dow said travel trade shows such as IPW are invaluable because they bring professionals from all over the world together to talk about the industry. "Travel is a special industry, and journalists tell the story of that industry," Dow said. More than 500 of the delegates at the event

were international and domestic media, who arrived to gather story leads and United States travel material. One of them, Christina Wynne, Editor of online publication Global Trekkers in Tampa, said that for the travel journalist, "IPW is the jewel of all travel trade shows."

"The value of having all major travel suppliers in America under one roof is immeasurable," Wynne said.

"We reached out to our PR and tourism contacts in the Las Vegas resort community and worked together with them to develop unique and one-of-a-kind, themed tours for our visiting delegates to IPW," said Jacks.

Sunday is always one of the bigger days for media delegates, with this year featuring an outdoor press brunch at The Smith Center for the Performing Arts.

Dozens of high-tier restaurants showed off their eclectic tastes, and the event proved to be a networking bonanza for international journalists set on bolstering their travel contacts.

"This is really a hot spot here in Las Vegas. I'm happy we have more international journalists than ever," said Rossi Ralenkotter, President and CEO of LVCVA.

A show following the press brunch offered entertainment for delegates with performances from Las Vegas shows such as "Jersey Boys," "Rock of Ages," "Terry Fator," "Jubilee," and "Million Dollar Quartet." The city also sprung for tickets to see a host of shows, including Cirque du Soleil's "The Beatles Love" and a sneak peek at the newest Cirque du Soleil production, "Michael Jackson's One."

Brand USA is now in the stages of beginning an inaugural partnership with Cirque du Soleil to use entertainment as a vehicle for travel promotion purposes abroad.

"It's all a celebration of America this week," said Christopher L. Thompson, President and CEO of Brand America, whose mission is to increase international visitations to the United States and to grow its share of the global travel market.

Throughout IPW, publicists were pitching stories to writers and editors. William P. DeSousa-Mauk, President of DeMa PR in Hyannis, MA, worked pro-



Photos courtesy of the Las Vegas News Bureau

Press tours aplenty

The sweltering heat — temperatures reached 114-degrees during our stay — didn't keep delegates from enjoying some of the unusual tours offered in and around town. There was the Awesome Adventures tour of Nevada's Valley of Fire state park. Others chose a more tranquil houseboat ride on Lake Mead at Callville Bay Resort Marina, or enjoyed vintage Las Vegas sights at the Neon Museum, the Mob Museum, an assortment of wedding chapels and other popular local haunts.

Dig This, a recreational heavy equipment playground, offered free tours to journalists to use the machinery and (hopefully) write about their experience. Owner Ed Mumm said publicity is crucial and that "hiring a PR person who could get us out there and put us on the map" was "the best decision" he ever made.

Janelle Jacks, International PR Specialist for the Las Vegas Convention and Visitors Authority, said reaching out to journalists has been a priority for the event this year.



— Continued on next page

motion for the Cape Cod Chamber of Commerce. He said PR is “the most effective way to get an unbiased, positive endorsement” of any destination, far exceeding any other platform of promotion, such as advertising or Web based efforts.

“It’s our bible. When it comes to the travel media, we put our money on PR,” DeSousa-Mauk said.

Travel writers need experiences at American destinations to write stories. Yet Cindy Dupree, Director of Public Relations for the Tennessee Department of Tourist Development, said her organization tries to bring some of the qualities of the people in her state to writers she meets.

“Most of all, what we bring to IPW is Southern hospitality. When we are in our appointments, we are showcasing our state with our own personal Southern charm. I bring travel writers down to my state all the time, and they are overwhelmed by all the great warmth.”

Travel journalists honored

Travel writer award winners were announced at a reception sponsored by CityPASS.

“It was nice to be on the other end of the spectrum for a change at this reverse experience,” said travel writers Diane Sukiennik and Michael Reiss, of Food and Wine Access, of Woodland Hills. Jim Ferri, Editor of *neverstoptraveling.com*, said he always enjoys seeing writers get awards, adding his impression of the IPW this year: “I see the whole travel industry in America coming back, especially during the last five months.”

The winner of the best story this year was Elzbieta Pawelek, a writer for *VIVA!*, a national bi-weekly consumer magazine in Warsaw, Poland. Pawelek’s article, “Jak zdobyć Hollywood?” (“How to get Hollywood?”), was on the history of the famed Los Angeles neighborhood.

“I’m surprised I won because I’m new to Pow Wow. It’s a new experience for me,” Pawelek told *O’Dwyer’s*. “This is only my second time here. I have met so many friends, and we speak so many languages in the press room. It’s a wonderful time for me.”

Two journalists won for the best story on a destination in the U.S. They were Chris Coplans, who wrote a story about

Grand Central Station for *The Independent* in London, titled “A Century of Great Railway Romance”; and Lieven Mathys (who writes for the travel section of Belgian Newspaper *De Zondag*) who wrote a story about Johnny Cash titled “Everyone Loves Johnny.”

Mathys, attending his second Pow Wow, said: “It feels great to win a writer award. I just had a simple idea and took pictures on Instagram. I went looking for the legacy of Johnny Cash during a trip to Nashville, Tennessee. I used all my little pictures of Johnny that I found around the city to tell my story.”

Janice Strong, an editor and writer from the British Columbia city of Coquitlam, won the writer award for her article “The Real Hawaii,” published in *Canadian Traveller*.

According to Strong: “It’s really so exciting to be a winner. It was the cultural side of Hawaii that I wrote about.” She said she stayed at several hotels and looked for tours that reflected traditional Hawaii.

New features, new events for IPW

The Tuesday press conferences were required attendance for travel journalists. This year the day of conferences included SeaWorld Parks & Entertainment, with penguins even visiting the room; Los Angeles Tourism and Convention Board; the U.S. Travel Association; Choose Chicago (a future host city); Visit Orlando, and Universal Orlando Resort/Universal Studios Hollywood, which surprised journalists with characters of the “minions” posing with writers.



Some new features at this IPW included the first-ever Taste of America networking luncheon, which provide cuisine from around America allowing for more networking between all the tables of regional food, including wines, and photo opportunities with Texas scenery.



“I really enjoyed it and had a chance to talk about my American territory of Guam and our must-see stops to journalists and travel buyers,” said Publicist Pilar Laguan, of the Guam Visitors Bureau.

Another improvement this year was the IPW Online Marketplace that will be accessible year-round at *ipw.com*.

Additionally, several states worked together to organize one of the post-

IPW tours for delegates.

The Cowboy Country tour flew participants to Reno, gave them a tour of the automobile museum and then delivered via Amtrak to Elko, where they began an adventure that took them to the border towns of Wendover and West Wendover before finishing in Salt Lake City.

“We had an unusual group, being from 10 different countries. We sang a lot, got to know each other, took a lot of group photos. I think pictures and songs really do bring a group together,” said Nevada’s Larry J. Friedman, who led this IPW tour.

The next IPW is set to be held in Chicago from April 5-9, 2014. ●

O'Dwyer's TRAVEL & TOURISM COMMUNICATIONS Guide to:

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As the agency of record since 2011, Coyne PR successfully negotiated and placed South African Tourism on NBC's hit series, *All-Star Celebrity Apprentice* to unveil a new campaign developed by the agency — "What's your Big 5?" With over 4.5 million viewers tuned in, the campaign drove mass awareness of South Africa's diverse and authentic travel experiences beyond its famed safari.

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Alpaytac Marketing Comms / Public Relations is a multi-faceted, award-winning marketing communications and public relations firm with an outstanding track record in the travel and tourism industries.

Founded in 2004 under the leadership of the multilingual Huma Gruaz, a praised PR, marketing and branding expert who won the 2012 Lifetime Achievement Award from PR Daily, Alpaytac's travel industry practice has included major airlines and international hotel chains. The agency has strategically helped build and maintain strong brand presence and generated unparalleled nationwide media coverage in major publications and on national television shows for its travel industry clients.

The press trips Alpaytac organizes are considered to be "the gold standard" among U.S. travel media. Alpaytac has built a reputa-

tion as an agency that brings top media to experience the global airlines and hotels it represents in the most memorable way. Whether it is an exclusive press trip to Paris with top-tier travel and gourmet media, or an authentic trip to the touristic hot spots of Turkey, Alpaytac's efforts result in a stronger bond between clients and influential travel, gourmet, wedding and lifestyle media members, leading to multiple stories and dramatically elevating clients' brand awareness.

Airlines and hotels Alpaytac has worked with include Turkish Airlines, British Airways' OpenSkies, Avantair, JetEdge, The Four Seasons in Istanbul and Kempinski Hotel in Bodrum, Turkey. During those press trips, Alpaytac has provided media with unforgettable experiences at some of the world's leading hotels such as Hotel Le Bristol, Le Meurice Ritz Paris, Plaza Athenee, Hotel de Crillon and Park Hyatt in Paris.

Alpaytac's comprehensive services include public relations, integrated strategic marketing, cutting-edge social media initiatives, event marketing, trade show support and crisis communications.

Alpaytac is headquartered in Chicago with offices in New York, Los Angeles and Tampa. It is also the leading U.S. agency for ECCO, one of the world's largest networks of independent PR agencies, providing the opportunity to represent Alpaytac clients in 40 countries.

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Travel is our passion, and among our team, we've covered the globe — well, not Antarctica (yet)!

Headed by HSMIA Lifetime Achievement public relations award-winner Peggy Bendel, we're a consortium of senior travel industry professionals with more than a century's real world experience, representing almost every facet of the travel industry, including countries, regions, cities, NGOs, hotels, trade shows and tour operators.

We've created award-winning solutions to marketing challenges, led teams of top marketers, handled crises of startling proportions, escorted press trips, planned special events and promotions, solved thorny problems, spoken at conferences and trade shows around the world, written articles and books — and had an exciting and fulfilling time doing so.

We also enjoy working in partnership with other firms to tackle special assignments that might disrupt ongoing client services, from crisis communications to special events.

Public speaking is a forte, as well: among us, we have served as keynote speakers, workshop leaders and panelists on the topics of public relations, marketing, social media, destination branding, strategic communications, media training and organizational structure at conferences around the world, most recently in Canada, Norway, Madeira, Uganda and the US.

Current tourism clients include Arizona Office of Tourism, Peter Sommer Travels, the Ecology Project International and the Outer Banks National Scenic Byway.

Peggy sits on the Boards of the Destination and Travel Foundation and the Association of Travel Marketing Executives, and chairs the Marketing Committee of the Society of American Travel Writers (sate.org). She is the author of *It's a Crisis! Now What? A Step-by-Step Crisis Communications Handbook for the Global Hospitality Industry*.

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

Clients include: AmaWaterways, Anaheim Marriott, Claremont Hotel, Club & Spa, Destination Dana Point, Elephant Parade USA, Los Angeles Airport Marriott, Manhattan Beach Marriott, Marina del Rey CVB, Marina del Rey Marriott, Monterey Marriott, Rock and Roll Fantasy Camp Las Vegas.

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Coyne PR's Travel practice possesses the creativity, experience and passion to make a game-changing impact on your business. Our team has managed and executed world-class events and promotions, brand building campaigns, social media programs and media relations for some of the travel industry's most prominent brands and destinations. Clients include South African Tourism, Disney Parks & Resorts, Adventures by Disney, Disney Cruise Lines, South African Tourism, and Heathrow Airport and Hard Rock International. The Coyne Travel team has developed ideas and campaigns that take our clients where they want to be — and beyond. Our in-depth knowledge of the travel industry and long-standing relationships with the travel media help brands stand out in the crowded travel marketplace.

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CRT/tanaka is an award-winning public relations and marketing firm known for its inspiring workplace culture and approach to business. With offices in New York, California and Virginia, the agency is near some of the United States' favorite tourism destinations.

CRT/tanaka provides creative solutions from senior counselors with extensive expertise in the travel sector. Travel and tourism experience includes work for a variety of clients, including Air New Zealand, Amadeus North America (global distribution service), The Breakers in Palm Beach, Cambria Suites (Choice Hotels International), Costa Cruises, Omni Hotels, Palm Beach County Tourism, Princess Hotels, Sandals and Beaches Resorts, South African Tourism, State of Connecticut Tourism, Virginia Tourism Commission, Wyndham Hotels & Resorts and World Yacht/Circle Line.

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DCI is the leader in marketing places. Since 1960, our firm has represented more than 400 destinations around the world, stimulating visitor arrivals and investment through economic development and tourism marketing. DCI's Tourism Practice features three divisions: public relations/consumer marketing, travel trade marketing/representation and meetings/incentive sales. Our Tourism Practice's digital/social media team designs digital strategy and tactical programs for DMOs. DCI's current client roster includes some of the most dynamic destination brands in the travel space including such states as California and North Carolina; cities such as Louisville, Park City, and Toronto; and international destinations including Australia, Dubai, Ecuador, Namibia and Scotland; as well as the U.S. Travel Association. These destinations are served by our staff of more than 50 destination marketers, from our New York headquarters and regional offices in Denver, Los Angeles, Tampa and Toronto.

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Headquartered in New York City with a satellite office in Miami, DQMPR is an award-winning, multi-lingual boutique travel and lifestyle public relations agency. DQMPR leverages its extensive network to organize coast-to-coast targeted media campaigns on behalf of clients,



DQMPR's (L to R) Erin Levi, Yves Gentil and Julia Levi at the HSMAl awards in January 2013, where they received six Gold Adrian Awards.

from morning television to print and online coverage. Clients rely on the agency's industry experience, compelling storytelling and relationships in the execution of media events, press trips and trade shows. In addition to media relations, DQMPR's trade division works with the travel trade, meetings and incentives and the cruise industries on behalf of clients.

DQMPR's excellence in public relations has been recognized by Hospitality Sales & Marketing Association International with 12 Gold Adrian Awards as well as the Society of American Travel Writers with two gold and one silver award for work with Extraordinary Journeys Africa, Finnair and Tourism Quebec. The agency was honored with HSMAl's Platinum award for its work with the Today Show and an Emmy nomination for bringing WNYW Fox 5's Toni On! to Quebec for segments in Mount Tremblant and Quebec City during its 400th anniversary.

Current clients include the Croatian National Tourist Board, Extraordinary Journeys Africa, Finnair, Geringer Global Travel, Perillo Tours, Tourism New Zealand, Tourism Quebec and Zicasso Handcrafted Travel.

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Edelman is a global family of public relations companies, ranked #1 since 1999 on *O'Dwyer's* list of agencies specializing in tourism. Edelman's Travel, Hospitality and Lifestyle practice is unique among its peers for its strategic combination of consumer branding, digital innovation and media relations savvy. Our global team of passionate tourism experts uses the worldwide reach and resources of the Edelman network to deliver award-winning results with a boutique service ethic and dedication to clients. Clients include destinations, hotel and hospitality brands, airlines and airport authorities,

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Lara Kretler, Fahlgren Mortine's social media lead (center), pictured with fellow presenters at the national PRSA Tourism Section conference in Memphis, May, 2013.

EDELMAN

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iconic attractions, cruises and transportation, travel technology and industry associations. In the rapidly changing world of tourism, Edelman is helping clients find new perspective and solutions to marketing challenges, particularly in social media integration. We develop programs that are grounded in research, demonstrate thought leadership and integrate a holistic approach to marketing, from traditional media relations and digital/social engagement to crisis and business + social purpose.

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We help to define a brand's essence & create emotive experiences that bring brand essence to life.

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We cultivate & nurture brand engagement to foster brand advocacy and storytelling.

We optimize brand mind-share through brand advocacy and story-

telling.

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EVINS is the leading and award-winning branding, marketing, communications and public relations firm in the luxury and prestige sectors, with specialist expertise in travel and hospitality. We have made an invaluable contribution to the growth and development of numerous industry icons, including American Express

Centurion/Platinum, *Departures Magazine*, Exclusive Resorts, Hotels & Resorts of Halekulani, Marquis Jet, Park Hyatt, Preferred Hotels & Resorts, Rosewood Hotel & Resorts, The Lanesborough and Turnberry Isle Miami, amongst many others. We are consistently recognized for excellence in creativity, strategies and tactics.

Mathew Evins, the firm's chairman, has lectured on luxury and hospitality at the Cornell Hotel School and NYU's Graduate School of Business, and has contributed to industry publications and business media. Questex Hospitality + Travel recently appointed Mr. Evins to serve on the Boards of Luxury Travel Exchange International (LTX), the leading event for today's travel professional focused on luxury and premium niche markets, and of ULTRA Luxury Exchange (ULTRA), an invitation-only conference engaging the world's elite travel professionals.

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Marty McDonald, SVP, Tourism Practice Leader

Fahlgren Mortine works with clients in 29 states and is a top 30 independent firm nationally. The agency has been recognized with dozens of national PR and tourism awards, including Silver and Bronze Anvils from PRSA and a Mercury Award from the U.S. Travel Association. In 2013, Fahlgren Mortine was recognized with a PRSA Bronze Anvil for media relations for the Office of TourismOhio, and a *Travel + Leisure Magazine* SMITTY Award for work on behalf of the Myrtle Beach Area Chamber of Commerce/CVB.

Headquartered in Columbus, Ohio, Fahlgren Mortine also has locations in West Virginia, Colorado, Florida, Kentucky and South Carolina. Travel industry client experience includes Office of TourismOhio; Myrtle Beach Area Chamber of Commerce/CVB; Experience Columbus; Hyatt Regency; Hilton; North Dakota Department of Commerce/Tourism; Hocking Hills Tourism Association; and many other destinations, regions, festivals, hospitality properties and more.

FINN PARTNERS TRAVEL & ECONOMIC DEVELOPMENT

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Richard Funes, Senior Managing Partner
Gail L. Moaney, Managing Partner/Director, Travel & Economic Development
Morris Silver, Managing Partner, Travel & Economic Development
Virginia M. Sheridan, Managing Partner, Travel & Economic Development

The Finn Partners Travel and Economic Development practice is a team unrivaled for the creativity, execution and commitment we bring to our clients. Our capabilities and experience has been proven by our successful representation of some of the world's top travel brands. With the recent merger of M. Silver Associates, a leading independent tourism marketing specialty agency, Finn Partners now boasts one of the largest travel practices in the public relations industry. We have consistently gained and retained

clients through our measureable bottom-line results and by comprehending their unique histories, preserving and bolstering their reputations and understanding their vision for the future.

Our commitment to our clients is to be an extension of their brands — a true partner in every sense of the word. When that commitment is combined with unsurpassed skill and experience in all the critical areas of tourism marketing and economic development, we produce the results our clients depend on for successful brand life, share of mind and share of market.

Our services include strategic public relations planning and execution, global consumer and trade media relations, crisis communications, reputation management, branding, social and digital applications, special event planning, and promotions.

With a staff of over 40 highly skilled professionals, we represent domestic and international destinations, hotels and resorts, airlines, cruise lines and rail companies, real estate developments, travel associations and travel service providers.

The greatest measure of our success is the satisfaction of our clients, the longevity of our client relationships, and the recognition we've received for delivering quality and substantive work.

FRENCH / WEST / VAUGHAN

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

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

FWV's dedicated travel and tourism practice, ranked as the #13 firm for Travel and Tourism

PR by O'Dwyer's, boasts extensive destination marketing experience, specializing in lifestyle and leisure marketing and public relations. Current travel and tourism industry clients include the Dude Ranchers' Association, the Wilmington and Beaches CVB (N.C.), Carolina Beach, Kurie Beach, Wrightsville Beach, and Tweetsie Railroad — North Carolina's Oldest Theme Park. In addition, FWV has worked with Divi Resorts and its nine Caribbean properties, and cooperative destination marketing with each of the tourism organizations for Aruba, Barbados, Bonaire, St. Croix (U.S.V.I. Dept. of Tourism) and St. Maarten; Gatlinburg, Tenn.; Cabarrus County, N.C. — home to NASCAR's Lowe's Motor Speedway; Oakland County, Mich.; Branson, Mo.; the Old Salem Moravian Village in N.C.; the Greater Raleigh CVB; and America's Historic Triangle, located in Williamsburg, Va.

In addition to its portfolio of travel and tourism clients, FWV works with many of the world's leading companies and brands, including international utility provider ABB, Wrangler, SAS, RBC Bank, Justin Boot Company, Melitta Coffee, Moe's Southwest Grill restaurants, spirits company Hood River Distillery (Pendleton Whisky, Pendleton 1910, Yazi Ginger Vodka, Broker's Gin and SinFire Cinnamon Whisky) and the U.S. Polo Association. The agency's fully integrated creative and digital team provides award-winning advertising, graphic design and digital and social media services for a wide range of clients.

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Graham & Associates is renowned for award-winning expertise in strategic national and international PR, communications, branding and social media programs for travel and hospitality, consumer lifestyle and real estate clients. The

agency also has a proven specialty working with companies with an environmental and socially responsible focus.

Founded in 1996, the agency is known for its successful launches, relaunched and highly creative and results-driven campaigns. Graham & Associates has a successful track record with hallmark and emerging companies and properties, including Cavallo Point, Jean-Michel Cousteau Fiji Islands Resort, Post Ranch Inn, El Capitan Canyon, Evergreen Lodge, Wyndham Worldwide, Luma, and more.

Graham is recognized in the industry with more than 60 top national PR awards (since 2002), including Stevie's Best Communication Campaign, North America; PRSA's Silver Anvil; a Special Creativity Award from the International Public Relations Association (all in tourism); and the Magellan "Best Agency Communications Campaign Worldwide." Graham operates throughout Europe via Plexus, an exclusive organization of agencies it co-founded.

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Janine Gordon, President & CEO
Alvin Schechter, Chairman and Director of Branding
Lauren Banyar Reich, Vice President
Christie High, Account Director
John Donofrio, CFO

Janine Gordon Associates excels at creating and expanding brand connections for travel and tourism clients. We combine fresh ideas with flawless execution. The agency is highly focused on luxury lifestyle brands.

Established in 1993 by Janine Gordon, formerly founder and head of Saatchi & Saatchi Public Relations, JGA is a cutting-edge New York City PR boutique with the energy and sophistication required to pierce the clutter of communications in the travel industry. Chairman Alvin Schechter, a former CEO of



Janine Gordon Associates Account Supervisor Heather Durkee with client Noel Lee, Director, Global Business Development, Association of Corporate Travel Executives (ACTE), seeing the sights during the ACTE Global Conference in Rome, October 2012.

Interbrand, brings world-class branding skills to JGA clients.

JGA understands the challenges to be surmounted in building relationships with high net worth and super-affluent travelers. As long-term publicists for the annual American Express Publishing-Harrison Group Survey of Affluence and Wealth in America, we are privy to the most up-to-date findings on what drives the behavior of the rich and the super-rich.

Our work is characterized by ingenuity of thinking and transparency in style. We are experts in the full range of communications tools. Our goal is to deliver shrewd brand strategy, high profile media coverage, A-list events, compelling celebrity endorsements, social media content with viral appeal and high-impact strategic alliances — always within the context of a fully integrated, multi-channel strategy.

Result: Positive brand awareness, increased sales and long-term brand value for JGA

clients. If you want to expand your brand's connections, start by visiting our website.

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J Public Relations is a savvy, connected bi-coastal public relations agency specializing in high-end travel, hospitality and lifestyle clientele. With offices in New York and California, and among the nation's fastest growing agencies with 54% growth in 2012, JPR is committed to delivering high-impact results through creative, customized PR campaigns and brand partnerships. The firm is known for creating "buzz" among

— Continued on page 28



Pups in paradise. Furry friends and their masters joked for a “woof woof” press trip to Florida’s Paradise Coast (Naples, Marco Island, the Everglades). So timely, as traveling with pets is one of the most important segments in the travel world reports Lou Hammond & Associates. Only two weeks following the trip, resulting online and social media coverage from the tour’s participating journalists generated nearly 1.2 million impressions.

J PUBLIC RELATIONS

Continued from page 27

media, influencers and industry insiders. Our team creates and implements strategies based on specific client goals and revenue-driving markets.

With two robust offices on both coasts and long-standing relationships with top journalists nationwide, JPR has earned the team a reputation as a trusted resource for journalists working on travel, hospitality, culinary, and luxury lifestyle articles, as well as journalists in key regional markets.

The team is comprised of publicists, strategists, tastemakers, foodies and travelers.

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Karen Weiner Escalera,
President & Chief Strategist

For over 30 years, first in New York and now in Miami, KWE Partners has developed marketing and public relations solutions for all segments of the luxury travel, hospitality, real estate, and lifestyle industries. From boutique hotels, spas, and resort development, to cruise lines, travel technology, and tourism boards, our programs get results, which is the reason we’ve

had many clients for over a decade.

Creator of the KWest PROcess for strategic market positioning and product development, KWE Partners believes that all successful programs begin with a solid strategy to most effectively merchandise what already exists or to create something new and different. This is why we go to great lengths to identify emerging trends to connect clients with luxury travel and lifestyle trends, so they benefit from changes in the marketplace as well as best practices in PR tactics. Last year the firm’s social media practice won prestigious awards from *Travel+Leisure* (SMITTY) and Hotels’ Social Hotels competition.

Named one of the “Top 25 Most Extraordinary Minds in Sales & Marketing” by Hospitality Sales and Marketing Association International (HSMIAI), Karen is a frequent speaker on trends and is editor of a syndicated luxury travel and lifestyle trends newsletter and blog.

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Laura Davidson, *President*
Leslie Cohen, *Executive VP*

For over 20 years LDPR has guided some of the world’s most



LDPR’s Sara Hill and Dana Curatolo celebrate Scotland Week 2013 with VH1 anchor Carrie Keagan and vikings from the Shetland Isles of Scotland.

prestigious travel brands through an evolving media landscape with creativity, professionalism and enthusiasm. We are a highly driven and innovative travel and lifestyle public relations agency with a global roster of clients from destinations and tour companies to exclusive private islands, hotels and resorts. Our unique culture is defined by our collaborative and strategic approach to working with clients, media and our staff, leading to solid partnerships with measurable results that make a positive difference for our clients’ brands.

LDPR prides itself on creating integrated communications programs for its clients that include targeted media outreach, events, and partnerships, all enhanced by strong social media programs led by a dedicated digital media team.

Our client roster includes VisitScotland; Tourisme Montréal; Destination New South Wales, Australia; Bal Harbour, Florida; the island of Mustique; Eden Rock, St Barths; Curtain Bluff, Antigua; The Resort at Paws Up, Montana; Abercrombie & Kent; The Thinking Traveller luxury villas in Italy and Greece; Atlantis Paradise Island, Bahamas; Residence Inn by Marriott; Mayflower Renaissance, Washington DC; ONE UN New York; The Ocean House, Watch Hill, Rhode Island; The Ritz-Carlton, Naples; The Ritz-Carlton and JW Marriott Grande Lakes Orlando; Washington Marriott Marquis, D.C.; and Millennium Hotels & Resorts, North America, among others.

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Lou Hammond, *Founder and Chairman*
Stephen Hammond, *President*
Terence Gallagher, *Executive Vice President*

Founded in 1984, Lou Hammond & Associates (LH&A) has long set the gold standard as the recognized leader in travel and hospitality public relations. The company’s passion, as well as an unwavering commitment to quality, is driven by its legendary founder and chairman, Lou Hammond, regarded as one of the most well-known and enthusiastic advocates in the industry.

LH&A is widely known as an innovator in the field, as evidenced by its award-winning work. In fact, the Hospitality Sales & Marketing Association International (HSMIAI) has honored the agency with more of its prestigious Adrian Awards over the past 15 years than any other entrant.

Hammond Digital+, the agency’s boutique digital firm, was launched this year by Sarah Spagnolo, a nine-year veteran of *Travel+Leisure* where she served as digital projects editor. The

Continued on page 30

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- Thomas L. Harris, Author, *Choosing and Working with your PR firm*

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- ✓ 6,500 clients are cross-indexed. O'Dwyer's Directory of PR firms is the only place you can look up a company and determine its outside counsel.



MMGY Global secured a strategic partnership for the Colorado Tourism Office with top outdoor recreation brand Eddie Bauer, featuring a series of interactive learning events led by experts from *Men's Journal* and *Backpacker Magazine*. (Pictured from left to right: Will Cockrell, articles editor, *Men's Journal*; Roland Alonzi, vice president, group director, MMGY Global; Chad Peele, professional climbing guide and Eddie Bauer First Ascent athlete.)

LOU HAMMOND

— Continued from page 28

agency's newest enterprise offers custom social media and digital marketing services that capture the media's attention, drive consumer engagement, and draw on the excellent skills honed from Spagnolo's industry experience and the company's nearly 30 years of quality PR service.

The Lou Hammond approach focuses on delivering ROI through strategic campaigns that are both measurable and achievable. This work meets the needs of a diverse clientele encompassing all facets of tourism, including destination, hotel, spa, cruise and culinary marketing.

Client longevity is an agency hallmark, and this year LH&A has added to their list of distinguished partners: Blount Small Ship Adventures, Seadream Yacht Club, Deepwater Cay, Wild Dunes

Resort, Uncommon Journeys, Hotel Ella, Patton Hospitality Management, Laucala Island Resort and Explore Bristol.

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Margaret Booth, CEO
Jamie Foley, Vice President

M Booth, Creative Agency of the Year, fuses consumer marketing and travel industry expertise to inspire today's traveler and drive bottom-line results for our clients. Our creative science approach — the intersection of research, insight and imagination — shapes opinion and enhances reputation for some of the world's most influ-

ential travel brands. We reach today's traveler by using traditional media relations as a platform for larger, more comprehensive campaigns that leverage social media, strategic partnerships, co-branded promotions and TV/film integration. The agency is a recognized leader in effectively utilizing social media channels for travel brands, and currently manages ongoing campaigns that create communities, conversation and engagement, with measurable results.

Over the last 15 years, our travel practice has collaborated with high-profile destinations, both domestic and international, as well as leading travel and hospitality brands in the following categories: hotels and resorts, cruise, online travel sites, travel content and guidebooks, and travel service providers. Clients have included Montage Hotels & Resorts, Travelzoo, Frommer's, Branding Greenland, the Turkish Ministry of Culture and Tourism, The United States Virgin Islands Department of Tourism, EasyCruise, Yahoo Travel, Tourism Victoria (Australia), Allianz Travel Insurance, and Room Key, among others.

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Missy Farren, Founder & CEO
Agatha Capacchione, Vice President, Travel & Tourism
Samantha Lacher, Deputy Director, Travel, Hospitality & Culture

Missy Farren & Associates is a mid-sized agency offering the powerful combination of customer assistance, attention to detail and dynamic, meaningful coverage results. Our passion for travel drives professional success and relationships in various niches, including: culinary, adventure, family, romance, arts/culture, Caribbean, wellness/spa, culture, wine/spirits and fitness/sports. The agency specializes in strategic media relations; social media strategy and management; partnership development; event facilitation; spokesperson positioning; and crisis communications. Our team of agile, professional mar-

keters pairs innovative thinking and never-say-never attitudes to deliver significant results and exceed expectations. Industry experience includes: The Art Museums of Colonial Williamsburg; Aspen Ski Co.; Auden Bar & Bistro; Cayman Airways; Cayman Cookout; The Cayman Islands Department of Tourism; Charlie Bird Restaurant (NYC); The Colonial Williamsburg Foundation; Colorado Ski Country; Disneyland; Disneyland Food & Beverage; Golden Horseshoe Golf Club; Intrawest; Limelight Hotel; The Little Nell; The Lodge at Woodloch; The Mark Anthony Group; Michelin Food & Travel; Mission Hill Family Estate; Montagna Restaurant; National Trust for Historic Preservation; The Ritz-Carlton Hotels of New York; Roadtrips Inc.; Royal Plantation Collection; Sandestin Golf and Beach Resort; The Spa of Colonial Williamsburg; Squaw Valley; Steamboat; Trapp Family Lodge; Twin Farms; Whistler Blackcomb; and more.

MMGY GLOBAL PR

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Charles Mardiks, Managing Director
Elisa Fershtadt, Senior Vice President
Roland Alonzi, Vice President

MMGY Global PR is a division of MMGY Global, a full-service marketing communications company working exclusively in the travel and tourism industry.

Providing expert strategic counsel in media relations, branding, event marketing and crisis communications, our team has a track record of developing and implementing award-winning, creative public relations programs and brand-building campaigns for clients from around the world. We've recently added expert research capabilities to include development of primary client insights, brand and strategy creation, analysis of traveler trends and an unmatched understanding of consumer and intermediary audiences. Through our Digital Media Practice, MMGY has



M Booth promotes the Melbourne Food & Wine Festival during an NYC food blogger event earlier this year.

integrated new media, social networking and LiveWeb strategies into an overall strategic direction for our clients.

While we offer large agency resources, our PR team is small enough to provide each client with senior-level, hands-on involvement and service. Our dynamic PR team has solid industry experience and maintains close contacts with both traditional print and broadcast media in addition to social/digital media and new buzz-building channels.

Current clients include: American Association for Nude Recreation; Choice Hotels; Colorado Tourism Office; Fiesta Americana Grand, by Grupo Posadas; Grand Traverse Resort and Spa, MI; The Beaches of Fort Myers & Sanibel, FL; Live Aqua Cancun, by Grupo Posadas; Regent Hotels & Resorts; Renaissance Aruba Resort & Casino; Renaissance Curaçao Resort & Casino; Rocky Mountaineer; Visit Sarasota County; Select Registry; Distinguished Inns of North America; Telluride, CO; Terranea Resort, CA; Travel Guard; the Vacation Rental Managers Association; Atlantis, Paradise Island, Bahamas; B Resort in Walt Disney World; South Dakota Department of Tourism and Travel Portland.

MURPHY O'BRIEN

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Allyson Renner, President

Since 1989, Murphy O'Brien has orchestrated some of the country's most successful public relations programs, from luxury resort openings and high-profile brand launches to integrated marketing and social media initiatives. We pride ourselves on being a company where creative ideas, strategic thinking and skillful execution work together to produce pow-

erful results for our clients.

At Murphy O'Brien, we develop each public relations campaign to meet the specific needs of our clients. From day one, we focus on the client's public relations objectives, target audience and desired media results to craft a strategic program that tells their story in a compelling way. By leveraging our personal relationships with editorial decision-makers and key influencers, coordinating newsworthy events and aligning clients with like-minded brands for impactful partnerships, we are able to secure coverage in the media outlets that matter most.

Year after year, Murphy O'Brien creates award-winning PR campaigns. We are proud that our work has been honored by industry organizations and publications. The agency also wins awards for our innovative and positive work environment. We are consistently ranked among the top 10 best places to work in Los Angeles and one of the top independent agencies in the country.

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Nancy J. Friedman, President

NJFPR celebrated its 25th year in travel/hospitality/lifestyle PR by incentivizing the staff with the offer of a plane ticket anywhere in the world they wanted to travel. The staff made our sales goals and in 2013, took their dream trips to places including Thailand, Rio, France, Greece, Japan, Spain and Australia. The dream trip promotion was a way to reward our passionate staff with their trip of a lifetime to commemorate 25 years of success. For 2013, the Agency is offering dinner at any restaurant in NY if we meet our goals. And Hotel Week is back for the 3rd straight year!

Clients include: Borgata Hotel Casino & Spa, Atlantic City; Broadway @ Times Square, New York; Condado Vanderbilt, San Juan, Puerto Rico; Cooperstown,

New York; Copamarina Beach Resort & Spa, Guanica, Puerto Rico; Doubletree Hilton, San Juan, Puerto Rico; Farmer's Museum, Cooperstown, NY; Fenimore Art Museum, Cooperstown, NY; Fodor's Travel Guide; Gansevoort Meatpacking and Park Avenue; Gansevoort Turks + Caicos and Las Vegas; Gemma at The Bowery Hotel, New York; Hotel El Convento, San Juan, Puerto Rico; Hotel Week, NYC; Hyatt Regency Aruba Resort Casino & Spa; JW Marriott Camelback Inn Resort & Spa and Desert Springs Resort & Spa; La Concha Resort: A Renaissance Hotel, San Juan, Puerto Rico; Marriott Courtyard Isla Verde, Puerto Rico; nyma, the new york manhattan hotel, New York; Parker & Quinn, New York; Ramada Eastside, New York; Refinery Hotel, NYC; Rendezvous, St. Lucia; Sea Island, Georgia; Sheraton Hotels & Resorts; Spring Creek Ranch, Jackson Hole, WY; St. Petersburg/Clearwater, Florida; The Body Holiday, St. Lucia; The Bowery Hotel, New York; The Cloister, Sea Island, GA; The Elysian Spa Health Club, Chicago; The Hanover Inn Darmouth, NH; The Hotel @ Times Square, New York; The Jade, NYC; The Jane, New York; The Lodge, Sea Island, GA; The Maritime Hotel, New York; The Marlon, NYC; The Out NYC; The Pod 39 Hotel, New York; The Pod Hotel, New York; The Quin, New York; The Spa at Camelback Inn, Desert Springs, and Rendezvous; The Waldorf Astoria Chicago; The Water Club, A Signature Hotel by Borgata; The Wellness Centre at The Body Holiday, St. Lucia; and Westin Hotels & Resorts.

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**Mitch Markson, President,
Global Brand Marketing**

Ogilvy Public Relations knows tourism. Our team consists of travel and tourism experts with specific strengths in the areas of consumer and brand PR, corporate communications, crisis communications and reputation management, events management, trade marketing, partnership and alliances, sponsorship creation and leverage, content creation and development, and digital and traditional media relations. Ogilvy PR has successfully elevated brands across a variety of travel industry categories including hospitality, tour, cruise, airline, transportation, technology and destinations.

Our combination of research based strategy, break through creativity, and flawless execution delivers strong media talkability and business building impact. Our work has helped clients to reach potential travelers where they work, live and play. Relevant travel and tourism clients include the Mexico Tourism Board and the Government of Mexico, Fiji Airlines, Virgin Airlines, Tourism New South Wales, Hilton Hotels, Tourism Australia, Ireland Golf, Singapore Airlines, Fiji, Brazil, Scotland, France, Chile, Malta and Puerto Rico.

The August issue of *O'Dwyer's* will profile PR firms that specialize in investor relations and professional services. If you would like your firm to be listed in the August magazine's profile section, contact Editor Jon Gingerich at 646/843-2080 or jon@odwyerpr.com



To position AKA Central Park as a lifestyle property to global nomads, Quinn & Co. invented NYC's First Outdoor Hotel Room, which doubled website traffic, produced over 1-billion media impressions, and went viral around the world.

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Q&C combines strategic thinking and signature creativity with agnostic communications to develop highly effective, integrated mar-

keting programs that help our clients in Travel; Food, Wine + Spirits; Lifestyle and Real Estate achieve their goals and drive business. Here are a few examples of our Travel work:

To position Hilton's Waldorf Astoria Hotels & Resorts brands at the forefront of the luxury conversation, we launched *Luxury Manifesto*, a series of 12 video chats with luxury pundits, including Tommy Hilfiger and Ferruccio Ferragamo.

To redefine Affinia Hotels' service offer, we helped develop the Tender Loving Comfort (TLC) Movement, which produced 1-billion media impressions, \$1.2 million in revenue, #1 in customer scores, front page, *USA Today* and exposure to 52% of Americans. (HSMIA Best of Show)

To announce that Waldorf

Astoria Hotel was getting six bee hives, we staged a red-carpet arrival that produced 150 national and international print placements, 45 minutes of TV and 8.6 billion media impressions.

To promote El AL Israel Airline's new EconomyPlus seating, we developed a humorous video depicting the lengths people will go to for free upgrades.

To underscore Affinia Hotels as pet-friendly, we invited Boo, the World's Cutest Dog, with 4.6 million Facebook likes, for a sleep over. Boo's epic visit produced 57,654 likes, 4,856 shares and 994 comments, such as "I want to take my poodle to that nice hotel." (HSMIA Digital Platinum).

To reach the bridal market for JW Marriott Resorts, we led a Pinterest contest with Nordstrom Wedding Suite that generated over \$24,000 in revenue, 500 followers and 27,000 entries, double what the previous Nordstrom Pinterest contest received. (Best Luxury Media Campaign Q1 by *Luxury Daily*).

To launch Occidental Hotels & Resorts in the social media space, we developed and conducted a four-day training in Mexico for 40 executives and staff from 13 hotels. Our efforts increased Facebook "likes" by 600%.

To drive visitors to the Queensland website, we publicized The Best Job in the World, a viral phenomenon that generated more than \$100 million in ad value and drove 6.7 million visitors to the website. (HSMIA Best of Show).

To bring back The Algonquin Hotel as an iconic "watering hole," we invented the \$10,000 Martini on the Rock, which produced 400+ TV segments, cover of the *Daily News*, coverage on the Times Square Jumbo and became a question in Trivial Pursuit. (HSMIA Gold).

RBB PUBLIC RELATIONS

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

Rbb Public Relations is proud to continually deliver award-winning campaigns to its hospitality clients. This year, the agency was recognized with six HSMIA Adrian Awards for its work with

Homewood Suites by Hilton, Home2 Suites by Hilton, AMResorts and its five brands: Zoëtry Wellness & Spa Resorts, and Secrets, Dreams, Now and Sunscape Resorts & Spas. Previously, rbb and AMResorts also were awarded PRSA's prestigious Silver Anvil for their industry leading response to the H1N1 epidemic, "The Flu Free Guarantee" and received an Anvil for best travel crisis program for its work helping Costa Maya rebuild its cruise ship business following massive hurricane damage. rbb's portfolio of travel clients has included numerous domestic and international hotel chains and individual properties, destinations, airlines and cruise lines.

Four-time "PR Agency of the Year" winner, rbb Public Relations is a national marketing PR firm with a reputation for delivering meaningful business results to clients who appreciate the individual attention only a boutique agency can provide. As the champion for breakout brands, rbb supports companies that want to challenge market leaders and fuels brands that are already category leaders, but want to redefine the status quo and break out from traditional marketing techniques.

rbb's bilingual staff offers best practices in media relations, corporate reputation, promotions, community relations, product introductions, crisis communications, and digital/social media. Firm practice areas include B2B, financial & professional services, consumer products, real estate, travel & leisure, health & fitness, sports & entertainment, and food & beverage. Find out how rbb can help your brand break out by visiting www.rbbpr.com or call rbb president Lisa Ross at 305/448-7457.

REDPOINT MARKETING PR INC.

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Victoria Feldman de Falco and Christina Miranda, Principals

Specializing in travel, hospitality, interior design, and home furnishings, Redpoint is a full service marketing PR firm with an entrepreneurial style, brand building expert-



For client Ripley's Believe It Or Not Times Square, Redpoint Marketing PR found a master cheese carver to transform a 160-pound block of cheddar cheese into historic Mount Rushmore – Ripley's style! – to lure the camera crews on President's Day weekend.

ise, and a passion for results. We orchestrate compelling campaigns that integrate traditional PR with sophisticated digital and social media marketing initiatives.

Select travel/hospitality clients include the Saint Lucia Tourist Board; Oceania Cruises; Regent Seven Seas Cruises; Woodstock Inn & Resort, VT; Ripley's Believe It or Not! Times Square; US Tour Operations Association; Hidden Pond Resort, ME; The Tides Beach Club, ME; Morey's Piers and Beachfront Waterparks: The Dylan Hotel, Amsterdam; Simon Pearce; Water's Edge Resort & Spa, CT; and Essex Resort & Spa, VT.

Redpoint executives bring a "nose for news" to every client challenge, ensuring that marketing ideas have just the right dash of risk to make them significantly newsworthy without being operationally challenging to implement.

ROGERS & COWAN

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Tom Tardio, CEO

Rogers & Cowan offers significant experience in creating and executing integrated marketing, PR and social media campaigns for clients in the travel and tourism industries, including resorts and resort developers, hotel associations, government tourism offices, visitors bureaus, museum and cultural exhibits, live shows, airlines, cruise lines, sporting events and travel media.

We create marketing communications and social media strategies that elevate a client's core messages beyond travel outlets and into lifestyle media through the influence of entertainment. Our distinctive approach goes beyond core media relations to include destination integration into entertainment content, Facebook promotions, influencer seeding / outreach, special events, social media strategies and green / sustainability initiatives. The agency's work has included building awareness for hotels and resorts through celebrity seeding programs, positioning countries as perfect travel destinations through destination integrations in films and television shows, creating online content tied to entertainment properties, activating sponsorship of

sports and entertainment events, managing PR for consumer-focused travel shows, and driving ticket sales for shows / exhibits, among others.

Current / past clients include American Airlines, Canadian Tourism Commission, Travel Alberta, Royal Caribbean, InterContinental Hotels Group, Miami Boutique Hotels, Los Angeles Times Travel Show, Bodies the Exhibition, Titanic the Artifact Exhibition, How to Train Your Dragon, Fuerza Bruta, Cirque Dreams, Yo Gabba Gabba Live!, The Seaport, USA Pro Cycling Challenge and Rock N Roll Hall of Fame.

RUDER FINN

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Kathy Bloomgarden, CEO,
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Michael Schubert, Chief
Innovation Officer, Ruder Finn

Louise Harris, Chief Global
Strategist

Jean-Michel Dumont, Chairman,
Ruder Finn Asia

As one of the largest independent global communications agencies, Ruder Finn is dual-headquartered in New York and China with an on-the-ground presence in Boston, San Francisco, Washington, D.C., London, Brussels, Beijing, Guangzhou, Hong Kong, Shanghai, Singapore, Bangalore, Mumbai, and New Delhi. Ruder Finn is uniquely positioned to provide clients with global perspective, insights and resources, yet small enough to bring the exceptional client service, creative edge and innovation of a boutique agency.

Ruder Finn has ample experience with many of the activities essential for communications work for travel and tourism clients, spanning influencer engagement, brand awareness, online community building, media relations, crisis management and public affairs.

SPRING O'BRIEN

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Chris Spring, President
Lauren Kaufman, Senior VP

Spring O'Brien is a full-service



Spring O'Brien brings Rapa Nui dancers from Chile's Easter Island to Times Square during their first trip to NYC.

marketing communications agency specializing in travel and hospitality PR for over three decades. We have successfully represented new and established companies across every segment of the travel industry including tourism boards, cruise lines, airlines, railways, hotels, resorts, tour operators, web sites, associations, and credit card companies.

We uniquely achieve a competitive edge for clients with integrated solutions, developing public relations, social media and branding campaigns, as well as online marketing.

We consistently achieve high-visibility TV, print and online coverage to catapult client brands beyond the fray. We pride ourselves on our inventive approach to partnerships, promotions, package and product development, rebranding, special events and strategic counsel.

PR highlights this year included hosting *Sports Illustrated* Swimsuit in Chile for a 16-page destination spread in the highly popular issue, arranging a Travel Channel shoot in St. Vincent and the Grenadines for the new series "Island Secrets;" and securing hundreds of thousands of media impressions for Insight Cuba, including interviews for the president with CNN and CBS, and cover stories in *Los Angeles Times*, *USA Today*, *Philadelphia Inquirer* and *South Florida Sun-Sentinel* among others.

STANTON COMMUNICATIONS

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Peter V. Stanton, President & CEO
Lori Russo, Managing Director,
Travel & Tourism

Consumers' intention to travel continues on an upswing and competition for discretionary dollars is increasingly fierce; the challenge facing tourism marketers is clear. We love a good challenge.

The Stanton Communications team is made up of former travel writers and network news affiliate assignment editors, and has placed stories in some of the highest-profile travel and lifestyle publications. Over our 24 year history, we have managed star-studded openings of major luxury resort properties, served as a partner to state and regional CVBs, led national media programs for well-known consumer brands and even staged prominent media events at adventure sports facilities. Our firm knows how to market content across traditional and digital platforms, develop compelling creative that galvanizes attention and tailor stories to reach editors at top tier travel and consumer outlets.

Unlike other agencies that focus solely on travel and tourism, we have a well-rounded portfolio that showcases our strategic thinking, our creative approach to public relations and our ability to develop relationships with a broad range of media. As your partner, we bring experience and substance to the process, and just the right combination of strategy and creativity.



Actor Chris O'Donnell, second from right, received a Certificate of Irish Heritage from Ashford Castle's Director of Marketing & Sales Paula Carroll, far left, Minister of State at Department of Tourism - Michael Ring, and Ashford Castle GM, Niall Rochford, far right, during a CBS Watch! photo shoot on the property. The shoot was coordinated by Weill.

TJM COMMUNICATIONS INC.

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Treva J. Marshall, President

TJM Communications is an award-winning boutique lifestyle public relations firm specializing in travel, food, wine and the arts.

Since 2001, the agency has serviced international and domestic clients from its Orlando, Florida location and is a proud recipient of the Hospitality Sales and Marketing International (HSMIA) Silver Adrian Award for Public Relations. As a boutique agency, we focus on delivering personalized service with an emphasis on innovation, creativity and strategy.

Comprised of a team of seasoned communications professionals, we are especially proud of the diverse nature of our company, with staff members representing origins from around the globe.

TJM Communications has been called upon to service clients in Spain, South Africa, Canada and throughout the United States. Our travel and tourism practice currently includes clients such as: Florida's Space Coast Office of Tourism; Walt Disney World Swan and Dolphin Resort; and Valesa

Cultural Services in Spain. Find us on Facebook at www.facebook.com/TJMCommunicationsInc.

WEBER SHANDWICK

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Rene Mack, President, Travel & Lifestyle

Alice Diaz, Executive Vice President, Travel & Lifestyle

Fusing the mind of a travel-industry insider with the muscle of a global network of consumer, crisis, digital and social experts, Weber Shandwick's Travel & Lifestyle practice is committed to providing its clients with award-winning programs that drive engagement, awareness and revenue.

Our approach is to focus on the essentials of public relations with a balance of strategy and creativity — and then blend brand alliances, broadcast, vertical-market outreach, entertainment marketing, and social media, as well as consumer events to propel leisure brands forward. We secure headlines and ignite conversation to drive the bottom line.

Our client work ranges from small assignments to global campaigns. We represent countries, states, CVB's, airlines, cruise lines, motorcycle and car companies, hotels, resorts, casinos, travel suppliers and attractions. We've launched theme

parks, travel websites and even a Papal museum.

Weber Shandwick fields global crisis "go-to" teams for many clients. Weber Shandwick was there when the lights went out at the Super Bowl in New Orleans. We are the agency that the New Orleans Convention & Visitors Bureau turned to help bring tourism back after Hurricane Katrina. And we created The Bahamas Weather Conference to protect and provide geographic accuracy of the multiple-island destination.

WEILL

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Geoffrey Weill, President
Ann-Rebecca Laschever, Exec. VP

Tania Philip, Sr. VP

During its 18 years in business, Geoffrey Weill Associates, a boutique company specializing in upscale travel, tourism and cultural clients, has developed a reputation for creativity, originality, and honesty. In its continuing quest to showcase its clients in new and interesting ways, Weill has begun to integrate elaborate fashion and catalog shoots at its properties to highlight the luxury travel angle.

These prominent shoots include the Fall Preview Catalog for Bergdorf Goodman at The Greenbrier Resort in West Virginia; a *Condé Nast Traveler* fashion shoot aboard Aqua Expeditions' MV Aria in the Peruvian Amazon; and a *Town & Country Weddings* feature at Ashford Castle, Ireland. Weill also organized a 15-page fashion shoot at Ashford Castle with celebrity Chris O'Donnell for CBS *Watch!* Magazine and catalog shoots with Neiman Marcus at Aman Resorts.

Weill's newest clients — QT Sydney — a Design Hotel in Sydney, and Castiglione del Bosco, a Massimo Ferragamo estate in Tuscany — also integrate design and fashion with sense of place.

In addition to traditional PR, these fashion shoots have also generated extensive social media buzz.

THE ZIMMERMAN AGENCY

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Carrie Englert Zimmerman, Curtis Zimmerman, Principals

The Zimmerman Agency's competitive advantage in addition to blending endless energy with strategic creativity to capture revenue-driving results? Not being social butterflies. With a pioneering platform combining its public relations division with a robust 50-person in-house digital/social discipline, true integration drives not only results, but penetrates beyond publicity, deep into social channels.

The Zimmerman Agency boasts two divisions, travel/tourism and consumer brands. Ranked by *O'Dwyer's* as one of the largest two hospitality public relations firms in the United States, the agency maintains its leadership position with global tourism clients from Hard Rock Hotels & Casinos (nine countries) and Club Med (seven countries), to award-winning resorts like Little Palm Island in the Florida Keys, Waikoloa in Hawaii, the world's first Discovery Resort at Gateway Canyons and Casa de Campo in the Dominican Republic, as well as iconic destinations including the country of Aruba and North Carolina's Southern Outer Banks.

The consumer brand division touts national clients Firehouse Subs, Party City, TPC Network, Pilot Pens, Cooper Tire, Krystal, Homes.com, Nature's Own and Tastykake. Creativity is at the heart of the approach from launching a new fashion pen for Pilot with a dress made from 1,000 pens at New York Fashion Week to a national Mom Mashup for Cooper Tires, challenging top mom bloggers on a distracted driving course with 33 million social impressions.

The Zimmerman Agency WOW! platform of planning has proven to be a magnet for some of America's most iconic brands, in and out of the world of hospitality. ●

O'DWYER'S RANKINGS

TOP TRAVEL AND TOURISM PR FIRMS

1.	Edelman	New York	\$24,856,685
2.	The Zimmerman Agency	Tallahassee	7,880,000
3.	Finn Partners	New York	5,938,623
4.	Lou Hammond & Asscs.	New York	5,320,531
5.	Development Counsellors Int'l	New York	3,796,063
6.	Allison+Partners	San Francisco	3,500,000
7.	Coyne PR	Parsippany, NJ	3,102,000
8.	MMGY Global	New York	2,522,452
9.	Fahlgren Mortine	Columbus	2,286,241
10.	Zeno Group	New York	2,034,458
11.	J Public Relations	San Diego	1,664,752
12.	Ruder Finn	New York	1,568,783
13.	French West Vaughan	Raleigh	1,350,000
14.	Jackson Spalding	Atlanta	1,316,415
15.	Spring O'Brien & Co.	New York	1,125,500
16.	rbb Public Relations	Miami	950,158
17.	CRT/tanaka	Richmond	740,000
18.	Blaze	Los Angeles	713,554
19.	Levick Strategic Comms.	Wash., D.C.	701,432
20.	Hirons & Company	Indianapolis	560,000
21.	Padilla Speer Beardsley	Minneapolis	417,609
22.	McNeely Piggott & Fox	Nashville	347,350
23.	energi PR	Montréal	309,864
24.	Gregory FCA	Ardmore, PA	200,000
25.	Linhart PR	Denver	119,208
26.	Schneider Associates	Boston	101,500
27.	Perry Communications Group	Sacramento	99,453
28.	Bridge Global Strategies	New York	91,349
29.	Standing Partnership	St. Paul	89,343
30.	Maccabee	Minneapolis	46,947
31.	Ron Sachs Communications	Tallahassee	26,255

Plagiarism and PR

By Fraser Seitel

In his seven years in the U.S. Senate, New Jersey's Robert Menendez has never distinguished himself as much of an orator.

Nonetheless, the distinguished senator was more than happy a week ago to promote in a blast email, the eulogy he

"was honored to be asked by his wife, Bonnie, to deliver at the memorial service" for departed comrade Frank Lautenberg.

One reason that Sen. Menendez was so eager and confident to share this particular speech was that parts of it had been "road-tested;" that is, lifted from the remarks of another formidable



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*.

speaker at another high profile venue.

In his rousing peroration, Sen. Menendez declared, "Those of us who loved, admired or respected him — and who take him to his rest today — will hope to see that what he stood for, what he fought for, will come to pass for all he served."

Sound familiar?

It should ring a bell to anyone old enough to recall Sen. Edward Kennedy's stirring tribute to his brother, Bobby, at St. Patrick's Cathedral almost 45 years ago to the day. Said Sen. Kennedy, his voice wavering, "Those of us who loved him and who take him to his rest today, pray that what he was to us and what he wished for others will some day come to pass for all the world."

Presumably, Sen. Menendez — or his (I bet young) speechwriter — felt that they could get away with pilfering from the memorable Kennedy speech without getting nabbed. Others — most notably, 1988 Presidential candidate Joe Biden, who was forced to quit the race after being caught plagiarizing the words of British politician Neil Kinnock, Sen. Hubert Humphrey, and also Robert Kennedy in his speeches — haven't been as lucky.

In journalism, the Rogue's Gallery of

21st century plagiarists runs from the well-established — *New York Times'* Maureen Dowd, *Boston Globe's* Mike Barnacle, author Doris Kearns Goodwin, to the up-and-coming Jonah Lerner (of *The New Yorker*) — to the obscure-and-never heard from again, like the *New York Times'* Jayson Blair and *Washington Post's* Janet Cooke.

But what about plagiarism in PR? What are the rules or standards that govern public relations professionals in using the words and works of others in their speeches and writings?

In a general sense, PR writers should make it their business to keep files of the best writing samples in their industries or specialty areas. Speeches of other CEOs, commentary from the media about industry issues, clever turns of phrase from gifted speakers and writers — all should be retained for future use.

The problem arises when these retained gems are trotted out to appear in PR-authored writings.

While there are no hard and fast rules, PR people should generally follow these guidelines to avoid even the appearance of stealing someone else's work without attribution.

Speeches

Speechwriters should always opt on the side of attribution — with facts, studies and memorable quotations.

Quoting noteworthy individuals in speeches adds credibility and gravitas to the speaker's point. Moreover, quoting a memorable phrase from an honored philosopher or scholar or politician suggests that the speaker him or herself is a learned individual, knowledgeable of other notable individuals who share the speaker's view on issues.

Likewise, citing the research of others helps to "prove" the speaker's arguments and give them support. Three or four such attributed quotations in a 20-minute address are the norm.

In quoting others, speakers must be careful about two things: one, avoid using quotations or humor that is so well known to have become clichéd and two, whenever using a particularly well-known phrase, always apply attribution lest you be accused of pretending to be smarter than you are.

Trade articles

The same general rules apply to pub-

lic relations writers ghosting op-eds, case histories or features for print or 'Net, in behalf of clients.

Quoting others — particularly smart others — adds heft to any article. An op-ed of 500 or so words may contain two attributed quotes to corroborate the writer's arguments; longer features may allow greater attribution.

Again, the cardinal rule is to attribute, especially if not doing so might open the writer to charges of plagiarism; an allegation that poisons the reputation of any public relations person.

Examples in recent years of PR firms anonymously "ghosting" articles for working journalists in order to support clients is the most egregious example of what not to do.

Scholarly articles and books

In the 21st century, public relations authors — of primarily professional articles and books — have proliferated.

The rules for attribution in such scholarly works differ from those in trade media. Since scholarly books and articles must shine as exemplars for students in the field, their allegiance to attribution must be beyond reproach.

In quoting others in such scholarly tomes, public relations authors have a choice in terms of attribution. The traditional method, of course, is to footnote attributed works and identify the source of the passage quoted at the end of an article, chapter or book.

Scholarly articles today, however, where the flow of the manuscript is most important, have adopted another equally-acceptable standard. The best such articles gather information from diverse sources and then synthesize that information to allow for the free flow of copy, uninterrupted by footnotes or authors' names, dates and citations.

In such cases, as long as attribution to authors whose material is used is found in the text and a bibliography, this technique is perfectly acceptable and even recommended in order to enhance copy flow and readership.

The key remains to cite somewhere in the text the author and material that is borrowed to help make your arguments. The only time there is a problem is when no attempt is made, anywhere in the text, to acknowledge the use of the works of others.

Hopefully next time, Sen. Menendez and his speechwriter will remember this simple rule of attribution. ♦

Understanding the Roth qualified plan rollover rules

By Richard Goldstein

Whenver I meet with a financial planning client, the subject of the Roth IRA comes up. By way of a refresher, unlike a traditional IRA, contributions to Roth IRAs are nondeductible. For 2013, the maximum that can be contributed to a traditional and Roth IRA is the smaller of \$5,500 (\$6,000 if you are age 50 or older) or your taxable compensation for the year, subject to modified adjusted gross income limits. Nonworking spouses can also make Roth contributions as long as their spouse has earned income. The Roth has many advantages over the traditional IRA including that the Roth grows tax-free while the traditional IRA grows tax-deferred; Roth's have no age requirements for when a taxpayer must start taking withdrawals or stop making contributions. Deductible contributions to a traditional IRA are generally the better choice for taxpayers expecting to be in a lower tax marginal tax bracket when funds are withdrawn. Deductible IRA contributions may also be the better choice for a taxpayer who needs the funds resulting from the tax savings to make the contribution. Many higher earning taxpayers who participate in an employer plan may find themselves locked out of the IRA option due to income limitations.



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

The in-plan rollover
The American Taxpayer Relief Act (ATRA) expanded the opportunity for participants to convert existing tax deferred money in qualified plans such as a 401(k) plan to Roth accounts in the same plan after December 31, 2012.

Prior to the new law, the in-plan Roth rollover conversion feature allowed participants to make in-plan rollovers for distributable amounts, such as separation from service (termination), in-service distributions, death or disability. The new law permits an in-plan Roth conversion without having a distributable event. The law also permits rollover amounts from the pretax, matching or after-tax accounts

to a Roth account within the same plan.

Even though the IRS treats the rollover as a taxable distribution from a tax-deferred account, by paying tax on the conversion year, participants can potentially save future taxes on the principal amount. Future investment gains are distributed income tax-free! Bear in mind that these types of conversions don't allow participants to change their mind after the conversions are made. Recharacterizations are not allowed.

ATRA also reduced individual tax consequences, such as a 10% early distribution penalty, by changing the requirement that they have a distributable event (such as reaching age 59 1/2) to make an in-plan Roth rollover. Thus, plan sponsors no longer will have to ascertain if the participant is eligible for an in-service distribution under their plan's terms before a rollover.

What plans need to do

When offering in-plan Roth rollovers, the plan must allow Roth contributions; it can't permit the conversion unless it already allows them. Employers don't have to offer this option, but if they elect to do so they must make a plan amendment by the end of the year in which the amendment is effective.

As under prior law, plans just make eligibility for the in-plan Roth rollovers available to surviving spouse beneficiaries and alternate payees who are current or former spouses. For now, the IRS has not published final guidance for plan amendments.

Roth distribution considerations

While ATRA focused on rollovers from existing tax-deferred money in qualified plans to Roth accounts in the same plan, don't forget to communicate Roth tax consequences to participants. A Roth distribution is tax-exempt if it satisfies certain requirements.

For example, the Roth distribution must be held for five years and be made after an individual reaches 59 1/2, is disabled or dies. If any portion of the taxable amount is distributed within a five-year period (which begins on the first day of the tax year in which the rollover was made), it is subject to the 10% additional penalty on early distributions unless the participant is age 59 1/2 or older.

Get ready to offer rollovers

Employers drafting the in-plan Roth rollover should work with their employee

benefits advisor to coordinate account administration with participant communications, recordkeeping and nondiscrimination testing. Also, be prepared to clearly discuss the new Roth rollover option to participants.

The RMD for other than a Roth

For employers sponsoring qualified plans, it is crucial to identify participants over 70 1/2 because of required minimum distributions.

The year the participant turns age 70 1/2, they can either take their RMD by December 31 or defer it until April 1 of the following year. If they choose to do the latter, they must take their RMD by December 31 of that same year. Participants who are considered 5% owners must take the RMD each year, regardless of their employment status. However, participants that are not 5% owners, but are still employed, can defer their first RMD until their employment terminates. Failure to follow the rules can subject the participant to a 50% excise tax. If it is discovered that a plan has not distributed the RMD timely or at all, you can use the IRS's Employer Plans Compliance Resolution System to correct the errors and avoid plan disqualification. If a participant over 70 1/2 wants to rollover the RMD to another qualified plan or IRA, the plan must first calculate and pay the RMD. Amounts withdrawn above the RMD are eligible for rollover. ●

People in PR

FH'S PENDERGAST TO BRUNSWICK IN TX

Bill Pendergast, a FleishmanHillard veteran since 1999, has joined Brunswick Group as Partner in Dallas.

He served as Chief of FH's Washington office, where he bolstered the Omnicom unit's corporate practice in the nation's capital.

Pendergast moved to FH from former Bell system operating company Ameritech in metro Chicago, prior to its acquisition by AT&T. Earlier, he did stints at Ketchum, Cohn & Wolfe and AXA Equitable insurance.

Steve Lipin, U.S. Senior Partner at Brunswick, praised Pendergast as "one of the leading communications advisers in the field today."

At Brunswick, Pendergast will work in the corporate reputation, crisis and telecom sectors.

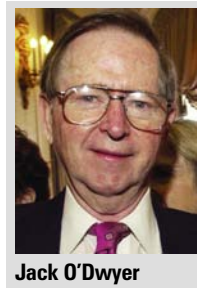


Pendergast

Gen McChrystal tells sad tale to PR Seminar

By Jack O'Dwyer

Retired General Stanley McChrystal, who led U.S. troops in Afghanistan until a 2010 *Rolling Stone* article ousted him as the “runaway general,” told his sad tale to the 2013 PR Seminar at the Ritz-Carlton at Half Moon Bay June 2-5.



Jack O'Dwyer

Former Secretary of State Condoleezza Rice initially accepted the invitation but was unable to attend. She was interviewed by CBS-TV June 3, saying U.S. action is needed in Syria to prevent destabiliza-

tion in the region.

McChrystal has just authored *My Share of the Task: A Memoir*, in which he gives his view of events. Although his remarks to Seminararians were off-the-record, he has made no secret of his feelings in recent months.

He told Yahoo!News in February that his firing by President Obama is still “painful” to him although it was three years ago. He says he could imagine being fired for incompetence or being killed but “I never thought I could be painted with any brush of disrespect or disloyalty.”

He had been summoned to the White House to explain the article to President Obama. Secretary of Defense Robert Gates said he had made “a significant mistake and exercised poor judgment in this case.”

Security expert DeWalt speaks

Seminararians spent a day at Stanford University as part of the 2013 meeting. All scheduled speakers except Rice appeared on the program including Dave DeWalt, former CEO of McAfee who took the same title at FireEye, virus tracker, in November, 2012.

DeWalt said he hopes to take FireEye public by the end of this year. Plans are underway for an initial public offering.

Other speakers were Stanford professors Robert Sapolsky, Jennifer Aaker and Deborah Gruenfeld; futurist Edie Weiner; Matthias Klum, photographer for *National Geographic*; “social innovation experts” Jason Clay and Jason Saul; and Dean Ornish, M.D., whose topic was preventive medicine.

Conspicuously absent from the list of speakers were editors of major media. In

previous years, editors of *The New York Times*, *Wall Street Journal*, CBS, *Time*, CNBC, Fox, *Financial Times* and more than a dozen other major media were staples on the program.

New Yorker profiles “lie factory”

PR Seminar grossed \$646,896 in the year ending August 31, 2011, the latest return available. EIN is 41-1838593. Expenses were \$496,850 for a profit of \$150,046. Cash in a non-interest bearing account rose to \$688,830 at the end of the year from \$538,784 at the beginning of the year.

Seminar, which this year opened a public website, www.theseminar.biz, takes in most of its money from conference fees of about \$3,500 for attendees.

The Sept. 24, 2012 *New Yorker* devoted eight pages to one of its earliest members who was a regular attendee for decades — Leone Baxter. Her name is on the first attendance list we obtained (1969) and was also there in 1991.

Only three other women were early PRS members. The 1969 list of 128 attendees also included Denny Griswold, Editor of *PR News*, and Caroline Hood, VP-PR, Rockefeller Center. Not attending that year was member Melva Chesrown, who had her own firm.

The *New Yorker* piece, by Jill Lepore, titled “The Lie Factory,” tells of Whitaker & Baxter’s campaign against author and Democrat Upton Sinclair who was running for governor of California in 1934. He was the author of 47 books including *The Jungle*, which exposed abuses in the meat-packing industry.

Sinclair lost the campaign and attributed this to a “Lie Factory” run by W&B although its actual name was Campaigns, Inc. Lepore says it was the “first political-consulting firm in the history of the world.” Baxter’s partner was Clem Whitaker, who died in 1961.

Sinclair said W&B operatives poured over every word he had ever written looking for quotes that could be used against him. “They had a staff of political chemists at work, preparing poisons to be let loose in the California atmosphere on every one of a hundred mornings,” he wrote.

W&B won 70 out of 75 campaigns it worked on, says Lepore.

W&B is most noted for its campaign against federal healthcare programs which it labeled “socialized medicine.” Its modus operandi was “attack, attack, attack.” An article in *The Nation* in 1951

by Carey McWilliams titled “Government by Whitaker & Baxter” took some of the wind out of its sails. The American Medical Assn. dropped it. Baxter “rarely” gave interviews, said Lepore. She died in 2001 at the age of 95.

The Seminararians, as a group, are press-intolerant, a behavior now exhibited by many in PR. A current poll on odwyerpr.com finds the percentage of respondents who believe there is freedom “from” the press is 43%, the same percentage who believe that. “It’s bad PR.”

Meuchner, Hudson, McConnell head PRS

Heading PR Seminar this year are Chair Gerard Meuchner, Chief Global Communications officer, Henry Schein, Melville, N.Y., Healthcare Products; Program Chair Betty Hudson, VP Communications, National Geographic Society, and Secretary-Treasurer Clay McConnell, VP Communications, Airbus Americas.

Seventeen of the 32 members of the Seminar governing committee are also members of the Arthur W. Page Society including Dave Senay of FleishmanHillard who is also chair of the Council of PR Firms; Ray Day, Ford; Jon Iwata, IBM; and Ray Jordan, Amgen.

Attending Seminar in 2010 and 2012 was Oscar Suris, VP of Corporate Communications, Wells Fargo & Co., who reports to Patricia Callahan, Senior VP and Chief Administrative Officer. Suris, although not a member of the PR Society, is co-chair of the 2013 annual conference in Philadelphia Oct. 26-29. This has caused ire among some members who wonder why such a lofty post was bestowed on a non-member.

Page has a new professional development program whose initial cost is \$3,750. Heading it is Gary Sheffer, VP, CC and PA of GE, who is also a Seminararian. Sources say Page members are dissatisfied with the APR program of PR Society of America, which is attracting less than half the recruits it once did. The International Assn. of Business Communicators suspended its Accredited in Business Communications program last year.

The PR Society announced in May it is starting a plan to “enhance the profile and prestige” of the APR credential and has hired the Organizational Performance Group, Hamden, Conn., to assist with this. ●

Communicating with the iGeneration

By Stefan Pollack

Just consider that more than half of the world's population is under 30 today.

That means 50% of the world's population was born after the year 1982. Nearly 20% of the world's population was born after 1994 and they were born at such an astonishing rate *USA Today* called it the next Baby Boom.



Stefan Pollack, a tenured PR and marketing professional, is President of The Pollack PR Marketing Group.

The oldest member of this generation, as of this year, is old enough to drive, has voted in their first presidential election and is probably on their way to college. They don't know a world without smart phones, have never used a card catalog, consider email anti-

quoted, and have no use for printed books.

This year, and every year thereafter, digital natives will be entering the marketplace in droves. By 2020, the entire generation will be adult consumers. We are past the age of Gen Y, which entered the work force during the great communications disruption of the past decade symbolized by the iPhone and then iPad. They entered the workplace with a different mindset, changed social behaviors and a sense of entitlement.

But with the coming of age of the next generation — a generation often called Generation Z, but more likely to be known as the iGen generation (a nod to Apple?) — there is likely to be such an enormous disruption that it will fundamentally change how brands and consumers communicate and, more importantly, what the media's role is in this process.

"iGen," the generation born between 1994 and 2004, will in just a few short years be joining Gen Y as a majority among digital natives. This new consumer that came of age in 2012, landed in a marketplace environment where the online world and real world are inescapably connected and where TV is served through computers, where the Internet is omnipresent and global borders are virtually eliminated. iGen has the entirety of human knowledge on their phones and, as such, is projected to be the largest and deepest generation gap in history.

A company's success or failure in relating

to this new "public" will be contingent upon its ability to communicate with iGen and earn their advocacy.

It will need to recognize that there has never before been a generation so globally plugged in and so informed, and that traditional strategies and tactics will be increasingly ineffective ways to connect with them. iGen is a generation born with consumer-driven capitalism at its core and altruism at its heart. Their patterns and behaviors are opposed to anything that has come before them and they basically ignore messages from brands.

So if iGen-ers will no longer be paying any attention to any traditional form of controlled brand messaging, how are brands supposed to communicate with iGen?

It has become abundantly clear that it is simply in iGen-ers' DNA to listen to their trusted network, rather than controlled messages from brands. They only care about information if it is relevant to them and, since the power of brand-engagement is in the hands of the consumer, iGen-ers will serve as their own gatekeepers, awarding relevant information by sharing it with their trusted network of peers and burying irrelevant information so it will be invisible

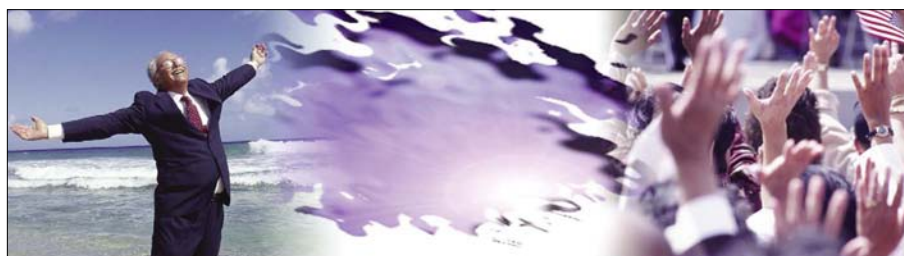
to their peers. Brand communications must change to be relevant to, and accessible, by iGen.

Brands have to earn admittance to their infinite touch points. And there is a price for admission. Brands must become fluent in their language and habits, converse in two-way genuine and authentic communication, and deliver on brand promises.

An acceptable bypass into iGen's circle of trust is to leverage influencers that already have access to iGen's infinite touch points. These influencers can be anyone from individuals active on social media to just people with a lot of friends, or it can also include the professionals in the communication industry.

If a brand can ethically earn favor from influencers, then Brian Solis' one-to-one-to-many process of communication is leveraged. iGen may not listen to brands, but iGen will listen to influencers they trust when they talk about brands.

Since this is predicted to be the new normal, the challenge then is how to be relevant in this new environment, how to leverage influencers and how to become a brand that iGen loves. Brands need to brace themselves, be alert to change and be very, very smart. ●



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Lockheed continues PR revamp

Lockheed Martin, the \$47 billion defense contractor hit hard by the federal budget sequester, has filled the slot of a retiring communications exec and made an outside hire for another PR post.

The moves follow last month's hire of Bush White House and APCO alum Gordon Johndroe for Lockheed's top media relations slot.

Jessica Nielsen, who led Global Communications for Dell's IT services business, has moved to Lockheed as VP of Communications for its Information Systems and Global Solutions division, a unit hit by voluntary layoffs in March. The VP post had been vacant for several months, according to a company spokeswoman.

Lockheed, which is facing an \$825 million hit from the sequester and offered buyouts to employees earlier this year, also promoted Andrea Greenan to VP of Comms. for its space systems business to replace the retiring 35-year vet Jan Wrath.

Based in Bethesda, Md., Nielsen oversees PR for a unit of the defense contractor with \$9 billion in sales. The unit's IT services and systems are used by NASA, the Defense Dept. and Dept. of Energy, to name a few, with applications as diverse as security, human resources and data gathering.

Lockheed had 2012 sales of \$47.2 billion. Marillyn Hewson took the reins as CEO in January.

Gordon Johndroe, a Bush White House PR staffer, joined Lockheed as VP of Media Relations and International Communications last month from APCO Worldwide. ●

Luntz works Redskins image

Republican polling and consulting firm Luntz Global has waded into the Washington Redskins name controversy and is planning a focus group this week on the NFL and the franchise.

ThinkProgress first reported that the firm of pollster Frank Luntz is circulating an email survey on NFL fan opinions that includes five questions about the Redskins, the team's ownership and its politically incorrect name.

While ire over the 'Skins name has ebbed and flowed for years, the team was hit with a federal trademark lawsuit in March by a group of Native Americans who say the Redskins name violates a prohibition on "disparaging" names.

The NFL, which denied connection to the Luntz work, has defended the Redskins name in the past as a symbol of "strength, courage, pride and respect."

Luntz has worked with the NFL and NHL in the past during labor disputes.

"We will never change the name of the team," Redskins owner Dan Snyder told *USA Today* in May, adding, "It's that simple. NEVER — you can use caps." That followed a letter to Snyder from 10 members of Congress urging a name change.

One of the Luntz questions asks respondents to give their opinions on the Redskins name, followed by answer choices of "I find the name offensive and they should change it" or "I don't find the name offensive and they should keep it as is."

The Redskins have not commented on the poll nor confirmed they engaged Luntz. ●



Vet affairs leans on Barbaricum

The U.S. Dept. of Veterans Affairs has moved to award two no-bid contracts to Washington-based PR firm Barbaricum aimed at increasing awareness of veterans health services and recruiting doctors for the VA.

Christopher Harvin, a former Bush administration staffer posted in Iraq, the White House and Pentagon, is a Partner in the firm.

Harvin confirmed his firm's interest in the new assignments to *O'Dwyer's*, noting Barbaricum currently provides communications and media analysis support to several prime contracts with the VA, in addition to the new opportunities.

The VA has issued procurement notices stating that it intends to contract with Harvin's firm for both assignments. In the first, the firm is to be tapped to support the 2013 Military Base Awareness Campaign targeting veterans, military healthcare providers and "influencers" to burnish the Veterans Health Administration.

A second pact under the MBAC targets urban doctors in transit during their daily commute with the goal of persuading them "through a compelling recruitment marketing & advertising campaign" to explore relocating to rural VA medical centers, according to an outline of the work.

Harvin said his firm is designated as a "service-disabled veteran-owned small business" under federal contracting rules. "We are committed to improving the lives and well-being of our country's veterans," he added.

Harvin was previously a VP at Levick, directed communications for Rep. Doug Lamborn (R-Colo), and was a Senior Advisor to the Dept. of Army's public affairs and Secretary of Defense's strategic communications directorate. He was also a PR advisor to the Coalition Provisional Authority in Iraq from 2003-04.

Barbaricum, named after a Roman army term for the frontier beyond the Roman Empire, picked up a \$900,000 comms. pact with the Army's PA unit in September. ●



US Attorney officer joins Sard

Ellen Davis, chief public information officer at the U.S. Attorney's office for the Southern District of New York, is joining financial communications/corporate/crisis specialist Sard Verbinen & Co in September.

She currently oversees media for U.S. Attorney Preet Bharara, who was appointed by President Obama in 2009, and 230 lawyers in cases involving insider trading and other financial crimes. ●

H+K advises stricken Japanese nuclear operator

Hill+Knowlton Strategies is providing advice and communications counsel for Tokyo Electric Power Co., operator of the wrecked Fukushima Daiichi nuclear complex, which fell two years ago to an earthquake and tsunami that knocked out power and cooling systems to trigger three reactor meltdowns.

Tepco, which is 50% owned by the government of Japan, reported yesterday that it detected radioactive cesium in groundwater flowing into its damaged reactor. That groundwater flows into the plant to be mixed with contaminated water from the melted fuel.

Reuters commented that Tepco's announcement was "just another example of Tokyo Electric initially downplaying a problem, only to revise its findings because of faulty procedures."

H&K is working for Tepco via the utility's legal counsel. The WPP unit says there is no communication between it and Tepco. No formal contract covers the agreement, which came about via an exchange of correspondence.

The Fukushima meltdown was the worst nuclear disaster since Chernobyl in 1986. ●

Shanghai COC signs DC firm

The America Chamber of Commerce in Shanghai has tapped Crowell & Moring International to handle Washington issues that may impact commercial ties between China and the U.S.

C&M's Andrew Blasi, who was with US-ASEAN Business Council in D.C., oversees the effort. He also worked for the State

Dept. in the U.S. embassy in London and earlier was Australia's liaison to the U.S. Congress.

Created in 1915, The Shanghai chamber was AOC's third overseas office.

The so-called "Voice of American Business in China" claims to be "committed to the principles of free trade, open markets, private enterprise and the unrestricted flow of information."

Its June 14 marketing and media event covers relationships between global brands and communications agencies.

Speakers will include Clair Mah, Tiffany & Co.'s marketing chief in China; Hans Vito Lopez, executive planning director in charge of General Electric and Pepsi accounts at BBDO/Proximity China, and Cindy Chan, head of consumer engagement at Mondelez International, Kraft Food's spin-off. ●

Qatar funds PR investments

Qatar Holding, the \$60 billion investment arm of the Qatari government's sovereign wealth fund, has engaged RLM Finsbury for global PR support.

QH is the constant subject of investment rumors and reports around the globe from the soccer club Arsenal in May to web video giant Hulu in June. Its prominent holdings include Harrods Group, Miramax and the Paris Saint-Germain Football Club.

London-based RLM is a unit of WPP.

QH in June sold its 10% stake in Porsche back to the families controlling the luxury car maker. The SWF took the Porsche stake during the finance crisis in 2009 to shore up the company. It previously worked with Citigate Dewe Rogerson for financial PR.

The value of the Porsche deal was not disclosed.

Oil-rich Qatar will host the 2022 World Cup. ●

FARA News



NEW FOREIGN AGENTS REGISTRATION ACT FILINGS

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

Foley Hoag, LLP, Washington, D.C., **registered June 12, 2013 for the Government of Bangladesh**, to engage representatives of the Obama administration and Congress to promote respect for worker rights in Bangladesh and trade between the two countries.

Hill and Knowlton Strategies, LLC, Washington, D.C., **registered June 15, 2013 for Tokyo Electric Power Company (TEPCO)**, Tokyo, Japan, to provide media monitoring and reports as well as strategic advice and counsel on communications, including media response.

Peck, Madigan, Jones & Stewart, Inc., Washington, D.C., **registered June 10, 2013 for Embassy of New Zealand**, Washington, D.C., to provide government affairs and lobbying services to assist with the passing of the Trans-Pacific Partnership.

Covington & Burling LLP, Washington, D.C., **registered June 10, 2013 for Embassy of New Zealand**, Washington, D.C., to develop a legislative solution and strategy for facilitating greater trade and investment between the United States and New Zealand by improving temporary entry for New Zealanders into the United States.

Lobbying News



NEW LOBBYING DISCLOSURE ACT FILINGS

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

MWW Group, Washington, D.C., **registered June 17, 2013 for National Association of Colleges and Employers**, Bethlehem, PA, to educate Congress on education, immigration and science issues pertaining to the employment of the college educated and the concerns of employers in obtaining high-skilled talent.

Barbour Griffith & Rogers, LLC, Washington, D.C., **registered June 15, 2013 for The Working Group on Pharmaceutical Safety, Inc.**, Washington, D.C., to provide guidance and strategic counsel on potential federal legislation and regulations affecting pharmacy compounding.

The Glover Park Group LLC, Washington, D.C., **registered June 14, 2013 for Fluor Corporation**, Washington, D.C., regarding energy policy and funding.

SEARCH ENGINE OPTIMIZATION



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

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

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Browse by Job Function

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Sportsman Channel, the leader in outdoor TV for the American Sportsman, is looking for a Public Relations Director to oversee all public and media relations, effective immediately. Sportsman Channel is an innovative and quickly growing television network with leading social media and digital properties. The network, coupled with sister company InterMedia Outdoors (IMO), a premier outdoors digital and print publishing company, represent the largest and most comprehensive outdoor media conglomerate in the outdoors' space.

The PR Director is a full-time position based in New York City. The position will require some travel, including to the network's Milwaukee headquarters, and be responsible for managing the department's Public Relations Manager based in Milwaukee.

Requirements:

- Bachelor's Degree required, preferably in communications, PR or marketing
- 10-12 years of communications/PR experience; Cable/TV preferred

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June 17, 2013 Vol. 46 No. 3

NM SLATES INSURANCE EXCHANGE HP

New Mexico, which has elected to run its own health insurance exchange with federal help under the Affordable Care Act, is preparing to release at least one RFP covering PR and public outreach.

New Mexico is eyeing \$20M in federal funds for its marketing, outreach and RFP to select the exchange and is in negotiations with the Federal Center for Consumer Information and Insurance Oversight for this work. It expects the funding to be approved by July 1.

The exchange anticipates a 2013 marketing budget of \$2.5M.

Outreach in the state is a "unique" challenge in New Mexico because of its Native American and Hispanic population. The state's Native American Policy Foundation, the state created the exchange in late March after Gov. Susana Martinez, who previously visited India which would have created federal bureaucracy in 2011, signed it into law. The state initially wanted to run its own exchange but has asked for federal help after it anticipated meeting the Oct. 1 deadline to be operational.

CARLIS ROLLS WITH IT

Carlisle, which is enjoying a sales renaissance, has put Flexisearch (and in the PR driver) set small a number of the General Motors luxury brands' advertising and marketing roles.

Publicis Feltus was dropped after three years from a three-agency team from Interpublic.

Carlisle is looking to replace Feltus with a new agency to cover ACR, Davis, Hill and Feltus, Lowe and Gaudin.

Carlisle said it made one-on-one meetings with the IPG trio.

Carlisle said it made one-on-one meetings with the IPG trio.

Carlisle said it made one-on-one meetings with the IPG trio.

WPP: PR, PA-LA LOOKS UNITS

WPP chief Martin Sorrell said a previously reported decline in PR and public affairs revenue during the first quarter could be somewhat offset by April, as the firm continues to lay off other units like advertising and media investment.

The London-based conglomerate, which saw PR fall 4% in Q1, said in Q1, and June 11 that the sector showed "some improvement" in April, but noted that North America and Europe remain more difficult.

WPP, which includes North-Marshall, Ogilvy & Mather & Hill-Knowlton, among other units, said it is sure to continue growth across all geographies and sectors except PR and PA through April.

Sorrell said WPP is hiring "cautiously" with an April 15 deadline for lower cost staff for the year and "responding to any geographic, functional and client changes in revenues - positive or negative." WPP's units are up 15% people.

Several "grey areas" may make clients reluctant to take risks despite strong pricing and influence boosts, including the European crisis, the Middle East, uncertainty in China and BRIC's, "and most importantly the U.S. deficit and uncertainty," he said. "All in all, there are enough uncertainties for clients to remain cautious and the focus remains, perhaps uniquely, on cost reduction, rather than revenue stimulation, and the industry is seeing the recent unrealistic demands for extended payment terms."

PN HITS ROAD IN GEORGIA

Georgia's State Road and Tollway Authority has awarded a multi-million dollar contract to Porter Novelli and Adianta-based agency to handle the state's highway branding to educate drivers about expansion of the Peach State's high occupancy toll roads.

Bert Brantley, deputy director of the SRTA, said the Atlanta Business Chronicle's PR campaign could reach \$10M over five years.

Georgia opened HOT 75 (high occupancy toll) lanes on Interstate 85 in 2007, and now has 10 lanes, and will have 15 lanes by 2015.

The PR campaign will focus on info about the state of the new toll roads, requirements for how to gain up for the needed Peach Pass.

Gov. Nathan Deal said the SRTA will have bills from the GA-90, which serves most Atlanta, by Thanksgiving to fulfill a campaign promise.

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

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January, *PR Buyer's Guide/Crisis Comms.*
February, *Environmental PR & Public Affairs*
March, *Food & Beverage*
April, *Broadcast Media Services*
May, *PR Firm Rankings*
June, *Multicultural/Diversity*
July, *Travel & Tourism*
August, *Prof. Svcs. & Financial/Investor Rels.*
September, *Beauty & Fashion*
October, *Healthcare & Medical*
November, *Technology*
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O'Dwyer's 2013 Directory of PR Firms gives you quick access to large, medium-sized, and small PR firms and even experienced freelancers who work out of their homes. 1,400 firms are listed. 6,500 clients are cross-indexed. O'Dwyer's directory is the only place you can look up a company and determine its outside counsel.

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