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# O'Dwyer's

Communications & new media

June 2012 | Vol. 26 No. 6



## INTERNATIONAL & MULTICULTURAL ISSUE

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IN MEMBERS, REVENUES

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# Obama should maintain focus on the economy

**P**resident Obama's upcoming reelection campaign got a much-needed shot in the arm in May when he went on the record stating he officially supports same-sex marriage. It was a historic moment. No doubt, allying with a revolutionary social platform is a savvy way to curry excitement among pre-existing supporters. But a fact remains: this isn't the issue that will affect him in November.

As Mitt Romney effectively secured the Republican Presidential nomination with his May Texas primary win, national polls show both candidates remain in a statistical dead heat. In many cases the margins are so slim the difference lies within most polls' margin of error (a May 30 Gallup poll literally had them tied at 46% to 46%). But that's not the issue here. A May ABC News poll revealed that while Obama still holds a small lead over Romney among registered voters, Romney bears a small (one percent) as the candidate most Americans think would do better at reviving the economy.

It's beyond obvious that the economy will be *the* predominant theme in November, and both candidates know it. Poll after poll has shown the economy remains a top concern for Americans, and almost as many polls during the last two years show many still feel Obama hasn't done enough to fix the economy. The President's current economic hurdles stand at crisis proportions, and it's clear Romney is intent on hitting these sore spots.

The good news for Obama is that recent polls measuring economic confidence now reveal a tilt in his favor, albeit a small one. A May Gallup Economic Confidence Index poll shows nearly 20% of Americans now consider our economic conditions "good," the highest number this poll has registered since 2008. The same poll also shows American confidence in the economy has been improving this year. And a May *Washington Post*/ABC News survey finds 2% more Americans think Obama would do a better job than Romney in working for the economic interests of voters and their families. Our job market is improving — Dept. of Labor statistics prove it — and Americans are slowly catching onto this fact as well.

But in terms of re-election votes, these numbers aren't enough, and any change in national perceptions are happening at a pace that's too slow. George H.W. Bush, who ran a similarly tight re-election campaign in '92, lost for this very reason. Due to partisan repetition alone, Obama is still married to the moniker of an anti-business President. He needs to get over this hump. He needs to show Americans what he's done to fix the economy thus far, and he needs to outline a solid proposal for job creation in the future. And finally, he needs to attack Romney's economic record as Governor of Massachusetts and head of Bain Capital.

Romney will remain in good shape if he plays the fallback businessman card, focuses on the economy and stays away from credibility-crushing wing-nuts like The Birthers. In May, the *New York Times* obtained a political strategy memo from a GOP PAC run by billionaire Joe Rickett, which revealed a strategy to revisit the Jeremiah Wright nonsense that McCain briefly used during the 2008 election. This kind of tactic would be a disaster for Romney's campaign. Americans who believe Obama is a Muslim socialist are already on the fringe; they aren't going to be swayed to join his side no matter what. Romney should stow these votes quietly and stay the course.

Romney is already making critical missteps. For one, he's stooping to the common election-season practice of making false statements. In a May press release, his campaign attacked Obama over a "net" loss of U.S. jobs, a factually inaccurate statement given employment numbers in the months during and before Obama took office. Also, appearing at a May fundraiser with Donald Trump was a blow to Romney's credibility. No one's going to make a decision on anything because Trump says so. In fact, a January Pew Research Center poll showed that a Trump endorsement would actually make 26% of respondents *less* likely to vote for that person. He's election poison.

The other problem with Romney is he doesn't curry the groundswell of enthusiasm that Obama can seemingly achieve with the flick of a wrist. Let's face it: Romney got the gig amid notoriously tepid support. The only reason many Republicans will even cast a vote for Romney is simply because he's not Obama. It's never a good sign when you're identified solely as the default candidate. To date, conservatives still don't like him. Evangelicals don't like him. The Tea Party doesn't like him. During the primaries, huge swaths of what is now his core constituency voted for other candidates. So, Romney is going to need a VP that rallies his supporters better than he has thus far. This means someone popular and someone with a staunch conservative record. Ideally, it should be someone who doesn't just ally with northeastern conservatives — a demographic Romney already has — but someone who can rally enthusiasm with conservative voters on a whole, a demographic that strangely, this Republican candidate has not yet attracted. ●

— Jon Gingerich

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O'Dwyer's is published monthly for \$60.00 a year (\$7.00 for a single issue) by the J.R. O'Dwyer Co., Inc., 271 Madison Ave., New York, NY 10016. (212) 679-2471 Fax (212) 683-2750.

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# Media's focus on sustainability flawed, slanted

**Skeptical consumers are hungry for information about companies' sustainability practices, but believe limited media focus on this topic tends toward the negative side of "green" reporting, according to a May 22 media roundtable in New York.**

By Greg Hazley

New York-based Gibbs & Soell hosted the media roundtable to gauge the interests of editors and reporters covering the growing sustainability beat. The company recently released its third annual "Sense & Sustainability" survey of more than 2,200 U.S. consumers and business execs.

Diane Brady, Senior Editor and Content Chief for *Bloomberg Businessweek*, said sustainability in a broad sense answers the question: "What are you doing in the marketplace beyond your products?"

As evidence of the sustainability beat's growth, Brady said each of Bloomberg's 2,300 reporters must now produce at least one story per month for its sustainability channel.

*Newsweek* in October will release its fourth annual "Green Rankings," which have become a closely watched barometer for the sustainability efforts of large publicly traded companies. Ian Yarett, Assistant Editor for *Newsweek* and Editorial lead for the rankings, acknowledged the effort is a "work in progress" but stressed its role in shining a "spotlight on sustainability" in the corporate realm.

But media attention toward sustainability is still seen as scant. Ron Loch, Senior VP at G&S who leads its sustainability unit, pointed to Cision research that found original news reports represent only about one-third of sustainability content published by media. The overwhelming majority of content, he said, stems from news releases from business and other organizations.

Seventy-five percent of those polled for G&S' study said they feel the media are more likely to report on green business when the news is bad rather than good. *Time* Senior Editor and Environmental blogger Bryan Walsh suggested negative coverage can flow from misguided or defensive PR, noting, for example, the shale gas industry's lack of transparency early on allowed it to be defined in a negative light. "If there had been more transparency, greater acceptance that this could affect a lot of people, I think they could have saved themselves a lot of trouble," he said.

Walsh reminded communications pros that many sustainability and environmental

issues are driven by government involvement, injecting a political and often contentious element into covering the beat.

Brady cited the Keystone XL pipeline from Canada as an example of a message getting muddled. Brady said the fundamental art of storytelling conveys an issue most effectively and urged PR pros to find narratives to explain or highlight what can be dense subjects. She dismissed corporate communications efforts to "bypass" traditional journalism by posting information directly to company websites ("Oh, you mean press releases") or, for example, placing a CEO's piece in the Huffington Post ("diminishes my interest"). "There's a misconception that social media and other information is a substitute for journalism," she said.

Brady said consumers want "clarity and genuine conversation," but dismissed any belief that large companies can't cut through, highlighting connections made by Coca-Cola on obesity and water issues. "Big companies are incredibly disruptive," she said, adding GE's green initiatives and Barnes & Noble's foray with its Nook e-reader to the lot.

## 'Hyper transparency'

G&S found a healthy dose of skepticism about "green" initiatives by companies. Only 21% of adults polled and 25% of executives said they believe the majority of businesses are committed to "going green," which was defined as improving the environment through more sustainable business practices. But G&S notes that group is rising from 17% in 2011 and 16% in 2010 and notes 71% of consumers and 70% of execs say they want to know what companies are doing on the sustainability front.

Laura Gitman, Managing Director of Advisory Services for Business for Social Responsibility, said media can provide the external validation companies seek, adding that issues in sustainability or CSR emerge



**The May 22 Gibbs & Soell media roundtable (L-R): Ron Loch, Senior VP, Gibbs & Soell; Diane Brady, Senior Editor, *Bloomberg Businessweek*; Laura Gitman, Managing Director, Business for Social Responsibility; Bryan Walsh, Senior Editor, *Time*, and Ian Yarett, Assistant Editor, *Newsweek*.**

Photo by Greg Hazley

because they are often created or stoked by media coverage.

Gitman, echoing calls by journalists on the panel for developing narratives around topics, suggested that companies' sustainability reports and other communications can fall on deaf ears because of a lack of context or explanation. "Companies put out reams of data but no interpretation," she said.

G&S found that companies are in fact responding to the desire for sustainability information, evidenced by a five percent increase from 2011 — from 17% to 21% — among corporate leaders who said they have a team focused solely on sustainability.

Gitman noted a "shakeout" underway of companies that are into the sustainability space as merely a PR exercise, as opposed to those that have integrated it within their operations. Change toward the latter approach has in part been fostered by an era of "hyper-transparency" where, for example, a consumer can scan a product in a store with a smart phone and find out its sustainability record, putting its entire supply chain under the microscope.

"Wal-Mart sustainability is very much dependent on the products it buys and sells," she said.

Walsh of *Time* suggested sustainability be viewed as any other aspect of a corporation's interest: "It's strange to pull out sustainability as if it was some entity that doesn't fit into mainstream business." ●

# Congressman threatens to quash military PR ops

**A member of the House Armed Services Committee has threatened to de-fund military information operations after it was discovered that reporters investigating government propaganda contracts allegedly had their reputations attacked by a federal defense contractor.**

By Greg Hazley

**A** Georgia Congressman has questioned the effectiveness of the U.S. military's information operations and urged top brass to probe evidence that two *USA Today* reporters investigating propaganda contracts were targeted in a "reputation attack campaign."

Rep. Hank Johnson (D-Ga.), a member of the House Armed Services Committee, threatened to attach to a defense authorization bill for 2013 an amendment that would cut \$122 million for military information operations.

"We face the disturbing possibility that a federal defense contractor that specializes in information and psychological operations may have targeted American journalists," said Rep. Hank Johnson (D-Ga.), referring to Leonie Industries. "And it may have done so using taxpayer dollars and tactics developed to counter the influence of adversaries such as al Qaeda and the Taliban."

The two reporters, Tom Vanden Brook and Ray Locker, in February found that Dept. of Defense information opera-

tions, including PR, psychological ops and other communications, lacked proper oversight and were ineffective. Despite handling a \$145 million contract over three years, Leonie's owners had limited experience with the military and owed at least \$4 million in federal taxes, the reporters found.

Johnson noted the journalists were targeted in a "disinformation and reputation attack campaign" that utilized fake Twitter and Facebook accounts, web domains in their names, "and the proliferation of false and damaging content attacking the journalists."

Johnson, a member of the House Armed Services Committee, made his critical remarks on May 9 during House debate on the National Defense Authorization Act for 2013. The congressman said he will follow up his remarks with the Defense Dept. and "possibly the Dept. of Justice" to get a full investigation.

Federal law prohibits military information operations on U.S. soil.

## Leonie mounts defense

Leonie, one of a number of Pentagon



Representative Hank Johnson.

PR contractors in recent years, is working with Patton Boggs on its defense to the charges raised by *USA Today*. PB defended the company in a March letter to the Dept. of Defense Inspector General, noting Leonie has worked with the U.S. government since 2004 and is made up of "highly experienced and decorated information operations military veterans."

"Furthermore, a key part of the Department of Defense's rationale for contracting out information operations was, to the extent possible, to distance the U.S. military itself from these activities so as to maximize message credibility and leverage professional information operations expertise," said the letter from PB's Clark Ervin, an attorney who specializes in corporate clients under investigation. Ervin was former IG at the Dept. of Homeland Security, Dept. of State and Broadcasting Board of Governors.

In a statement, Leonie said April 28 that it is conducting an internal probe of the allegations made by *USA Today* and condemns the reprisal activities described.

"While Leonie has no reason to believe that any employee was involved in this activity, an internal investigation is being conducted to determine whether any employee was so involved," the company said. "If that investigation determines that there was such involvement, appropriate action will be taken."

The company also said all tax obligations of its owners have been met, adding that it experienced "some financial challenges" in the last few years which resulting in the owners being "unable to meet their personal tax obligations on time."

As an LLC, Leonie's tax obligations fall to its owners — Rema DuPont and Camille Chidiac. ●

## Apple reigns as most valuable brand

**A**pple increased its brand value by 19% last year to \$182.9 billion, topping WPP unit Millward Brown's annual study of the top 100 global brands.

Among the biggest declines in the top 100 were No. 82 Citi (\$9.8 billion, -38%), No. 92 Chase (\$8.6 billion, -28%), Spanish banking giant Santander (\$8.5 billion, -25%) at No. 95, Bank of China \$13 billion, -26%), and TD (\$14.6 billion, -14%). Mortgage giant Wells Fargo bucked the trend with an 8% increase to \$39.8 billion to land at No. 14.

HP's fiscal and leadership problems last year translated to a 35% decline in brand value to land the company at No. 26 with a \$22.9 billion valuation.

MB uses a four-step methodology in determining brand value for its BrandZ

Top 100 study, including the amount of corporate revenue attributed to a brand, predicted future earnings and consumer opinion.

Four of the top five brands in MB's study released reside in the tech sector. No. 2 IBM grew 15% to \$115.9 billion, surpassing Google at \$107.8 billion (-3%). McDonald's (\$95.2 billion, +17%), the lone non-tech company in the top five, was followed by Microsoft (\$76.7 billion, -2%).

Newly public Facebook leaped 84% in the ranking to reside at No. 19 with a brand valuation of \$33.2 billion.

Tobacco giant Marlboro saw a 9% boost in brand value to \$73.6 billion to land at No. 7 overall, surpassing AT&T, which fell one percent to \$68.9 billion at No. 8. Verizon cracked the top 10 with a 15% increase to \$49.2 billion. ●

# Risk communications and the illusion of preparation

**When JPMorgan's Jamie Dimon, one of the most prudent financial risk managers on Wall Street, had to apologize for his bank's \$2 billion (and growing) trading loss, he joined the ranks of numerous reputation icons who quickly became overnight reputation casualties.**

By Andrew Goldberg

**W**hat made this event so poignant was JP Morgan's consistent stance against regulation of such risky betting strategies under the evolving Dodd Frank legislation. So the question becomes: why would a company with a lobbying stance predicated on self-regulation of risk not police itself better?

Business leaders intuitively know that at some point a crisis will occur. One of the critical functions of top communicators is to be prepared to limit the damage. Yet, for all the attention crisis communications has received, companies are often poorly prepared and their responses are slow and repetitive.

In an age of continuing economic stress and social volatility, companies need to make crisis containment integral to a well run firm. That means, in practice, changing many of the behavioral habits.

From our own research, we are consistently amazed at how C-level executives anticipate they will have warning of a crisis. Yet a cursory glance at recent crisis events — CEO resignations such as Mark Hurd from HP and Jerry Yang from Yahoo!, or environmental disasters such as BP — shows warning signs are rarely available. And when crises *are* preceded with warnings it's seldom evaluated by individuals who have the insight or empowerment to take appropriate action.

In his 2007 book "The Black Swan," Nassim Nicholas Taleb points out that a standard decision making fallacy is to believe that the unexpected may be predicted by extrapolating from variations in statistics based on past observations, especially when these statistics are presumed to represent samples from a bell-shaped curve. These concerns often are highly relevant in financial markets, where major players use value at risk models, which imply normal distributions. Business analysis, and therefore allocation, of resources tends to cluster against such statistical norms. What that means is that events that fall outside of the norm tend to receive little planning resources.

The problem is that the most extreme crises are outlier events that don't fall on the bell curve. These rare events are often mas-

sively catastrophic and world changing. So, being resilient in the face of the unlikely is precisely what risk management is about. But to be resilient, a firm must in essence act to change its most common practices — practices which always seem rational at the time.

Let's look at several crisis factors and what can be done about them.

**Crisis teams are rarely the real players.** For decades, companies have set up cross functional crisis teams at headquarters and mirror image teams at subsidiaries, at divisions, or at units. They draft crisis communication plans, which are essentially detailed telephone trees along with phone books of critical numbers.

The reality is that because crises are unpredictable, you rarely know the type of expert talent you will need until the event occurs. Valuable response time is wasted figuring out who the right experts are, getting in touch with them, and then deploying them. This means that the real teams are often *ad hoc* and built in the midst of emergency.

**The best crisis managers are rarely who you think they are.** Crisis resolution is often about collaboration and sharing: sharing responsibility, critical information, pressure and blame.

Hence the criteria for the best crisis leaders are not just based upon what you know, but who you know. The company's most valuable assets in an emergency are those individuals who can access trusted relationships, get colleagues to deliver essential information or support quickly, and collaborate effectively. These are great skills even in normal times, but they are especially critical in a crisis.

**Institutional learning.** Executives often tell us that, while painful, much is learned in the crucible of crisis. Systems improve, remedies are implemented. Yet over time readiness dissolves. In part this is a natural psychological response. Returning to normalcy is a return to the curve. It's also a belief that our organizational immune system has adapted and we are now falsely confident we can address new threats resiliently.

Companies go through lots of changes: people leave, are transferred, retire. When

we benchmark crisis systems, the most common complaint of crisis managers is that of churn. Old hands are rarely given the opportunity to teach new ones. New leaders who weren't around for the last crisis are rarely interested in lessons of the past. It's hard to find almost any other critical function of the firm where the institutional learning is so poor.



Andrew Goldberg

Steps to consider:

**Re-imagine your crisis network as a trust**

**network.** Prompt, fluid interaction occurs among people who are trusted by others. Surveying headquarters and unit staff using a relatively simple scoring system delivers a useful map of who and where these people are. The basic questions are — who is the go to person when I have a problem? Who responds most quickly to my needs? Who is my best source of information?

**Mobilize the network.** Crisis readiness is about practice, which in this case means a network which shares early warning information, and practices through regular scenario-based training on how to act on information received. Setting up the network and keeping it flowing should be a shared task of the chief HR and communications officers because it requires shared skill sets of mobilizing talent and processing communications inputs.

**Bring in the disruptors.** Constant questioning of one's assumptions is the best way to avoid self-deception. So crisis preparedness team meetings need individuals who are sharp questioners, even disruptive actors. The purpose of a preparedness team is not to have a smooth meeting. It is to uncover gaps in readiness. Even the best practices have a flaw to be uncovered.

Finally, for CEOs, the famous Reagan quote must be the standard for delegation in high risk functions. The more a person is trusted, the more latitude they have for taking risks. These are the individuals whom you need to question regularly about risk — and then verify their answers through an un-biased source.

We must always be honest with ourselves: crisis will happen, even to the best organizations; and when it happens it's likely to be of the sort never anticipated. So make sure your network is built to survive.

Andrew Goldberg is an Executive Vice President at Makovsky and Company. ●

# Critic claims big layoffs are ahead at IBM

**IBM, which has set a goal of boosting per share earnings from \$13 to \$20 by 2015, aims to do so by a 78% reduction in U.S. employees, says IBM critic Robert X. Cringely, who has published a six-part series entitled, "Today's IBM, Rotten to the Core."**

By Jack O'Dwyer



**Former IBM President and CEO Sam Palmisano with successor Virginia "Ginni" Rometty.**

**C**ringely, who has been following IBM 35 years, says he obtained access to an "internal plan" that describes the U.S. staff reduction.

*New York Times* columnist Steve Lohr on Jan. 1, rapped IBM for withholding U.S. employment figures since 2008. U.S. staff declined 11% to 120,589 from 2003-07 while worldwide total grew 21% to 386,558. It is now 444,000.

He writes that the company "nearly collapsed" in the mid-1990s when low-cost computers challenged its mainframe business. Employment fell to a low of 217,000.

"Offshoring" jobs has become a hot button issue with U.S. labor groups. They have created the website "Job Tracker" which follows which jobs are going where.

IBM, which generates \$106 billion in sales, is eyeing Apple, whose 60,400 employees generate \$142 billion in sales. Apple products are mostly made in China and other countries by contract laborers. IBM has cash and investments of \$27 billion but debt of \$32 billion while Apple has \$110 billion in cash and no debt.

## **"Ginni" Rometty brings new leadership**

Cringely traces the history of how IBM products changed to meet the needs of clients. CEO Sam Palmisano, 60, was succeeded in January by veteran IBM executive Virginia "Ginni" Rometty, 54, the first woman CEO in its 100-year history.

Palmisano had built IBM's worldwide business but also sold the personal computer business and ended production of printers and hard drives.

Cringely says Palmisano is "safely out to pasture with \$127 million for his trouble, though at the cost of a shattered IBM." His total compensation in 2009 was \$21.1 million and included salary of \$1.8 million, cash bonus of \$4.75 million and stocks granted of \$13.5 million. There were no options. "Other" compensation totaled \$1,091,888.

Palmisano has led the shift of production and service to other countries including India, Brazil, Argentina, Russia and China. The NYT's Lohr says "some esti-

mates" are that the IBM workforce in India is more than 100,000. Communities that could be hit with heavy job IBM job losses include Raleigh, Lexington and Rochester.

Offshoring is creating severe problems for the firm, according to Cringely, who writes: "The language barrier for IBM's Indian staff is huge, for example. Troubleshooting, which was once performed on conference calls, is now done with instant messaging because the teams speak so poorly. Problems that an experienced person could fix in a few minutes are taking an army of folks an hour to fix. This is infuriating and alarming IBM's customers." He says some clients have left IBM including Amgen, the State of Texas and Walt Disney Co.

Global Services, the biggest employer of the company, is where most of the jobs are being shifted overseas, says Cringely.

## **IBM asked for comment**

E-mails and phone calls have been placed to Jon Iwata, who heads IBM's marketing, communications and citizenship organization, and Edward Barbini, VP of external relations, who "heads strategies for dealing with the media, analysts and key influencers worldwide." No response has been received by press time from either.

Cringely says "today there's little difference between IBM, AOL or Yahoo except that IBM has better PR."

One manifestation of IBM's PR power was its ability to get the government and others to use the initials ICBM for intercontinental ballistic missiles when the initials should have been IBM since intercontinental is one word.

## **Iwata gave false impression**

The picture of IBM employees as marching together in unison singing the IBM tune and serving as "brand ambassadors" of the company, drawn by SVP Iwata at the Institute for PR in 2009 and the PRS Foundation in 2011, is at odds with the portrait drawn by Cringely, who says U.S. employees are "heart-sick" at the planned shift of most of their jobs abroad.

Cringely, who has a lot of contacts in

numerous plant cities of IBM, says IBM is going about this shift in a furtive manner, bringing in a few foreign workers here and there to evade the Worker Adjustment and Retraining Notification (WARN) Act.

Astounding to Cringely is the "deafening silence" that has greeted this sea change at IBM in the U.S. business press. He feels biz papers are afraid to offend a major advertiser.

Iwata, by withholding IBM's U.S. employment figures, is not living up to the "Principles" of the Arthur W. Page Society which he heads as chair. "Tell the truth" and "Prove it with actions" are Page's main principles.

## **IBM's interest in PRS for awards**

IBM, which currently only has six employees who are members of the PR Society, has been actively courting PRS honors and awards to publicize its "Smarter Branding for a Smarter Planet" ad/PR campaign and its "IBM at 100" campaign.

The "Smarter Branding" campaign won a Silver Anvil in 2010 and this year IBM has the most finalists (six) for Anvils that will be awarded June 7. Five are for the "IBM at 100" campaign which a PRS release says "was conceived to define its place in the past and present in ways that reinforced its brand as an innovator shaping the future."

Iwata, last year was honored with the Paladin Award of the PR Society Foundation which recognizes those who have been outstanding "advocates for PR."

Iwata, as head of PR Seminar in 2007, led the move to drop "PR" from its title. Paladins, in medieval times, were "heroic champions" who were "determined advocates of a noble cause," the Foundation says. Many Page members are also in Seminar. ●

# Offshore PR: marketing misadventures in the BRIC

**You're a PR agency in New York, Chicago or LA whose client needs an agency in São Paulo, or you're a marketing VP seeking an agency in Moscow, Mumbai, Shanghai or Beijing. Afraid to take the international leap? Here are some things you might want to know.**

By Joan Weinberg

**U**nless you've been asleep, you'd know that the BRIC nations — Brazil, Russia, India and China — are surging markets with youthful demographics and nascent brands. At this point we can add to the mix South Africa, Nigeria, Mexico, some of the French-speaking African nations, Poland, Turkey, Vietnam, Malaysia and, new to the stage, Cambodia.

Where there's a growing economy, business is soon to follow and with it, the PR biz. Someone has to promote the newest mobile phone, support your sales team or shape and manage your marketing strategy.

You can find articles everywhere that go on *ad nauseum* about being careful when naming products in local markets, cultural norms, local insight or coordinating strategy country to country. As far back as 1983, Harvard's Theodore Levitt set the bar on the globalization of markets in a landmark article that remains fresh, even today.

I had received a private invitation to visit China before it was open to foreigners or business, was trailed every step of the way by a government minder, and fought off crowds surrounding me so that they could touch my hair. The children of those crowds now account for L'Oreal sales of \$1.5 billion and growing by 17% a year.

I later sat around an old table on an unused floor of Citibank Hong Kong with my Chinese team, trying to figure out what the automated teller machine's script should read like, in what would be the world's first ATMs. I don't recall my team members' names, but I remember each of their faces.

Faces. This is what dealing with the BRICs is about. While we all know that "business is based on relationships," it's even more so when working with PR colleagues in emerging nations. In many cases, you're entering the lives of people who have never been on an airplane, but who are on a first-name basis with the editor of the country's most important newspaper and can promote

any product.

Budget? You've worked out some numbers for Russia but weren't told that some coverage is pay-to-play — but don't dare use the word "bribery" with a Russian, while it is *de rigueur* in French with a Cameroonian.

Add budget in some countries to pay for transportation and food for journalists and don't grumble; they're grossly underpaid and you're contributing a square meal in exchange for coverage.

You chose the agency that was cheaper because workers are paid such small salaries, on your last vacation there five years ago "it was so cheap" so why should you pay a "normal" western fee? Wake-up call: Management knows they've got a hot service to offer and they drive a BMW. In some markets you can get away with a low-figure fee while in others, you get what you pay for.

We receive calls from PR agencies that slid business in the direction of an affiliate — when not all affiliates are created equal. One PR agency — South African in this instance — tearfully told me their network affiliate was "a total disaster."

It's our job to dig deep and to come up with an agency — and team — that's going to produce results for your client or your company. In Nigeria this meant interviewing sixty "agencies" until we found the two independent gems. The bustle of Brazil has created dozens of "agencies" that are really one man — or woman — showcasing professionals who can create a blog on a whim but don't have the faintest notion about PR. Sometimes there's the opposite: The Brazilian market has grown so quickly that in the space of two years, one new agency is now 300 strong and growing.

Where are the majors in all this? They swooped in early and signed the few agencies that already had a foothold in each market. Or the opposite: They ran in and swallowed dozens of independent agencies in one fell swoop in order to knock out the competition.

When we perform an emerging nation

search, we sometimes shy away from tenured agencies — some sitting on their antiquated laurels and bordering on the stuffy — envision 12 overweight figures sitting in 12 overstuffed chairs. We look for the kernel of knock-out talent, creativity, energy, strong support staff (what happens when the GM and AM both get malaria, and it's in the middle of your project?), the ability to beat deadlines and those all-important traits — similar values and the know-how to deal with you, their western counterparts.

Most haven't had the same opportunities many of us have had, including access to top western schools or an exposure to the craft when working in well-known western agencies. So we mentor them. We westernize them. In some markets we encourage them to save \$50 a month for two years to send themselves to Harvard for a communications workshop so that they can "taste" what western is about, and which will pay off by attracting or impressing leads. And of course, we monitor all of our clients' accounts to be sure the chemistry is growing and both sides are delivering.

On the other end of our work stream are the accounts that come from companies or agencies abroad. For these entities, an overseas search means seeking an agency in the US, UK, Asia or Europe.

How do they view *you*? When you use terms like "brain dump" they think you sound hilarious. When you congratulate each other on a win, they find it puzzling and sometimes lacking in humility that you pat each other so effusively on the back for merely doing your job.

In some countries, the faces you'll see or visit with via Skype have gone hungry, have been shot at, have had family members disappear.

When you ask in a Friday email what are you doing this weekend, the response might be, "I'm visiting my wife's tribe up country. We're looking forward to spending time together with the children, who love to look out the windows. It's a 12-hour drive."

This is when you know you're not in Kansas — or New York — anymore.

Joan Weinberg is Founder of Agency-Select. ●

# Skechers leans on PR support in \$50M settlement

By Greg Hazley

**S**hoe marketer Skechers is relying on Addo Communications for PR support as the company manages fallout from its \$50 million settlement over false advertising allegations.

Skechers enlisted celebrity endorsers as part of a broad marketing campaign for its Shape Ups line of shoes, which the company said improved muscle tone and health. "Get in shape without setting foot in a gym," was a claim used in marketing materials.

A handful of other Skechers brands were also targeted by regulators.

The company, which remains defiant in its belief that the ads were "appropriate," said May 16 that its agreed to pay out \$45 million along with \$5M in class action attorneys' fees after a bevy of probes and legal action from the Federal Trade Commission, state attorneys general and consumer class actions.

"While we vigorously deny the allegations made in these legal proceedings and looked forward to vindicating these claims in court, Skechers could not ignore the exorbitant cost and endless

distraction of several years spent defending multiple lawsuits in multiple courts across the country," chief financial officer David Weinberg said in a statement.

Addo Communications, the Santa Monica, Calif., firm of ICR veteran Andrew Greenebaum, is supporting financial communications for Skechers, which has faced a steady decline from its \$43.85 peak share price in 2010 amid lawsuits and declining market share.

The company brought in Sitrick and Company in 2010 to fight off an early salvo in the battle over its marketing claims by the American Council on Exercise.

The FTC said that Skechers' marketing claims went too far in touting health benefits from the shoes. "Skechers' unfounded claims went beyond stronger and more toned muscles. The company even made claims about weight loss and cardiovascular health," said David Vladeck, director of the FTC's Bureau of Consumer Protection. "The FTC's message, for Skechers and other national advertisers, is to shape up your substantiation or tone down your claims."

The company enlisted football great Joe Montana and actresses Kim

Kardashian and Brooke Burke in its high-profile pitch for Shape Ups. Kardashian appeared in a Super Bowl ad last year touting the fitness benefits of the shoes.

The FTC noted the deal follows last year's \$25 million fine paid by Reebok International over similarly misleading ads.

Under the settlement, Skechers is barred from claiming its toning shoes aid strengthening or weight loss, among other claims, unless it provides scientific evidence.

Consumers who bought the shoes are eligible for refunds from the FTC or through the class-action lawsuit.

Skechers president Michael Greenberg said the company has received "overwhelmingly enthusiastic feedback" from thousands of customers of the fitness shoes.

"The company fully stands behind its toning shoe products and technology and is permitted under the settlement to continue to advertise that wearing rocker-bottom shoes like Shape Ups can lead to increased leg muscle activation, increased calorie burn, improved posture and reduced back pain," he said. ●



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- Health Care

# Membership, revenues surge for global PR networks

**For the first time in four years, profits and membership are up for each of the largest global PR networks. Leaders at the networks told *O'Dwyer's* that an improving economy, burgeoning business in emerging markets, and an increasing departure from the agency-of-record model have all boded well for global networks and their partner firms, setting the stage for a de facto communications model in an economy that grows increasingly global.**

By Jon Gingerich

**O**ne undeniable reason for the recent surge in membership among the world's global PR networks — and indeed, a reason for the growth of foreign PR in general — is simply the historic bumper crop of business activity in pockets of the world where concepts like communications previously didn't exist.

Vietnam, Slovenia, Peru, Bulgaria, Brazil — nations where PR would've been considered an irrelevancy only fifteen years prior — are now becoming the veritable frontlines for tomorrow's global communications efforts. Add this to an increased presence of PR in powerhouse hotbeds like China, Russia, India and the United Arab Emirates, and it's easy to see that a historic array of opportunities have now availed themselves in markets previously untouched by business and brand. Our world has effectively shrunk, with an increased speed of interaction with which our new chorus of voices can interact and reach others.

Given that communications is an intrinsically global endeavor in 2012, it seeks to reason that local clients no longer wish to be confined by local borders. It's simply no longer enough for companies to maintain a brand presence solely in the United States or Britain, but to broaden their international reach by seeking communications efforts that offer them the ability to tap into new, growing markets abroad.

## Worldcom expands in Europe

The largest of the global networks, Worldcom Public Relations Group continues its massive expansion on the international stage. The network now boasts 124 partner firms, up from 107 in 2011. This includes the recent addition of 10 new partner firms in Europe, two new firms in the Asia/Pacific region, two new firms in South America, two new firms in India, and the addition of a new partner firm in Israel.

Combined revenues of Worldcom partners in 2011 were \$227.5 million.

Worldcom Americas Region Chair

Dorothy Pirovano said the group's noted European surge is part of a deliberate strategy to increase presence in the region. According to Pirovano, Worldcom's objective is to have a partner in every country in both eastern and western Europe.

"We're already in all the large A-type markets in the U.S., so now we're looking to add strength to the types of capabilities we can offer elsewhere. We're also looking at some of these mid-sized markets, places where we don't have firms but really want to make sure we have support. We're not looking for dots on a map. We're really looking for strategic placement for firms in terms of size and capability."

Pirovano said the group is also interested in increasing its presence in the Middle East. Both the Middle East and Asia have remained huge areas of interest for both independent PR shops and multinational conglomerates, in part because excitement in these regions has only grown in recent years. Pirovano said the ability to add partners in these markets allows clients increased strength and reach in areas that were formally difficult to penetrate.

"Our presence in India is now broader in terms of feet on the ground. And we're particularly excited about what's going on in the Asia/Pacific region. We'd like to continue to grow stronger in China. We already have excellent firms in China, and their current reach is extraordinary." Pirovano, who's also CEO of Public Communications Inc. in Chicago, said the ability to offer homegrown talent raised in local markets, as well as the ability for clients to receive the help of multiple firms, have always been the benefits of using a firm that's a member of a global network. However, the pendulum is now swinging to aid PR firms as well.

Pirovano said a recent movement among clients to avoid the single AOR model of business has many companies turning to smaller PR shops for increasingly specialized work, where two, or three, or even four different firms are

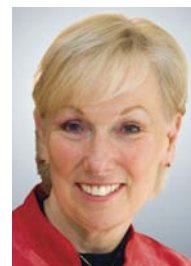
hired for the purpose of taking on different tasks. This bodes particularly well for PR shops that are part of a global network, where business is regularly referred and ideas are circulated.

"I think companies are tired of hearing that they have to work with one firm," she said. "It presents an opening where companies are getting braver, where 15 years ago it was about having a solo firm, now it's back to having two or three firms handle different divisions. If there's been one trend in the last five years it's seeing a removal of that concentration to a new model that's now providing clients better tools and maintaining new business for our members."

## IPREX surges worldwide

With 110 offices and 1,500 employees in 2011, IPREX grew in nearly all of its global markets in 2011. The network added two firms in its North America region, two firms in Europe, three firms in the Asia/Pacific region, and one firm in Mexico.

According to IPREX Worldwide President Kathy Tunheim, the network has doubled its revenues in the past four years. Tunheim said this growth isn't simply due to new member gains, but increased individual growth among its existing partners and a similarly increased flow of business between partners. In other words, they're adding the



Dorothy Pirovano,  
Worldcom  
Americas Region  
Chair



IPREX Worldwide  
President Kathy  
Tunheim

Continued on next page

right partners from the right markets.

"We're coming up on the fourth year under a new strategy plan where we haven't been concerned about adding partners inasmuch as building out the connective tissue between the partners. We wanted to look at these markets together and ask not only where the areas are where we want to grow, but how we want to develop these tools together and help each others' clients."

IPREX had combined partner revenues of \$200 million in 2011, a big increase from its 2010 combined revenues of \$173 million.

Tunheim said Brazil continues to be a huge priority for the group, as are other growing markets in South America. Asia also continues to be an area of interest; Tunheim noted an increasing amount of business is now occurring in interior, western China, as opposed to several years ago, when it was centralized in two or three eastern cities.

"There isn't a single area anymore. We're not driven by putting a pin on the map but by where our clients want to be. We think about growth on the basis of where the clients we currently serve need us to have a presence. From a business-to-business perspective we need to understand what's happening in those markets."

Tunheim said that agencies, whether it's traditional PR or advertising, must adapt to new global realities as business models around them are similarly changing. To ensure clients that the right resources are available to them, PR firms must be proactively involved in the practice of sharing not only business and opportunities internally, but to make sure firms have the tools to work with the client and each other more effectively, be it in HR procedures or business development know-how, or financial tools.

"We certainly think we have an advantage to suit the needs of the client, because the firms in our network are really honed in focus. We can help them in the areas where they have needs, and we can get them information and service those needs without changing the overarching cost structure for the client. We move business to the right firm because it's the right thing to do for the client."

#### **Pinnacle picks up presence in Europe**

Pinnacle reported a roster of 49 partner firms in 2012, up from 31 firms in 2011. In part, this growth includes partner gains in North America (one) and the Asia/Pacific region (three). More than any other region however, the group has ballooned its presence in Europe. Much

of the growth in this region is the result of a strategic partnership with European PR consortium 27 and More. As a result of this partnership, Pinnacle's European partner list went from three partners in 2011 to 19 this year.

Gary Conkling, President of Pinnacle Worldwide and Founder of CFM Strategic Communications in Portland, Oregon, said countries like India, China, Brazil and Russia remain markets of extreme importance for future business growth.

"There's no question about the importance of all the BRIC countries right now," he said. "What we're trying to do is listen and respond to what our own clients are saying, and this means getting people who want to expand and explore in these keys markets. We need to be in a position where we have the resources to help them. We're trying to go where our clients are going."

Conkling noted that PR agency cultures in the U.S. and Europe can differ vastly from the way things typically operate in markets like China, where firms are often smaller and differently organized. This discord isn't as much of an impasse as it is an opportunity; Conkling said Pinnacle's continuing efforts to add more members into their network creates a diverse and nimble network that improves cultural reach and the type of representation available. It's focusing on quality, not necessarily structure.

"I think every organization is attempting to find ways to be prepared to serve clients in places like China, Vietnam and other parts of Asia, as well as Brazil and other emerging markets. We're working hard at this because we know members need partnerships in those critical markets. There's a good synergy there," he said.

Conkling agreed that the idea of hiring a single AOR is indeed a practice that's going by the wayside, and this bodes well for firms that are part of a global network. It also offers a unique advantage for the client, because instead of putting together a retainer based on what a firm is going to do, network member firms can piece together a client strategy based on what clients actually need.

"It's more than just a glib value proposition. It's the idea of delivering value. One of the things we offer clients is the ability to put together firms that might have different skill sets but they can work as a team. Even though we use separate firms we've all made a commitment to work with each other. So, if I get a call from a partner in New York who has a

client in Oregon my commitment is to do what that partner needs. For the client, it allows us to have a pretty deep and experienced bench."

#### **PRGN adds Middle East, Asia partners**

PRGN, which celebrates its 20th anniversary this year, picked up two partner firms in Canada in 2011, a new partner in the United Arab Emirates, and another in Japan. Combined revenues of PRGN's partner firms in 2011 was a little more than \$110 million.

Edward Stevens, Marketing Chair of PRGN and Founder of Cleveland-based Stevens Strategic Communications, said the network's recent U.A.E. addition (The Content Factory, headquartered in Dubai) was a big win for PRGN, and remains an area of noted attention for the network. In the future, Stevens said PRGN also has an interest in picking up more European firms, and its interest in China and Asia at large remains "really focused."

"It's been on our list for three years, so we're pleased we were able to round up with a Dubai partner. We want additional exposure in China so we're trying to add additional firms there too. And Europe has been really good for us. I can speak personally that business in Europe is one place we're concentrated on, because so many of our clients are interested in maintaining and expanding their presence there."

Stevens said he's witnessed an increased interest among firms abroad to join a global PR network. According to Stevens, PRGN holds an advantage of being "not the most expensive to belong to," but offers the benefits of being part of a group that offers global reach, the advantage of which is two-fold.

"One reason is global exposure. We help each other and work off each other. Another is access. Within an hour I can get people to weigh in on a situation I'm facing. We can find out from our member firms what they're doing to solve problems." ●



Edward Stevens,  
Marketing Chair  
of PRGN



Gary Conkling,  
President of  
Pinnacle  
Worldwide



North America (United States / Canada)

Bitner Goodman — Fort Lauderdale  
 Bitner Hennessy — Orlando  
 BlissPR — Chicago & New York  
 The Bohle Company — Los Angeles  
 Brickell & Partners — Virginia Beach  
 CASACOM — Montréal & Toronto  
 Cerrell Associates, Inc., Los Angeles  
 Corporate Ink, Boston — Newton  
 Deveney Communication — New Orleans  
 Dix & Eaton — Cleveland  
 Donoghue & Associates, Inc. — Calgary  
 Enterprise Canada — Toronto  
 The Garrity Group Public Relations, Albuquerque  
 Hermanoff Public Relations — Detroit  
 Holt Public Affairs L.L.C. — Oldwick, New Jersey  
 IW Group, Inc. — Los Angeles  
 John Adams Associates Inc. — Washington  
 Katcher Vaughn & Bailey Public Relations — Nashville  
 Linhart Public Relations — Denver  
 M. Silver Associates — Fort Lauderdale & New York  
 McGrath/Power Public Relations & Communications — San Jose  
 McDougall Travers Collins — Rochester  
 McRae — Atlanta

Michael A. Burns & Associates — Dallas  
 Morgan&Myers — Waukesha, Wisconsin  
 Nuffer, Smith, Tucker, Inc. — San Diego  
 Off Madison Ave. — Phoenix  
 Pace Group Communications Inc. — Vancouver  
 Padilla Speer Beardsley Inc. — Minneapolis & New York  
 PetersGroup Public Relations — Austin  
 The Pollack PR Marketing Group — Los Angeles  
 Public Communications Inc. — Chicago  
 Richmond Public Relations — Seattle  
 RLF Communications — Greensboro  
 Roberts Communications — Rochester  
 Sandy Hillman Communications — Baltimore  
 Schneider Associates — Boston  
 Simon Public Relations Group — Philadelphia  
 St. John & Partners — Jacksonville  
 Standing Partnership — St. Louis  
 Strategic America — Des Moines  
 Stryker Weiner & Yokota Public Relations — Honolulu  
 Sturges Word Communications — Kansas City  
 Tech Image — Chicago  
 Travers Collins — Buffalo  
 Wordsworth Communications — Cincinnati

Europe

Business Press S.p.A. — Milan, Italy  
 CBO Communication by Objectives — Milan, Italy  
 Coxit Public Relations — Oslo, Norway  
 Cunha Vaz & Associates — Lisbon, Portugal  
 Glaubicz Garwolinska Consultants — Warsaw, Poland  
 Grupo Albión — Madrid, Spain  
 HBI Helga Bailey GmbH — Munich, Germany  
 InstiCOM bvba — Brussels, Belgium  
 IvRM Communications — Bussum, The Netherlands  
 Janev&Janev Ltd. — Sofia, Bulgaria  
 JBP Public Relations Limited — Bristol & London, England  
 Kaizo — London, England  
 Keima — Paris, France  
 komm.passion GmbH — Düsseldorf, Germany  
 L&W Communication AG — Zurich, Switzerland  
 L&W Communication GmbH — Vienna, Austria  
 LF Channel — Barcelona, Spain  
 Ligaris — Paris, France  
 Medita Communication — Helsinki, Finland  
 Oxenstierna & Partners AB — Stockholm, Sweden  
 PR Net Baltic — Vilnius, Tallinn, Riga  
 PRAM Consulting — Prague, Czech Republic  
 PrimeTime Kommunikation — Copenhagen, Denmark  
 Próbacko Communications — Budapest, Hungary  
 Wisse Kommunikatie — Arnhem, The Netherlands  
 YA Corporation Communication Group — Moscow  
 Yucatan — Paris, France

Asia-Pacific Connections Pte Ltd — Singapore  
 A-World Consulting Ltd. — Hong Kong, China  
 Admiralty — Hong Kong, China  
 AZ. WORLD COM JAPAN — Tokyo, Japan  
 Fortune PR — Jakarta, Indonesia  
 Parishine — Beijing, China  
 Phillips Group — Brisbane & Sydney, Australia  
 PRN — Seoul, Korea  
 Shanghai Glocal Strategy Consulting — Shanghai, China  
 TOCS — Tokyo, Japan  
 TQPR Malaysia Sdn Bhd — Kuala Lumpur, Malaysia  
 TQPR Thailand Co., Ltd. — Bangkok, Thailand  
 TQPR Vietnam — Ho Chi Minh City, Vietnam  
 Wrights PR — Melbourne & Sydney, Australia

Arvizu, Comunicacion Corporativa — Mexico City, Mexico  
 C Square Group — San Juan & Guaynabo, Puerto Rico  
 Grupo Albion Colombia — Bogotá, Colombia  
 Infomedia Consulting — Buenos Aires, Argentina  
 LatinMedia Comunicaciones Limitada — Santiago, Chile  
 PLANIN — Rio de Janeiro & São Paulo, Brazil  
 Realidades SA — Lima, Peru

COM&SENSE — Tel Aviv, Israel  
 Finese PR — Mumbai & New Delhi, India  
 Lange 360 — Cape Town, South Africa  
 Majlis PR & Communications — Dubai, U.A.E  
 PR Leaders — Lebanon. Beirut  
 Rada Research & Public Relations Co. — Cairo, Egypt

Asia / Pacific

Latin America / South America

M. East / Africa

## North America (United States / Canada)

Beuerman Miller Fitzgerald — New Orleans  
 Borshoff — Indianapolis  
 Carolyn Grisko & Associates — Chicago  
 Casey & Sayre — Los Angeles  
 CBR Public Relations — Orlando  
 The Communications Group, Inc. — Toronto  
 Communications Pacific, Inc. — Honolulu  
 Crossroads — Kansas City  
 Crown Communications — Charlotte  
 Desautel Hege Communications — Spokane  
 Eisbrenner Public Relations — Detroit  
 Eric Mower & Associates Public Relations and Public Affairs —  
 Albany, Buffalo, Rochester & Syracuse  
 Fahlgren Mortine Public Relations — Columbus  
 Fineman PR — San Francisco  
 Flowers Communications Group — Chicago  
 French/West/Vaughan — Raleigh  
 Gable PR — San Diego  
 HB Agency — Boston  
 JohnstonWells Public Relations — Denver  
 JSH&A Public Relations — Chicago  
 Landau Public Relations — Cleveland  
 LaVoie Group — Boston  
 Laurey Peat & Assoc. — Dallas  
 Makovsky & Co., Inc. — New York  
 Peak Communicators Ltd. — Vancouver  
 Pierson Grant Public Relations — Fort Lauderdale  
 Preferred Public Relations — Las Vegas  
 Rountree Group Communications Management — Atlanta  
 Saxum — Oklahoma City  
 Susan Davis International — Washington D.C.  
 Trefoil Group — Milwaukee  
 Tunheim — Minneapolis  
 Vehr Communications, LLC — Cincinnati  
 Vox Public Relations Public Affairs — Eugene & Portland

## Europe

Abchurch Communications Limited — London, England  
 ACA communicatie — Amsterdam, The Netherlands  
 Arenalía Comunicacion — Barcelona, Spain  
 Brevia Consulting — London, England  
 The Communications Business — Edinburgh, Scotland  
 Consilio Kommunikasjon — Tønsberg, Norway  
 dcp, United Kingdom — Belfast, Northern Ireland  
 The Desk — Paris, France  
 Donath Business & Media — Prague, Czech Republic  
 Futura PR — Ljubljana, Slovenia  
 Imageware Srl — Milan, Italy  
 Jugaste, Liiva and Partners — Tallinn, Estonia  
 Lead Communication Srl — Milan, Italy  
 Madison Consulting — Zagreb, Croatia  
 Manifesto — Helsinki, Finland  
 Martis Consulting Ltd. — Warsaw, Poland  
 m/e brand communication — Düsseldorf, Germany  
 NewCap — Paris, France  
 Operate A/S — Copenhagen, Denmark  
 PowerAxle — Madrid, Spain  
 Quintela & Reis, Lda. — Lisbon, Portugal  
 Reliant Communications S.A. — Athens, Greece  
 Spotlight PR — Stockholm, Sweden  
 Surrey House Corporate Communication — London, England  
 Walsh Public Relations — Dublin, Ireland  
 wbpr — Berlin, Germany  
 Whyte Corporate Affairs S.A./N.V. — Brussels, Belgium  
 Chayun Public Relations — Seoul, South Korea  
 Chrysler Communications — Singapore  
 Concept Public Relations (India) Pvt. Ltd. — Mumbai, India  
 Liquid Ideas — Alexandria, Australia  
 Newell Public Relations — Hong Kong, China  
 Pead PR — Auckland, New Zealand  
 Rantau PR — Selangor, Malaysia  
 TrainTracks — Tokyo, Japan  
 Wilkinson PR — Sydney, Australia  
 Dextera Comunicacion — Mexico City, Mexico  
 Item Comunicação Ltda — São Paulo, Brazil  
 MGH Communication Management — Buenos Aires, Argentina  
 NettResults — Dubai, United Arab Emirates



## North America (United States / Canada)

ABOA — Atlanta  
 Anne Klein Comms. Group — Philadelphia  
 Bailey Gardiner — San Diego  
 Bond PR — New Orleans  
 CFM Strategic Communications — Portland  
 Coles Marketing Communications — Indianapolis  
 de La Garza PR — Houston  
 Gogerty Marriott — Seattle  
 Griffin & Associates — Albuquerque  
 Hanser & Associates — Des Moines  
 Hoggan & Associates — Vancouver, B.C.  
 Levenson Brinker PR — Dallas  
 LVM Group — New York  
 Morrissey & Co. — Boston  
 Northstar PR — Minneapolis  
 Pinnacle Headquarters — Minneapolis  
 Potomac Communications — Washington, D.C.  
 Red Sky PR — Boise  
 Reputation Partners — Chicago  
 Strategic Objectives — Toronto  
 The Vandiver Group — St. Louis

BijL Partners in PR — Amsterdam & Rotterdam, The Netherlands  
 Brayleino — Bristol, England  
 Connective Communications — Athens, Greece  
 cR Kommunikation AG — Bern, Switzerland  
 Gabrielle Shaw Communications — London, England  
 Knight & Svoboda spol. sro — Prague, Czech Republic  
 Mailander — Torino, Italy  
 Menedetter PR GmbH — Vienna, Austria  
 Mind Shake PR & Communications Services — Brussels, Belgium  
 MZ Communications — Wöllstadt, Germany  
 Natkin Press Communication — Paris, France  
 Paniagua Consultores de Communication — Madrid, Spain  
 Pepper 21 PR Consultancy — Budapest, Hungary  
 Rescu Kommunikation Aps — Aarhus, Denmark  
 Snowball Communication — Bratislava, Slovak Republic  
 Soprano Oyj — Helsinki, Finland  
 TBT & Company — Warsaw, Poland  
 Vox PR & Information — Stockholm, Sweden

## Europe

Crabtree Associates — Auckland, New Zealand  
 DSM Communications — Ho Chi Minh City, Vietnam  
 FBI Communications — Tokyo, Japan  
 Jackson Wells — Neutral Bay, Australia  
 Jaden Marketing — Shanghai, China  
 Virtusio PR — Manila, Philippines

## Asia / Pacific

Alkance Comunicaciones — Santiago, Chile  
 Basso Dastugue & Associates — Buenos Aires, Argentina  
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# O'Dwyer's Guide to: INTERNATIONAL PR FIRMS

■ 6.12



**MAYO helped coordinate Operation Blankets of Love (OBOL) exhibiting at the the world's largest Pet Expo at the Orange County Fair grounds, which attracted 300,000 animal lovers and vendors.**

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MAYO Communications International is based in LA with offices in New York, San Diego and international offices in Bern, Switzerland. Founded in 1995,

MAYO has been offering high-tech, corporate, government and nonprofit clients' social media and global branding services for more than a decade. Earlier this year Operation Blankets of Love (OBOL), which provides comfort and animal rescue for 60 SoCal animal shelters hired mayo to boost its international and social media platform. As a result they recently received a grant from The Jolie-Pitt Foundation, and are now finalists in 100 Toyota Car Giveaway contest. Toyota, with strict rules, will give away 100 vehicles to needy nonprofits that generate the most votes on the Facebook application page. MAYO is also providing international publicity as OBOL help lure support for another matching foundation. SafeMedia.com, Boca Raton, FL, after hiring MAYO for an international education campaign for anti-piracy of movies, music and copyrighted materials Online, the software and hardware company is partnering with AT&T in the second phase of testing the technology. MAYO also piqued the interest of MPAA, RIAA and CSU system.

Grandmaster Greg Yau, creator of 100% Sunborn Natural Products Herbal Chi Balm has launched two more websites as a result of MAYO's international campaign and social media buzz to attract customers. Singer, Songwriter Kristen Faulconer, Hollywood, CA, retained MAYO after becoming nominated as

"2012 Best Independent Rock Artist" with the "Best Pop Song." The global campaign sparked the interest of top DJ's in Europe, who have remixed Faulconer's songs, making them more popular there than in USA. Most recently Singer, Songwriter and Producer Junior Wright, Hollywood has retained MAYO to create an international buzz for his debut album, "Come to Me" on iTunes.com and Amazon.com, along with his new music video, "Private Dancer." MAYO maintains two company sites, mayopr.com and lentertainmentpublicity.com. From high tech, non-profit, celebrity charity to TV, Movies and entertainment clients, MAYO provides international brand awareness.

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**Christopher Graves, Global CEO**

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Porter Novelli is one of the world's leading public relations agencies, with a network of 90



Several members of PRWA at a recent meeting in Washington, D.C. Pictured are (L to R): Henry Feintuch, Daniel LaRouche, Peter Stanton, Lars-Ola Nordqvist, Perran Ersu and Peter Walker.

offices spanning North America, Latin America, EMEA and Asia-Pacific. For 40 years, Porter Novelli has been driving meaningful, measurable and transformative change for its clients. We began by applying marketing practices to communications aimed at solving public health and social issues and built programs to promote heart health, good nutrition, smoking cessation and more. By staying true to these values, our expertise has grown to include health care, food & nutrition, brand marketing, public affairs, corporate, technology and U.S. Hispanic marketing. Today, we pair insights and analytics to develop integrated ideas that transcend channel, discipline and border, and motivate audiences to change their behavior. Porter Novelli has a track record of delivering consistent quality across the globe, building the right team for each client by tapping expertise from throughout the organization, regardless of geographic boundaries. Porter Novelli is a part of Omnicom Group Inc. (NYSE: OMC). For more information visit [www.porternovelli.com](http://www.porternovelli.com).

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The July issue of *O'Dwyer's* will profile PR firms that specialize in travel and tourism. If you would like your firm to be listed, contact Editor Jon Gingerich at 646/843-2080 or [jon@odwyerpr.com](mailto:jon@odwyerpr.com)

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# Spanglish Generation: evolution of the Hispanic market

**Why so many U.S. brands continue to fail at grabbing the attention of one of the largest and fastest-growing market segments in the country.**

By Eduardo Perez

**U**.S. companies continue to increase investments in marketing to Hispanic consumers.

With the Hispanic segment totaling more than 52 million people and representing 50% of the U.S. population growth reported by the 2010 Census, Latinos are now recognized as the largest and most important ethnic demographic target for marketers. Add to that annual buying exceeding \$1 trillion (projected \$1.5 trillion by 2015) and you have a very attractive domestic U.S. segment.

However for most marketers today, the dynamic and evolving Hispanic segment presents many challenges and is increasingly enigmatic. This is because many brands fail to grasp a fundamental understanding and clarity about these consumers and how to approach them. Its complexities include considerations such as country of origin, language usage, acculturation and geography. In addition, about half of today's U.S. Hispanics were born in the U.S.A.

Traditionally, marketing to Hispanics has focused on language due to the historical predominance of adult Latino immigrants who either preferred or only spoke Spanish. Brands could effectively market to Hispanics by simply developing messaging and advertising in Spanish and placing ads on Spanish-language media. However, due to many of the aforementioned complexities and increasing growth of the U.S. born segment, today, language-centric marketing is not necessarily the only or best approach.

So where is the U.S. Hispanic segment headed? What's the right approach? Three words are the key: "youth," "bilingual," and "segmentation."

During the next decade as the U.S. "total market" grows older and grayer, the Hispanic segment will be brimming with youth and representing an oversized share of the overall U.S. youth market. To note:

- 20% (or one in five) of U.S. teens aged 12 to 19 are Hispanic;
- 25% of babies born in the U.S. today are Hispanic; in some markets up to 50%;
- By 2020 24% of U.S. youth 5 to 19 will be Hispanic.

And they will be mostly bilingual and bicultural. More than 80% of U.S. Hispanic youth are bilingual; a mere 9% speak only English. Again, language has traditionally defined marketing to Hispanics and while Spanish language usage is not decreasing, a paradigm shift has begun and there's no stopping it. While Spanish will continue to remain highly relevant, the future of marketing to Hispanics is bilingual and more oriented around Latino Culture and its values.

Second and third generation Latinos are highly acculturated and in most cases truly bilingual and bicultural. They are growing up in an "American culture", however they are very much influenced by their less acculturated parents and/or grandparents. They straddle their two cultures on a daily basis and influence both. They are the Spanglish Generation.

The "double influence" this Spanglish Generation has makes marketing to them highly desirable. They act as guides and "cultural translators" at home with strong influence on domestic household purchasing of many products and services. Outside the home the Spanglish Generation influences styles and trends. They love to shop and are ideal brand ambassadors.

Although the Spanglish Generation consumes a great deal of English-language mainstream media, marketers can break through all the noise and competitive advertising to reach them. Brands can very effectively connect with these consumers through culturally relevant messaging delivered in English and/or Spanish through a variety of highly targeted but disparate media channels and tactics.

Effectively reaching Spanglish Generation consumers can be tricky. They consume English-language media and digital content, but also consume content in Spanish. Content type influences the choice. They'll often watch variety shows and telenovelas in Spanish with their family. Channels targeting bicultural youth, like MTV Tres and Mun2 are catching on. Young Latinos love shows on FOX and enjoy watching reality shows and news in English.

They are heavy digital and especially heavy mobile users, with almost half now carrying smart phones. They lead their non-Hispanic counterparts in text messaging and SMS, mobile Internet use, mobile email, mobile picture and music downloads. They text more than they talk. Needless to say, word of mouth (and thumb) is huge.

Hispanics in general and the Spanglish Generation in particular love social media and over-index the total market for use of Twitter. Latinas especially love Facebook and Pinterest adoption is growing fast. This is likely due to the highly social nature of Hispanics who see social media as the best way to keep in touch with family and friends and maintain relationships.

Spanglish Generation consumers develop stronger preferences for brands that connect in a more personal way in their Latino world through experiential marketing. Direct marketing, especially through mobile and digital channels, delivers excellent results since the Spanglish Generation likes to interact and stay connected with the brands they like.

All that said, it's important for marketers to remember that segmentation is as important in addressing the U.S. Hispanic market as it is for the general market. While the Spanglish Generation is a growing force within the demo and the future of the same, the less acculturated Spanish-speaking consumer continues to be highly relevant and important. Effective segmentation will define which consumer will be most interested in your product or service and how to approach them.

So, if you're responsible for sales and marketing of products and services relevant to the Hispanic market, you need to work hard to understand the segment and pay special attention to Hispanic youth. They are key consumers in all top DMAs around the U.S. and growing in influence. Furthermore they represent a conduit to two attractive segments: the Hispanic market and the youth market. They represent a strategic imperative and afford savvy marketers a lucrative target segment with which to grow and conquer market share.

*Eduardo Perez is President of PM Publicidad in Atlanta. ●*



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# The challenges of minority healthcare communications

**The U.S. healthcare industry faces a significant challenge of overcoming language and cultural barriers when reaching a growing and increasingly influential segment of the population.**

**By Kim Sammons**

**T**he United States census projects that Caucasians will no longer be the largest ethnic group in the USA by 2045. The rapid demographic growth of people of color means that their increasing purchasing power and importance as consumers can't be ignored. While the bottom line is important to all of corporate America, healthcare marketers grapple with an added complexity related to these changing demographics: namely that many members of ethnic minority groups and people of color lack sufficient access to good healthcare, be it due to economic hurdles, culturally ineffective communication or language barriers.

Making sure that medical literature is available in languages that patients are most comfortable with is a good first step in helping deliver good healthcare communications to ethnic minority groups and people of color. Still, healthcare marketers — used to communicating with highly specific consumer groups — know that more is needed to get the message across. Using relevant talent in promotional materials also ranks high on the marketing-to-do list. However, thanks to the positive development of mainstream marketing finally coming around to recognizing ethnic diversity, simply incorporating visuals that reflect the target population is not enough to ensure that a healthcare campaign resonates with the desired audience. Savvy healthcare marketers know that, in marketing aimed at people of color, “who” is being shown in the images presented is only part of the equation. What they're doing, who they are with, where they are and what they are wearing is also important.

Even with something as seemingly universal as pain, cultural differences surrounding health and illness run deep. For instance, important cultural differences act as barriers to people getting help in addressing chronic pain, a condition estimated to affect up to 9 percent of adult Americans. Research has showed that as many as 80 percent of Hispanic American patients are likely to wait until their pain levels are as high as 10 — on a 10-point scale — before contacting a physician for help. Similarly, research indicated hesita-

tion in seeking medical care for pain among African Americans, while Caucasian Americans are much more vocal about pain (a related study, about migraine, showed that Caucasians are twice as likely to have received a migraine prescription as African Americans). Cultural differences also extend to the sorts of medications different groups are most comfortable using for treatment. For instance, research suggests that Hispanic Americans prefer topical painkillers rather than ingesting a pill. If all their physician provides is a pill, these individuals might forgo pain management options altogether — inhibiting their ability to work and decreasing their quality of life.

Clearly, the way Hispanic Americans think about pain — and when to seek help for it — is different from that of the current majority population. These findings help illustrate that in contemporary healthcare communications you need to understand how different cultures think about medical care, how they access care and their level of trust in the medical profession if you're going to get your message across credibly and effectively. More importantly, healthcare communicators need to understand how cultural aspects such as gender roles and religion influence a person's approach to care. For example, it is critical to understand that culturally determined gender roles, such as machismo, might result in male patients being less likely to express health concerns with healthcare providers.

Learning of this data, a major pharmaceutical manufacturer teamed up with a non-profit organization to target the Hispanic American marketplace. They created an unbranded campaign, “Explain Your Pain,” with the objective of creating a communications tool to help patients and physicians alike better communicate about discomfort. Given that language barriers are always the first and easiest element to address, the campaign was bilingual, offering resources in both English and Spanish. However, broaching the language barrier was only part of the challenge: creating an easy way for patients who might be uncomfortable or unclear on how to talk to a physician about their pain experience was the center of the cam-

paign.

Thus, instead of depending on translations alone, the “Explain Your Pain” campaign used pictures to 1) identify where the pain was located, 2) a checklist illustrating what sort of pain was being experienced and 3) a 1-5 scale of facial expressions ranking the pain experience from “No Hurt” to “Hurts Worst.” Visual illustrations of pain (including “shooting” and “sharp”, which might not be easy for even a native speaker to differentiate) were provided. To give a well-rounded idea of the patient's experience, the campaign literature also featured images of different facial expressions to allow patients an easy, non-verbal way of communicating their sensations. Rather than being patronizing, the facial recognition concept works as a great equalizer between physician and patient, as it easily translates across different ethnic groups. It also saved patients from having a long, challenging conversation with physicians about their symptoms.

Perception change happens on a one-on-one basis — one patient-physician relationship at a time. Members of ethnic minority groups tend to select physicians that are attuned to their cultural nuances, but such healthcare providers are not always available. More importantly, a vital and frequent role of health communication is to drive education and action — educating a population about an issue and moving them to action (“call a number,” “see your doctor,” “exercise,” etc.).

Overall, healthcare communicators have an important role to play in helping to improve the wellbeing of individuals. Part of this means focusing on the relationship between physicians and patients. This process helps ensure that the best treatment options are made available to the patient, regardless of ethnic or cultural background. Of course, physicians often have training in the theoretical, broad stroke aspects of cultural differences. However, they're often less knowledgeable about how these cultural differences might play out. Healthcare communicators should ensure communication campaigns move beyond theory to include real-life scenarios. Even for medical providers, it isn't just about knowing that cultural differences exist; we can help them adjust their practice approaches by showing them, not just telling them, what these might mean.

*Kim Sammons is SVP of GCI Health in Atlanta. ●*

# Effective Hispanic health engagement for real impact

**In a highly regulated health environment, much of the consumer health engagement from organizations and brands lacks a customized approach that is grounded in specific community nuances and caters to the needs of our nation's changing demographics.**

By Kimberly Stohl and Silvia Osante

**T**he Hispanic market for instance accounts for more than 50% of the U.S. population growth over the last 10 years, indicating a key opportunity for marketers to effectively engage and change health outcomes and bottom line impact. However, much of current marketing and engagement efforts reflect a dated and homogenous framework in need of cultural context and consumer insights that are essential to inform impactful health programs.

To effectively connect with the Hispanic community and leverage an untapped opportunity to build trust and market share, pharmaceutical marketers are charged with addressing cultural realities, needs and preferences to build programming that resonates with this growing and vital audience.

To successfully achieve this, marketers need to adapt their traditional marketing model to encompass tactics that truly reach the community, such as customizing media strategies to be inclusive of in-language and culturally-relevant media outlets.

With the goal to provide insights and context, and driven by a current gap in Hispanic health conversations, the Edelman Health Barometer, an annual worldwide survey on health attitudes and trends, deployed a holistic approach to understand behaviors and action triggers among the U.S. Hispanic community.

The survey was particularly interested in understanding the more acculturated Hispanic health perceptions and behaviors as the bulk of U.S. growth is driven by second and third generation Latinos.

## **It's not just about access**

While it is widely believed that the leading barrier for health awareness and action is access, the Health Barometer

results demystified this, unveiling behavioral elements as the key issues. Lack of exercise and poor diet, 49% and 40%, respectively, were labeled as top deterrents in leading a healthy lifestyle. Additional factors included having an existing health condition and lack of motivation to maintain healthy changes. Less than one-third of the survey respondents identified lack of access to nutritious foods as a factor in preventing better health.

Despite the belief among Hispanics that certain lifestyle choices are keeping them from being healthier, only six in ten Hispanics who believe they engage in an unhealthy behavior have attempted to change it or give it up.

Awareness and education are still essential elements for driving Hispanic health; however the availability of information is not enough to trigger health changes. According to the Health Barometer, aspiration and social influence play a vital role in motivating Hispanics to make positive health behavior changes. "Making a personal commitment to change," "physical appearance" and "benefiting family and loved ones" were noted as top motivators.

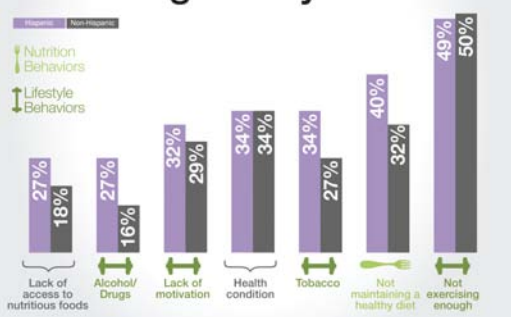
## **Challenges of "sticking with it"**

Also noted in the Health Barometer, nearly half of the two thirds of Hispanics who attempt behavioral change relapse. This reversion is due to engagement factors and not access limitations, as is the common misconception. For example, 33% of respondents relapsed to unhealthy behaviors, such as overeating and smoking, because either they did not enjoy their new lifestyle, they no longer cared about the original reason that led them to change their conduct, or they did not experience the intended benefits from their behavior adjustments quickly enough.

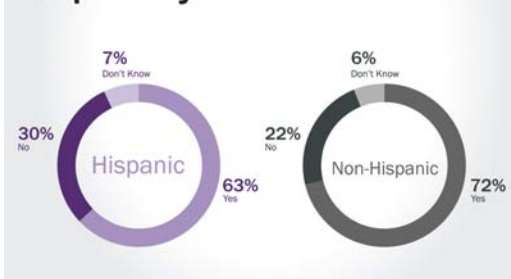
## **Social engagement is solution**

In 2014, an estimated nine million Hispanics (of 34 million Americans) will have access to healthcare. With this new influx of healthcare eligible Americans, the market will widen significantly. Health marketers can seize

## **What prevents you from being healthy?**



## **Have you ever tried to change a behavior that negatively impacts your health?**



**The 2011 Edelman Health Barometer polled 15,000 residents in 12 countries to reveal factors influencing health-related decisions. The top chart indicates unhealthy personal choices take precedence over barriers to health access among Hispanics. According to the bottom chart, Hispanics are also less likely to attempt a health-related behavior change.**

Source: Edelman Multicultural.

this as an opportunity to build cultural competence and ensure positive brand engagement to influence health outcomes. Among Hispanics, social interaction is crucial to reversing unhealthy behaviors and sustaining healthy activities. Strategies that acknowledge and incorporate Hispanic's strong social connections as well as innovative engagement tactics that provide a surround-sound effect of social support to make healthy alternatives appealing are more likely to drive consistent action.

An organization's or brand's ability to provide accessible information and culturally-sound programming can only demonstrate authenticity, build trust and drive true health impact for the Hispanic community and the country as a whole.

*Kimberly Stohl & Silvia Osante are with Edelman Multicultural in New York. ●*

# Communication key focus of sexuality conference

The second annual Momentum conference brought together educators, bloggers, sex workers, activists and students to discuss how the growth of online communication has given rise to new forms of expression, sharing and learning and the ways that this new media can be used to bridge the dichotomies our culture creates around sexuality.

By Abby Rose Dalto

The focus of Momentum ([momentumcon.com](http://momentumcon.com)) was on new media's influence on sexuality, feminism and relationships. The conference, which took place March 30-April 1 at the Crystal City Marriott in Arlington, VA, was co-organized by two self-proclaimed "soccer moms-turned-sex bloggers," Dee Dennis and Tess Danesi, and promoted entirely via social media.

"Using social media allowed us to have a \$0 marketing budget the first year," said Dennis. "Social media has allowed the explosion of sex ed and sexuality information. Typically in the past it was very difficult to get old form media such as print, radio or television to do anything on sex ed or sexuality. Social media's lack of restrictions has allowed people such as us to have access to promoting and publicizing this type of conference."

In addition to organizing the conference and running Tied Up Events ([tiedupevents.com](http://tiedupevents.com)) together, Dennis and Danesi also edited an anthology of selected essays from Momentum's presenters, now on sale at Amazon.com.

"In just two years, Momentum has evolved from an idea to a nationally-known conference with attendees and speakers from diverse fields within sexuality and sexual health," said Stef Woods, women's health advocate, university professor and attorney. "Momentum's organizers effectively utilized social media to help spread the word about the conference and educate others — both onsite and online."

The conference's presenters and panelists included a wide spectrum of "mainstream" and "alternative" experts, such as Lynn Comella, Women's Studies professor at the University of Nevada, Las Vegas; Logan Levkoff, PhD, recognized expert on sexuality and relationships who frequently appears on mainstream television; Sinnamon Love, adult film star, and Rachel Kramer Bussel, author of erotic

fiction.

Many of the 40-plus sessions covering a wide range of viewpoints on sexuality, addressed issues related to the Internet and the media. Topics ranged from how to talk about sex in the mainstream media to using the Internet to provide access to scientific studies about sex to etiquette tips for online communities.

"Originally the tag line of Momentum included 'new media' but we stopped using that after the first year because it was no longer 'new,'" said co-organizer Dennis. "Everyone we knew used email and some form of social media, such as Twitter or Facebook."

"Momentum actually inspired me to start a Twitter account in the weeks leading up to its inaugural conference in March 2011 — and I'm glad I did," said Comella, who has written extensively about sexuality and culture. "Through Twitter I've discovered an online network of academics, educators and activists who are deeply committed to changing the cultural conversations that we have about sex, advocating for comprehensive sex education and mobilizing for sex worker rights, for example. Momentum helps facilitate a sex positive community that continues to thrive long after the conference ends." Momentum attendees communicated on Twitter using the hashtag #mcon.

Brian Gross, President of BSG Public Relations ([bsgpr.com](http://bsgpr.com)), led a session entitled "Sex and the Media: Who Wins?" in which he discussed the "love/hate" relationship between sexuality and media. The media often use sexuality to increase ratings, sales and



From left to right: Dee Dennis, Momentum Co-Organizer; Dr. Joycelyn Elders, former Surgeon General of the U.S. Public Health Service; and Tess Danesi, Momentum Co-Organizer.

Photo by Reid Mihalko of [ReidAboutSex.com](http://ReidAboutSex.com)

advertising revenue, however they can be hesitant to embrace sex-related or "adult" industries.

"It's always fun to talk about the media," said Gross, whose clients have included Sasha Grey, *Penthouse*, and The AVN Adult Entertainment Expo. "We see changes every day in the discussion of sexuality," he said, "conferences like Momentum and the upcoming CatalystCon in Long Beach in September provide the right forum for these important topics."

Woods, who writes at [CityGirlBlog.com](http://CityGirlBlog.com), participated in a panel discussion on the interplay between sex, sexuality and social media. "The web is saturated with references to sex, sexuality and sexual health, and yet, there is limited concrete information about the intersection of sexuality and social media. With that said, we do have the ability to reflect on: 1) what role social media has played in our lives up until this point; 2) how it influences our sexuality; and 3) what information we feel comfortable conveying via social networks," she said. "Social media requires participation and

Continued on next page

two-way communication. With respect to our sexuality, there are potential repercussions if we share personal information on a social network or other online space. The fields of sex, sexuality and sexual health will continue to intersect with social media in the years to come. It is our choice, however, as to whether we wish to observe or participate in it.”

She continued: “What’s going on out there, we can’t control, but we can control what we put about ourselves online ... what we’re doing personally and professionally to control our reputation, our online presence, our personal brand.”

Although social media was a large focus of the conference, sex and relationship expert Reid Mihalko (ReidAboutSex.com) pointed out the value of connecting in real life. “In today’s ever morphing Social Media Age where you can have 5,000 friends and reach millions more on Twitter, now more than ever, the power of shaking a physical hand and making eye contact in the same room with another is more important and powerful than ever. Events like Momentum have an added power in the relationships and peerman-ship that’s generated off the stage,” he said. “You get to interact with actual people in non-online space, where the power and the juice is. And as shakers and movers, as leaders and messengers, there’s no greater place to establish and deepen promotional and collaborative partnerships.”

“One of the best things about Momentum, I think, is its ability to attract a diverse cross-section of sex-positive presenters and attendees,” raved Comella. “I love that there are sexuality scholars, sex educators and activists, sexologists and sex workers all in one place, for one weekend, listening and learning from each other. That kind of cross-pollination, in any field, is rare.”

Woods agreed. “I teach a class on Sexuality and Social Media at American University and many of my students volunteered at Momentum,” she said. “The weekend provided them with valuable insights into the ever-changing field of human sexuality and great networking opportunities with authors, advocates and scholars.”

The closing keynote plenary, “Sex in America: Changing the Conversation Beyond Smut and Sanctimony,” was a thoughtful and provocative conversation about sex, pleasure, health, religion and

politics led by Lara Riscoll, journalist and speaker, Esther Perel, couples therapist and author of the international best-seller “Mating in Captivity,” and Dr. Joycelyn Elders, former Surgeon General of the U.S. Public Health Service under President Clinton.

Despite America’s hyper-sexualized consumer culture, the practice of policing and demonizing sexuality is still prevalent in our society. So many of today’s hot button political issues are tied to sexuality — abortion, LGBT rights, contraception, pornography, prostitution, sex education, and “family values”.

Dr. Elders discussed her lifelong mission of changing the sexual status quo and progressing the conversations we have about sex in America. She suggested that we, as a country, “stop worrying and wasting our efforts on preventing sex and start trying to prevent STDs, HIV, and teenage pregnancies,” and stressed the importance of honest, comprehensive sex education. “If we don’t educate our young people and be honest with them, teach them responsibility, how can we expect them to really be responsible?” she asked. “The best contraceptive in the world is a good education.”

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*“The web is saturated with references to sex, sexuality and sexual health, and yet, there is limited concrete information about the intersection of sexuality and social media ... The fields of sex, sexuality and sexual health will continue to intersect with social media in the years to come. It is our choice, however, as to whether we wish to observe or participate in it.”*

— Stef Woods, women’s health advocate & attorney

She also spoke candidly about the 1994 United Nations conference on AIDS at which she was asked whether masturbation might be successful in preventing riskier sexual practices. Her reply, “I think that it is part of human sexuality and perhaps it should be taught,” led to a controversy that resulted in her removal from office.



Attendees and presenters at the second annual Momentum conference.

Photo by Reid Mihalko of ReidAboutSex.com

“When asked about it, I felt that as your Surgeon General ... I didn’t want to lie, and I felt that it was a normal part of human sexuality,” Elders told an audience of more than 350. “I also felt that at the time, the studies were showing that 80-plus percent of men masturbate, 70-plus percent of women masturbate... and the rest lie,” she joked. “Why not talk about it? Why not be honest with our bright young people? They know we’re lying. So it’s time we start being honest.”

The closing keynote was open to the general public for a \$10 donation which went towards establishing the Dr. Elders Chair in Human Sexuality at University of Minnesota Medical School, the first ever chair on sexual education.

Dennis, who has said that she is committed to “taking the conversation about sexuality offline and into the real world”, is also organizing a similar conference in Long Beach, California, called CatalystCon (catalystcon.com). “I saw a need for a conference such as this and was unable to find one,” she said. “Considering the response we got in the first year I would say we were on the mark. Now with the announcement of my new west coast conference CatalystCon and the response so far I’ve received, including financial backing through sponsorships by companies such as Masque, I am seeing once again how very much there is a need and a market for this type of conference, especially with the upcoming election and debates on such important issues as birth control.”

CatalystCon will take place September 14-16. ●

# O'Dwyer's Guide to: MULTICULTURAL PR FIRMS

■ 6.12



Hunter Public Relations has worked with Ketel One Vodka to partner with Hispanic organizations in the entertainment industry. The brand sponsored the NALIP (National Association of Latino Independent Producers) National Conference and supports Cinema Tropical, a nonprofit committed to showcasing Latin films and filmmakers in the U.S. It also hosts events leveraging Hispanic filmmakers through film screenings in New York City. Shown here, guests at a Cinema Tropical post-screening reception co-hosted by Ketel One and the MoMA.

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**Patricia Pratt, President**

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mall intercepts, door to door interviewing, mystery shops, store audits, and computer capabilities available. Bilingual interviewing, moderators, and translators are available. CCR also offers project management for multiple city projects. Over 20 years research experience within the Hispanic/Latino community.

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**Gigi Garcia Russo, Partner**  
**Annette González-Malkin, Vice President, Hispanic Strategies & Solutions**

Hispanics are now the largest minority group in this country. This segment — one out of every six Americans and growing — holds one trillion dollars

of buying power in the U.S., and marketing to U.S. Hispanics has become essential for many companies to meet their business objectives. One size does not fit all for this diverse and evolving community, however. Hunter Public Relations' Hispanic Strategies and Solutions department is dedicated to helping our large national consumer products clients segment these key consumers, develop traditional, social and digital media-based programs to reach them, and create culturally relevant content that will resonate with them.

As a division of one of the most recognized mid-sized firms in consumer marketing communications, Hunter PR's Hispanic Strategies & Solutions group offers a full roster of services to reach Hispanic consumers, such as basic translation, targeted media relations, social media marketing, influencer seeding, celebrity relationships and large-scale consumer events.

## INTERVIEWING SERVICE OF AMERICA

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**Michael Halberstam, President**

Founded in 1982, Interviewing Service of America (ISA) has become one of the largest market research data collection and processing firms in the US. To date, we have conducted Quantitative and Qualitative multicultural and multilingual research projects in 67 languages, worldwide. Industries served include Automotive, CPG, Healthcare, fast food, entertainment, radio and TV advertising, public relations and universities. We are

acknowledged as experts in the Asian and Hispanic American communities having won three awards for our research. ISA has offices around the USA, Canada and India with three telephone centers and two focus group facilities in Los Angeles. We are the co-owners of the Asian American Marketing Report, a one-of-a-kind, ongoing syndicated survey that compares the Chinese, Korean, Vietnamese, Filipino, Indian, Hispanic and African American communities with the general population.

## LATIN2LATIN MARKETING + COMMUNICATIONS

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**Arminda "Mindy" Figueroa, Founder & President**

Five years ago, I launched Latin2Latin Marketing + Communications (L2L), a boutique Hispanic agency that offers clients quick to market solutions with an eye toward ROI.

With offices in New York City and Fort Lauderdale, L2L bridges the gap for general market companies targeting Latino consumers as well as Latino organizations seeking to widen their audience. Because of our depth of experience and portfolio of capabilities, we provide clients with a powerful, 360 degree marketing communications strategy that includes everything from business development and public relations to social media outreach and talent management among others.

Over the years, our client roster has grown to include such leading organizations as: The Mount Sinai Hospital; UBS; Kindercare, Scholastic, among others. We're pleased to be celebrating our 5th

anniversary and we continue to live by our motto, "happy customers equal loyal customers." Learn more about us at [www.latin2latin.com](http://www.latin2latin.com)

## MULTICULTURAL MARKETING RESOURCES

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**Lisa Skriloff, President**

Multicultural Marketing Resources, ([www.multicultural.com](http://www.multicultural.com)) is a premier multicultural and PR consulting firm. We work with corporations, PR firms and mainstream & ethnic media journalists and specialize in promoting multicultural marketing & diversity news. Lisa Skriloff, formerly of the New York Times and Caballero Spanish Radio, founded the company in 1994.

Our clients are the nation's leading PR and communication firms who specialize in marketing to cultural and niche markets, including Hispanic, Asian American, African American, women, people with disabilities and GLBT consumers. We also work with PR departments at corporations to help them get the word out about their multicultural marketing and diversity news.

Our free email newsletter, MMRNews (sign up at [multicultural.com/mail\\_list\\_sign\\_up](http://multicultural.com/mail_list_sign_up)) is distributed to two audiences: multicultural marketing industry professionals and journalists and offers news and information of interest to marketers targeting ethnic consumers.

MMRNews is a great business development and marketing tool for those companies looking to get in front of corporate and agency marketing and advertising professionals handling multicultural budgets as well as reporters. You can submit your news for distribution at [multicultural.com/services/mmr\\_news](http://multicultural.com/services/mmr_news).

We also publish an annual directory "The Source Book of Multicultural Experts," with profiles of multicultural PR and communication companies. The book's online equivalent, Experts Directory (available at [www.multicultural.com/sourcebook](http://www.multicultural.com/sourcebook)) is continually updated with profiles of other multicultural marketing and PR experts. You can join the online directory at [www.multicultural.com/sourcebook/get\\_listed](http://www.multicultural.com/sourcebook/get_listed).

For marketing executives, we provide information on reaching multicultural and lifestyle consumer markets, as well as contacts for potential partnerships. We write presentations on multicultural marketing/diversity, create reports on best practices in your industry and others, deliver seminars/training sessions with guest speakers to your marketing staff and plan events. We help companies with expertise in marketing to ethnic consumers gain visibility among executives at corporations who oversee multicultural marketing budgets and journalists who seek diverse sources.

We connect our clients with ethnic, mainstream and trade press looking for sources for Black History Month, Women's History Month, Asian Pacific American Heritage Month, and Hispanic Heritage Month, as well as for year-round coverage of a diverse America. We also provide the press with demographic information and insights into best practices and trends.

## OPEN CHANNELS GROUP

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**Tonya Veasey, Malizy Scruggs and Chris Turner, Principals**

Open Channels Group (OCG) is a full-service public relations agency specializing in public participation, multicultural and digital communications. As one of the largest minority-owned public relations agencies in Texas, OCG values collaborative partnerships with its clients.

OCG combines forward-thinking strategies and deep audience understanding to help clients connect with diverse communities and markets across the U.S. in a culturally relevant way.

Services: multicultural com-



**Lisa Skriloff, President of Multicultural Marketing Resources, Inc.**

munications, cultural audits, research, media relations, blogger outreach, consumer awareness, graphic design, digital/social media and message development.

Clients include: Cook Children's Health Care System, Fleishman-Hillard, Freese & Nichols, Inc., HNTB Corporation, Main Event Entertainment.

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**Roxana Lissa, CEO  
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Creative, strategic and sea-

soned, RL Public Relations + Marketing (RLPR) is a leading, bicoastal independent Hispanic PR agency in the United States. Founded by Roxana Lissa in 1996 when Hispanic marketing was just becoming a considerable business opportunity in the U.S., RLPR specializes in developing and driving groundbreaking, strategic marketing communications programs for its stellar roster of clients. The agency is known for creating campaigns that are built on relevant Hispanic cultural insights, and not based upon generalizations. These communications programs are fully integrated and encompass all of the tactics necessary to connect with and motivate the diverse Latino population in the U.S. through grassroots mobilization, media relations, social media engagement, events and community outreach. Sportivo, RLPR's Hispanic Sports division, helps brands engage and connect with the dynamic Latino sports fan. RLPR and Sportivo's current client roster includes Nike, Ford, Delta Air Lines, The Getty Museum, GOT MILK? and The National Honey Board. ●

# Proposed PRSA testimony

By Fraser Seitel

In February, Sen. Claire McCaskill, D-Mo, and Sen. Rob Portman, R-Ohio, launched an investigation of 11 government agencies with a request for information on contracts for “PR, publicity, advertising and communications services.”



**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*.

The U.S. government should embrace PR, rather than castigate it.

Here is what PRSA Chief Gerry Corbett should tell the Senate.

Sen. McCaskill, Sen. Portman, distinguished representatives of the Senate Subcommittee, my

name is Gerard Corbett, chairman and CEO of the Public Relations Society of America.

It is my honor to represent the public relations industry today to explain to the subcommittee the benefits and value that communication professionals provide in keeping the public informed about relevant matters of public interest.

Rather than adopting a hostile or argumentative tone — suggesting, for example, that this inquiry is the result of electioneering to confront an industry deemed to have too much influence — I will attempt today to lay out, in dispassionate and constructive language, why the actions of communicators serve an indisputable societal purpose.

First, let me acknowledge that the relationship between government and the public relations business has traditionally been a sensitive one. The term “public relations” itself is barred from use by government agencies. This traces back to the Gillette Amendment of 1913, when the Congress, worried about unlimited presidential power, deemed it illegal for government to use appropriated funds “to pay a publicity expert.”

The law was stiffened several years later, and today no government worker may be employed in the “practice of public relations.”

In reality, of course, this is hypocrisy. In point of fact, the government employs thousands of communicators — dubbed

public information specialists, public affairs professionals, and a variety of other names — all performing some manner of public relations activities. Your own congressional and political staffs, of course, are packed with individuals serving in public relations roles — authoring and disseminating news releases, engaging social media, promoting events, drafting speeches, etc.

Indeed, the hypocrisy attached to government banning the term “public relations,” while so many government workers engage in its practice would constitute a worthwhile hearing topic in itself. But that is an issue for another day.

Today, we are engaged in examining the merits of hiring public relations for government projects. And “merits,” there are.

First, our primary role in public relations is as “interpreters.” Our job is to explain — in common language — the meaning and intent and rationale of an initiative.

In the case of the government, public relations representatives are hired to “translate,” if you will, the legal language of legislation into words and ideas that ordinary citizens can understand and assess; in other words, to give the legislation clarity and context.

In that context, Fox News in May quoted an “anonymous aide to Sen. Portman,” who said this investigation would “probe the administration’s use of taxpayer-funded spin” on such areas as healthcare reform. Notwithstanding what I’m certain was an unintentional and unauthorized attempt to politicize this noble process — there are areas such as healthcare reform, which are precisely why public relations interpreters are needed.

As you all know, the healthcare bill itself was a 1,200-page piece of legislation that most members of Congress, including the Speaker of the House at the time, admitted they didn’t even read. Now if the Congress which passed the legislation didn’t read it, certainly the American people deserve some interpretation — not to mention, demystification — of what, exactly, is in this bill that, if sustained, will control an important aspect of their lives for years to come.

Public relations people will provide that interpretation.

Second, we, in public relations, focus on explaining the “why” of an issue.

Why this government initiative at this time?

Why does this make sense?

Why should the country go down this road?

Why will this law be in our long-term best interests?

The “why” is a question that Americans beg to be answered but that often gets lost in the endless posturing and finger-pointing that sadly colors much of our public debate.

Healthcare reform, on which the nation, according to most polls, is split right down the middle — is a good example of a law where people need to know “why” it is the right legislation at the right time.

Third, hiring public relations intermediaries ensures “disclosure.”

Public relations practitioners are, at base, professional communicators. We are biased toward communicating; toward disclosing information, rather than withholding it.

With respect, such an inclination to share information and make it public is precisely what our government needs to refortify its standing with the American public. I need not remind this informed group that the “credibility” of our Congress has never been more at issue. Democrat and Republican opinion polls may not agree on much, but they all reveal that the state of Washington politicians in the eyes of the public has never been lower.

What is needed to restore credibility is disclosure, transparency, open and honest communication; in short, exactly what we seek to provide as public relations professionals.

Finally, distinguished members, we have no illusions that public relations counsel presents a panacea for government. Our industry has, itself, been embarrassed by recent revelations of unethical practices by public relations agencies representing government and business interests.

All of us make mistakes, and the public relations business is no exception. But in the main, public relations works to educate and inform, communicate clearly and transparently, and ultimately seeks to do the right thing.

Rather than castigating the practice of public relations with political witch hunts, government should embrace it. ●

# Ignoring PR savvy for youth

By John Berard

**T**When PR firms post ads seeking new staff, they invariably cite a required number of years of experience. What seems increasingly clear is that when the ad sets a target of, say, “five or more” years of experience, they really mean “not much more.”



**John Berard** heads San Francisco-based Credible Context. He is the former CEO of advertising software start-up Rabio Corporation.

In the spirit of full-disclosure, after a 35-year career at PR firms large and small, three years ago I chose to start my own consultancy as a sole practitioner. Others of my industry contemporaries when confronted with the need to search for a new job have chosen a more traditional road; one paved with resumes, recruiters, networking and interviewing.

Most are still enroute.

Their experiences have led me to an insight. A profession dependent on moving quickly and effectively on behalf of clients confronting new markets or challenges to their reputation is shying away from people who may be among those best able to get that job done. It is understandable, but it is not defensible.

It is understandable for two reasons.

First, it is a legacy of an industry long uneasy about managing the career expectations of staffers with widely different capabilities and changing demands. People at the same level, making the same money and who are (mostly) the same age are easier to manage.

As the agency world churned through Baby Boomers, Gen Xers, Gen Yers and Millennials, each with their different demands, equalizing experience became one of the few strategies for peace and quiet in the workplace.

Second, it is a reflection of agency anxiety over how to respond to the incredibly fast, non-stop digital and social media transformation of the communications universe. Young media, they seem to be saying, is the natural province of the young.

Neither view is defensible; because they ignore the ways we have all

changed.

Senior and savvy PR professionals with the insight that comes from years of service are clearer-eyed in their desire to make a contribution without worrying about building a career. What's happening now is more important than what might happen next.

Titles have become less about ego and more a sign post for clients. Salaries are now more important for well-being than as a unit of competitive measurement. And the goal is good work, not some destination over the next hill. This adds up to a great opportunity for agencies — and for all those professionals with a lot more than five years' experience.

More than a product of a tough economy, these changes are the result of a record of achievement, a sense of perspective and an understanding that reputation is personal, not a by-product of a business card. By ignoring this significant shift in the expectations of people who've already earned their varsity letter in PR, agencies are missing more

than a beat; they are leaving money on the table.

And technology is no bar, either.

There is a reason the average age of gamers continues to rise, the expansion of social networks is accelerating faster among older age groups and new technologies like Near Field Communication have a chance to gain a payments foothold. My friends are all playing, in contact online and carrying smart phones.

In fact, everyone with the kind of energy, understanding and network of contacts that agencies prize are among the most active in and aware of the effect of new technologies. Even better, they are less likely to be distracted by the newest bright, shiny digital object and keep a sharp focus on telling the story.

Agencies willing to listen to the stories my friends are capable of telling could find themselves with a competitive advantage because account teams built to maximize capability rather than minimize management headaches can help win and keep clients. ●



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# Financial writers' inaction emboldens PR Society

By Jack O'Dwyer

The O'Dwyer Co.'s campaign to break the PR Society's boycott against us has won the support of New York State Senator Liz Krueger, the National Press Club, and PR Watch.

However, on the sidelines in this battle is a group of journalists I have belonged to for 50 years: the New York Financial Writers Assn.

The silence of our fellow reporters no doubt has emboldened PRS to the point where it not only refuses to answer any of our questions (or

the same questions put to them by four PRS Fellows), but where it had guards stationed in front of last year's Assembly, the exhibit hall, and all conference sessions to block our entrance.

Requests for help against the boycott have been sent to 2012 NYFWA President Richard Wilner of the *New York Post* as well as board members Pierre Paulden of Bloomberg, Conway Gittens of Reuters and Robert Kozma of Dow Jones Newswire. No response has been received.

It is illegal to give admittance to some reporters and not others. Other PR trade reporters were allowed to all the plenary PRS conference sessions. Blocking me while admitting them was a violation of the Americans with Disabilities Act, which says equal benefits must be provided at a public accommodation to everyone regardless of whether they have disabilities or not.

This writer's complaint to the U.S. Justice Dept. because of our treatment at the 2011 conference is still being considered.

## Boycott delivered in person

Confident of the silence of NYFWA as well as the Society of Professional Journalists, PRS COO Bill Murray and 2010 Chair Gary McCormick came to my office on March 19, 2010 and told me for about an hour that I was too reprehensible a figure to deal with.

When I demanded to have the charges against me spelled out, Murray and 2011 Chair Rosanna Fiske published 23 pages of them. When I rebutted these charges one by one on their website, the discussion was shut down.

A campaign of defamation was launched by VP-PR Arthur Yann and PRS members on the Society's own website, e-mails to Ragan, *Advertising Age*, PR Watch, Lucy Siegal's blog, thegoodthebadthespin blog and others that called me "a pig," "unhinged," "a scoundrel," "flat-out liar," and one who "acts on warped, false and misleading information."

Senator Krueger (D-NY) took about one day to decide that the PRS boycott was improper and sent a letter May 9 to Murray saying it was "deeply concerning given your status as a tax-exempt industry trade association."

Staffers in Krueger's office said PRS's response was to send a package of "materials" about me by bicycle messenger. Krueger stuck by her opinion in which she "wholeheartedly" seconds the statement of the NPC.

## NYFWA has long record of ducking

NYFWA's current silence is no surprise. My first disappointment with NYFWA came in 1994 when NYFWA member Dean Rotbart sued me personally and the O'Dwyer Co. for \$21 million, charging I libeled him with an erroneous transcript of his speech to the 1993 PRS conference, forced him to cancel a 30-city tour of his "Newsroom Confidential" workshops, and subjected him to "unfair competition."

What I reported was that Rotbart described the influence of ads and news tips on news coverage. A former *Wall Street Journal* reporter and graduate of the Columbia J School, he said WSJ staffers knew about the illegal activities of Ivan Boesky, who later went to jail on various charges, but did not report them because Boesky gave the reporters so many valuable news tips.

Rotbart wondered if certain *Fortune* magazine writers were buttering up famous CEOs in hopes they would be hired to do bios on the CEOs. I sent writers at *Fortune* and other business publications who were mentioned by name large sections of the speech because they wanted to see in what context they were mentioned.

Rotbart's description of tips and ads being keys to editorial placements was right on target. The only problem was that the PRS code specifically forbade the use of ads or tips as levers to gain coverage. Rotbart was describing, but not advocating, the use of such tactics.

The last place he should have been giving his speech was to a PRS audience. He and PRS cut a deal that gave PRS perpetu-

al, unlimited copyright to the hour and 40-minute presentation in return for featuring him at the 1993 conference in Orlando. This contract came out early in the suit.

PRS videotaped the presentation with two cameras and was going to offer it for sale as a feature of its library. My revelation of the unethical nature of the practices described resulted in PRS never offering it for sale. Rotbart also cancelled a planned 30-city tour of his presentation.

I shared all my notes with NYT media reporter William Glaberson. I wanted as many journalists as possible to know what Rotbart was saying about them.

Glaberson wolfed down what I told him and wrote 926 words, almost a full column. He called up *Business Week* Editor Stephen Shepard and quoted him as saying about Rotbart: "This guy passes himself off as an independent media critic. He's not. He is serving the PR community and is presenting a cynical and highly warped view of the major news organizations."

Glaberson mistakenly wrote I made a "secret tape" of the speech. Actually, I was a PRS-credentialed reporter with a press badge and Rotbart acknowledged my presence at one point. I went to the front of the room and took a number of pictures including those of two crews who were making videotapes. All the stories I wrote were checked with a law firm to insure quotes were kept to a minimum and copyright was not violated.

## NYFWA Ducked on Rotbart Suit

The NY chapter of the Society of Professional Journalists supported O'Dwyer Co. in the suit. Attempts to interest NYFWA in the Rotbart suit went nowhere, although the Deadline Club (New York chapter of SPJ) headlined: "Deadline Club Supports Jack O'Dwyer in Lawsuit."

Media including the *American Journalism Review* reported extensively on the lawsuit. AJR, in a full-page editorial, called the suit "serious business, and may well make new law."

*The New York Law Journal*, covering the O'Dwyer victory Feb. 7, 1995, made it the top middle story on its first page with the headline: "Fair Use Exception Allows Excerpting of Rival's Speech."

In tossing all the charges against me personally and the O'Dwyer Co., New York Superior Court Judge John Martin said I was a "good reporter." More than 30 PR executives, including Howard Rubenstein, contributed to an O'Dwyer defense fund. ●



Jack O'Dwyer

## Occidental adds Petroskey to team

**D**ale Petroskey, who headed the National Baseball Hall of Fame and led marketing for the Texas Rangers, has moved to Occidental Petroleum as VP of Public Affairs.

Fleishman-Hillard veteran Richard Kline stepped down as VP of Comms. and PA for the Los Angeles-based oil and gas giant after four years last year.

Petroskey, 56, has been running his Dallas-based consulting shop for the past two years.



Petroskey

He was President of the Baseball Hall of Fame for more than eight years — including through a minor PR crisis in 2003 — before taking an Executive VP role with the Rangers.

Earlier, he worked PA and mission programs for the National Geographic Society and served in the Reagan administration as an assistant press secretary at the White House and assistant secretary for PA at the Dept. of Transportation.

“Oxy Pete” is the fourth largest U.S. oil company. First quarter profit hit \$1.56 billion on revenue of \$6.27 billion.

Melissa Schoeb, senior director, comms. and PA, was promoted to VP of corporate comms. She joined the company in 2007 after a stint as senior VP and senior partner at Fleishman-Hillard. ●

## F-H's Stevenson to B-M

**M**ichelle Stevenson, who was Senior VP and Global Co-chair of Fleishman-Hillard's Entertainment Group, has joined Burson-Marsteller in Los Angeles.

As Managing Director of B-M's Consumer and Brand Marketing Practice, she is to expand client relationships via sponsorships, celebrity spokespeople, special events and media relations.



Stevenson

Assuming command of the Saban Brands U.S., San Diego Zoo and Konami accounts, Stevenson will report to Lisa Travatello, Creative Director and Chair of

the WPP unit's Global Brand and Consumer Marketing Practice.

At F-H, Stevenson was day-to-day manager of Tourism Australia, where she did red carpet events and staffing for its “G'Day USA” program. ●

## Applied's Clabo to head media relations at HP

**H**oward Clabo, head of communications for Applied Materials, joined HP to lead corporate media relations and executive communications on May 21.

Clabo exited the \$10 billion tech giant Applied after three years as managing director and head of corporate comms.

HP CEO Meg Whitman, the former eBay chief who took the reins in September after the ouster of Leo Apotheker, tapped her longtime PR advisor Henry Gomez as chief communications officer in January.



Clabo

Clabo previously led media relations for FedEx and worked on the agency side at Citigate and Grey Global Group.

His team at HP leads global media relations outreach with responsibility for developing an overall integrated communications strategy.

Clabo's unit will also provide strategic counsel to HP executives for external communications. ●

## Sitrick's Faison to AIDS group

**S**eth Faison, head of Sitrick and Company's New York outpost, has been named Communications Director at the Global Fund to Fight AIDS, Tuberculosis and Malaria.

The Pulitzer Prize-winning *New York Times* veteran shifted to Sitrick in Los Angeles in 2006 and moved to New York the following year. Faison is taking a one-year leave of absence from S&C.



Faison

At the Times, he reported on Wall Street, legal affairs and Asian organized crime and won the

Pulitzer as part of the team that covered the World Trade Center bombing in 1993.

Faison, who lived and worked in China for a dozen years, was Shanghai Bureau Chief for the NYT and covered the Tiananmen Square uprising while at the *South China Morning Post*.

Gabriel Jaramillo, who assumed the fund's helm in February, believes Faison has the “right background and skills” to communicate the fund's investment strategy.

Launched in 2002, the Geneva-based fund is a public-private partnership that has spent about \$23 billion for programs in 150 countries. ●

## F-H names de Schweinitz health chief

**F**leishman-Hillard has named Anne de Schweinitz Senior VP/Managing Director of the healthcare group. She takes over for Michael Rinaldo, who exited the Omnicom unit.

She joined F-H last year after posts at Hill & Knowlton, Manning, Selvage & Lee and Big Arrow Group.

CEO Dave Senay said in a statement that clients will benefit from de

Schweinitz's “deep experience in this sector, her proven ability to build global teams and capabilities, and her outstanding client and account management skills.”

De Schweinitz is relocating from New York to London and will report to John Saunders, President of the EMEA group. ●



de Schweinitz

## Burkhart named Hoffman GM

**T**he Hoffman Agency has named Steve Burkhart General Manager/North America for the high-tech shop with \$9.1 million in 2011 fee income.

He's a veteran of Weber Shandwick and Edelman. Burkhart served in Edelman's Seattle office, handling B2B and consumer tech accounts. He co-founded the Portland outpost of the No. 1 independent firm.

At the Interpublic operation, Burkhart counseled Microsoft and became a top leader of its clean tech team, managing teams in New York, Seattle, San Francisco and Portland. ●

## Navy gives Lockheed Martin big social media pact

**T**he Dept. of the Navy has awarded a unit of Lockheed Martin a \$9 million, three-year contract to develop a system to “process” news forums, blogs social media and other online data in order gauge sentiment and analyze the information.

The pact is between the Naval Warfare Systems Center Pacific and Lockheed Martin Information Systems and Global Solutions and is an expansion of existing Lockheed technology called WISDOM focused on web data.

According to a procurement notice, the effort will “mature the state of the art in social media collection, analysis and predictive modeling,” and conduct experiments with military operations in the Philippines analyzing violent extremism, among other tenets.

The project was not put out for bids as the Navy says no other source is currently capable of providing the required technology and bidding would delay for as many as 18 months. IBM was among a handful of vendors expressing interest in the assignment when the Navy asked for input.

The WISDOM system was developed over four years by LM and enhanced by the Defense Advanced Research Project Agency under a \$27 million contract with an outside vendor, LM Advanced Technology Laboratories.

The Navy said the system is being used in the U.S. Southern Command and Pacific Command. ●

## LinkedIn hires D.C. policy group

**L**inkedIn Corp. has hired Monument Policy Group as its first lobbyist on Capitol Hill.

The Mountain View, Calif.-based social network is using MPG for general issues regarding the Internet and technology companies.

Stewart Verdery, Founder and Partner of MPG, spearheads the LinkedIn work. He served as a top aide for former Oklahoma Republican Senator now lobbyist Don Nickles.

Verdery, who established the Senate Republican High Tech Task Force, also worked for influential Republican lawmakers Orrin Hatch (Utah) and the retired John Warner (Virginia).

LinkedIn works with Hill+Knowlton Strategies and Maloney & Fox for PR. ●

## Ethanol group recharges PR

**E**thanol industry trade group Growth Energy has bolstered its communications staff with two hires, following the exit of two public affairs executives.

Chris Thorne, who led PA for the Washington, D.C.-based organization in two-plus years, decamped for The Beer Institute in April. Stephanie Dreyer, a senior PA associate for Growth Energy, moved to the Truman National Security Project in February.

The trade group, which counts about 75 producers and 25,000 grassroots supporters of the fuel among its members, has brought in Michael Frohlich, who held PR posts at the National Association of Manufacturers National Biodiesel



Board, as press secretary to head media relations. It has also added Fleishman-Hillard vet Michael Lewan as a public affairs associate.

Gasoline is blended with a maximum 10% ethanol under federal regulations, a share the industry is trying to expand to 15% for all vehicles under a waiver push known as E15.

The moves cement the ethanol sector's PR team ahead of the 2012 presidential election. ●

## Japan gives Podesta \$180k pact

**T**he Embassy of Japan has given Podesta Group a \$15,000-per month contract for lobbying and consulting services in connection with legislation and federal government policy matters of interests to Japan, according to the contract inked by PG CEO Kimberley Fritts and Hideaki Mizukoshi, minister and head of chancery.

The one-year agreement allows for the fee to be reconsidered if either the Embassy or PG concludes that the “volume of the work involved has changed significantly, and that such change is likely to endure for several months.”

The party receiving such a request “will consider it in good faith and determine whether a change is warranted.”

Prime Minister Yoshihiko Noda met with President Obama in Washington on April 30. The leaders released a “shared vision for the future” statement that hailed the alliance as the “cornerstone of peace, security and stability in the Asia-Pacific region.” ●

## Dept of Labor eyes PR vendors

**T**he U.S. Departments of Labor and Commerce are considering reviews of their media monitoring and press release dissemination accounts, respectively.

The Labor Dept. said May 16 that it is conducting market research ahead of a likely upcoming RFP process, expected around June 11, for monitoring to support its office of public affairs.

That federal agency wants a vendor to track at least 200,000 sources across print, electronic and social media. A contract stretching for five years with options is planned.

The Commerce Dept.'s U.S. Census Bureau, meanwhile, issued a request for information last week for its news distribution efforts to gauge the capabilities of vendors in the field.

Census Bureau releases are currently disseminated by PR Newswire. ●

## F-H directs AMC takeover

**F**leishman-Hillard is handling media connected to Chinese conglomerate Dalian Wanda Group's \$2.6B takeover of AMC Entertainment Group, owner of nearly half of America's top 50 grossing movie theaters.

The deal, according to a statement from Dalian CEO Wang Jianlin, makes his \$17 billion conglomerate the key player in the world's top two movie markets. It runs 86 theaters with 730 screens in China.

Kansas City-based AMC has a total of more than 5,000 screens in mostly large metro areas that entertained more than 200 million people during the past year. It's the world No. 1 IMAX operator.

Dalian promises to take a hands-off approach to AMC management once the deal is finalized and expects little impact on AMC's 18,500-member work force.

AMC is owned by a private sector group that included Bain Capital, Apollo Global Management, Carlyle Group, CCMP Capital Advisors and Spectrum Equity Investors.

F-H, which is part of Omnicom, has senior VP Jeremy Jacobs working the U.S. end of the deal, joined by Pamela Leung (SVP, Hong Kong) and Winter Wright (VP, Beijing) in China. ●

## B-M guides Tommy Bahama east

**B**urson-Marsteller will guide the international push of Tommy Bahama as the upscale relaxed clothing and accessories brand targets Asia for growth.

The Seattle-based unit of Oxford Industries runs 96 retail outlets in the U.S. — one is slated for Manhattan's Fifth Ave. — and

the brand is sold at high-end stores such as Nordstrom's.

It plans to open outlets in Hong Kong, Singapore and Macau and a retail/restaurant combination in Tokyo during the next two years.

Rhonda Brauer, who handles the account from B-M's Los Angeles office, says the goal is to define the brand for consumers "who will embrace the Tommy Bahama lifestyle and state of mind: making life one long weekend."

Rob Goldberg is Senior VP-Marketing at Tommy Bahama. ●

## PB gets Singapore money fund

**P**atton Boggs has signed up Temasek Holdings Ltd., which is Singapore's sovereign wealth fund with global assets of more than \$193 billion.

The D.C. firm is to counsel Temasek on developments in the "trans-pacific partnership," according to its engagement letter.

PB partners Frank Samolis and Joseph Brand counsel Temasek under the three-month deal, worth \$90,000. The pact is renewable for another three-month period at Temasek's option for the fixed monthly fee of \$30,000.

Temasek's North America chief is Gregory Curl. He was BankAmerica's vice chairman/corporate development and chief risk officer before joining Singapore's investment arm in 2010. In April, Temasek made news by purchasing a portion of Goldman Sachs' stake in Industrial and Commercial Bank of China for \$2.3 billion.

ICBC, one of China's Big Four state-owned banks, claims to be the world's No. 1 bank ranked by overall profit and market capitalization. ●

### 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](http://www.fara.gov).

**Ruder Finn, Inc.**, New York, NY, **registered April 26, 2012** **Stedelijk Museum, Amsterdam**, to advise on an international publicity campaign surrounding the opening in Sept. 2012 of the expanded and renovated museum.

**White & Case, LLP**, Washington, D.C., **registered April 30, 2012** **for Government of the Republic of Singapore**, to monitor legislative and regulatory developments on international tax policy for issues of potential concern to Singapore.

**Development Counsellors Int'l**, New York, NY, **registered May 1, 2012** **for Scottish Development Int'l**, to show that Scotland is a country rich in opportunity and is bursting with innovation, talent, education and academic excellence that make it an attractive place to do business.

**Patton Boggs, LLP**, Washington, D.C., **registered May 14, 2012** **for Temasek Holdings Limited, Singapore**, to provide advice regarding issues relating to the Trans-Pacific Partnership.

### 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](http://www.senate.gov).

**Monument Policy Group**, Washington, D.C., **registered May 18, 2012** **for LinkedIn Corporation**, Mountain View, CA, regarding Internet and issues related to technology companies.

**Drinker, Biddle & Reath, LLP**, Washington, D.C., **registered May 17, 2012** **for Are You Dense Advocacy, Inc.**, Woodbury, CT, regarding notification of breast density to improve early detection of breast cancer in women.

**McGuireWoods Consulting**, Washington, DC, **registered May 17, 2012** **for Cisco Systems Inc.**, San Jose, CA, regarding advocating measures to enhance and strengthen cyber security.

**Elmendorf Ryan**, Washington, D.C., **registered May 15, 2012** **for General Electric**, Fairfield, CT, regarding issues and legislation related to taxes.

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### Director, PR & Social Media Boston Ballet

The Director is responsible for all public and media relations, web content management, and social media. S/he manages creation and implementation of public relations planning and strategy for internal and external audiences, is the principle media representative to all national and international press, and oversees regional coverage and local media relationships.

The Director is also responsible for the user experience and content on Boston Ballet's website, [www.bostonballet.org](http://www.bostonballet.org), all social media channels including Facebook, Twitter, LinkedIn, and Boston Ballet's blog Footnotes, plus social media strategy, execution, tracking, and analytics.

The Director manages PR and social media associates and works in partnership with the entire marketing team to fully integrate PR and social media with Boston Ballet's programmatic and institutional marketing and communications strategies through an integrated campaign approach as directed by Director of Marketing and Communications.

#### Requirements:

- Bachelor's degree in communications, marketing, journalism, or related field; Masters degree preferred
- 7+ years experience in public relations, media relations, and social media

To apply for this position, please send a resume and cover letter to [jobs@bostonballet.org](mailto:jobs@bostonballet.org). Please include the name of the position for which you are applying in the subject line of your e-mail. No phone calls please.

## The Inside News of PR and Marketing Communications

Jack O'Dwyer is  
Editor-in-Chief

### NEWS CORP CALLS IN EDELMAN

Embattled News Corp. has called in Edelman to handle fallout from its iPhone hacking scandal that has engulfed its third-quarter earnings.

The No. 1 independent PR firm is providing communications and PA counsel to News International's management and standards committee handling the internal inquiry into the hacking of a murdered 17-year-old girl's iPhone. In a recent voicemail, allegations of snooping into the calls of family members of soldiers killed in Afghanistan and victims of the London terror attacks.

**Manchester**

Sally Bligg, Edelman's managing director for corporate affairs, and James Lunell, managing director for PA, handled the account.

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

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

### THEME PARK OPERATORS SEEK PROPOSALS

The Virginia-based, global trade group for amusement park operators is now open for a PR firm, with an RFP open through Aug. 3.

The International Association of Amusement Parks and Attractions is seeking proposals from a group of 4,000 industry members from entities like zoos, theme and amusement parks, museums and aquariums.

After Atlanta-based tour operator, the by new CEO Cliff Clancy, is looking for media relations support with experience in crisis communications and the travel/business travel industry. He is proactive in reaching out to consumers through the media and reacts to situations ranging from financial, legislative and operational issues. The IAAPA wants two people staffed to assist its press team and one team member in crisis situations.

Colleen O'Connell, IAAPA's director of media relations, is taking pitches with in-person meetings slated for mid-August in Virginia for potential key account personnel. Will expect to begin in early December.

Download the RFP at [oedwyer.com/irps](http://oedwyer.com/irps).

APCO Worldwide has recruited Celia Mackay, former communications and partnerships director at the European Federation of Pharmaceutical Industries and Associations, as director of their public practice in Brussels. Mackay is a 20-year veteran of the healthcare sector, holding positions at Weber Shandwick, Aventis and Organon Laboratories.

## Newsworker

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July 18, 2011 Vol. 44 No. 10

### F-H SHUFFLES MANAGEMENT CHECK

Fleishman-Hillard named Jack Modlewski to the newly created post of the American press to coordinate the unit's coverage of regions in the U.S., Canada and Latin America.

The founding general manager of F-H Chicago's Latin American desk for Europe and South Africa. Modlewski was president of client relations since 2004 with responsibility for F-H's practice groups and strategy planning.

F-H CEO Dave Senay also fired J.J. Carter, OM/SA

Franklin, is to U.S. western president, Scott Nancy Senay, executive vice president assumes global client relations duties. Bob Winslow, managing director for global technology, is now in charge of F-H's more than 30 practice groups and new product development.

### CHIME RINGS UP HEALTHCARE DEAL

CHIME Communications has acquired specialist Revenue Management for the payment \$4.4, a package of \$2.3M cash and stock.

McM says it generated \$100 million in revenues last year and earned an operating profit of \$12.1M.

The firm of Alison MacKenzie and Eve Rosenthal, the daughter of the late Dr. Edgar Angen, Bristol-Myers Squibb, Roche and Medtronic. R.M. was a member of the COPEN Health group that was founded in 1994.

The acquisition could cost CHIME up to \$11M based on R-M's performance. Last Bell's operation retained the right to pay up to a quarter of that contingent sum in newly issued shares.

Chime is parent of Bell Pottinger.

### DISCOVERY BAT DISCOVERS MWW

Discovery Eye Games, the online company that produces games, apps and accessories for Apple's iPad, has selected MWW Group as agency of record.

DMG is developing a new line of augmented device for iPad. Duo makes it possible for multi-person games such as "Sustenance Artifacts" or "Jammies." MWW will also be in charge of the design of "jammies" for the Apple tablet.

David Olson, CEO of Discovery Eye Games, says the firm's "proven record of crafting communications programs that directly influence the bottom line."

Olson becomes part of MWW's consumer tech practice with the San Jose, Niles and Celestion, among others.

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face view challenge

# O'Dwyer's

Communications & new media

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**THE FINANCE ISSUE**

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RETURNED TO THE FINANCE PG. 26

**THE UNWITTING CONSEQUENCES  
OF SEC REGULATION PG. 14**

**INTEGRATING PR AND IR PG. 10**

**DOES YOUR COMPANY NEED A  
DISCLOSURE REWRITER? PG. 18**

**PG. 10 RANKINGS OF TOP  
FINANCIAL PR & IR FIRMS**

**O'Dwyer's magazine, now in its 26th year, examines a different area of PR each month.** Issues include practice-area specific feature stories as well as profiles of PR firms with strengths in the focus area. The agency profiles constitute the ideal starting point for companies beginning their search for PR counsel.

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

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

Listed firms have expertise in:

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- Branding
- Investor Relations
- Employee Communications
- Internet PR
- Product Publicity
- Crisis Communications
- Integrated Marketing
- Corporate Advertising
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