

# O'Dwyer's

Communications & new media

March 2012 | Vol. 26 No. 3



## FRANKENFOODS: A (GENETICALLY MODIFIED) HISTORY

NATURAL AND SUSTAINABLE STILL  
LEAD FOOD TRENDS

WHY FOOD SAFETY REMAINS THE  
NUMBER-ONE CONSUMER CONCERN

HOW SOCIAL MEDIA REDEFINES OUR  
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# NYT columnist says PR is “slop”

More than a dozen PR groups worldwide have been in a months-long quest to define PR. *New York Times* columnist David Carr on Jan. 29 came up with a one-word definition that will save them a lot of trouble: “slop.”

The Farlex Free Dictionary defines slop as “waste food used to feed pigs or other animals” and as “repulsively effusive writing or speech; drivel,” among other things.

Carr wrote that “The modern chief executive lives behind a wall of communications operatives, many of whom ladle out slop meant to obscure rather than reveal.”

CEOs, he says, are less visible than ever and reporters “have to work their way past background conversations with underlings, written statements that say nothing, and that increasingly hardy perennial: the ‘no comment.’”

## Fiske blasted Crudele

Rosanna Fiske, 2011 PR Society Chair, chastised *New York Post* columnist John Crudele after he wrote last July that PR’s job is to “make bad news sound not so bad” and that a PR person would try to make the earnings of energy and materials companies sound better by not allowing for inflation. Fiske, whose letter was published by the *Post*, said Crudele’s definition of PR “couldn’t be further from reality” and that PR people are the ones who will give Americans “a realistic view of the state of affairs in America.”

A 1999 PR Society/Rockefeller study found “PR specialist” ranked 43rd on a list of 45 believable sources.

Will 2012 PRS chair Gerry Corbett claim that PR is not “slop,” that CEOs do not “live behind a wall of communications operatives,” and that reporters are not confined to dealing with “underlings?”

One reason for the recent shyness of CEOs is their larger-than-life paychecks — up 1,200% from \$1 million in 1970 to \$13 million in 2010 while U.S. median income only rose 308% to \$49,000.

Another illustration of the institutional “shut up” press policy is the PR Society, where no one can speak about PRS to the press without the permission of COO Bill Murray or VP-PR Art Yann.

## Corporate, agency PR split

Carr condemns all of PR but if he takes a further look he will see that PR has split into two camps — corporate and agency. Corporate/institutional PR has become almost completely defensive, as illustrated by the Viacom directive that sets up PR as the “gestapo” of the company, ready to pounce on anyone, including suppliers, who breathes a negative word about Viacom to the press.

What Carr should look at is the vast difference between corporate/institutional PR and agency PR, where PR people actually talk to the press.

He is correct in saying that reporters who call corporate PR depts. usually get to deal only with junior staffers. The VP-PR is almost never available for press questions and in most instances will not even be identified on the company website.

Discourteous and even rude treatment may greet a reporter who asks too many questions. Creativity has fled to the firms just like it did in the ad business where large corporate ad depts. were folded in the 1950s and 1960s. Creativity flourishes in an open competitive environment where there are a variety of assignments and independence from the dictums of a single employer.

PR groups and PR depts. of institutions should adopt as their goal the pursuit of truth and accuracy, the way courtrooms go about this. Participants must swear to tell “the truth, the whole truth and nothing but the truth.” This would eliminate agenda-setting, mis-direction and any diversionary tactics. Institutions would be required to present themselves for questioning. ●

— Jack O’Dwyer

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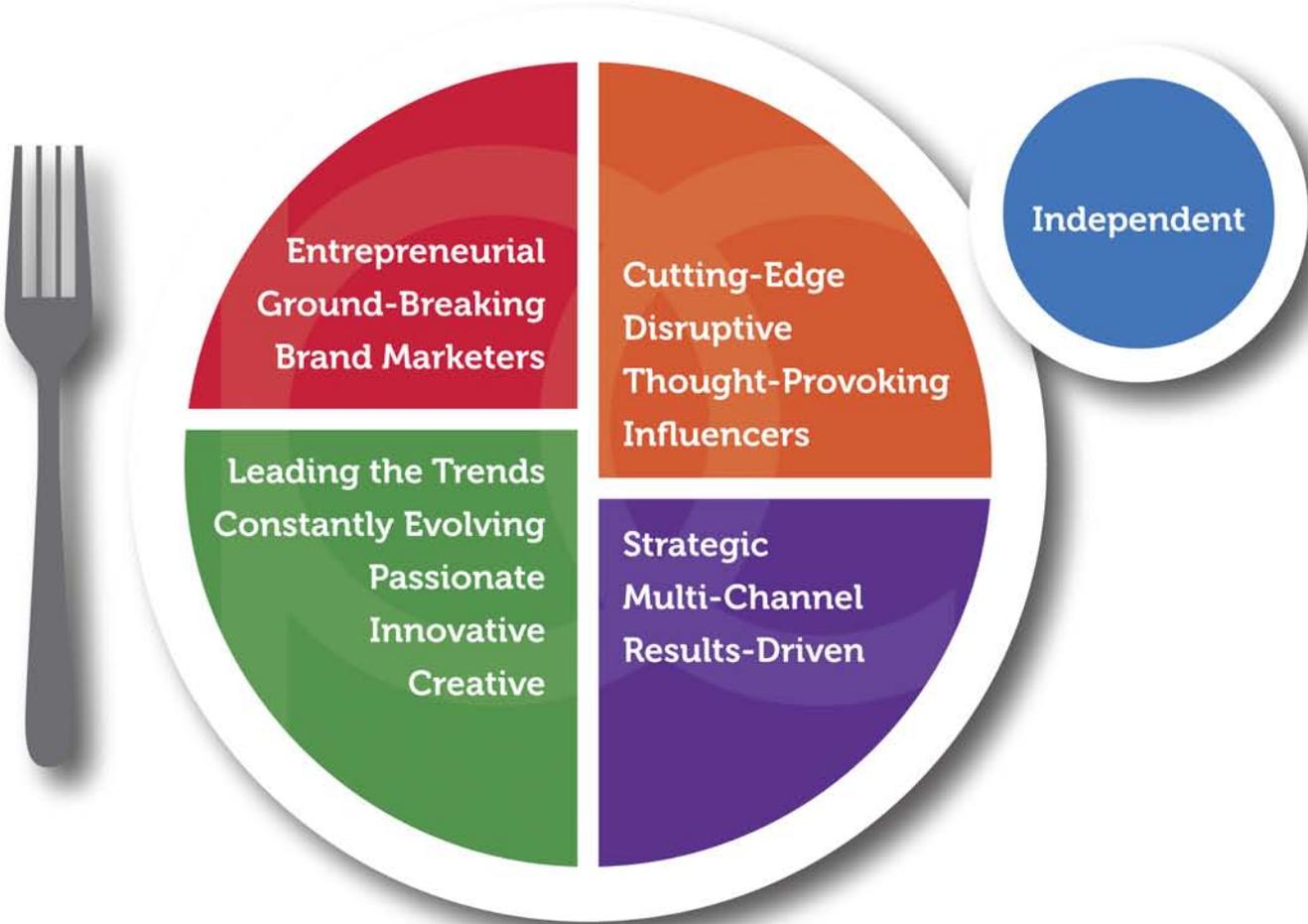
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# Stratfor attempts to turn PR tables on Wikileaks

**Political, economic and business intelligence company Stratfor tried to regain PR momentum in February following the blockbuster news that WikiLeaks had published millions of the company's internal emails.**

By Kevin McCauley and Jon Gingerich

**O**n February 27, WikiLeaks began publishing its “Global Intelligence Files,” a trove of more than five million emails belonging to Austin-headquartered intelligence publisher Stratfor. The emails date as far back as July 2004 (though contain content as recent as late December) and involve work Stratfor has performed for top government contractors like Lockheed Martin and multinationals such as Raytheon and Dow Chemical.

The emails allegedly reveal Stratfor’s business tactics and inner workings, a company that, according to WikiLeaks, “fronts as an intelligence publisher, but provides confidential intelligence services to large corporations.” WikiLeaks said the content “shows how a private intelligence agency works, and how they target individuals for their corporate and government clients,” revealing services such as “structure, payment-laundering techniques and psychological methods.” According to WikiLeaks, the emails “expose the revolving door that operates

in private intelligence companies in the United States.”

Stratfor, which as a private company is not subject to Freedom of Information Act requests, has also worked closely with the U.S. government’s defense and intelligence agencies. It has provided confidential intelligence services for the U.S. Department of Homeland Security and the U.S. Defense Intelligence Agency.

Stratfor issued a statement to cast a measure of doubt on the authenticity of the apparently pilfered correspondence.

“Some of the emails may be forged or altered to include inaccuracies; some may be authentic. We will not validate either. Nor will we explain the thinking that went into them. Having had our property stolen, we will not be victimized twice by submitting to questioning about them,” Stratfor said in a statement released February 27.

Stratfor rapped the alleged theft of emails as “deplorable, unfortunate — and illegal — breach of privacy.”

WikiLeaks boss Julian Assange, who is

under house arrest in the U.K. and fighting extradition to Sweden for an alleged sex crime, claims that 4,000 of the emails deal with U.S. and Stratfor’s plans to harass his operation. Assange says he is working with 25 media partners, including *Rolling Stone*, on full release of the Stratfor information. WikiLeaks claims it has also obtained Stratfor’s list of informants and, in many cases, records of its payoffs, which, according to the site, includes “\$1,200 a month paid to the informant “Geronimo,” handled by Stratfor’s former State Department agent Fred Burton.”

Stratfor is a subscription-based provider of geopolitical analysis. Founded in 1996 by author George Friedman, the company monitors and evaluates various crises throughout the globe. Companies that subscribe to its daily intelligence briefings are confidential, though the company’s publicity list includes *Fortune* 500 companies and international government agencies. Subscribers also include military officers, investment professionals and students.

In December it was reported that members of Anonymous hacked into the site and stole emails, as well as credit card information, from Stratfor’s databases. Friedman said attacks on his company by Anonymous and WikiLeaks are nothing more than attempts to silence and intimidate Stratfor. ●

# Greenpeace raps TransCanada’s Keystone Pipeline PR

By Kevin McCauley

**G**reenpeace has complained to the Securities and Exchange Commission that TransCanada inflated the number of U.S. jobs that will

be created with construction of its Keystone XL pipeline, a potential violation of U.S. securities disclosure laws.

Executive Director Phil Radford penned a Jan. 26 letter to SEC chairman Mary Shapiro saying TransCanada’s claim of “20,000 high-wage manufacturing and construction jobs” resulting from Keystone is a false and misleading number. That figure comes from a TransCanada-commissioned report from economist Ray Perryman.

Radford, who sent a copy of his letter to TransCanada’s board of directors, notes the 20,000 figure is “67 times higher than job creation totals given by the company to Canadian officials for the Canadian portion of the pipeline.”

Wrote Radford: “These false and misleading job creation numbers are part of TransCanada’s lobbying and PR campaign designed to create Congressional pressure

to issue a presidential permit approving construction of Keystone.”

He charges that TransCanada has “misled investors, U.S. and Canadian officials, the media and the public at large in order to bolster its balance sheet and share price.”

Greenpeace believes TransCanada is violating SEC Rule 10b(5) — Employment of Manipulative and Deceptive Practices.

In noting that Greenpeace has neither built nor operated a pipeline, TransCanada spokesperson Shawn Howard rapped the environmental group’s claims as false and without merit.

“We stand by our job numbers as they can easily be substantiated,” he told *O’Dwyer’s* via e-mail. He said it’s easy for Greenpeace to “question our reporting without any accountability. As a publicly-traded company, we are required to make accurate and timely disclosures about our business.” ●

**Correction:**

In our February *O’Dwyer’s* article “Front groups wage PR warfare in ‘fracking’ debate,” we stated that Energy in Depth campaign manager Tom Shepstone was a former executive at the American Planning Association. Shepstone was actually a member of APA subsidiary American Institute of Certified Planners. We also mischaracterized his work of introducing “right to mine” zoning provisions in municipalities. Shepstone told *O’Dwyer’s* he introduced mining to municipalities where no zoning laws exist.

The article also misattributed a claim to the Marcellus Shale Coalition regarding current PR practices undertaken by the natural gas industry. Marcellus Coalition was not present at the Houston event in which the claim was alleged to have taken place.

# ESPN responds to Lin racial slur crisis

**ESPN has fired a mobile content staffer and suspended an anchor after a series of comments about NBA star player Jeremy Lin were deemed offensive.**

By Greg Hazley

In the first case, a headline on ESPN.com that read “Chink in the Armor” drew the ire of the Asian American Journalists Association and resulted in the dismissal of the staffer who wrote it.

The headline was posted on ESPN’s mobile site at 2:30 a.m. and removed by 3:05 a.m. “We regret and apologize for this mistake,” the sports network’s Director of Communications for Digital Media, Kevin Ota, said in a blog post Feb. 18.

Earlier in the week, an anchor for ESPNNews used the same phrase and has received a 30-day suspension. A third reference on ESPN radio was made by a commentator not employed by the sports network.

“We are glad ESPN has recognized its mistake, and we appreciate the quick

apology for the transgression,” the AAJA said in a statement. “Many people, not just in Asian American communities, are shocked that a news company with a long tradition of excellence would use a racial epithet. It’s particularly galling because of the weeks of discussion about Lin, his heritage and even the wave of outright racism surrounding his stardom.”

Ota, a veteran PR counselor, via follow-up post on Feb. 19 apologized to the Knicks player and said ESPN will work to improve editorial oversight. “Through self-examination, improved editorial practices and controls, and response to constructive criticism, we will be better in the future,” he said.

The fired editor, Anthony Federico, told the *New York Daily News* he had used the phrase several times in the past and didn’t realize the negative connotation in the Lin context. “This had nothing to do with me being cute or punny,” he told the paper,

apologizing for the incident.

## ‘Linsanity’ proves PR win for Knicks

Jeremy Lin’s rise to fame has been a slam-dunk for the Knicks’ popularity, not to mention the team’s marketing and branding efforts.

According to Knicks e-commerce provider Delivery Agent, online orders at NYKnicksStore.com have skyrocketed nearly 4,000% since the 23-year-old’s February 4 debut.

According to a February report on marketing industry site ClickZ, Web traffic to NYKnicks.com has increased 770% since Lin’s debut. Unique visitors are up 531%, and video views, which have totaled 1.8 million since early February, have now seen a total increase by an astonishing 2,000%. For the week ending February 19, the Knicks’ site was the top visited among all NBA properties.

On Twitter, the Knicks have picked up 35,000 Twitter new followers, now boasting more than 230,000 total fans. Its month-old KnicksNow mobile app has generated 130,000 downloads and currently ranks in the top five free sports apps in the iPhone store, according to the ClickZ report. ●

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# Study: food safety concerns aren't going away

**Food safety and nutrition labeling have become top concerns for Americans, according to an annual study that ranks the year's most popular food-related headlines. Experts now believe these issues aren't temporary, but have become a permanent fixture in the U.S. consumer conversation.**

By Jon Gingerich

**S**afety is the number-one food-related issue on U.S. consumers' minds. The finding is part of an annual study by New York based Hunter PR, which gauges the most memorable food-related stories each year and asks consumers how these headlines affect consumption habits.

According to the study, the most popular food-related story in 2011 was the cantaloupe listeria outbreak traced to Jensen Farms in Colorado. The outbreak killed 29 people and sickened more than 130 others, accounting for the second largest listeria outbreak in U.S. history.

The second- and third-top food stories in 2011, respectively, were First Lady Michelle Obama's work with the USDA for the recently unveiled *MyPlate* initiative, which replaces the decades-old Food Pyramid dietary guidelines, and record-high global food prices, which have added continued headaches to the restaurant, travel and hotel industries.

## Food safety a pervasive concern

According to the study's authors, this is the third year in a row where a safety-related concern has taken top billing among food-related headlines. Grace Leong, Managing Partner of Hunter PR, said the trend began in 2009 when food safety dethroned rising food prices in the wake of the recession. Due primarily to domestic meat recalls and numerous salmonella outbreaks in produce, headlines regarding the safety of food has consistently grabbed Americans' attention since, and it's a topic to which the U.S. media has gladly returned.

Leong posited that part of the attention might have to do with the fact that contaminations have now moved from an international issue to a domestic one. It's no longer the imported items that are getting coverage, and recalls now involve products once seen as harmless.

"The outbreaks you would see in the past were for things like mad cow disease, in England. Then it started in China, first with milk and then the pet food scandal. But now we've heard about outbreaks at home that are killing lots of people. And it's the fresh stuff: it's vegetables, fruits and dairy. These events are having a really big impact on how people see food, and now food safety

is just dominating everything," Leong said.

The survey also revealed how consumer behavior is shaped by these headlines. Nearly half of all respondents (47%) said they now pay more attention to the foods they eat based on news coverage related to food. More than 60% of those surveyed said they actually changed their food habits in 2011 because of news coverage. Forty-five percent of those who said they were influenced by a food story claimed they now cook and eat more at home, and nearly 30% of those surveyed said they now pay extra attention to the nutritional value of foods at restaurants.

Of the top ten food-related news stories in the Hunter survey, three other news items involved safety-related issues: the January 2011 passage of the Food Safety Modernization Act, which gives the FDA the authority to order food recalls and requires more frequent inspections of food manufacturing facilities; the August recall of nearly 36 million pounds of ground turkey from a Cargill plant in Springdale, Arkansas that tested positive for salmonella, killing one person and sickening 76 others; and the USDA's new recommendation for pork cooking temperatures (of 145 degrees, down from a longtime standard of 160), were also among the top ten food related items that year.

## Labeling gains importance

Current labeling practices have also become a big talking point for consumers. More than ever, people are paying attention to food labels, and are expecting more transparency from producers and marketers.

Aside from the popular *MyPlate* initiative, other label-related items cited by the Hunter study as big points of interest included: the recent Nutrition Keys initiative, an industry-based labeling agreement that placed nutrition information on the front of food packaging; new restaurant labeling laws set to go into effect this year; and a lawsuit against General Mills for falsely marketing a line of fruit snacks as "healthy."

Leong believes the study shows the U.S. is witnessing a shift in how much we care about what goes into our food.

"If you look at the advice experts have been telling us for years, it's eat healthy, eat

healthy, eat healthy. So they pump out education and smart ideas and fancy campaign names and they get Michele Obama to stomp around in her vegetable garden. But does it really move the needle? We counsel our clients all the time: you want to lead with a message of food safety. Tell them your ingredients are coming from safe places. You need to put those messages up front."

Leong said another trend that may have influenced the recent uptick in attention toward labeling is that more families are now relying on school food services. Families are signing their children up for school lunch programs in droves, and as a result, schools have faced additional pressure to provide nutritious, well-labeled foods.

## Shock tactics stall

Aside from temporary scares, Leong said news about recent U.S. food recalls haven't permanently changed consumers' behaviors in terms of the types of foods they'll buy. Similarly, a slew of recent citizen-journalism style reports on what goes into fast and processed foods have proven sensationalistic, but at the end of the day don't account for nearly as big of a crisis as something like a contamination.

"It's almost like the PETA model: let's show you what you're really eating. Advocates are saying: 'if this doesn't shock you nothing will.' It's gone from education to sensationalism," said Leong. "I think these big food companies take tremendous steps to stay in compliance. They have the resources to stay in line. When you see an outbreak from a large food company it's not usually one that involves processed food. It's the fresh food that carries these tremendous levels of exposure."

"A large company like McDonald's creates a menu of offerings that suits everyone on a continuum," Leong continued. "McDonald's has the Big Mac — they are what they are. They're never going to convert the whole universe, and they don't have to change their core menu items because there's enough demand. The message is moderation. The strategy forever is put healthy items on the menu, you offer a choice for the consumer. Besides, if you took everything off the shelf that looked funny, there'd be nothing left." ●

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# Sustainable, natural foods lead diet trends

**A recent survey of more than 200 registered dietitians shows what food trends will be hot (and not) for consumers and food companies in 2012.**

By Louise Pollock

**G**reen is a hot color this year. We're not talking about fashion trends or red carpet "best and worst" lists: we're dishing about the hot new diet trends for 2012, and green is the way to dress your plate this year. Pollock Communications worked with the nation's top nutrition experts to identify the top 2012 nutrition trends for consumers and food companies. The survey of more than 200 registered dietitians revealed five nutrition trends that will make news and affect your choices in the coming year.

With green foods coming out on top of the trends, the survey also revealed that, while Americans are getting enough protein, carbohydrates and fats, they really need to boost their intake of antioxidants, phytonutrients and fiber. Since many consumers might be confused by which food choices are good sources of these nutrients, this is the ideal opportunity for food companies and retailers to help translate the trends into sales, by communicating how their products and services can help consumers meet their 2012 diet demands and needs.

## Media News briefs

### COMBS, COMCAST TO LAUNCH REVOLT TV

Music mogul Sean "Diddy" Combs, who heads Bad Boy Worldwide Entertainment Group, announced Feb. 21 a new venture with Comcast to create a "real-time, socially connected music television network" dubbed Revolt.

"My hope is that this new network will spark a revolution in entertainment and encourage other media and communications companies to bring REVOLT to their audiences," he said.

The project will be one of four minority-owned independent networks to be broadly distributed on Comcast cable systems between July 2012 and January 2014, the company said.

"I'm thrilled to be at the helm to usher in a completely new model of television that brings together the artist community, social media, and cutting edge technology," added Combs.

Launch is slated for 2013. Porter Novelli handled the announcement.

*USA Today* reported NBA great Magic Johnson and filmmaker Robert Rodriguez are among others developing networks with Comcast.

Here's a complete list of the top five findings from the registered dietitians survey:

#### Unprocessed becomes avoidable

Unprocessed, natural foods will be the biggest consumer nutrition trend in 2012.

This indicates that food companies and retailers will see an increase in demand for more green products. Most registered dietitians (72%) predict that consumers will continue to seek out local, organic, sustainable, fresh, minimally processed foods. With consumers returning to the table and cooking at home, they will become more aware of where their food is coming from and what it contains.

According to the survey, almost half of all registered dietitians also agree that simplifying the ingredient list will be a major factor in diet changes, while more than a third of registered dietitians agree that sodium reduction and eliminating high fructose corn syrup will play key roles in dietary modifications in the coming year.

#### More antioxidants, fiber

Americans need to increase antioxidants and phytonutrients and, in turn, get more fiber.

Of the 204 responses, almost all registered dietitians (96%) emphasize that Americans are lacking antioxidants and phytonutrients in their diet, and many (59%) say consumers need more vitamins and minerals. While most agree that consumers are already consuming enough protein, carbohydrates and fats, registered dietitians say Americans are lacking sufficient amounts of fiber from whole grains and fruits and vegetables.

#### Seasonal goes fashionable

Seasonal and local fruits and vegetables will rise to the top. Almost all registered dietitians (94%) agree that in the coming year there will be a bigger push for Americans to consume more fruits and vegetables. Eating seasonal and local plant based foods that are organically grown will be a big trend in the coming year, as well. Not only does this reinforce the green trend, but it also

supports the trend of increased antioxidants, phytonutrients and fiber.

#### Transfats = food label poison

Consumers will take it easy on the trans and saturated fats, sugar and sodium.

The majority of registered dietitians (78%) name trans fats as the most harmful nutrient in the diet, followed by added sugars (68%), saturated fat (58%) and sodium (52%). In 2012, we will see a greater emphasis on reducing these ingredients,

as Americans focus more on unprocessed, natural foods that are enhanced with healthful exotic and ethnically diverse spices and flavors.

#### MyPlate to drive awareness

USDA's MyPlate will prove to become a helpful guide for consumers and brands in the coming year. Nearly 70% of registered dietitians are using MyPlate to counsel patients and it will continue to play a role in diet recommendations through 2012. MyPlate recommends half the plate consist of vegetables and fruit, with the other half made up mostly of whole grains and a small portion of lean protein. Following these guidelines will serve as a helpful tool for food companies and retailers, too, as they assist consumers in achieving their dietary needs.

We see this trend toward health and wellness being driven by the 2010 Dietary Guidelines for Americans. As consumers learn more and understand the connection between healthy eating and overall well-being, there will continue to be a shift in eating patterns and demand for wholesome, nutrient-rich options. Including relevant brand benefits that appeal to consumer diet trends in all marketing and communications efforts is paramount to helping consumers make purchasing decisions.

Companies and brands that take proactive steps to meet consumers' changing diet needs will go far to enhance brand loyalty and reputation, while helping to increase their bottom line in the coming year and beyond.

*Louise Pollock is President of Pollock Communications in New York.* ●



Louise Pollock

# IPG leads fourth-quarter growth among PR congloms

**PR revenues at publicly traded conglomerates showed solid fourth quarter gains to round out 2011, with Interpublic ahead of the pack and reporting a 13.5% organic growth for the period.**

By Greg Hazley and Kevin McCauley

Interpublic on February 24 posted a 24.9% rise in fourth-quarter net to \$278.3 million on a 3.4% revenue uptick to \$2.1 billion.

CEO Michael Roth said the ad/PR combine benefited from investments in digital talent, robust growth in overseas markets and vitality in the U.S.

Organic growth rose 2.8% for the quarter and 6.1% for the full-year. Roth predicts organic growth to advance three-percent in '12.

Harris Diamond, who heads Weber Shandwick and IPG's constituency management group, told *O'Dwyer's* PR organic growth rose a "fantastic" 13.5% during the fourth-quarter and 10% for the year driven by across-the-board business spurts. Digital, social media, consumer, high-tech and health-care were standout performers.

Citing great strides in putting IPG's financial house in order, Roth announced a \$300 million share repurchase program.

For the full-year, IPG earned \$551.5 million versus \$261.1 million in 2010

## **OMC up 4%, net tops \$270 million**

Omnicom reported fourth quarter PR revenues rose 3.9% to \$310.6 million as the conglomerate posted an overall revenue climb of 7.4% to \$3.9 billion.

Net income ticked up 10.3% to \$271.9 million.

Advertising led the charge with a nearly 10% increase in the fourth-quarter to \$1.8 billion and rose 12.7% to \$6.4 billion for the year. PR, including units like Ketchum, Fleishman-Hillard, Kreab Gavin Anderson and Porter Novelli, was up 6% for the year to \$1.2 billion.

Omnicom's U.S. revenue was up 5% in the fourth-quarter to \$1.9 billion while global revenue jumped nearly 10% to \$1.9 billion.

OMC shelled out \$443 million for acquisitions in 2011, including the Q4 deal to acquire Marina Maher Communications.

## **Publicis net up 14%**

Publicis, the first of the big ad/PR

conglomerates to report final 2011 earnings, said in February fourth-quarter revenue climbed nearly nine percent to 1.7 billion euro, including a 12% jump in North America to 764 million euro.

For the full year, revenue at the French ad/PR combine was up 7.3% (5.7% organically) to 5.8 billion euro (\$7.7 billion, while net income was up 14% to 600 million euro.

CEO Maurice Levy said 2012 would be plagued by uncertainty, but expressed confidence in the company's operations. Publicis has renewed a freeze on recruitment to keep a rein on personnel expenses, he noted. "Though we remain very cautious all along, our situation enables us to stride confidently toward the future and particularly 2012," he said.

Acquisitions and hiring pushed Publicis' headcount up to 53,807 at the end of 2011, compared with 48,531 a year earlier. The conglomerate shelled out 599 million euro for acquisitions during 2011 and 87 million euro for earn-outs. PR grabs in 2011 included ICL MSL Taiwan, Genedigi (China) and Schwartz Communications.

Big wins for Publicis' PR division, MSLGroup, in 2011 included AQMD-Incremental and Ancestry.com (U.S.) Insinkerator (China); Star TV (India); Bosch (Germany), and Securite Routiere (France), among others.

The conglom lost GM's media buying account in January, a large piece of business that will hit 0.5% of its revenue over the year.

## **MDC loss widens**

MDC Partners posted a \$56 million fourth-quarter loss (compared to \$17 million profits a year ago) as CEO Miles Nadal continues to invest "significantly" to create an infrastructure built for long-term growth.

The parent of Allison & Partners, Kwitken & Co and Sloane & Co., MDC invested \$35 million during the year for international expansion, build-out production facilities, digital technology and "transformative talent," according to the CEO.

Nadal said he's confident those investments will drive organic growth and a "meaningful improvement in margins and profitability in 2012 and beyond."

MDC's revenues jumped 20.5% during the fourth-quarter to \$254.3 million and 36.9% for the year to \$943 million. Organic growth for the quarter and full year was 6.7% and 17%, respectively. Net new business wins weighed in at \$29 million for the period and \$104 million for the year.

The company showed a \$76.9 million deficit for 2011 compared to a \$5.4 million loss earlier in the year. MDC shares trade at \$12.92. The 52-week range is \$12.29, \$20.99.

## **Cision grows 12%**

PR software provider Cision reported fourth quarter revenue slipped 6% from 2010 to 252 million SEK, but organic growth swung positive to increase four percent on strength of its U.S. performance.

Cision posted 12% growth in the U.S. in the fourth-quarter on revenue of 165.1 million SEK, although revenue slipped 2.5% for the full year 2011 at 598.2 million.

"There are clear signs that our 2010-11 investments in sales and marketing in the U.S. are paying off," said CEO Hans Gieskes, noting improvements in Europe also boosted revenue. The company continues to struggle in Canada, where revenue fell 13% in the fourth-quarter.

Divestments and currency effects put a 28 million SEK hit on revenue for Q4, but net profit jumped 150% to 25 million SEK for the quarter over 2010's fourth-quarter.

For the year, operating revenue hit 969 million SEK, down 14% from 2010 on divestments of its Germany and Finland operations, but organic growth was 0.4% for the year. Gieskes noted it was Cision's first full year of organic growth in four years.

Fifty-eight percent of Cision's revenue for the year was derived from subscriptions. It counted 13,305 customers at the end of the year, including nearly 9,000 for its CisionPoint PR software.

Cision shed 118 staffers in 2011, although it added headcount in the U.S.

WPP did not report fourth-quarter earnings by press time. ●

# Food's 'social life' opens doors, relationships

By Maureen Varnon

**F**ood is ubiquitous. We all eat it, we enjoy it and there's always something to say about it. Food is a unifier, a convener of conversation, with many of the most life-changing discussions taking place around the dinner table. Part of what often makes these mealtime discussions so memorable is the intimate relationships involved in the dialogue.

Public relations efforts today often unfold within the social media realm, where there are multiple opportunities for brands to engage with consumers and cultivate one-on-one relationships. Through social media, commercial messaging — particularly with regard to food — is increasingly infiltrating our personal lives. One-on-one Facebook dialogue, and Twitter parties to sample new products for example offer endless options for today's savvy marketers to infiltrate consumers' daily lives and permeate their hearts, minds and bellies. While the points of engagement are innumerable, it is essential to identify the right influencers to engage in order to have a lasting impact on the consumer mindset.

On one hand, identifying the right food and nutrition influencers has never been easier. There are innumerable health professionals, public policy experts, celebrities, chefs, consumer advocates among others with unique interests in advancing a particular agenda related to food, health and nutrition.

The Internet makes it possible to learn a lot about these influencers and assess their level of reach and their frequency of interaction among fans and followers. This may become easier, as a number of influencer tracking software companies are now jockeying to corner the market on ranking ostensibly so marketers can compare at a glance who has the numbers to deliver.

But the numbers don't necessarily tell the whole story. There was a time when key opinion leaders in the food industry were defined primarily as credentialed chefs, accredited health professionals, certified academics and well known politicians. However, social media has in many ways leveled the playing field, providing the opportunity for practically anyone with access to information and sufficient enthusiasm to be a force for change.

This democratization of influence has been driven by the Internet and the explo-

sion of content and social media channels that people have to share information.

With a blog, Twitter handle, YouTube Channel or a personal homepage, everyone has the opportunity to put forward what they believe and what they feel is important for others to know and believe. Given equal access to both food and the Internet, literally anyone has the opportunity to dish online which makes the democratization of influence related to food even more significant. Thus, social networks and Internet access have forever changed the conventional hierarchy of information creation and dissemination.

The data suggests that the conversations about food will continue to unfold primarily online. Among the 66% of consumers who reported media as influencing decisions on what food or food components to eat, 43% cite Internet and 7% report blogs or social networking sites, making the Internet more powerful than television, magazines, newspapers or radio. For PR, and particularly PR about food, the power of the Internet can't be overstated. It's often been said that PR is built on relationships. Since social media offers a unique opportunity to engage one-on-one and leverage these relationships to build trust, the value as it relates to food marketing is clear. But the medium alone isn't what makes these outlets influential; it's who is behind the messaging and what makes them relevant to their audience that also drives influence.

Consider Lisa Lillien, *New York Times* best-selling author and television personality better known as Hungry Girl. Lillien can engage a massive audience on Facebook in real time by asking a simple question or inviting comments on an issue. Boasting a loyal community of more than 1.2 million daily newsletter subscribers, Lillien is regarded as one of the most influential within the consumer packaged goods sector. Given her significant following of self-proclaimed foodies, having a product mentioned on Hungry-Girl.com or in her daily newsletter is regarded by some brand managers as comparable to having a product mentioned on Oprah during her reign.

"People have come to trust what I say about food, because I have consistently provided fact-based, truthful information in a very digestible format. And I know what tastes good," said Lillien. "My e-newsletter is more of a one-sided conversation. This is complemented by my ability to engage and interact with my fans

and followers through other platforms ... I feel like in many ways Hungry Girl fans are my friends — and my social media presence helps grow and enhance those relationships."

While social media opens doors and helps build an audience, consumers still often turn to medical professionals for diet and nutrition advice. More than 70% of consumers report medical professionals and registered dietitians as the most influential when it comes to trying new foods, and in fact, today many consumers often engage with these health professionals online. Choosing which health professionals to engage is critical toward effectively impacting consumer behavior.

As a regular contributor to a blog for a leading cheese manufacturer, Patricia Bannan, RD, author of "Eat Right When Time is Tight," was chosen to speak on behalf of the brand in part because of her ability to be authentic with her messaging.

"Today's online consumers are savvy," said Bannan. "When they connect with brands, they want to feel like they are building a relationship based on trust. That trust, in turn, helps shape their opinions.

"We also have to connect with them on an emotional level," she continued. "Part of what allows us to impact behavior is relevance. Consumers want to know that the person providing nutrition advice understands the challenges they face and has recommendations that fit their lifestyle."

There's little doubt that social media plays a key role in helping shape consumer behavior, but the most sustainable behavior change may come from less public and more personal interactions. Identifying the influencer who connects with consumers on an individual level can create strong opinions that help build brands. Credibility, authenticity and trust have always been important, but today these characteristics seem to extend beyond the individual's connection to the brand and to the interpersonal relationships these influencers are creating with consumers. Tapping this potential will allow marketers to foster deep connections with their consumers, creating sustainable relationships that facilitate the assimilation of their brands into consumers' lives.

Maureen Varnon is a Managing Director of FoodMinds. ●



Maureen Varnon

# NYT beats industry to the punch with definition

More than a dozen PR groups worldwide, including the Public Relations Society of America, are in a three-month quest to define “public relations.” It seems *New York Times* columnist David Carr might have beaten them to the punch.

By Ed Lallo

In a January 29th, 2012 column about the twitterings of Rupert Murdoch, “A Glimpse of Murdoch Unbound,” Carr managed to define public relations in a single word: “slop.”

Born in Hopkins, a small town in rural Minnesota, Carr is probably well familiar with the term “slop” — waste food used by pig farmers to fatten their hogs before being shipped off to slaughter.

As a journalism major at the University of Minnesota he probably became familiar with the alternate definition of the word: repulsively effusive writing or speech; drivel.

In his article Carr wrote “The modern chief executive lives behind a wall of communications operatives, many of whom ladle out slop meant to obscure rather than reveal.”

To be fair to the public relations profession the *New York Times* columnist, whose roots resemble Mary Richards of the *Mary Tyler Moore Show*, might have confused the two definitions. But would a PR professional really dish out “slop” to fatten up a pig being led to slaughter?

In fairness to Mr. Carr, I am sure that his definition of “slop” leaned toward the drivel he perceives PR to produce on a daily basis.

The *New York Times* journalist is not alone in his negative perception of the profession. From the writer on a small town newspaper in Podunk, USA to the managing editor of a worldwide news-gathering organization, PR faces a crisis of perception — a crisis that the fresh paint of a new definition will not cover up.

Accord to Carr, “As American business has become more and more media savvy, its leaders have appeared in media less and less. Business reporters have to work their way past background conversations with underlings, written statements that state nothing, and that increasingly hardy perennial: the ‘no comment.’”

PRSA, an organization of 21,000 public relations and communications profes-

sionals across the United States, has become a main proponent of shutting media out.

In a response comment to an article on *Newsroom Ink* concerning the longstanding feud between PRSA and columnist Jack O’Dwyer of *O’Dwyer’s* magazine; PRSA Vice-President of Communications Arthur Yann set a policy of banning all reporters from covering PRSA’s annual assembly. A PR society banning the press — a sad oxymoron indeed.

PR is not in need of a catchy new phrase that can be put to music and sung on America’s Got Talent.

What working journalists like David Carr are trying to signal PR professionals is “now is the time to clean up your act

and start acting like the professionals you are supposed to be.”

It is time for all PR professional organizations worldwide to quit wasting time and energy trying to whitewash the profession with a new definition. Instead the time has come to start open and meaningful dialogs with organizations representing the media to improve relationships and understanding between the two professions.

As Komen for the Cure Foundation found out the hard way, in this digital age of instant communication one does not define itself, but is subject to the definition placed upon it by others. Is “slop” the definition PR really wants to muddle through?

This column was sent to VP-PR of PRS Art Yann for corrections but none have been received as of press time.

*Ed Lallo is Founder of Newsroom Ink.* ●



Ed Lallo



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# Social media: redefining our relationships with food

**Social media has changed how Americans cook, shop, plan meals and share culinary secrets. However, it's not enough for brands to simply build legions of followers or make a presence in social spaces. For long-term payoff, brands should instead take cues from how we develop and cultivate these personal relationships.**

By Steve Bryant and Laurie Demeritt

Study results show almost half of consumers are now learning about food via social networking sites like Twitter and Facebook, and 40% are learning via websites, apps or blogs.

A new online culture of food has profound implications for how marketers can use social and digital media to build meaningful and profitable relationships. Our joint study “Clicks & Cravings: The Impact of Social Technology on Food Culture,” found that social and digital media is now replacing mom as the go-to culinary source.

Consumers search online for what to cook, without ever tasting or smelling. As a result, digital food selection is becoming less of a sensory experience and more of a visual and rational process. In the past, when consumers listened to the opinions of a few trusted sources — mom, as well as other family members — in deciding what to buy, cook or eat, modern consumers “crowdsource” the opinions of many before deciding what to buy.

## Social media, a mealtime companion

What's more, the infiltration of social media into the food experience goes far beyond purchasing and preparing food; it now includes the meal experience as well.

While eating or drinking at home, nearly one-third of Americans use social networking sites. Among Millennials (18-34 years old), this figure jumps to 47%. The “table for one” rarely exists anymore, even among single people eating alone at home. If you're eating solo, chances are you're also texting friends who live miles away or posting food photos to a review site.

## Fundamental changes in food culture

Social media changes food culture by influencing how consumers think about, talk about and experience food. With the clicks of our fingers, social media alters the entire lifecycle of a meal from planning, to buying, to cooking, to eating.

As consumers use social media to discover, learn, and share information about food, they quickly become more active participants in food culture. They look to bloggers and the opinions of others online

to expand their culinary horizons and make purchase decisions.

Today's consumers increasingly prefer to learn about products based on the experiences of “people like me,” rather than directly from brands. Social media allows them to do this with ease.

Social media engages consumers in a constant conversation. However, they must do much of their socializing alone, in front of a computer or in the palm of their hand. This leaves consumers craving contact with real people, even if virtually.

For consumers to take notice, companies must use social media to communicate in ways that are authentic and personable. The good news is that when used correctly, social media is an excellent tool for companies to build personal and lasting relationships with their customers.

## Traditional resources still relevant

This media transformation has taken years to evolve and it remains in flux. When asked if they spend more time reading about food from print or online sources, 46% of online consumers said they spent more time engaged online, as opposed to 31% who said they're equally engaged with both online and print.

While 31% say they are inspired by food shows they watch on TV, 25% are inspired by recipe websites or phone apps, and 17% are inspired by restaurant review websites or phone apps.

Pointing to the future, Millennials now regard online media resources as their most valued sources of food inspiration — more than print (such as magazines or cookbooks) and food TV shows.

## Consumers look to public communities

Some online food behaviors are less personal and therefore brands have more direct access to their food choices. For example, 47% say they've searched for online/digital coupons/specials, while 42% say they've consulted online recipes before shopping.

Brands can also be encouraged that consumers are open to better and more highly specialized tools for shopping and meal planning. Moms, primary cooks and shoppers want easy-to-use apps that can

make shopping, meal planning and saving money easier for them.

## Influence is personal

But brand influence goes only so far. People look to stylish people, not stylish brands for food and lifestyle advice. Today's consumers want to hear from people who eat and cook food more than they want to hear from the entities who sell.

They follow people on Twitter, become friends on Facebook and read blogs of people with authentic voices, sincere posts, and meaningful content.

Marketers will do well to recognize the limits of their direct influence in social media. They will succeed best by operating synergistically as part of the social culture of food and beverage online.

Consumers are willing to engage with food brands and companies in this space, but only if the interaction promises to enrich their lives in some tangible way, whether through useful information, money saving deals or entertainment.

While an exceptional product and a great deal will initially attract consumers to you, this is only the starting point of a truly meaningful social media relationship.

To leverage the opportunities offered by this evolving platform, food and beverage brands must also: craft a distinct online personality, enlist the support of other authentic social media voices, reflect their customers' values, reveal their true personalities and be generous and humorous.

Even with small changes in approach, companies can better use social media as a tool to create more personable relationships with consumers. That said, major gains may require a fundamental rethink about how consumers are willing to interact with brands online over the long term.

*Steve Bryant is President of Publicis Consultants USA. Laurie Demeritt is President and COO at The Hartman Group. Bryant and Demeritt collaborated on the study, “Clicks & Cravings: The Impact of Social Technology on Food Culture.” To obtain the complete study, contact [blaine@hartman-group.com](mailto:blaine@hartman-group.com). ●*



Steve Bryant



Laurie Demeritt

# USDA certification raises bar for bio-based label

**With energy independence and carbon footprint claims on everyone's minds, marketers are seeking to capitalize on their product's bio-based content. But like many marketing labels, not all bio-based claims are made equal.**

By Mark Eisen and Jacquelyn Ottman

The scientific rigor of an American Society for Testing and Materials (ASTM) standard, combined with the credibility of the USDA, has raised the bar for the industry. It gives the USDA Certified Biobased label a new badge of competitive advantage within the consumer and government procurement markets, and increases credibility for brand owners who make the effort to get their biobased products certified.

There's no Webster's definition of "bio-based." So, marketers have tended to define it loosely or link it to previous perceptions of bio-based as anything biological, living, natural, renewable or even biodegradable. Some do not reveal the amount of, or basis for, claiming bio-based content, making comparisons difficult.

When bio-based content levels are insignificant, this can often constitute greenwashing. Many questionable bio-based claims have emerged, including several official-looking logos with no third party backing. With more than 25,000 bio-based products on the market today, clearly there's a need to clear up the confusion.

## USDA Certified Biobased Label

The USDA Certified Biobased label was introduced a year ago. It helps level the market for bio-based claims by providing a clear definition and an interna-

tionally recognized test standard, backed up by the credibility of the USDA. More than 500 products have already been approved to use the label, and applications are in the pipeline for at least 400 more.

Not just any biologically derived product or package can qualify for the USDA Certified Biobased label. Certified products must meet three key criteria: they meet the definition of bio-based as written into the 2008 Farm Bill, they must contain minimum levels of bio-based content set forth by the USDA and verified by the ASTM D6866 test standard (minimums are determined on a category by category basis and are pegged to performance and other criteria), and they must represent alternatives to petroleum-based materials introduced after 1972. So, products that were on the market before 1972 made from natural fibers or forestry resources such as cotton t-shirts, office paper, or a 2x4 made of pine would not qualify. And neither would products whose bio-based content did not meet minimum levels.

## Translating content into benefits

The label, with its sun, sea and crops motif was designed to help communicate that bio-based products can be derived from the sea or forests — not just grown from plants. For transparency, it requires the exact percentage of bio-based content be listed on the label for the product and/or package. Thus, marketers are provided with a level playing field and consumers have an easy way to identify legitimate bio-based products, as well as to compare and trust in their stated content levels.

Marketers can use the label to support a range of benefits including energy independence, alternatives to petroleum, carbon cycle management, enhanced farm and rural economies, and green jobs. Related and specific product environmental benefits as applicable, including renewable, biodegradable, natural, or compostable, must be supported and substantiated with scientific evidence.

## Credibility is key

Currently, the USDA Biobased certification process is administered by Iowa State University, an independent third party. Only accredited independent laboratories conduct testing. Since the certification only measures carbon content, no proprietary formulas have to be disclosed. Unlike most other certifications, there is no upfront fee, licensing or royalties, so even the smallest businesses can take advantage of the program. Only a \$500 lab test is required — a small price to pay for a potentially big competitive advantage.

## Seventh Generation leads the pack

Seventh Generation has already certified more than 35 of their household and personal care products; their motivations: to promote transparency, to avoid greenwashing, to allow consumers to make side by side comparisons, and to change the way the industry talks about "natural." In the words of Julia Walker, Associate Scientist of Seventh Generation, "Our consumers want to know where their products originate without being 'greenwashed.' The USDA Certified Biobased label enables us to disclose the percent of renewable carbon in our products, telling consumers how much carbon comes from plants versus petroleum. The credibility of the method will give consumers the confidence they deserve to make conscious choices about their purchases and the products they bring into their homes."

*Jacquelyn Ottman and Mark Eisen are colleagues at J. Ottman Consulting, Inc. in New York. ●*



Jacquelyn Ottman



Mark Eisen



**Currently there are more than 25,000 bio-based products on the market, with many featuring claims that border on greenwashing.**

J. Ottman Consulting, Inc.

# “Genetically modified” becomes food label poison

The debate wages on regarding the marketability and health risks associated with genetically modified foods. While Federal regulation of GM foods has been historically lax, a series of recent bills proposed at the state level, combined with a slew of lawsuits aimed at biotech giant Monsanto, show a battle for transparency in the engineered foods industry is still in its infancy.

By Jon Gingerich

**O**n February 22, Connecticut’s General Assembly began its first round of hearings to gather public testimony regarding the proposed passage of HB 5117. The bill would require all genetically engineered foods sold in the state to be labeled by law. In California, signatures are currently being gathered to put a similar GM labeling initiative on that state’s ballot.

Perhaps it’s a sign of the times. While genetically modified foods have been a regular fixture on plates and grocery shelves for more than a decade, the debate surrounding our current lack of regulatory controls to ensure the safety of these products has grown from a groundswell to a multi-industry fever pitch. Members of the scientific community, grassroots organizations, citizen journalists and millions of American consumers are now calling for more transparency into the manufacturing practices behind these foods and further research into what potential effects they may have. So far, these wishes have been kept at bay, as corporate food manufacturers, industry groups, members of Congress and even White House cabinet members with ties to bio giants have been successful at plugging the dyke of swelling regulation. The alleged dangers of GM foods have been debated as long as they’ve been making an appearance in grocery stores, but now, due to new scientific findings, a crop of lawsuits against biotech companies and the recent appearance of regulatory bills aimed at engineered foods on multiple state dockets, one can’t help but wonder if the debate over genetically modified foods has entered a second stage.

## A modified history

In terms of food, genetic modification refers to the process wherein specific changes are made to an organism’s genetic structure, either by incorporating foreign genetic material into the organism or the deletion of specific genes, typically to make the crop more efficient, more attractive, or more resistant to insects, draught or herbicides.

The United States grows about 45% of the world’s genetically modified food. As

of 2010, 93% of all soybeans, 93% of all cotton, 86% of corn and 95% of sugar beets grown in the U.S. are genetically modified.

To date, the United States does not require genetically modified foods to be labeled such. Moreover, GM foods do not require special approval by the FDA.

Beginning with the “Flavr Savr” tomato, the very first GM food to be granted license for public consumption, scientifically engineered foods have been a topic guaranteed to induce internal controversy. When producer Calgene first submitted the Flavr Savr to the FDA in early 1992, government scientists believed its genetic alterations, which included an added gene to extend the fruit’s shelf life, might result in uniquely high toxicity levels. Later feeding studies found some rats fed the tomatoes developed stomach legions. FDA scientists believed rushing the food into diets without additional knowledge of its effects could be dangerous, and recommended further testing before it was approved for commercial use.

Outside consultants thought differently. They concluded the tomato needed no further regulation because it shared the same essential physiological characteristics of a conventional tomato. The FDA determined the Flavr Savr was “as safe as tomatoes bred by conventional means,” and that no additional labeling on the food was required. The FDA approved it in May 1992. The Monsanto Company later bought Calgene.

## Dangers of GM debated

To date, there have been no epidemiological studies to determine the effects GM crops may have on people. However, a series of independent reports analyzing the effects of GM testing on animals have offered a damning second opinion.

In the late 1990s, scientists in Scotland who fed conventional as well as GM potatoes to mice reported 36 different physiological changes in animals fed the latter. The controversial study, carried out by biochemist Árpád Pusztai, suggested that genetic reconfiguring of the potatoes, not the presence of pesticides, caused these health problems.

In Vienna, scientists performing long-term studies found GM corn fed to mice led

to infertility. And in 2006, Russian Academy of Sciences scientist Dr. Irina Ermakova published research showing rats fed GM soy flour lost more than half their offspring within three weeks after birth.

A study published in the December 2009 edition of the *International Journal of Biological Sciences* discovered traces of Hepatotoxicity, or chemically driven liver damage, in rats fed Monsanto GM corn, as well as heart and kidney damage. Finally, a June 2011 report by Earth Open Source found that glyphosate — the weed-killing herbicide found in Monsanto’s flagship Roundup product — caused birth defects in frog and chicken embryos. The defects were discovered during tests using glyphosate dilutions that were much lower than what’s currently used in standard agricultural practices.

These findings echo anecdotal claims heard in the U.S. farming community for years, where rampant reports of fertility problems in livestock have allegedly coincided with the introduction of GM products to animal feed.

Regardless of data that suggests otherwise, it bears mentioning: to date, there has not been a single documented case of any human illness tied to the consumption of genetically modified food. A 2008 *Royal Sciences of Medicine* review concluded that no reports of ill effects have ever been reported from the consumption of GM crops. However, the aforementioned scientific studies highlight an underlying notion that the GM industry and its proponents can’t ignore: to date, no one knows what the true, long-term effects of consuming GM foods really are.

## Science besieged

Given its prevalence in U.S. diets, the current dearth of research into the long-term effects of GM foods — either by Federal agencies or independent scientific inquiry — seems grossly inadequate. This fact is complicated by the notion that most of the available studies touting GM’s benefits have been funded or compiled by the industry giants that produce GM foods.

In other cases, members of the scientific

Continued on next page

community have been outright attacked by the biotech industry and the front groups that support them. Scientists have reportedly been fired or had their professional reputations damaged if they went public with findings critical of the existing GM machine.

Consider the case of Ignacio Chapela, a Microbial Ecologist and Professor at the University of California, Berkeley. When Chapela traveled to rural Mexico to study the genetic differences between U.S. GM corn and indigenous corn in the area, he randomly discovered transgenic DNA material in the latter, or genes revealing a natural transference of material from other organisms. Mexico has a moratorium on growing GM corn. Chapela's findings then, suggested that genetic material from GM corn had somehow migrated thousands of miles and had grafted onto wild maize populations.

After a series of peer-group reviews, Chapela's findings were published in *Nature* magazine. Soon after publication, Internet forums and message boards were rife with copy-and-paste claims from two "scientists" bent on discrediting Chapela's report, complete with apocryphal rumors regarding the report's origins. It was later discovered the attack was the work of a viral marketing campaign initiated by The Bivings Group, a Washington, D.C.,-based PR firm that held Monsanto as a long-time client.

Regardless of the spurious nature of the criticisms, *Nature* ran a notice in its following issue distancing itself from Chapela's findings. In December, The Bivings Group site was allegedly hacked by Internet collective Anonymous. The PR firm has since ceased operations.

Then there's Professor Pusztai, the Hungarian-born biochemist whose research at the Rowett Research Institute in Aberdeen, Scotland, suggested physiological damage in rats that ate GM potatoes was the result of genetic alterations, not pesticides present in the potatoes. After Pusztai went on television to speak about his findings, he was fired. His colleagues were directed by the University not to speak with him, least they also find themselves terminated.

### **Corporate, Washington ties exposed**

The largest producer of GM seeds is Monsanto. It's currently estimated that Monsanto's genetically modified patents are now used in about 80% of all consumer corn grown in the U.S. and about 90% of all soy. Currently, Monsanto is also the world's largest conventional seed company.

The company's Roundup product, featuring the patent herbicide glyphosate, has

been the number-one seller of its kind for the past 30 years. Monsanto genetically engineers seeds so crops will be resistant to the glyphosate while surrounding weeds die. The genetic structure of these seeds are patented.

Monsanto is also known for its forays into bovine growth hormone. The company introduced its rBST recombinant (commonly known as rBGH), a synthetic hormone injected into cows to increase milk production. The hormone works by stimulating a natural hormone found in both humans and cows, IGF-1, which is responsible for inducing growth in infants. It was later discovered that IGF-1 is a cancer accelerator when introduced to non-infants.

Then there are the company's notorious business practices. Monsanto famously unveiled its patent "Terminator" seed, which grows into a crop that bears sterile seeds. Farmers, historically accustomed to the practice of saving surplus seeds for the next planting season, must now buy a fresh supply each year. These new pricing systems are proving economically burdensome for farmers. A 2009 report by Charles Benbrook, Chief Scientist of The Organic Center in Oregon, illustrated how U.S. GM seed prices have increased dramatically in recent years as non-GM and organic seed costs remained relatively flat. The report concluded: "At the present time there is a massive disconnect between the sometimes lofty rhetoric from those championing biotechnology as the proven path toward global food security and what is actually happening on farms in the U.S. that have grown dependent on GM seeds and are now dealing with the consequences."

Monsanto is also famously litigious. The company is involved in, on average, 13 lawsuits a year. It routinely sues farmers it believes hold their seeds, and has sued farmers for violating patent rights when it discovers genetic traces of its seeds cohabitating private stock. The practice of genetically modifying seed is efficacious for Monsanto not only because it can produce seeds to withstand its herbicides, but because patenting laws allow the company to impose a virtual monopoly on the U.S. food supply.

With 2011 revenues of \$2.4 billion, there's no question Monsanto is the most important player in the world's biotech revolution. And with presence comes influence. Former Monsanto Vice President Michael Taylor is currently the Deputy Commissioner for Foods at the FDA. Islam Siddiqui, Chief Agricultural Negotiator at the U.S. Trade Representative office, is a former Monsanto lobbyist. EPA research ecologist Lidia Watrud is a former

Monsanto Senior Researcher. Roger Beachy, Director of the National Institute of Food and Agriculture, worked with Monsanto to develop some of the earliest genetically modified foods.

The Obama Administration in February denied a Freedom of Information Act request by the Public Employees for Environment Responsibility to disclose the White House's ties with Monsanto.

Monsanto spent more than \$10 million in lobbying during 2011 alone. Several years ago it began an audacious lobbying campaign to ban labels on hormone-free milk and to prevent milk sellers from marketing their products as rBST-free.

It's clear the biotech industry is now turning its lobbying attention to avoid the prospect of labeling GM foods, least the term "genetically modified" become the next marketing pariah alongside High Fructose Corn Syrup. Perhaps the sentiment can be summed up best when Norman Braksick, President of Monsanto subsidiary Asgrow Seed Co., was quoted in the *Kansas City Star* as saying: "If you put a label on genetically engineered food, you might as well put a skull and crossbones on it."

Given Monsanto's heavy presence in Washington, it doesn't look like GM labeling transparency will appear as a Federal issue any time soon. The FDA has so far refused repeated requests by U.S. consumer protection groups to consider a labeling initiative for GM foods.

Instead, it's now happening at the state level. Aside from the introduction of GM labeling-related bills in Connecticut and California, farmers and food industry groups are now involved in a series of historic lawsuits against Monsanto.

A U.S. District Courts in February dismissed a lawsuit brought on by The Organic Seed Growers and Trade Association, a group comprised of farmers, seed sellers and agricultural professionals. The group preemptively sued Monsanto because they believed the company's seed-patenting practices could lead farms to be accused of patent infringement should their crops accidentally become contaminated with the company's GM seed.

Also in February, Monsanto agreed to settle a \$93 million class-action lawsuit with the residents of Nitro, West Virginia, due to contamination from the company's former Agent Orange production facilities in that town. Until 1969, Monsanto produced Agent Orange for U.S. government's operations in Vietnam.

With public perception of GM foods changing and states taking action in the wake of repeated Federal inaction, it appears this is a battle that has just begun. ●

# O'Dwyer's Guide to: Food & Beverage PR firms

■ 3.12



Carmichael Lynch Spong created a visibility-raising program for SUPERVALU around its partnership with First Lady Michelle Obama and the Partnership for a Healthier America to open 250 new stores in areas designated as food deserts. This commitment was localized in the Chicago market with a new store announced at a joint media event with the First Lady and Mayor Rahm Emanuel.

## BLAZE

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**Matt Kovacs, EVP/GM**

Blaze is the nationally recognized PR firm that attracts compelling and aggressive consumer

brands that need to win. Blaze develops campaigns that help our clients create or reclaim relevance in the marketplace. Utilizing comprehensive strategic communications campaigns to differentiate and elevate our clients from their competitors, we are able to exceed our clients' expectations when it comes to positioning them to their audiences, and attracting positive attention from both consumers and the media. Blaze also offers



In its first year working with Egglan's Best, Coyne PR's extensive, multi-faceted campaign for the brand exceeded 340 million media impressions, 10 times the amount generated in the previous year.

full public affairs capabilities through its parent company Davies.

Clients include: 7-Eleven, AmaWaterways, BrunchButler, Claremont Hotel, Club & Spa, Drupp Coffee, Grill Concepts, Marina del Rey CVB, Natural Ad Campaign, SnöBar Cocktails, Royal Jelly, Snowcreek Resort, The Bank of Santa Barbara, The Living Christmas Company, The Original Tommy's Burgers and The Veggie Grill.

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**Tom Coyne, CEO**  
**Richard Lukis, President**  
**Tim Schramm, Senior VP**  
**Meghan Flynn, MS, RD, VP and Director of Food and Nutrition**  
**Stacy Becker, Vice President**

Coyne PR is one of the nation's leading independent public relations agencies with extensive experience in the Food & Nutrition category. Coyne PR combines sound strategic counsel with cutting edge creative elements to achieve superior communications goals for its clients. The Coyne PR Food & Nutrition team has seasoned food, beverage, nutrition and wellness specialists, combined with the industry's top consumer and national media experts. The team has developed, implemented, and supported major brands and initiatives for industry-leading clients, including General Mills, Del Monte Fruits & Vegetables, PepsiCo, The Hershey Company, Perrigo Nutritionals, ShopRite, Solae, and Egglan's Best, among others.

Agency experience includes product launches, brand building campaigns, tradeshow/conference support, events, sponsorships, contests, promotions, cause marketing, crisis management, influencer engagement, social media, and partnering with respected associations in the food, nutrition, and health space. In addition, the agency boasts an internal digital and design group, whose capabilities include creative strategy, social media campaigns, community management, digital production, full service design, video production, website design & development, mobile applications & programs and webcasts & e-learning.

The agency also partners with General Mills to manage two properties: MyBlogSpark, an 8,600 member blogger network, and MyInsite, a word of mouth network featuring 250,000 highly influential brand advocates.

## CARMICHAEL LYNCH SPONG

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**Julie Batliner, Managing Director**  
**Grete Lavrenz, Principal, Chair, Food and Beverage**

If you can no longer stomach the same stale, tasteless ideas, perhaps it's time for some fresh thinking. Carmichael Lynch Spong leads the food, beverage, nutrition and wellness arena — representing some of the biggest brands.

Our list of envied food and beverage clients includes: retail (SUPERVALU and Save-A-Lot); packaged goods (Jack Link's Beef Jerky and Jennie-O Turkey Store); ingredient brands (DSM/Martek); and cookware (Calphalon).

We work with food industry leaders, consumer groups, chefs, nutritionists, commodity groups, regulatory organizations and experts in general, on a regular basis. Our relationships go beyond media. We know the right people to target with the right program, product, campaign or cause. And they know us.

## COYNE PUBLIC RELATIONS

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**Mark Raper**, Chairman and CEO  
**Mike Mulvihill**, President  
**Ruth Lowenberg**, Senior Vice President, Food Practice Director (Lewis & Neale)

Food and Beverage is CRT/tanaka's largest and fastest growing specialty industry. We've helped double blueberry consumption. We've increased U.S. sales of Wines from Rioja, Spain by 40 percent. We've helped make Mexican avocados household items. And, we provide marketing support for Italy's "hottest" foods. Our Lewis & Neale food group concentrates on nothing but healthy foods, complete with a test kitchen and registered dietitians on staff.

CRT/tanaka is an award-winning public relations and marketing firm known for its whatcanbe<sup>SM</sup> workplace culture and approach to business. Headquartered in Richmond, Va., and New York, with offices in Los Angeles, Washington, D.C. and Norfolk, Va., CRT/tanaka also specializes in Health & Healthy Lifestyles, Consumer and Corporate/B2B.

The agency has been recognized with more than 325 national and regional awards for its strategic counsel, creativity, workplace culture and community service.

Food, beverage and nutrition clients include: Quebec Maple Syrup, Chilean Fresh Fruit, Duda Farm Fresh Foods, Florida Sweet Corn, Florida Tomatoes, Mexican Avocados, North Carolina Sweet Potatoes, Prosciutto Di Parma, U.S. Highbush, Chilean and British Columbia blueberries, Country Fresh Mushrooms, Italian Trade Commission foods, Wines from Rioja Spain, Madison County Wines and Corn Products International.

**CURRENT**

111 E. Wacker Drive, 10th Floor  
Chicago, IL 60601  
www.talktocurrent.com

Current helps clients develop strategic marketing campaigns that seamlessly integrate with the ever-changing activities, interests and

opinions of today's consumers.

A Sabre award-winning agency staffed with seasoned food and nutrition marketers, including a registered dietician and certified fitness trainer, Current represents a 5-star roster of food industry clients such as Glad, Hidden Valley Ranch, Kingsford, Seeds of Change and Uncle Ben's, as well as beverage clients including Borden Milk, constellation wines, FRS Healthy Energy and Shamrock Farms.

Our work focuses on brand and commodity marketing, such as new product launches, consumer education campaigns, cause-related partnerships, influencer outreach, word-of-mouth marketing and social media programming.

**DUBLIN &  
ASSOCIATES**

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**Jim Dublin**, CEO  
**Mary Uhlig**, President

Dublin & Associates is a full-service strategic communications firm with extensive experience serving food industry clients. We have worked with food and consumer companies including Pioneer Flour Mills, Pace Foods (Campbell Soup Co.), the Coca-Cola Bottling Company of the Southwest, NatureSweet Tomatoes, Luby's Cafeterias, Taco Cabana, the Culinary Institute of America, the New Braunfels Smokehouse, and food / entertainment promotional firms such as Hispano USA. We provide national and regional media coverage, special event planning, online and social media outreach/programs, and Hispanic market outreach. We work closely with clients to develop strategic initiatives and publicity campaigns that focus on client marketing goals and bottom line results.

**FINEMAN PR**

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Fineman PR, founded in 1988, specializes in Brand PR and crisis



**Rebecca Spence and her winning chicken recipe competed against five finalists and more than 2,000 recipes to earn the grand prize at Foster Farms' 2nd Annual Fresh Chicken Cooking Contest at the Culinary Institute of America in St. Helena, Calif. Foster Farms is a Fineman PR client.**

communications for food and beverage clients. Our strength is in building strong and appealing brand identities for our clients.

Recent client experience includes work with Foster Farms Poultry for its annual fresh chicken cooking contest to reinforce the company's "fresh and locally grown" messaging and position their fresh chicken as an attractive option for culinary professionals and home cooks alike, which included a targeted media relations program resulting in more than 58 million media impressions. More than 75 percent of media coverage included brand messaging.

Agency work this past year also included assignments for Moone-Tsai wines which resulted in coverage in the *Wall Street Journal* and *Wine Spectator*. Additionally, through a project with Musco Family Olive Company, we secured local and national coverage and built awareness for their brand by pitching an environmental story highlighting their sustainable production qualities.

**FINN PARTNERS**

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**Cliff Berman**, Senior Partner

Finn Partners has outstanding food and beverage capabilities, matched by an impressive list of food and beverage — both non-alcohol and spirits — clients. And

while taste often remains a centerpiece of food communications, Finn Partners has continued to evolve its food and beverage expertise in the all-important areas of health and nutrition, functional foods, green foods, packaging technology and the locavore movement.

Our programs and contacts span the food and beverage media and, through social media, we are very active in programs that directly engage consumers. On behalf of food and beverage clients we have developed an expansive list of influencer contacts among celebrity chefs, bartenders, working chefs, leading food and beverage bloggers, and others.

A sampling of our clients past and present includes Beringer Wines, BevMo!, Cinnabon, Crystal Geyser, Gatorade, Good Earth Coffee, Greg Norman Wine Estates, Kellogg's, Penfolds, Seagram's, Tonnino, Vitamin Water, and Whole Foods.

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**Laura Cubillos**, RD, **Bill Layden**, **Sue Pitman**, MA, RD, Partners

FoodMinds is a food and nutrition consulting and commu-

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**FOODMINDS**

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nications company specializing in food, nutrition, health and wellness. We harness communications, science and public affairs to establish unique selling propositions and produce novel food and nutrition programs.

We create pathways for new opportunities and growth that transform perceptions and influence decisions and actions. In short, we don't just tell your story better — we help you tell a better story that makes a difference.

Clients Include: American Heart Association, American Pulse Association, Anschutz Health & Wellness Center, Applegate Farms, Clemmy's Ice Cream, Dairy Management, Inc., Dairy Research Institute, Earthbound Farm, Grocery Manufacturers Association and Food Marketing Institute, Hass Avocado Board, Kashi, Kellogg's, McCormick, McNeil Nutritionals, Midwest Dairy Association, National Cattlemen's Beef Association, National Confectioners Association, National Potato Council, Noodles & Company, Nutrient Rich Foods Coalition, National Pork Board, Texas Beef Council, United States Dairy Export Council and Welch's.

**FRENCH/WEST/  
VAUGHAN**

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

French/West/Vaughan (FWV) is the Southeast's leading public relations, public affairs and brand communications agency, independent or otherwise. Founded in April 1997 by Agency Chairman & CEO Rick French, FWV now employs 70 public relations, advertising and digital marketing experts. Headquartered in Raleigh, N.C., FWV also has offices in New York City, Tampa, Dallas and Los Angeles.

FWV is home to one of the nation's largest food and beverage practice areas. A leader in launching head-turning, results-driven marketing campaigns, FWV currently works with some of the world's foremost companies and brands, including Hood River Distillers (Pendleton Whisky, Pendleton 1910, Yazi Ginger Vodka, Broker's Gin and SinFire Cinnamon Whisky), Melitta Coffee, Moe's Southwest Grill and Mia Francesca Trattoria.

Past food and beverage clients include The Coca-Cola Company (NESTEA, Gold Peak, Minute Maid, DASANI and Simply Orange), Celebrity Chef Lorena Garcia, the North Carolina Beer and Wine Wholesalers Association, Brinker International (Maggiano's Little Italy restaurants), House-Autry, ConAgra (Slim Jim, Pemmican Beef Jerky), Nabisco Foods, Brown-Forman (Jack Daniel's), Whole Foods Market and Diageo North America (Bulleit Bourbon), among many others.

Product launches have included Melitta Café Collection, SinFire Cinnamon Whisky, Pendleton 1910, NESTEA COOL, Diet NESTEA, Gold Peak, DASANI Plus, Arbor Mist wines, Dolphins & Friends snack crackers, Orville Redenbacher's popcorns and Pemmican Beef Jerky. FWV launched these products in key markets across the U.S. with strategic planning and comprehensive media outreach programs. The agency also executes multi-faceted digital and social media campaigns to stimulate product trials, awareness and purchase.

**GIBRALTAR  
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**Eric M. Bovim, CEO and Co-Founder**  
**Thomas J. Pernice, Chmn. and Co-Founder**  
**Dan Doherty, Partner and SVP, Food & Nutrition Practice**

From farm to fork, Gibraltar Associates (GA) offers the experience and knowledge to help our

clients navigate the ever-changing food and nutrition landscape. An award-winning, ideas-driven strategic communications agency, GA is known for creating innovative programs that deliver high-impact results for our clients.

We understand the tremendous opportunities and unique challenges presented by today's consumers' seemingly insatiable appetites for information about the foods they eat. From nutritional education programs and CSR campaigns to crisis communications and social media, we help our clients create and capitalize on market opportunities, position their business for growth, manage challenges and crisis situations and advocate their passion and commitment to a cause or issue.

With offices in Washington, D.C., and Los Angeles, we are proud to work with some of America's leading food brands, including Dole Food Company, Inc. and The J.M. Smucker Company, as well as leading public policy organizations such as the Food Allergy Initiative.

**HANNA LEE  
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**Hanna Lee, President**

Hanna Lee Communications, Inc. is an award-winning, boutique PR agency specializing in the spirits, food, wine, travel and lifestyle industries and event management. The agency only represents products and companies about which it is passionate. This philosophy drives the agency's well-acknowledged excellence.

The agency's services include: strategic PR planning; national and local media outreach; long-term brand building; press familiarization trips; press conferences; media training; trade and consumer show support; sponsorship management; and, co-marketing promotions.

Recent client experience includes Campari, Santa Teresa Rum, Louis Royer Cognacs, the

Manhattan Cocktail Classic, Michael's New York, Marie Brizard Liqueurs, Original Sin Ciders, Bortolomiolo Prosecco, Wines of Croatia, Leblon Cachaça, Terra Andina Chilean Winery and the Gourmet Latino Festival.

The agency's work on behalf of its clients has earned national and international recognition. Its breakthrough "Truth in Vodka" PR campaign for Sobieski Vodka won first runner-up in *PRWeek's* "Best Consumer Launch of the Year" and was a finalist for a SABRE Award, given by *The Holmes Report* based in the U.K. In 2010, the agency's creativity in promoting the Manhattan Cocktail Classic was recognized by its second SABRE Award nomination. In addition, through its multi-year PR campaign for Mionetto Wines, Hanna Lee Communications contributed to developing the now-popular Prosecco category in the U.S.

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

For 18 years, Atlanta-based Hope-Beckham has provided public relations services and marketing support to a variety of clients on a local, regional and national level.

From launching new food and beverage products to the grand openings of quick serve, casual or fine dining establishments, Hope-Beckham has done it all.

Whether promoting a restaurant grand opening or publicizing a new food or beverage to consumers or creating programs that effectively position an organization or product, Hope-Beckham is known for its creativity and cost effectiveness.

How does public relations relate to the food and beverage world?

Communication, as with any food or beverage, is only as good as the ingredients that go into them ... Hope-Beckham has the perfect blend of experi-

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Hunter PR worked with Maxwell House and "Modern Family" star Julie Bowen to kick-off Drops of Good: The Maxwell House Community Project, a program that brought a helping hand to community centers in need around the country. The program has generated more than 215 million media impressions and 1,000 placements. Here, Bowen helps renovate the Adamsville Recreation Center in Atlanta, Ga.

**HOPE-BECKHAM**

Continued from page 22

ence in a variety of communications strategies to create the perfect recipe for success.

**HUNTER PUBLIC RELATIONS**

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Grace Leong, Jonathan Lyon, Claire Burke, Mark Newman, Jason Winocour, Donetta Allen, Gigi Russo, Partners

Hunter Public Relations is an award-winning, top-ranked

independent marketing communications firm specializing in consumer brand and lifestyle public relations with particular expertise in food, beverages, wines and spirits. Our 85-person firm offers strategic marketing PR services including: research and consumer insight development; traditional and digital media relations; social media marketing; Hispanic strategies and solutions; corporate/social responsibility initiatives; special event production and sponsorships; product introductions and anniversaries; nutrition and recipe initiatives; talent negotiations, entertainment integrations, and spokesperson media tours; and crisis counseling. Hunter PR's award-winning graphic and digital design team creates everything from program logos and collateral materials to innova-



JB Cumberland client Joseph Joseph holds its spring 2011 launch at Sur La Table in Soho, New York.

tive, custom social media applications in house.

Clients include some of the most iconic and respected food and beverage companies and brands including Kraft Foods (Jell-O, Kraft Macaroni & Cheese), E&J Gallo Winery (Barefoot, Gallo Family Vineyards), Diageo (Johnnie Walker, Ketel One Vodka), Dole, Campbell's, and Arby's. Tabasco, our first client 23 years ago, is still a client today.

Revitalizing mature brands, creating buzz around new products and building awareness among key influencers groups (including the epicurean, dietetic and medical communities) are among the firm's specific areas of expertise.

**JANINE GORDON ASSOCIATES**

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Janine Gordon, President & CEO  
Alvin Schechter, Chairman  
John Donofrio, CFO

Janine Gordon Associates excels at expanding brand connections via big ideas and flawless execution. With experience ranging from fine dining to fast food and culinary training, JGA understands the challenges inherent in building relationships with consumers and stakeholders in these dynamic categories.

Established in 1993 by Janine Gordon, formerly CEO of Saatchi & Saatchi Public Relations, JGA is a cutting-edge New York City PR boutique with the sophistication and energy required to build successful F&B brands. Chairman Alvin Schechter, one of the founders and former CEO of Interbrand, brings world-class brand skills to JGA clients.

We know that the most valuable marketing component of a successful restaurant, food, wine or spirit is its brand image. JGA's food and beverage specialists are highly skilled in communicating that image through our solid connections to the most influential food and beverage journalists and personal access to chefs, sommeliers, mixologists, guidebook editors, nutritionists, bloggers, tweeters and tastemakers.

Our "best of breed" food and beverage brand experience includes General Mills, The Capital Grille, '21' Club, Dean & DeLuca, Au Bon Pain, Blimpie International and The French Culinary Institute.

JGA has unique insight into luxury brands. As long-term publicists for American Express-Harrison Group Yearly Survey of Affluence and Wealth in America, we are privy to the most up-to-date findings on what drives the behavior of the rich and the super-rich.

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

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

If you want to expand your brand's connections, start by visiting our website: www.jgordonassociates.com.

**JB CUMBERLAND PUBLIC RELATIONS**

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Cluttered categories and overstocked retail shelves — in a market flooded with competing products and messages, companies face the challenge of standing out, selling-in and selling-through: this is what we are hired to do! For more than 25 years, JB Cumberland Public Relations (JBC PR) has been helping clients distinguish themselves from competitors and imitators, while helping them achieve their ultimate goal: selling products! We achieve this goal through strategic media campaigns, constantly leveraging our outstanding contacts with key editors, writers, producers and bloggers in the industry; through social media and online projects; through special events, seminars and TV appearances — always



**Hershey's® Air Delight™ Chocolate balloon drew a crowd as part of JSH&A's sky-high media and consumer chocolate tasting event launching the unique new product. Coverage in key national media and blogger reviews drove awareness, trial and sales.**

adapting our strategy and tactics according to the client's needs. We understand our clients' markets, their businesses and their products — whether beverage, specialty food or housewares — so much so that one client's wholesale business has tripled since our partnership began, and another client's wholesale business has quadrupled. Two other clients have become category leaders without dropping a dime on advertising, and with our help, another client is in the process of creating a new niche market. This is what we have done and continue to do for brands as diverse as Australian Lamb, ZeroWater, Bodum Coffee, iSi Espuma Cuisine and Whippers, Curious Chef, Twinings Tea, St. Dalfour Fruit Spreads, Nambé, Fusionbrands, Joseph Joseph, Starfrit, Cat Cora Cookware, Revol and Focus Products.

**JSH&A**

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**Jonni Hegenderfer, CEO**  
**Jim Kokoris, President**  
**Cheryl Georgas, SVP, Deputy GM**

JSH&A is an award-winning lifestyle communications agency with a national reputation for multi-channel, consumer marketing expertise.

Our trademarked LIF™Style strategy has helped some of the world's best-known companies tell their stories and build their

brands — companies such as Hershey's, ConAgra, Beam, McDonald's and Master Lock, among others. It is the critical Life Influence Factors, what we call LIF™ that set the focus to generate consumer preference and build brand loyalty.

Creative strategies and messaging position and persuade whether talking to influential Mommy Bloggers or Scotch enthusiasts. From hot air balloon rides to launch Hershey's new aerated chocolate, to "Snacktivity Suites" at BlogHer, to Facebook contests to select the next flavor for Alexia frozen potatoes, to Twitter parties, Foursquare meet-ups, celebrity media tours, cause-marketing campaigns, to You Tube video contests, mobile apps and beyond, we know the magic of building buzz to build sales.

Our highly-skilled client teams include the director of digital and social media to ensure that programs incorporate the best tools to connect with the target audience, while our media experts carefully screen traditional and social media and design trigger-point media outreach. Video producers put online strategies in motion as the event crew ensures people and places are perfect.

JSH&A communications programs are nimble, innovative and multi-faceted — just like our team — and they deliver results.

**KETCHUM**

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**Ketchum: a food industry marketing pioneer for more than five decades.**

A food industry marketing pioneer for more than five decades, Ketchum's Global Food & Nutrition Practice has helped companies, brands and commodity groups shape perceptions and build sales. Ketchum's Global Food & Nutrition Practice is different from other agencies and breaks through with: Registered dietitians on staff and certified nutrition communications professionals (an exclusive collaboration with Tufts University's Friedman School of Nutrition Science and Policy); a Well-Connected brand-building specialty combining consumer marketing practices with healthcare, nutrition and wellness marketing expertise; a Food B2B Group focused exclusively on full-service marketing to the foodservice and food ingredient channel; the Ketchum Food Center, a test kitchen and "food think tank" with trained chefs and culinary professionals.

Clients include: American Pistachio Growers, California Dried Plum Board, California Milk Advisory Board, Canned Food Alliance, ConAgra Foods,

Dr Pepper Snapple Group, Frito-Lay, Kikkoman, Kraft Foods, Mexican Hass Avocados Importers Association, National Cattlemen's Beef Association, National Honey Board, Nestle, Premier Foods, U.S. Farmers and Ranchers Alliance, Wendy's and WhiteWave Foods.

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www.leeassociates.com

**Howard Pearlstein, Principal**

Lee & Assocs. offers strategic planning, program evaluation, media relations, product launches, consumer education, recipe development, special events, crisis management and corporate PR services to its food & beverage client roster.

Founded in 1950, the agency is

Continued on page 26



Nearly 30 food bloggers gathered to learn from Wilton's baking and decorating experts at their Woodridge, IL headquarters in June 2011. Facilitated by M&P Food Communications, bloggers were offered an inside look at Wilton, from new product and trend demonstrations, instruction in decorating techniques using buttercream and fondant, and a tour of the company's test kitchen, decorating room and photography studio.

**LEE & ASSOCS.**

Continued from page 25

proud of its Western Research Kitchens division, which features home economists, nutritionists, dietitians, chefs and medical doctors. The firm has represented PepsiCo, Del Monte, American Home Foods and Suntory Int'l, as

well as brand names like John Morrell, Florida's Natural Fruit Snacks, Morehouse Mustard and Mrs. Cubbison's Foods (stuffing and croutons — a client for 60 years). Additional clients include trade associations and marketing boards, from California apples, eggs, figs, prunes, seafood and tomatoes to Hawaiian papaya, Oregon potatoes and the New Zealand Trade Commission.

Lee & Associates recently



Lee & Associates principal/VP, Howard Pearlstein (left) and Steve Kasmar, Los Angeles Trade Tech Culinary School Director (right) congratulate the student chef winners in the school's 14th annual Mrs. Cubbison's Thanksgiving Stuffing Cook-off. The event was created and is produced each year as a major media event by Lee & Associates for Mrs. Cubbison's Foods, a client for over 60 years.

expanded its "Marketing Blend" Internet Division with a heavy investment in Social Media marketing, which combines traditional PR/Publicity activities with online marketing, SEM and Social Media solutions, including brand strategies for Facebook and Twitter campaigns, food & lifestyle blogger outreach and online media.

**M&P FOOD COMMUNICATIONS**

151 N. Michigan Ave., Suite 804  
Chicago, IL 60601  
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www.mpfood.com

**Brenda McDowell, Principal**

M&P is celebrating its 25th year of providing public relations and communications services to a variety of consumer food and beverage clients across the globe. Whether building buzz, moving audiences to action or developing a delectable recipe, M&P programs are tailored to clients' needs and designed to deliver.

The M&P in-house test kitchen extends client offerings beyond traditional public relations programming to include hands-on expertise in recipe development, food and wine pairings, contest judging and more.

Culinary-focused, consumer-connected and client-centered, our success is proven on behalf of current clients including Wilton Enterprises, Dreamfields Pasta, Seneca Foods, Safest Choice Pasteurized Eggs and Bord Bia — Irish Food Board.

**MALONEY & FOX**

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hbienstock@maloneyfox.com  
www.maloneyfox.com

**Brian Maloney, Margie Fox, Co-CEOs**

**Hal Bienstock, New Business**

Our bar beats your bar, hands down.

And yes, we set the bar higher with our beverage, wine & spirits portfolio. Since first establishing its beverage credentials in 2006 by successfully introducing Peroni Nastro Azzurro Beer to America and then driving a new generation of upwardly mobile men to discover the secrets of the

storied Drambuie brand, Maloney & Fox (M&F) fast became a leading and dynamic force in beverage marketing, PR & then some. Currently as AOR for William Grant & Sons' portfolio of premium spirits, M&F has consistently designed, planned and executed world-class PR and marketing communications programs that have led to unprecedented sales growth year on year.

Whether creating consumer, viral and media buzz with the Hendrick's Gin Enchanted Forest, staging a cross-country road trip in search of the ultimate in craftsmanship with the Balvenie Single Malt Scotch Whisky, or setting new benchmarks for rare Whisky auctions for Glennfidich, M&F specializes in supporting show-stopping, creative ideas with a strong strategic foundation to help clients grow their business. We've revitalized brands after decades of declining sales, launched new products to unexpected audiences and driven awareness to unheard of levels. In short — we know our stuff.

Don't just take our word for it, though. Over the years, M&F has won more than 75 marketing and PR awards, including Small Agency of the Year at the 2010 Bulldog Awards.

**MARX LAYNE & COMPANY**

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www.marxlayne.com

**Michael Layne, Managing Partner**

Marx Layne has been providing cost-effective marketing, public relations and social media services on a local, regional and national basis to the food and beverage sector since 1987.

Services offered to clients include media relations, product publicity, crisis and issues management, internal communications, special events planning, social media, online reputation management, direct mail, e-blasts, graphic design, Web development, and brochure and newsletter production.

Clients include fine dining restaurants, quick service restaurants, supermarket chains, and food and beverage manufacturers and suppliers.

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**Food Network Chef Danny Boome, host of "Celebrating 100 Years of Umami" science and sensory luncheon at the New York Academy of Sciences, flanked by Lisa Watson of Watson-Mulhern, and Louise Pollock and Marcie Klein of Pollock Communications.**

**MARINA MAHER COMMUNICATIONS**

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www.mahercomm.com

**Nancy Lowman LaBadie, EVP**  
**Loren Fisher Coleman, SVP,**  
*Food & Beverage*

The Food & Beverage Practice at Marina Maher Comms., Inc. (MMC) creates delicious pop culture and lifestyle relevance for food, wine and spirits brands. With an expertise in marketing to women, the team partners with industry insiders — celebrity chefs, mixologists, and dietitians — to craft five-star communications programs that lure consumers to the table.

Other house specialties include: Blending brands with relevant causes to showcase their good taste; Turning online community connoisseurs into advocates by satisfying their social media appetite; Winning and maximizing top food awards for brands; Delivering extraordinary mainstream, online and social media results and consumer engagement with a creative twist.

Clients include Bimbo Bakeries USA, Post Cereals, Pernod Ricard USA and the entwine wine collection from Wente Vineyards and the Food Network.

**MWW GROUP**

One Meadowlands Plaza  
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www.mww.com

**Michael W. Kempner, Pres. & CEO**  
**Alissa Blate, EVP, Global**  
*Consumer Marketing Practice Leader*

Consumer Lifestyle brands turn to MWW Group because we're expert at creating strong identities and making our clients matter more in a crowded and commoditized market where the emergence of new digital platforms is constantly changing the playing field. At MWW Group, we establish relationships between brands and consumers through integrated public relations and marketing activities that drive awareness, engagement and consideration. We expand media coverage beyond the food pages and into influential traditional and digital lifestyle outlets, creating brand relevance and developing emotional connections that drive trial and brand loyalty.

Whether it's establishing a restaurant as a top-choice for dining or creating demand for coffee at an unlikely destination, we capitalize on trends to position our client brands as a vital ingredient in consumers' lifestyles. Our clients include: McDonald's, Sara Lee, Atkins Nutritionals, Ball Park Franks, Jimmy Dean Breakfast Foods, Hillshire Farm, The Popcorn Factory, Senseo Coffee, Fannie May Chocolates, among many others.

**OGILVY PUBLIC RELATIONS WORLDWIDE**

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www.ogilvypr.com

**Rachel Ufer, Senior Vice President, Business Development**

Ogilvy PR has deep and unparalleled expertise in food and beverage. During a time of rapid lifestyle and health shifts in the category, we specialize in creating dynamic and game-changing programs that impact consumer perceptions and drive bottom-line results. Our combination of research-based strategy, break through creativity, and flawless execution deliver meaningful media results, talkability and buzz, and product sales. In addition, we have a staff of seasoned communications professionals — including in-house food and nutrition experts and a national network of RD consultants — that is in-tune with current and future trends in food and beverage. Our roster of food clients includes Nestle, Fage, Unilever (Lipton, Slim-Fast, Knorr, Bertolli, Hellmann's), Quaker, Tropicana, Naked Juice, KFC, Taco Bell, Maggie Moo's Ice Cream and Treatery, Marble Slab Creamery, PretzelMaker, PretzelTime, Great American Cookie Company, Johnsonville Sausage, DuPont and Produce for Better Health Foundation.

**PADILLA SPEER BEARDSLEY**

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**Tom Jollie, Senior VP, Consumer Products**  
**Gregory Tarmin, SVP, Managing Director, NY**  
**Tina Valek, Director, Food**

Padilla Speer Beardsley is an integrated communications firm with offices in Minneapolis and New York City. We launch products, create and reenergize brands, craft social-media campaigns and handle crises and product recalls. Our approach utilizes proprietary planning methodologies that provide insight, guide strategy and generate measurable outcomes, and our award-winning programs have driven business results for clients for more than 50 years.

Our experience includes work for Betty Crocker, Caribou Coffee, Cheerios, Cub Foods, Fiber One, Frito-Lay, GE, Gold Medal Flour, Golden Valley

Microwave Foods, Jim Beam, Land O'Lakes, Lloyd's Barbecue Company, The Malt-O-Meal Company, Nature Valley, PepsiCo, Pillsbury, Progresso, Schell's Brewing Co., SUPERVALU, Total and Trix.

**PIERSON GRANT PUBLIC RELATIONS**

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www.highimpactdigital.com

**Maria Pierson, CEO**  
**Jane Grant, President**

Pierson Grant PR is a full-service agency with offices in Fort Lauderdale, Fla. and Raleigh, N.C., serving a wide range of clients with strategic and tactical planning, media and community relations, superior Web-based and social media, crisis communications and special events.

Clients include Dairy Queen, Olive Garden, Zona Fresca, Hard Rock Vodka and other outstanding brands.

The firm's fresh thinking helps clients build brand identity, generates publicity for openings and food and beverage introductions, brings creativity to special events and community relations, and leverages the power of Internet marketing through its High Impact Digital division.

**POLLOCK COMMUNICATIONS**

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www.lpollockpr.com

**Louise Pollock, President**

Pollock Communications is an independent PR and marketing communications agency that offers cutting edge expertise for food, nutrition, health & wellness and beverage clients. Founded in 1991, Pollock pioneered communications for the functional food movement, creating some of the major food trends of the past 10 years including making tea the healthy drink of the new millennium and making chocolate a healthy indulgence. We know how to capitalize on emerging health and wellness trends in a

credible way, with media, consumers and health professionals. Our knowledge of the latest research and science in the health & nutrition arena and our understanding of food policy enables us to deliver actionable consumer and market insights and practical health & lifestyle wellness benefits for brands and commodities.

Our staff includes registered dietitians with on-air and editorial experience who can address the health & nutrition issues that are top-of-mind for today's editors and reporters — including those who serve as trusted “watchdogs” for family gatekeepers. We have developed innovative social media programs to reach the key consumer, health & wellness influencers online. Over the last two decades, Pollock has cultivated long-term relationships and trained a network of spokespeople, including media Registered Dietitians and celebrity chefs who are available and ready to deliver key messages for a variety of our clients in broadcast, print and social media.

Clients: Ajinomoto Food Ingredients, LLC, Brassica Protection Products, LLC, Cranberry Institute, Cranberry Marketing Committee, PepsiCo Global Nutrition Group, Purdue Products, Slow-Mag Tablets, Tea Council of the USA, Unilever Brands: Promise, Country Crock, I Can't Believe It's Not Butter, Wish-Bone Dressings, Breyers, Popsicle and Klondike, and USA Rice Federation

**QUINN & CO.**

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**Florence Quinn, President**

Quinn & Co.'s Food, Wine + Spirits division wants to be the go-to firm in FWS. All team members think like owners and brand managers to help clients achieve their goals. We drive creative campaigns, A-list media results, digital/social media initiatives and important partnerships.

View and download profiles of hundreds of PR firms specializing in more than a dozen industry areas at:  
[www.odwyerpr.com](http://www.odwyerpr.com)

The team conducted the PR for the high-visibility opening of Jim Lahey's celebrated Co. in NYC. Placements reached over 264,000,000 potential diners and increased sales. After Lahey appeared on “MARTHA” almost the entire audience flocked to Co.

We created the first Chief Beer Officer and search for the same for Four Points by Sheraton and the first Beer Sommelier for Four Points LAX. We are about to host the first national hammentashen eating championship for EL AL Israel Airlines. We are also working with Etihad Airways on their in-flight chef program.

We helped propel Chef Tony Mantuano to national acclaim; drive business to his Chicago restaurants, Spiaggia and Cafe Spiaggia, and spur sales of his book, “Wine Bar Food,” which is now in its second printing.

Over-the-top FWS placements include Chef's run on Bravo's “Top Chef Masters” season 2, a guest judge on “Top Chef: All Stars,” “Nightline,” *Wall Street Journal*, *New York Times*, *Wine Enthusiast*, *New York Magazine*, *La Cucina Italiana*, Huffington Post, Associated Press, *USA Today*, *Food & Wine*, *O*, *The Oprah Magazine*, *People*, *Vanity Fair Italy*, “The Early Show,” “Today Show,” “The Martha Stewart Show” and “ABC News Now,” *Wallpaper\**, *Details*, *National Geographic Traveler*, *Eater*, *Tasting Table* and *Chicago Tribune*.

Last year's New York City Wine & Food Festival called upon Quinn & Co. to handle the online auction benefiting the Food Bank for New York City.

For the new The Grande Dalles winery in Oregon the team secured coverage in Zink, Snooth, Food & Wine.com, and BehindtheBurner.com.

Quinn & Co. represents Rome's only three-Michelin starred restaurant, La Pergola, which is located at the Rome Cavalieri, The Waldorf Astoria Collection; Ithaa Undersea restaurant at Conrad Maldives Rangali Island, which is the world's first underwater dining venue; C-House at the Affinia Chicago; Chelsea Market, NYC, and Celsius at Citi Pond at Bryant Park also in NYC.

The firm's culture of teamwork, innovation and accessibility fosters a highly productive atmosphere among the 30+ professionals, from account staff to partners. The focus is on results for FWS, Real Estate and Travel clients.



**Quinn & Co.'s “sky-high” food client: Etihad Airways' new in-flight chefs program with 110 classically-trained international chefs dedicated to food service excellence in its Diamond First Class cabins.**

**RF | BINDER**

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www.rfbinder.com

**Amy Binder, CEO**  
**Atalanta Rafferty, Executive Managing Director**

With the prevalence of celebrity chefs, the expansion of culinary TV programming, and the explosion of food bloggers on the one hand and increasing regulatory scrutiny and public health issues on the other, the food industry is facing new challenges as well as new opportunities. Competition for the consumer mindshare is stronger than ever, and concerns for safety and nutrition are a permanent dimension of food and beverage marketing. Drawing from our deep experience and knowledge of the evolving food and beverage world, RF|Binder has worked in every aspect of food and beverage marketing and public relations, with clients ranging from Dunkin' Donuts to Cargill, from the 100th anniversary of the Fig Newton to Wines of Germany.

RF|Binder brings market and industry insight, research-based strategy, and creative programming to its clients, as well as access to the key influencers shaping public opinion in the food and beverage space. We provide a wide array of services from consumer promotions, influencer and traditional media outreach, leveraging emerging digital media, issues management, trade relations and investor relations. Our staff has extensive

experience in promoting consumer packaged goods, prepared and imported foods, ingredients, grocers, restaurants, and beverages like wines and spirits and coffee. We promote brands, products and services, but we also routinely deal with the most challenging issues in the space such as recalls, labeling, FDA actions, safety, and regulation.

As one example, in 2011, RF|Binder continued to create a series of unique consumer engagement events to drive trial and awareness of Malaysian food, including the first-ever Malaysian Noodle Festival at the Chelsea Triangle, the busy intersection of Hudson, 14th and 9th in New York. Thanks to a sustained integrated marketing campaign, that also included effective media relations, social media engagement and targeted advertising, awareness of Malaysian cuisine has never been higher in the New York metropolitan area. In fact, for the second consecutive year, Laut, a Malaysian restaurant in Manhattan, has held on to its prestigious Michelin star.

Current and recent clients include Atkins Nutritionals, Baskin-Robbins, Bob Evans, Cargill's Truvia™ natural sweetener, Chilean Specialty Foods, The Culinary Trust, Dr. Praeger's, Dunkin' Donuts, Edible Schoolyard NYC, The Hershey Company's Scharffen Berger Chocolate Maker and Dagoba Organic Chocolate, Kayem Foods, The Malaysian Trade Association (Malaysia Kitchen for the World), Miller Brewing (Pilsner Urquell), Talenti Gelato e Sorbetto, Wegmans, Vinho Verde, Wines of Germany, Wines of Sicily and YoCrunch.

**RICHMOND  
PUBLIC RELATIONS**

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**Lorne S. Richmond, President**

Richmond Public Relations, a WorldCom Public Relations Group Partner and an award-winning food and travel public relations firm, has coordinated numerous restaurant openings, developed corporate strategies and branding campaigns, handled crisis management, and food-related launches for companies including: Nabisco, Snackwell's, Odwalla Juice Co., Noah's Bagels, Jamba Juice, Lettuce Entertain You Enterprises, ICON Restaurants, Da Vinci Gourmet, Woodinville Wine Country, Tully's Coffee, and Krispy Kreme Doughnuts.

In addition, RPR has coordinated numerous nationwide food events such as the Hawaii "Chefs of Aloha Tour," Sheraton's World Wide Global Food Summit in New York and the "Dinner of the Decade" featuring celebrity chefs Wolfgang Puck, Jean Louis Palladin and Michel Richard, and more than 20 James Beard House Dinners in New York City.

Food and beverage clients include: Canlis Restaurant, Cedarbrook Lodge, Fortun Foods, Panera Bread, Skamania Lodge, Suncadia Resort, Tom Douglas Restaurants, Taco Time NW, Tap House Grill, The Rock Wood Fired Pizza & Spirits, Sheraton Seattle Hotel and Towers, Zeeks Pizza, Tulalip Resort Casino, and more.

**ROGERS &  
COWAN**

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www.rogersandcowan.com

**Tom Tardio, CEO**  
**Heather Krug, EVP**

Rogers & Cowan is a full-service entertainment marketing and PR agency offering consumer brands access and alliances with the powerful influences of the entertainment industry as well as an insider's point of view on lifestyle and consumer trends. The agency

has extensive expertise in the food and beverage categories working with packaged and bottled goods companies, entertainment brands and content, and wine, beer and spirit brands. Our teams provide food and beverage brands publicity and marketing campaigns, special event support, sponsorship activation, celebrity/influential seeding, promotional tie-ins, product placement/integration and social media strategies audits, campaign design, execution and measurement for our clients.

We work with clients to launch new products, build awareness for national and international advertising campaigns, promote charitable initiatives, drive viewership for their television and digital content, leverage celebrity spokespersons for media opportunities, place products in film and television programming, build and manage online communities, execute social media strategies and maximize awareness of sports and entertainment sponsorships and alliances, among others.

Recent clients/projects have included Coca-Cola Company, Sprite Step Off, Fanta Search for the 4th Fantana, Dasani Plant Bottle Launch, Coke Zero promotion tied to Mission Impossible IV, Wines that Rock, Sobieski Vodka, Betty Crocker, Wheaties Fuel Launch, Wheaties Olympic Boxes, General Mills, Food Network, The Cooking Channel, Dylan's Candy Bar, and McDonald's.

**RUDER FINN, INC.**

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**John McInerney, SVP, Brand  
Marketing Communications**

In today's Food and Beverage industry, media is just one touchpoint for consumers. More and more, brands have fans that serve as powerful ambassadors. And to truly engage with fans, brands need an innovative and authentic communications strategy that encourages brand-to-fan connections.

With this in mind, our strategic approach for reaching consumers is more focused on marketing communications than press releases and media alerts. Our plans are a mixed bag that can include media outreach, digital experiences,

social interactions, community management and massive consumer engagement events. Because each brand is different and there is no one-size-fits-all approach to how to maximize impact.

Our experience also tells us that true connections in the food and beverage space are made by highlighting both product attributes and the visceral consumer reaction to a brand's image. We will craft a story that talks about taste and calorie count in partnership with a brand's entertainment partnerships and philanthropic efforts. In short, we hold ourselves accountable to bringing a creative edge to the strategy and tactics we recommend while ensuring we stay true to each brand's identity.

Past and current clients include Mountain Dew, Caribou Coffee, Quaker Oats, Propel, Weightwatchers, Chateau Margaux, Moet Hennessy Diageo, Kellogg's, and Gerber.

**SAHLMAN  
WILLIAMS**

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**Cheryl A. Miller, CEO**  
**Lynn Kilroy, Vice President**

Sahlman Williams, established in 1983, is in the business of relationships. We are a food and beverage focused firm in retail, foodservice, commodity and branded food categories. We counsel clients on effective ways to create, nurture and sustain their relationships with key constituencies.

We are results-oriented and provide strength in strategic planning, news media, media relations, cooperative partnerships, community relations, special events and crisis/issues management.

Our people are the core of Sahlman Williams; they are unique, dedicated individuals with a depth of professional experience in nearly every facet of communications. We produce fresh ideas and create long-term relationships. We offer each client the personal involvement of a customized team of skilled, passionate professionals. Whether your objectives are to increase sales, strengthen consumer loyalty, build your brand or improve public image, we produce results. We are accountable.

**SCHNEIDER  
ASSOCIATES**

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**Joan Schneider, President &  
Creative Director**  
**Phil Pennellatore, Chief Operating  
Officer/Partner**  
**Julie Hall, Executive Vice  
President/Partner**

How do you market golf clubs in fall or make ice cream newsworthy in winter? Ask the food and retail team at Schneider Associates. We keep clients in the news year round, tapping into trends, leveraging social media, creating exciting events and packaging company milestones to make them newsworthy. From launching new products to reinvigorating icon products, we are rock stars at creating news that leads to awareness, accelerates growth and positions your business for success.

We know how to craft communications and social marketing programs that solve business challenges for brands. Multi-unit marketing is also a specialty—whether it's creating grand opening events or launching new products or programs, we make the cash register ring for franchisees. Services include messaging, media relations, social marketing, special events, spokesperson training, influencer outreach and crisis communications, among others. Learn more at www.schneiderpr.com

We're always launching new ideas. Let's launch yours.

**TAYLOR**

The Empire State Building  
350 Fifth Avenue, Suite 3800  
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www.taylorpr.com

**Tony Signore, CEO & Managing  
Partner**

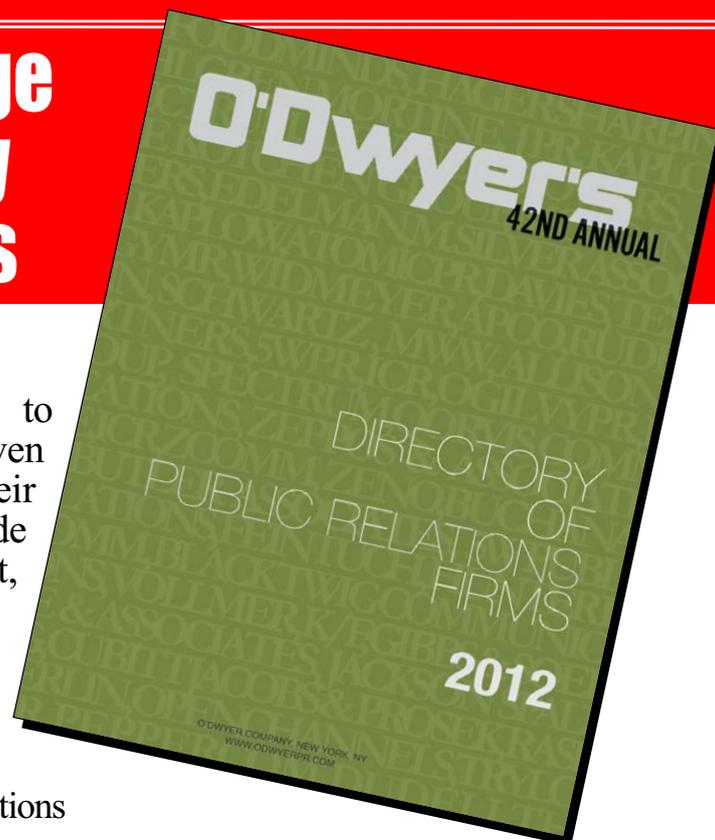
Taylor partners exclusively with category leading consumer brands that utilize lifestyle, sports, and entertainment platforms to engage

Continued on page 32

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



Taylor develops strategic marketing communications programs for category leading food and beverage brands, including Diageo's Sterling wine. Here, Padma Lakshmi of Bravo TV's "Top Chef" (right), poses with the winner of the Sterling Ultimate Host program, an integrated marketing platform created and executed by the award winning agency.

**TAYLOR**

Continued from page 30

consumers and drive business growth.

*The Holmes Report's* "Consumer Agency of the Decade," Taylor has more than 90 employees with headquarters in New York and offices in Los Angeles, Chicago, Charlotte and London. The agency provides a full array of services including: brand planning; digital strategy; consumer insights; strategic media relations; measurement and evaluation; event production, Hispanic / multicultural; and spokesperson procurement and training.

Taylor develops strategic marketing communications programs for category leading food and beverage brands, designed specifically to engage their target consumer and create business impact. Partnering with Diageo — the world's leading premium drinks business — the agency has successfully launched new products, reinvigorated iconic brands and sustained momentum in the marketplace for adult beverage favorites such as Crown Royal, Jose Cuervo, Guinness, Captain Morgan, Smirnoff and Sterling

wines, among others. In addition to program development and brand building for Diageo, the agency is charged with integrating a social responsibility message throughout all activities, highlighting the importance of making responsible decisions when drinking. Many of Taylor's social responsibility programs executed on behalf of Diageo in the U.S. have been implemented around the world.

Taylor's portfolio of client partners includes Capital One, Nestle, MasterCard, Diageo, P&G, Gillette, Allstate, Novartis, Coca-Cola, and Taco Bell.

**TREVELINO/  
KELLER**

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Trevelino/Keller is one of the most sought after food and beverage agencies in the country for emerging and established corporate-owned and franchisor-man-

aged multi-unit concepts. Specializing in public relations, social media and marketing, the firm works closely with its clients on brand positioning, industry relations, national and local media relations, market entry, executive visibility, social media and crisis communications, in support of business and consumer sales. In 2012, it's rolling out its SocialLSM product, a subscription-based solution designed to manage Facebook, Twitter and other social properties at the store level.

Experienced in fine dining, casual, fast casual and quick service, the firm also works directly with food and beverage packaged goods and retailers. With a changing marketplace, the firm's ambition is to get out in front of the market in relation to supporting a more responsible food society, promoting companies with healthy nutritional strategies, organics, sustainability and farm to table. In 2011, the firm concepted and launched on behalf of TCBY, "Super Fro-Yo," a super nutritional classification that distinguishes the brand from others in the category.

In 2012, the firm is branding a new rating system for restaurants on behalf of the National Foundation for Celiac Awareness.

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**Gail Heimann, Vice Chair**  
**Cathy Calhoun, President, North America**  
**Janet Helm, MS, RD, Chief Food & Nutrition Strategist, N. America**

Weber Shandwick has built one of the largest food and nutrition practices in North America. Our work focuses on some of the most iconic brand campaigns and most recognized category marketing programs in the country. We have extensive experiences in all aspects of food and nutrition communications, with proven expertise in brand building, consumer education campaigns, opinion leader outreach, alliance building, scientific communications, issues management and crisis counseling.

The Food and Nutrition practice is staffed by some of the industry's most strategic senior counselors and content experts — including registered dietitians, PhD nutrition scientists, former and current jour-

nalists and trained chefs. These imbedded experts have extensive experience in public-private partnerships, alliance building, food and agriculture policy, food regulations, sustainability and food safety.

We have strong relationships with the growing number of nutrition bloggers, who are increasingly influencing the media landscape. To help cut through the clutter of nutrition information online and elevate the voice of registered dietitians, Weber Shandwick supported the creation of the Nutrition Blog Network — an aggregator of more than 150 blogs (and counting) written by registered dietitians. Huffington Post Health listed the Nutrition Blog Network Twitter feed (@NutritionBlogs) as one of "Our Picks."

Clients include many of the world's leading food companies, and Weber Shandwick also has deep expertise in turning commodities into brands with award-winning campaigns.

**ZENO GROUP**

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**Barby K. Siegel, CEO**

Zeno Group is the marketing communications agency committed to developing recipes for success for clients at breakfast, lunch, dinner and anytime in between. Our teams have vast experience in delivering holistic media relations and digital engagement campaigns that truly move the needle. We've sat down at the table with some of the world's leading food, beverage, and nutrition brands infusing them into the worlds of health, wellness and pop culture. Each of our client's menus is grounded in research from our proprietary planning process.

Our senior leaders don't just take care of the check; they're right there in the kitchen with the rest of the team, stirring and tasting along the way. The Real Moms of Zeno, 100+ moms throughout the US, give us insights from their families, too. Recently, at Zeno Group, we've done five-star work with clients including Pizza Hut, Seattle's Best Coffee, Bacardi Rums, Nature's Path, Gatorade, Lipton, Four Seasons hotels and resort, and Nuts.co. ●

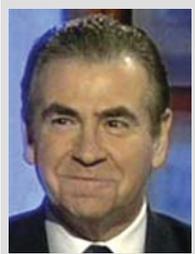
# O'DWYER'S RANKINGS OF FOOD & BEVERAGE PR FIRMS

<b>1.</b> Edelman	New York	<b>\$71,581,749</b>	<b>33.</b> Beckerman	Hackensack, NJ	<b>500,000</b>
<b>2.</b> Hunter PR	New York	<b>8,520,278</b>	<b>34.</b> VPE PR	S. Pasadena, CA	<b>498,000</b>
<b>3.</b> APCO Worldwide	Wash., D.C.	<b>7,938,000</b>	<b>35.</b> Watershed Comms.	Portland, OR	<b>388,906</b>
<b>4.</b> MWW Group	E. Rutherford	<b>5,856,000</b>	<b>36.</b> Catalyst PR	New York	<b>360,000</b>
<b>5.</b> FoodMinds	Oakbrook Terrace	<b>5,647,086</b>	<b>37.</b> BizCom Assocs.	Addison, TX	<b>350,000</b>
<b>6.</b> Taylor	New York	<b>5,361,015</b>	<b>38.</b> Public Comms.	Chicago	<b>343,921</b>
<b>7.</b> RF   Binder Partners	New York	<b>4,300,000</b>	<b>39.</b> Peppercom	New York	<b>320,473</b>
<b>8.</b> CRT/tanaka	Richmond, VA	<b>4,200,000</b>	<b>40.</b> Kaplow	New York	<b>310,000</b>
<b>9.</b> Regan Comms. Group	Boston	<b>3,990,000</b>	<b>41.</b> Levick Strategic Comms.	Wash., D.C.	<b>289,782</b>
<b>10.</b> Coyne PR	Parsippany, NJ	<b>3,626,000</b>	<b>42.</b> Trevelino/Keller Comms.	Atlanta	<b>275,000</b>
<b>11.</b> 5W PR	New York	<b>3,600,000</b>	<b>43.</b> IW Group	W. Hollywood, CA	<b>253,000</b>
<b>12.</b> Ruder Finn	New York	<b>3,500,000</b>	<b>44.</b> Morgan & Myer	Waukesha, WI	<b>228,782</b>
<b>13.</b> Zeno Group	New York	<b>3,245,928</b>	<b>45.</b> Seigenthaler PR	Nashville	<b>218,921</b>
<b>14.</b> RL PR & Marketing	Los Angeles	<b>1,863,484</b>	<b>46.</b> Maccabee Group	Minneapolis	<b>187,338</b>
<b>15.</b> Linhart PR	Denver	<b>1,819,726</b>	<b>47.</b> Richmond PR	Seattle	<b>172,699</b>
<b>16.</b> French   West   Vaughan	Raleigh	<b>1,804,775</b>	<b>48.</b> Red Sky Public Relations	Boise	<b>170,566</b>
<b>17.</b> O'Malley Hansen Comms.	Chicago	<b>1,746,000</b>	<b>49.</b> Gibraltar Assocs.	Wash., D.C.	<b>168,000</b>
<b>18.</b> Dye, Van Mol & Lawrence	Nashville	<b>1,582,832</b>	<b>50.</b> Zeppos & Assocs.	Milwaukee	<b>161,230</b>
<b>19.</b> Lane Public Relations	Portland, OR	<b>1,299,994</b>	<b>51.</b> Quinn & Co.	New York	<b>147,467</b>
<b>20.</b> Jackson Spalding	Atlanta	<b>1,211,266</b>	<b>52.</b> Luckie Strategic PR	Birmingham, AL	<b>145,285</b>
<b>21.</b> Qorvis Comms.	Wash., D.C.	<b>950,360</b>	<b>53.</b> Rasky Baerlein	Boston	<b>140,468</b>
<b>22.</b> Allison & Partners	San Francisco	<b>893,000</b>	<b>54.</b> Rosica Strategic PR	Parsippany, NJ	<b>108,925</b>
<b>23.</b> Kohnstamm Comms.	St. Paul, MN	<b>891,166</b>	<b>55.</b> The Kotchen Group	Hartford, CT	<b>100,932</b>
<b>24.</b> zcomm	Bethesda, MD	<b>831,338</b>	<b>56.</b> Gregory FCA	Ardmore, PA	<b>100,000</b>
<b>25.</b> Lee & Assocs.	Los Angeles	<b>699,658</b>	<b>56.</b> TransMedia Group	Boca Raton	<b>100,000</b>
<b>26.</b> Lambert, Edwards & ASSOCs.	Grand Rapids	<b>601,600</b>	<b>57.</b> Powell Group	Dallas	<b>96,044</b>
<b>27.</b> Schneider Assocs.	Boston	<b>573,650</b>	<b>58.</b> Landis Comms.	San Francisco	<b>82,500</b>
<b>28.</b> Black Twig Comms.	St. Louis	<b>550,000</b>	<b>59.</b> Katcher, Vaughn & Bailey	Nashville	<b>54,711</b>
<b>29.</b> Pierson Grant PR	Ft. Lauderdale	<b>536,800</b>	<b>60.</b> Boardroom Comms.	Plantation, FL	<b>49,950</b>
<b>30.</b> Padilla Speer Beardsley	Minneapolis	<b>529,243</b>	<b>61.</b> rbb Public Relations	Miami	<b>48,473</b>
<b>31.</b> Rogers Group	Los Angeles	<b>522,594</b>	<b>62.</b> McNeely Pigott & Fox	Nashville	<b>45,773</b>
<b>32.</b> DuDell & Assocs.	Oakland, CA	<b>520,000</b>	<b>63.</b> MDi media group	Mobile, AL	<b>34,988</b>
<b>33.</b> M/C/C	Dallas	<b>500,000</b>	<b>64.</b> Standing Partnership	St. Louis	<b>22,895</b>

# Saving private Romney

By Fraser Seitel

The question most asked by our countrymen today — second only to, “Who’s more obnoxious: Bill



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*.

Maher or Stephen A. Smith?” — is, “Do the Republicans have any chance at all of beating President Obama?”

The short answer is, “Yes but ...”

With the stock market flirting again with 13,000, the unemployment rate descending toward eight percent and the Republican candidates continuing to eviscerate one another — the odds today point to a clear Obama reelection in November.

But things can change, particularly in a nation populated by meager memories and limited attention spans. So Republicans shouldn’t give up the ship — at least, not yet.

But if Republicans expect to have any chance in November, as Obama builds momentum and a huge war chest, they better get a grip on reality PDQ. And that “reality” includes the following incontrovertible facts about the party’s eventual nominee:

1. There is no way on God’s brownish earth that a “white knight,” not now in the race, will ride to the Republicans’ rescue. Neither Mitch Daniels, Chris Christie nor Jeb Bush are going to mobilize, organize and finance a viable campaign in time to beat the Obama machine.

2. No matter who wins the Republican Primary sweepstakes — where Democrats will jump party lines and stuff ballot boxes for Rick Santorum — neither Santorum, Newt Gingrich nor Ron Paul has a prayer of ever being elected by a majority of Americans. Santorum is a zealot, Gingrich is a phony, and Paul is, well, who knows what he is. The point is that despite the Republican primaries, Americans are more independent/moderate/neutral than ever. They disdain hard left and hard right and will only elect someone

perceived to be in the “middle” as President. So nominating one of these three stooges is a death wish for Republicans.

3. Therefore, the only viable Republican candidate — for better or worse — is Mitt Romney.

So how then can Romney, who has fallen hard from grace despite spending millions, possibly beat an incumbent with an improving economy on his side?

I’d suggest adopting the following PR platform and sticking to it.

### Get back to business

Romney’s greatest strength is what he has inexplicably tried to downplay ever since Gingrich’s kamikaze attack in South Carolina. Romney is an experienced businessman. He has managed people. He has hired people. He has built businesses. And he has prospered.

All things that America desperately needs and that Barack Obama hasn’t done.

Since Gingrich’s self-serving attack on private equity and Wall Street and financiers, Romney has shied away from emphasizing this dominant part of his background. Big mistake.

The U.S. economy — despite the rising market and declining unemployment — is sputtering. Millions of people of all ages are out-of-work. America needs somebody with the experience and knowledge and capacity to get the commercial economy reignited and put people back to work. The President has flopped in trying. Romney — at least on paper and by experience — might be able to succeed.

And that must be the basis of his run for the Presidency

### Don’t be all things to all people

The Republican primary process, despite the continuing support of Sarah Palin, Rush Limbaugh and conservatives in all the states that are left to be heard, has been an unmitigated disaster for the party.

First, it’s provided a treasure trove of opposition research and ammunition for Obama’s fall campaign. Second, its awarded disproportional clout to a handful of vocal right wingers in marginal venues like Iowa and New Hampshire and South Carolina, who get one moment in the sun every four years to disrupt the party’s apple cart. Third, as a consequence of trying to appease

these conservatives, Romney has contorted himself and his positions to a point where he doesn’t even know where he stands.

Clearly because of the cockamamie process, Romney needs to kowtow to conservatives to win the nomination. But if he hopes to have a chance in the general election, he’s got to stop saying anything the electorate in question wants to hear. For instance, he should ...

### Drop gay marriage

As Gov. Christie will find out next election when New Jersey voters overwhelmingly support gay marriage, most people who aren’t gay could care less.

Again, most voters are independent. And most independents have concluded that if gay people believe so strongly in embracing a waning institution like marriage so that children might have a loving family and a better chance — more power to ’em.

The point is for Romney to get suckered by his opponents into seizing marginally-relevant social issues like this one (at least to everybody but gay people and the media), just reveals how far afield his campaign has drifted.

### Selectively attack the incumbent

Likewise, Romney should resist joining the parade of those attacking Obama for “doing everything wrong.” The fact is the President did the right thing in saving the banks and bailing out the auto industry. And it makes little sense for a businessman like Romney to nit-pick these proper Presidential decisions. Obama’s healthcare law, on the other hand, is a disaster. So is the President’s wrongheaded, embarrassingly-political decision to stop the Keystone Pipeline. And Obama’s entrenched belief in government over private sector solutions is inarguable.

These are the vulnerable areas that Romney should attack, rather than wasting his time and political capital in parroting his opponents’ ipso facto hostility to all things Obama.

The fact is that Mitt Romney is still the Republicans’ best and only chance to unseat President Obama. Following this kind of public relations mantra — that draws a clear line between what he and Obama stand for — will help get Romney back on course. And the sooner he straightens himself out, the better.

Despite the fact there are 11 long months to go before the presidential election, for Mitt Romney time is running out. ●

# Managing for prosperity in '12

By Richard Goldstein

To be successful in business, a PR agency must have a clear set of objectives (a game plan, if you will). Some would call this a “strategic plan.” A strategic plan is a long-term business plan addressing broad issues of what a company’s management wants it to become and how it is to do business.



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

There are as many as four variations on the basic idea of business planning. Each serves a different purpose and results in a separate document. Large, sophisticated companies tend to all of these different kinds of planning. Small agencies usually do one plan that combines features of the four variations.

The four kinds of planning are (1) strategic planning, (2) operational planning, (3) budgeting, and forecasting. They differ according to three attributes: the length of the planning period, the kinds of issues addressed and the level of financial detail projected.

## The strategic plan

Strategic planning involves broad, conceptual thinking, about the nature of a business, who it serves, and what it does. It’s generally a long-term exercise in which managers try to predict in rough terms what the business will do and become over a period of several years. A five year horizon is common, but three years may be better for smaller agencies. In fact, for some agencies, a plan for the remainder of 2012 through 2013 may be more realistic.

Strategic planning begins by questioning the agency’s very existence. Why is the firm doing what it does? Would it be better off doing something else? What customer/client need does it serve? How? What opportunities are present in the marketplace? What are the threats to achieving its plan?

Strategic planning deals with concepts and ideas expressed with words rather than numbers. The numbers used tend to be simple and approximate. For example, an agency might set a goal to be the number one or two rated independent agency

in healthcare public relations.

In a nutshell, strategic thinking says that a business/agency must first analyze itself, its industry, and the competitive situations. Then it must construct an approach to doing business that takes advantage of its strengths and minimizes the vulnerabilities by its weaknesses.

## Taking the first step

In reviewing the O’Dwyer’s Ranking of Independent PR firms (published in the 2011 Directory), agencies have experienced growth in revenue during 2010. For the most part, this revenue growth is in the double digits. The rankings do not indicate whether the growth resulted from organic growth or merger. My guess is that larger firm growth was a combination of organic and merger, smaller firms organic. However, how much of this double digit growth dropped to the bottom line — operating profit? Has there been an equivalent growth in operating profit to go along with increased revenue? Unfortunately, the rankings do not tell us this. The best information available is revenue per employee. In 2010 for example, Edelman, the number one ranked agency had revenue (defined as net fees) per employee of approximately \$144,000. No change from 2006. The number two agency, APCO had approximately \$200,000, and the 35th ranked agency, Sparkpr, had revenue per employee of approximately \$285,844, by far better than most in their fee range. You can draw your own conclusion.

Regardless, revenue per employee is not a great indicator of agency performance according to Al Croft, management consultant to the public relations industry. According to Croft, income generated per professional is more meaningful. According to the PR Agency Industry 2011 Best Practices Report published by StevensGouldPincus, revenue per professional is approximately \$206,000 for 2011. Agency profitability, operating profit ranged from 13.1% to 16.5%. Regardless, it has always been my view that the benchmark for the industry should be, at a minimum, 25% profitability. Croft’s view is that this is too high and may not be attainable. If you consider staff turnover and procurement, he just may be correct. I am hoping this column provides the tools to reach the 25% goal.

## Reaching the 25% goal

What does it take, at a minimum, to reach the 25% or higher goal? According to Rick Gould, Managing Partner of StevensGouldPincus, merger and management consultants to the communications

industry, the following should be considered:

- Have fiscal reporting and tracking in place to give management the information necessary to assess and modify performance for increased results.
- Properly mark-up rebillables to create a built-in-cost recovery center.
- Have an effective time and billing system. (This is an accounting tool, not necessarily the best way to bill a client.)
- Monitor accounts receivable.
- Budget regularly and effectively. This means weekly, monthly and annually. Have budgets for income, payroll and overhead.
- Create regular reports. These should include: weekly cash position — a barometer of liquidity; weekly billing reports; weekly accounts receivable; monthly work in process reports — earned but not billed; weekly accounts payable; monthly financial statements; and, monthly profitability analysis — the cornerstone of success.
- Bill regularly.

*Management Strategies* (published by Al Croft) offered its own advice to increase cash flow and profitability. The suggestions are in no particular order of priority:

- Send bills out in a timely fashion — no later than the 15th and ideally by the 10th. Make sure bills for large out-of-pocket costs are sent to the client when incurred. Some clients have a policy of holding bills for 45-60 days. (Your engagement letter should cover when bills are expected to be paid.) Make sure you or your accounts receivable person has a contact with the client’s accounts payable person and knows who to call if a check is late.
- Mark up rebillables. You could be losing 5-10% of your potential income by not doing this. Consider a mark up of 10-20%.
- Watch staff productivity. Low productivity can translate into higher than necessary staff salaries and impact your cash flow and bottom line. Monitor income generated per professional as discussed above. Try to schedule the number of people you have on board or need to hire based on your total projected annual income and the average income you expect per professional.
- Prepare an annual budget. The two largest costs for your agency are rent and salaries. Try and keep salaries at 50% of revenue and rent at 7-12%.
- Know your overhead percentage as a percentage of direct labor costs. Overhead should be in the 80-100% range. (You may want to calculate this as a percentage of revenue instead.)
- Prepare and analyze your financial statements monthly. ●

# The future of PR: hold the Bernays

By John Doyle

The Public Relations Society of America's "international effort to modernize the definition of public relations" is a wildly entertaining failure. They'd have more luck trying to modernize the definition of the cathode-ray-tube TV.



**John Doyle** is the Founding Partner of Doyle McDonald in Washington, DC. Follow him on Twitter @FlackOps.

Until a decade ago, the old vacuum-tube TVs were in every home in America. And the PR industry's influence flickered out of every one of them. But both have surrendered their pole positions to technological innovations that have literally changed

the way we communicate.

The cause of PR's death spiral — and the path to its survival — can be found in its creation, nearly 100 years ago.

Back in the 1920s, Edward Bernays

— the man who would be crowned "the father of public relations" — rhetorically asked in his essay "Propaganda," "If we understand the mechanism and motives of the group mind, is it not possible to control and regiment the masses according to our will without their knowing about it?"

And he wasn't just supposin'. Bernays — who was related to Sigmund Freud by both his mother (Freud's sister) and father (whose sister married Freud) — knew a few things about crowd psychology and other psychoanalytic approaches to public relations, which he described as "the engineering of consent."

He was also keenly aware that the burgeoning mass media infrastructure of 20th century America — "this web of communications" he presciently called it — was ideal for the "manipulation of the organized habits and opinions of the masses." This was critical, he wrote, because "those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country."

PR has been operating in this vein fairly consistently ever since. Need proof? Here is Bernays' definition of public relations, circa early 1900s:

"Public relations is the management function that tabulates public attitudes, defines the policies, procedures, and interests of an organization followed by executing a program of action to earn public understanding and acceptance."

Here is one of PRSA's three "finalists" in their definition campaign, circa 2012:

"Public relations is the management function of researching, engaging, communicating, and collaborating with stakeholders in an ethical manner to build mutually beneficial relationships and achieve results."

Like father, like son.

PRSA's ambitious "modernization" campaign was preordained to fail when they chose to redefine 20th century PR instead of conceptualizing our industry's potentially amazing future now that technology has so profoundly altered the way we humans communicate.

America's mass media infrastructure was critical to Bernays' success in developing "technique[s] for the mass distribution of ideas." These techniques, which he collectively dubbed

"public relations," were amazingly effective because "the United States has become a small room in which a single whisper is magnified thousands of times."

But the Internet razed that small room a few years back and millions of online communities have popped up in its place.

And the people in those communities aren't buying any of the linear monologues spouted by corporations, media conglomerates, and industry "experts." They are putting their faith in their friends and in their communities, with astounding results. Just ask Netflix. And Verizon. And Target. And the next corporation that bows to genuine public rage.

Social media has brought us full circle to what Bernays once described as "an earlier age ... [where] a leader was usually known to his followers personally [and] communication was accomplished principally by personal announcement to an audience."

Nothing could be better for the PR industry, if only we were bold enough to collectively embrace this DNA-altering adjustment. Rather than "engineer consent," we must now earn trust. Orchestrated endorsements must now yield to honest, creative stories that resonate within the communities that our clients need to connect with. A nod from the editorial board of the *New York Times* will always be a nice hit. But today, the real measure of achievement is the degree to which our clients' stories get retold and forwarded to friends.

Nick Naylor, the tobacco-flack protagonist in "Thank You for Smoking," said, "Michael Jordan plays ball. Charles Manson kills people. I talk." The ability to talk — to enlighten people through thoughts, words, and deeds — is a gift that few possess. That's where we come in. The opportunity to help our clients enlighten people through thoughts, words and deeds is good PR.

And it is an honorable — and important — profession. ●



**Edward Bernays**

## PR Service Briefs

### APCO PICKS STRAWBERRY FROG

APCO Worldwide has acquired a majority stake in New York-based ad agency Strawberry Frog, a consumer shop which works for clients like Procter & Gamble, Heineken, Liberty Mutual and Jim Beam.

Twelve-year-old Strawberry Frog has outposts in Amsterdam, Mumbai and São Paulo and revenue in the \$10 million-a-year range handling traditional advertising, digital, mobile, social media and content, among its services. Terms of the APCO deal were not revealed.

APCO CEO Margery Kraus said the ad agency's focus on "movements" aligns well with her firm's approach to stakeholder engagement when "persuasion today requires finding points of shared interest and then launching campaigns that connect emotionally."

SF co-founder Scott Goodson said the agency has ambition to be "more active on the global stage" and has been approached by several suitors, but he noted APCO, which operates in 32 global markets, has an "independent spirit and global pedigree" that fits.

APCO said SF will maintain its own culture, brand, creative independent and management. Co-founder Karin Drakenberg and chief creative officer Kevin McKeon round out SF management.

APCO posted 2011 revenue of \$120 million, making it the second largest independent firm in the O'Dwyer rankings.

# America's policy nightmares, tomorrow's reality

By Wes Pedersen

**A**s a kid, I had nightmares. The bogeyman was going to get me. My older sister made sure I got the message.

These days I am having what can best be described as anytime nightmares.



**Wes Pedersen** is a retired Foreign Service Officer and principal at Wes Pedersen Comms. and Public Relations, Washington, D.C.

Many are motivated by the certain knowledge that the bogeyman will be a sneaky, conniving politician who, with his evil colleagues, is going to do me in tomorrow. Often by simply not doing anything, as in Congress.

In these scenarios, the knight riding to my rescue is rarely the President

of the United States of America. He is too busy trying to catch up with his Cabinet on all the things he has meant to do over the past three years.

Other nightmares are born of headlines of disasters and pending disasters here and abroad.

So here I am, brooding over questions that sometimes just scare the hell out of me when I think I know, or have found, the answer.

Questions like:

**Iran.** Should we not stop pushing Israel to bomb Iran's nuclear weapons plant and do the job ourselves?

We are in Iran's sights now. Iranian leaders of varied ilk have all but promised our annihilation once the plant is opened. Anyone who thinks it is Israel's fight should understand that we are Iran's principal target.

Iran has threatened a U.S. aircraft carrier in the Strait of Hormuz. It has threatened to cut off oil supplies to countries supporting sanctions against it for its insistence on pursuing a deadly atomic policy.

It has taken its dispute with Israel to New Delhi, Tbilisi and Bangkok via terrorist bombings aimed at Israeli diplomats.

It has indicated a willingness to target a variety of installations in the U.S. via car bombs and the like while it waits to get the most deadly weapon of all in its

unstable hands.

Iran's eagerness to kill large numbers of innocents, even to start a new war, is testimony to our need to consider a first strike to defang this increasingly dangerous Middle East renegade nation.

**North Korea.** With a not long out of puberty heir to Dear Leader status now strutting to the beat of a stern military hierarchy, North Korea is trouble waiting to happen.

The young Dear Leader, Kim Il Eun, is hailed by North Korea's propaganda machine as a military expert, having directed tests of missiles capable of packing atomic weaponry.

If he is eager to prove his mettle, sending a nuclear-laden missile across the Pacific to the U.S. would do it. The world would then have the war it has been expecting for decades.

**The budget.** We are not going to tame this monster with mortal cuts to federal and state programs that make life survivable for most Americans. Obama's \$3.8T spending plan, and any plan conceived by the GOP, is unsustainable in an election year, and the president has indicated as much by approving a delay in debt reduction.

At some point, and it cannot be far away, the debt ceiling will have to be abolished. We must eventually do the unthinkable to prevent the nation from sinking into oblivion.

**China.** China's next president, Xi Jinping, who conducted a charm offensive of the U.S., wants to promote public diplomacy like never before. He came as a guest invited by President Obama via Joe Biden.

He's pushing economic ties with the backing of U.S. Chamber President Tom Donohue, who wants China to invest more in America.

We are already China's greatest debtor, and Chinese investors are buying up Midwestern farmland with what must be great glee.

China is backing its version of public diplomacy with boasts of military power enhanced on every front. Its policies remain dictated at the core by Mao's conviction that all "political power comes out of the barrel of a gun." It is waging a quiet, but vicious, cyber war against us, targeting U.S. federal, military and corporate targets.

China's deplorable record of continu-

ing violations of human rights is at direct odds with public diplomacy.

China is no pussycat. It is playing us from every angle. It scares me. And that's from someone who conceived and edited the book on China, "The China Model," long ago.

**Cyberwar.** Some day we're going to wake up and find our companies and our federal offices, our hospitals, our schools, invaded and looted by hackers based overseas and linked to anti-American governments.

Top government officials, from President Obama on, say this is the threat that concerns them most of all. Ordinary citizens, businesses and the media are not taking it seriously.

Tell your members of Congress and your media contacts they need to really focus on this threat. ●

## News Briefs

### YAHOO WARNS OF 'DISRUPTIVE' PROXY FIGHT

Yahoo! said it's disappointed that investor Third Point LLC and its chief Dan Loeb have "chosen a potentially disruptive path" by launching a proxy fight for the troubled online media giant.

The proxy contest comes "just as the company is moving forward under new leadership to aggressively increase the value of Yahoo! for the benefit of all its shareholders," according to its press statement.

Third Point, which owns 5.6% of Yahoo!, nominated a dissident slate of directors for election at its next annual meeting.

It includes Loeb, founder of the \$8.7 billion private equity fund; Jeff Zucker, former CEO of NBCUniversal; Harry Wilson, CEO of corporate turnaround advisor MAEVA Group and a member of the president's automotive task force that restructured General Motors, and Michael Wolfe, ex-president of MTV Networks and former head of the media and entertainment groups at management consultants Booz Allen Hamilton and McKinsey & Co.

In its Feb. 14 Securities and Exchange filing, Loeb said Yahoo!'s two new directors, Maynard Webb and Fred Amoroso, were "hand-picked choices of the current board" and do "nothing to allay investor fears that Yahoo is poised to repeat errors of the past."

Third Point rapped press reports that Yahoo!'s "current strategic direction is to emphasis the technology aspects" of its business at the expense of advertising and media.

Its nominees will provide the "fresh perspective and necessary experience to overhaul the company's challenged organizational and operating structure," according to the federal filing.

## In The Trenches: Adventures in Journalism and Public Affairs

By John Adams  
iUniverse, 220 pages

College communications and PR majors as well others in PR can find out why so many career paths lead to Washington, D.C., these days by reading “In the Trenches” by John Adams, who has had a D.C. firm since 1973.

John Adams Associates has been up to its ears in many of the major PR/PA stories involving D.C. in one way or another for 39 years.

### D.C. is where PR, PA action is

Adams started as a journalist and never let his writing skills atrophy. He combined this talent with knowledge of D.C. to build a firm that has worked for American Express, General Electric, DuPont, 3M, Dow, France’s Aerospatiale, Canada’s Bombardier, Sony, and other clients, and industry groups such as the American Petroleum Institute and American Chemistry Council and coalitions including the Clean Air Working Group, Environmental Industry Council, and Manufacturers of Emission Controls.

His firm became known for its expertise in scientific issues. Chief scientist John Heinze, formerly at the National Institutes of Health, quickly analyzes new studies and determines how seriously they should be taken by clients, legislators or the press.

Adams continued to do plenty of writing including speeches, congressional testimony, developing background papers and writing articles and letters to the editor for publications. Evidence of his skills is that he wrote a speech for President Ford on inflation and one for President Reagan on the 50th anniversary of the Battle of Britain.

Adams was founding chairman of the Worldcom Group of independent agencies, working closely with New York financial PR counselor Andrew Edson who was honorary secretary.

### Was reporter in U.K.

The first reporting jobs of Adams were at the *Gazette* and the *Daily Telegraph* in England. From there he went to editorial posts in Munich and Bonn working for Radio Free Europe in the 1950’s. After that he went to the U.S. where he became an editor at *Catholic News* and later a correspondent with ABC News and CBS News.

Before launching his writing career, Adams served a required two years with the British army. He found himself at the age of 20 in 1951 fighting against the Chinese in the Korean War. He received head and back injuries from an exploding shell in one of the battles and was captured. He and about 20 prisoners, only “loosely guarded,” managed to escape in the dark by working their way through a minefield that they had laid down only a few days previously.

### From Telegraph to RFE to U.S.

Adams jumped from the *Telegraph* to Radio Free Europe by answering an ad in a trade paper looking for an editor. That led to the job at *Catholic News* in New York because his immediate boss at RFE was Bill Fanning who had become editor of that paper. Adams had spent seven years in Germany and felt that was “enough.”

A key career move by Adams was offering to be a correspondent in Africa after several priests and nuns were killed in the Belgian Congo. He became the only reporter there for the Catholic press. His stories drew the attention of ABC which resulted in a full-time job from ABC at twice the salary when he returned to New York.

“I found myself flying to the 1964 Republican convention in San Francisco,” he wrote. “For me, a new era had begun.”

However, the ABC job ended abruptly in November of that year once the election was over. Adams was quickly recruited by CBS but that job didn’t last too long, either. Next job was at the *Congressional Quarterly* which was planning a broadcast service. CQ decided after six months it didn’t want such a service and Adams took his first PR post — with the Investment Company Institute.

This did not hold his interest too long because ICI was dominated by government lawyers. Adams found his biggest

challenge was to “stay awake during the long silent afternoons.”

A neighbor tipped him off to a post with the U.S. Price Commission which was battling inflation in the 1970s. He became director of the Office of PA in the Executive Office of President Nixon, working on the Nixon’s controversial price control program. That job ended when the Administration deemed the program a success since inflation dipped to 3%.

### Staff had gov., political backgrounds

Adams opened his own firm in 1973 with people from government and political jobs. None had ever worked in PR. Three co-workers from the Price Commission soon joined him.

Here’s how Adams views D.C. “It’s a place where people come with their problems, where they want policies or regulations changed. It’s not the exciting mecca of advertising, PR and marketing of consumer goods that one finds in New York, Chicago, Los Angeles, London or Paris...our activities are best described as government relations, PA or issues management, or simply, consulting.”

Adams cites the many successful people who had tours at his firm including intern Debbie DiMaio. She landed a job as an associate producer with a morning show in Baltimore hosted by Oprah Winfrey. Adams says that when DiMaio later got a job at ABC-TV’s Channel 7 in Chicago she convinced the station to hire Winfrey for the station’s morning show, “AM Chicago.” In less than a year the show went from low-ratings to No. 1.

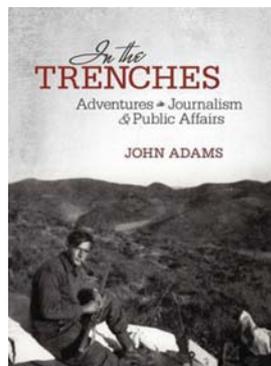
Adams says media are changing so fast that “no one knows what journalism will look like in a few years, or even next year. It may well be all electronic with no newspapers at all.”

But he still urges young people to consider journalism as a career because the internet “badly needs” those who can “ferret out the truth and make it comprehensible to an ever widening audience.”

Consumers are being overwhelmed with information and need journalists who can serve as “explainers-in-chief,” he writes. ●



John Adams



## Edelman names Harrington COO

**M**att Harrington, a 22-year Edelman veteran, assumes the COO post, a new position of the \$614 million independent shop on July 1.

The former U.S. chief expands his responsibilities to include Europe/Middle East/Asia-Pacific, Canada/Latin America, human resources, legal and IT duties.



Harrington

Harrington reports to Richard Edelman, CEO, who told *O'Dwyer's* that Harrington is a "decent and intelligent manager who has earned the trust of the Edelman family."

Edelman is shifting China Chief Mark Hass, former CEO of Manning, Selvage & Lee, to the U.S. President/CEO post. He joined Edelman in 2010, after serving at the helm of the Publicis unit for five years. Edelman praised Hass' strong corporate and marketing experience.

"He doubled our China business and is uniquely qualified for the U.S. position," said Edelman.

The firm recorded \$383 million in U.S. revenues during the past year.

Tom Mattia, who retired from the Senior VP Global PA and Communications post at Coca-Cola in 2009, replaces Hass in China.

Mattia, who recently stepped down as Yale University's Chief Communications Officer, held top PR posts at Ford, IBM and EDS. "He's been our client twice at Yale and EDS," noted Edelman.

During a five-year stint at Hill & Knowlton, Mattia ran its Asia Pacific region from Hong Kong. He reports to David Brain, Asia Pacific president/CEO. ●

## Showtime revamps PR

**S**hari Kaufman, Founder of long-running boutique entertainment PR shop SKPR, is moving to Showtime as VP of Talent Relations and Special Events under new Communications Chief Trisha Cardoso.

Kaufman's post consolidates the CBS-owned premium network's talent relations and special events units. Talent Relations head Dianne Hatlestadt has left.

Los Angeles-based Kaufman has handled PR for CBS shows like "The

Insider" and "Entertainment Tonight," as well as *TV Guide*.

Cardoso, who joined Showtime as EVP/Corporate Comms. in September after the exit of Richard Licata after seven years, has also promoted Kate Meyer to VP, heading strategy for awards and film festivals. She had been a Senior Director. Cardoso noted Showtime's strong award showing, which included three Golden Globe Awards last month, in announcing the promotion. ●

## Taaffe leads PR for GroupOn

**P**aul Taaffe, who stepped down as CEO of Hill+Knowlton Strategies last January, has been tapped by Groupon as VP of Global Communications.

He takes over for Brad Williams, who now heads Weber Shandwick's North American tech operation. Williams left in August after a three-month stint.

Groupon raised \$700 million in November initial public offering, although the company was criticized at times for its PR in the run-up to the IPO.

Taaffe left H+K after its merger with Public Strategies. He was CEO from 2003 to early 2011. ●

## Dixon measures for MSLGROUP

**J**anelle Dixon has joined MSLGroup Americas as Senior VP-Director of Insights Creation and Measurement.

The Publicis Groupe unit says Dixon will support its office network with a broad array of primary/secondary research, customized measurement solutions and research-driven insights. Dixon also will create proprietary products.

She had been North America Media Insights Manager at consumer giant Unilever. Earlier she was Associate Director of Customer Research and Insights at OMD.

Dixon has counseled clients such as General Electric, Bank of America, McDonald's, Visa and Hilton.

Jim Tsokanos, President of MSLGroup Americas, expects Dixon's experience

will benefit clients in the world of "always-on conversation that is unbound by channel." ●

## RLM Finsbury eyes PA, gov't affairs with Eve

**N**ew York City Deputy Controller Eric Eve is stepping down to join RLM Finsbury as a Partner to grow the corporate PR firm's public affairs and government affairs capabilities.

Eve, who was appointed to the post of Controller in January 2012, is a former client of the firm, serving as Senior VP of Citigroup, where he headed Global Community relations.

He moved to the bank from Verizon Communications, where he managed federal legislative affairs as VP of Government Relations.

RLM CEO Walter Montgomery said Eve will help lead growth of the firm's practice in government relations and PA serving as a "significant new resource" for U.S. and global clients.

Eve was a Clinton White House Advisor and worked for former New York State Comptroller Carl McCall. ●



Eve

## Health pro Shubny goes to GH

**H**ealthcare pro Margaret Shubny has joined GolinHarris in Chicago as Executive Director, reporting to Farah Speer, Chief of the health practice at the Interpublic unit.

Most recently, Shubny was at Burson-Marsteller, handling oncology campaigns and issues management. That included the launch of Iressa (AstraZeneca and Teva), a therapy for the treatment of advanced non-small-cell lung cancer, and National Breast Cancer Awareness Month educational effort.

Earlier, Shubny did product and corporate PR work at Baxter Healthcare.

In announcing the hire, Patti Temple Rocks, Managing Director of GH/Chicago, cited Shubny's "more than 20 years of experience in health care communications, marketing and strategy development, media and investor relations, working both in the corporate environment and the agency setting." ●

## Pentagon PA Chief to exit

**P**entagon Public Affairs Chief Doug Wilson plans to retire at the end of March, after two years in the top post and a long PA career.

Wilson sees it as “time to get off the merry-go-round for a break,” adding he will “recharge and look forward again to serving the country in another way.”

Wilson was tapped by Obama and approved by the Senate in late 2009 as Assistant Secretary of Defense for Public Affairs, serving through the end of combat in Iraq, the ongoing war in Afghanistan, and the NATO-led campaign in Libya.

He was previously with the Defense Department during the Clinton administration and on the Hill. He started out as a Foreign Service Information Officer, including a London posting during the Iran hostage crisis.

Defense Secretary Leon Panetta praised Wilson as a “trusted advisor.” A successor has not yet been nominated and requires Senate confirmation.

Panetta, on moving the Pentagon last summer, brought his top CIA PA aide George Little as a deputy/press secretary under Wilson, along with Navy Capt. John Kirby as Deputy/Director of Media Operations. ●

## Gephardt fights for greenback

**G**ephardt Group Government Affairs has been hired by Crane & Co. to fight any Congressional push to end production of the \$1 bill.

That Massachusetts-based company has continually supplied currency paper to the U.S. Treasury since 1879. The Government Accountability Office has issued five reports over the past 20 years that show Uncle Sam could save billions by retiring the dollar bill.

The Congressional watchdog last month found a transition from paper to coin would save the cash-strapped country \$4.4 billion over a 30-year period.

“With the current budget situation that we’re all aware of, we felt Congress needs to be aware of all the viable options for gaining financial benefits, and replacing the dollar note with a dollar coin provides such a benefit over the long term,” Lorelei St. James, GAO’s Director-Physical Infrastructure, said in releasing the latest report, requested by Massachusetts’ Republican Senator Scott Brown.

Brown preferred to concentrate on the GAO’s upfront transition costs. The GAO found that the U.S. would lose \$531 million during the initial ten years because of the higher production cost of coin vs. paper money.

Brown also noted that the government has \$1.2 billion in excess \$1 coins in its vaults, indicating to him that Americans prefer paper money. He also noted that the Bay State would lose hundreds of jobs with the switch to a coin dollar.

Brown’s Democratic counterpart, John Kerry, has introduced legislation to kill the coin dollar. Former Majority Leader and Democratic Presidential candidate Dick Gephardt leads the effort for Crane. ●

## Firms rep D.C. rebuilders

**M**iddleton & Gendron and Owen Blinksilver PR are representing Trump Hotel Collection and Colony Capital, the winning bidders to redevelop the



Washington, D.C. Old Post Office Building.

Trump and Colony won a competition by the U.S. General Services Administration with pitch to include guest rooms, suites, eateries, banquet and meeting facilities, library, curated museum and gardens among the features of the property, to be named Trump International Hotel, The Old Post Office.

The ornate Pennsylvania Avenue building was completed in 1899 and renamed after former National Endowment for the Arts chair Nancy Hanks in 1983 when she led an effort to avoid its demolition.

Congress directed the GSA in 2008 to enter a long-term lease for development and restoration of the property.

M&G’s Mary Gendron handles PR for Trump Hotel Collection, while OBPR VP Jennifer Hurson speaks for Colony Capital. ●

## Walton takes U.S. Chamber post

**M**ia Walton, Senior VP of Corporate Communications at Rolls-Royce North America, has moved to the U.S. Chamber of Commerce as VP, comms. and strategy.

Tita Freeman left the VP slot last April to build a public affairs unit at the National Retail Federation.

Walton exits defense contractor Rolls-Royce after a decade as head of its \$7 million marketing and communications unit. She previously held communications and policy posts at General Motors and the American Automobile Manufacturers Association. She was also an aide during the first Bush administration.

At the U.S. Chamber, which marks its 100th anniversary in 2012, she reports to Senior VP Tom Collamore.

Rolls Royce NA has not been reached about a replacement. ●

## PhRMA finds Ogilvy

**T**he Pharmaceutical Research and Manufacturers of America has hired Ogilvy Government Relations to guide the trade group’s input into the rule-making process connected with the new healthcare reform law.

Key provisions of the Patient Protection and Affordable Care Act are slated to go into effect in 2014.

PhRMA also is seeking Ogilvy’s guidance on the Prescription Drug User Fee Act reauthorization, healthcare copyright/patient trademark and Medicare/Medicaid.

Steve Tilton, who joined Ogilvy from the VP-federal affairs post at PhRMA, is handling the account. He was PhRMA’s key Congressional liaison and worked the earlier reauthorization of PDUFA. ●

## South Korea retains Nickles Group, Finn Partners

**F**inn Partners has inked a \$40,000 monthly contract with South Korea for business grassroots and outreach services. The U.S. and South Korea have agreed to a free trade pact that is expected to bolster the \$67 billion in commerce between the countries by at least 25%.

The pact, however, has met political opposition in Korea and will be a major issue in the Spring election.

The Democratic United Party released an open letter to President Obama last month threatening to abolish the deal unless it is renegotiated.

Jessica Ross, General Manager of FP's Washington office, and Robin Crawford, Senior Partner, lead the account that runs through the rest of 2012. Finn Partners is part of Ruder Finn Group.

South Korea has also retained The Nickles Group for a \$200,000, one-year legislative strategy and political outreach contract.

TNG is headed by Don Nickles, the former 24-year Republican Senator from Oklahoma.

He works the account with Cindi Tripodi, former VP-Congressional Affairs at the Motion Picture Assn. of America under Jack Valenti; Doug Bader, Deputy Assistant for Legislative Affairs in the George W. Bush White House; Jeff Choudhry, ex-Aide to Arizona Rep. Trent Franks, and Hazen Marshall, who was top aide for Nickles on the Senate budget

and finance committees. ◦

## Podesta defends China solar biz

**T**he White House-connected Podesta Group is defending Chinese solar power interests and their effort to fight off tariffs on their panels that have flooded the U.S.

Acting on a tariff petition filed in October by the Coalition for American Solar Manufacturing, the Commerce Dept. ruled Jan. 30 that Chinese companies have sent a "massive surge" of panels and modules to the U.S.

A decision is due this month on whether Chinese companies are guilty of "dumping" and subject to tariffs retroactive to Dec. 3.

Podesta represents the Coalition for Affordable Solar Energy, which is bankrolled by China's Suntech Power Holding, Trina Solar and Yingli Green Energy Holding.

CASE commissioned a study by The Brattle Group that claims a 100% tariff would result in the loss of 50,000 American jobs over the next three years. Brattle predicts that a 100% levy would result in a loss of up to \$2.7 billion to the U.S. economy.

The Coalition that filed the petition is led by the U.S. arm of Germany's SolarWorld.

CASE president Jigar Shah said a tariff would be devastating for American workers. "We cannot allow one company's anti-China crusade to threaten the U.S. solar industry and tens of thousands of American jobs," he said on Jan. 30. ◦

### 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).

**The Nickles Group LLC**, Washington, D.C., registered February 15, 2012 for Embassy of the Republic of Korea, regarding legislative strategy and government affairs services.

**Command Consulting Group, LLC**, Washington, D.C., registered February 17, 2012 for Republic of Panama, to prepare for and coordinate several meetings with Department of Homeland Security officials for the visiting Panamanian delegation as well as offer advice to the Panamanian officials.

**DLA Piper US LLP**, Washington, D.C., registered January 20, 2012 for Presidential Campaign of Hipolito Mejia, to advise the presidential campaign of Hipolito Mejia with respect to promoting U.S.-Dominican Republic bilateral relations.

### 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).

**Alcalde & Fay**, Arlington, VA, registered February 15, 2012 for Port Authority Police Benevolent Association, Inc., Englewood Cliffs, NJ, regarding regarding airport security issues.

**Turner, Bachman and Garrett, LLC**, Marietta, GA, registered February 22, 2012 for Yamaha Motor Corporation, USA, Marine Group, Kennesaw, GA, regarding all provisions relating to national fuel standards; catch limits; the sport fish restoration and boating trust fund and the harbor maintenance trust fund; the business activity tax simplification act; and corporate taxation.

**Gustafson Associates**, Herndon, VA, registered February 22, 2012 for Center for Health and Gender Equity (CHANGE), Washington, D.C., regarding issues affecting women overseas including reproductive health/family planning, HIV/AIDS, gender based violence, education, training, and local capacity building.

**APCO Worldwide Inc.**, Washington, D.C., registered February 15, 2012 for Society for Worldwide Interbank Financial Telecommunication SCRL, La Hulpe, Belgium, regarding Iran Sanctions, Accountability and Human Rights Act of 2012, H.R. 3880, all provisions relating to bank operations, and utilization of legal entity identifiers for swap data repositories in Dodd-Frank Wall Street Reform and Consumer Protection Act.

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## SPECIAL EVENTS

# THE NATIONAL PRESS CLUB

**National Press Club**, 529 14th St., N.W., Washington, DC, 20045. 202/662-7580. [www.press.org](http://www.press.org). Joshua Funk, Dir., Bus. Dev.

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

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- New York (9)
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- Connecticut (4)
- Virginia (3)
- Texas (2)
- North Carolina (2)
- New Jersey (2)
- Missouri (2)
- Michigan (2)
- Massachusetts (2)
- Illinois (2)
- California (2)

**Browse by Job Function**

- Public Relations (25)
- Communications (4)
- Other (3)
- Assistant Professor (3)
- Marketing/Advertising (2)

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#### Ideal candidates will possess:

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- Excellent media pitching skills
- Superior writing and communication skills
- A clip book showcasing recent media placements that appeared in national and regional publications
- Ability to multi-task
- Desire to travel
- Close media contacts (including national media)
- Ability to generate creative story angles

Agency experience is strongly preferred. A BA/BS from a four-year accredited university is required. Must live in the Los Angeles region.

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July 18, 2011 Vol. 44 No. 23

**NEWS CORP CALLS IN EDELMAN**  
Emulated News Corp. has called in Edelman to handle fallout from its phone hacking scandal that has engulfed its British operation.  
The No. 1 independent PR firm is providing communications and PA counsel to News International's management and standards committee handling the hacking inquiry into the hacking of a murdered 13-year-old girl's voicemail, allegations of covering up the calls to family members of soldiers killed in Afghanistan/Iraq and victims of the London terror attacks.

**F-H SHUFFLES MANAGEMENT DECK**  
Friedman-Hill named Jack Modzelewski to the newly created president of the Americas post to coordinate activity of the unit chief of regions in the U.S., Canada and Latin America.  
The founding general manager of F-H Chicago also served as COO for Europe and South Africa. Modzelewski was president of client relations since 2004 with responsibility for F-H's practice groups and strategic planning.  
F-H CEO Dave Senor also tapped J.J. Carter, GM/San Francisco, to the U.S. western president slot. Nancy Selinger, executive VP and former eastern 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 healthcare specialist Reynolds-Mackenzie for an initial payment \$4M, a package of \$2.5M cash and stock.  
R-M says it generated \$2.5M in revenues last year and earned a operating profit of \$1.2M.  
The firm of Alison Mackenzie and Eva Reynolds. The duo counsels clients such as Pfizer, Amgen, Bristol-Myers Squibb, Roche and Medtronic. R-M will be part of Chime's OPEN Health group that was formed in January.  
The acquisition could cost Chime up to \$11M based on R-M's performance. Lord Bell's operation retains the right to pay up to a quarter of that contingent comp in newly issued shares.  
Chime is parent of Bell Pottinger.

**DISCOVERY BAY DISCOVERS MWV**  
Discovery Bay Games, the Seattle-based company that produces game, apps and accessories for Apple's iPad, has selected MWV Group as agency of record.  
DBG is developer of Dan, the first integrated device for iPad. Dan makes it possible for multi-person games such as "Smootsonian Artifact or Fiction." MWV is in position the client as the top brand of gaming "apparel" for the Apple tablet.  
Craig Olson, CEO of DBG, said it hired MWV for its "proven record of creating communications programs that directly influence the bottom line."  
DBGI comes part of MWV's consumer tech practice with Summing, Nikon and Celestron, among others.

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You'll get the news first in the eight-page weekly O'Dwyer letter, the "bible" of PR according to the *New York Times*--tips and stories that can lead to jobs, new accounts, media placements--sent as a PDF to your inbox every Monday afternoon.

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Mark Mackay, MackayComms, N.Y.

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**O'Dwyer's Newsletter - August 6, 2011 - Vol. 44 - No. 30 (download PDF version)**

Page 1  
ISRAEL DRAFTS TOURISM RFP  
Israel's Ministry of Tourism has drafted an RFP for PR services in North America to develop and implement a strategic PR plan for the Jewish state.  
A copy of the RFP, dated July 25, was forwarded to O'Dwyer's, Miami, Quinn, Lynch's commission to oversee for North and South America, is to be completed by August 15. The agency search, the draft will be released.  
The RFP calls for proposals targeting the general, Jewish and niche markets to provide travel to the country "in an effort to positively change image perceptions." Proposals are due Aug. 26.  
The Ministry of Tourism has six branches in the Americas, including Los Angeles, New York, Atlanta, Chicago, Toronto and Brazil.  
Four U.S. armies and Air Canada fly directly to Tel Aviv.  
To view the amount, agencies must have at least \$1M in annual revenue.

Page 2, 3, 4, 5, 6, 7, 8

**FED FINANCE ENTITY SEEKS PR**  
The Finance Institution used by the U.S. government to push Greek. Aides intend global projects that direct U.S. foreign policy is conducting a PR search with an RFP process open through July 29.  
The Overseas Private Investment Corporation, an "independent" entity of the National government based in Washington, D.C., recently completed a "thorough and branding search" and is now looking for agency help for work like website writing and development, social media/marketing with media relations and media training.  
An RFP issued in July carries an Aug. 28 deadline, submitted from its initial July 29 due date.  
Click to download RFP: <http://odwyerpr.com/OPIC>

**KODAK SEEKS PR HELP IN TAKEOVER DEFENSE**  
Kodak, the imaging giant announced it is being surrounded by, is working with Steve Frank, a Boston attorney, to defend as it shoves up.

Easily research past issues of O'Dwyer's newsletter on [odwyerpr.com](http://odwyerpr.com)

**O'Dwyer's**  
List your PR firm with O'Dwyer's & pick up new business. Tap a steady flow of new business leads from my listing, some of which have resulted in business for the firm. The O'Dwyer listing has paid off for us.  
Mark Mackay, MackayComms, N.Y.

**Clear, concise, compelling communications**

**RFPs and Other Solicitations for PR Services**  
Send RFPs to [pr@odwyerpr.com](mailto:pr@odwyerpr.com) for listing. Note: RFPs are subject to change and address, we cannot be held liable for any omissions. "RFP" may refer to multiple openings.

Category	State	Organization	Service	Quantity	Market	Job Title	Deadline	Website
Account Services	IL	IBM	Account Services	1	Global	Account Manager	08/11/11	IBM
Advertising	DC	U.S. Department of Justice	Advertising	1	Domestic	Advertising Manager	08/11/11	U.S. Department of Justice
Business Development	CA	Apple	Business Development	1	Domestic	Business Development Manager	08/11/11	Apple
Public Relations	MD	U.S. Department of Justice	Public Relations	1	Domestic	Public Relations Manager	08/11/11	U.S. Department of Justice
Travel & Tourism	IL	U.S. Department of Justice	Travel & Tourism	1	Domestic	Travel & Tourism Manager	08/11/11	U.S. Department of Justice

Get the latest RFP announcements and pick up new business

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**FINANCIAL PR SERVICES & INVESTOR RELATIONS**

**TRAVEL & TOURISM**

**THE FINANCE ISSUE**  
WHY THE HEADLINES CALLED THE MARKET HAS RETURNED TO FINANCE  
THE UNINTENDED CONSEQUENCES OF SEC REGULATION NO. 10  
INTEGRATING PR AND IR  
DOES YOUR COMPANY NEED A DISCLOSURE REFRESHER?

**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.

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

**FINANCIAL PR SERVICES & INVESTOR RELATIONS**

**TRAVEL & TOURISM**

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

O'Dwyer's 2012 Directory of PR Firms gives you quick access to large, medium-sized, and small PR firms and even experienced freelancers who work out of their homes. 1,600 firms are listed. 7,000 clients are cross-indexed. O'Dwyer's directory is the only place you can look up a company and determine its outside counsel.

Listed firms have expertise in:

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

**O'Dwyer's Directory of PR Firms has brought billions of dollars in business to PR firms**

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